



MN11/IB/SO/01 Twinning Light "Support to the Operating Structure of the Operational Programme "Human Resources Development" to ensure its preparation to fulfilling the functions and responsibilities related to the management of the Operational Programme,,

FINAL EVENT

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Podgorica, Montenegro



EU and Montenegro: together we can reach more!
EU i Crna Gora: zajedno možemo postići više!

Lithuania and Montenegro



Twinning Light Project: MS partners

- Ministry of Social Security and Labour of the Republic of Lithuania (MSSL);
- Central Project Management Agency (CPMA);
- European Social Fund Agency (ESFA).



Twinning Light Project: objective, duration and budget

- The purpose of this project is the development of the institutional and administrative capacity of the Operating Structure for Operational Programme Human Resources Development for performing its tasks and responsibilities related to the management, implementation, evaluation, monitoring and control of projects under the Operational Programme Human Resource Development and the preparation of its staff to ensure sound management of these processes.

Budget: 250 000 EURO.
Is it long or short?



Duration: 6 months.
Is small or big amount?



Statistics of the project

- Number of MS Experts: **15**
- Number of working days: **211**
- Number of missions: **41**
- Number of flight: approx. **200** (5 per mission)
- Number of kilometres: approx. **98,400** km (41mission x 4800 km)



Activities: Trainings

- Organised four 2 days duration trainings:
 - 4 different topics;
 - 20 people trained;
 - Average number of participants at the trainings 10;
 - Approx. 56 hours of trainings.



Activities: on-the-job training (I).

- **Organised 5 workshops:**
 - 5 different topics;
 - Average number of participants 8.



- **Approx. 80 clarification meetings held:**
 - number of participants from 1 to 10.



Activities: on-the-job training (II).

11 different documents prepared:

- ✓ 7 project documents (tender (Terms of References), application, call for proposals);
- ✓ 4 documents on rules, guidelines, recommendations.



Activities: study visit to



Organised study visit:

- ✓ **5 days duration;**
- ✓ **10 participants;**
- ✓ **7 Croatian institutions visited:**
 - Ministry of Labour and Pension system,
 - Croatian Employment Service,
 - Ministry of Social Policy and Youth,
 - Ministry of Science, Education and Sport,
 - Agency for VET,
 - Ministry of Finance,
 - Zagreb Rehabilitation Centre.



Activities: preparation of Communication Action Plan

Organised workshops:

- ✓ 3 two days duration;
- ✓ Up to 7 participants;
- ✓ Together drafted Communication Action Plan.

WORKSHOPS

Communications Plan

4.2 Key Messages

Key messages describe a wide range of communications messages to key audiences. They are clearly focused on specific key messages that are communicated in the results of implementation of a specific field.

There are several messages which are critical to the success of the plan, and these are the messages that, for instance, in the case of a pilot field, the key messages that to the:

- 1. Project status: Information provided to stakeholders within the agreed context, scope and quality levels.
- 2. Project issues: The nature of the issues currently affecting the project and the priority issues to be resolved.
- 3. Project risks: The high level risks which may affect the project and the actions taken to mitigate such an issue from.
- 4. Project achievements: The achievements completed to date and the items which are currently for completion under the next funding cycle.
- 5. Financial resources: The current state of resources in relation to the Resource Plan and any relevant constraints currently affecting the plan.

These key messages will be used to develop communications events that you will need to produce for your team.

5 Channels

The following is a summary of key communication channels:

5.1 Delivery Channels

Delivery channels provide the mechanism for disseminating information to your stakeholders. The message of your key messages is then your primary communication channel into the world of a specific institution.

The main message presentation when disseminating the approved priority message is to use a variety of channels (see examples below) to use. An internal approval must also have been the subject of your project through internal approval in an external communication channel.

Therefore, using the right channel is an essential step in setting the right communication message to the right audiences in the right time.

Here are some examples of delivery channels:

<input type="checkbox"/> Briefings	<input type="checkbox"/> News items
<input type="checkbox"/> Events	<input type="checkbox"/> Newsletters
<input type="checkbox"/> Workshops	<input type="checkbox"/> Media conferences
<input type="checkbox"/> Meetings	<input type="checkbox"/> Podcasting
<input type="checkbox"/> Seminars	<input type="checkbox"/> Webinars
<input type="checkbox"/> Business cards	<input type="checkbox"/> Press conferences
<input type="checkbox"/> Conferences	<input type="checkbox"/> Press releases
<input type="checkbox"/> Conferences	<input type="checkbox"/> Public meetings





What is out of this all?

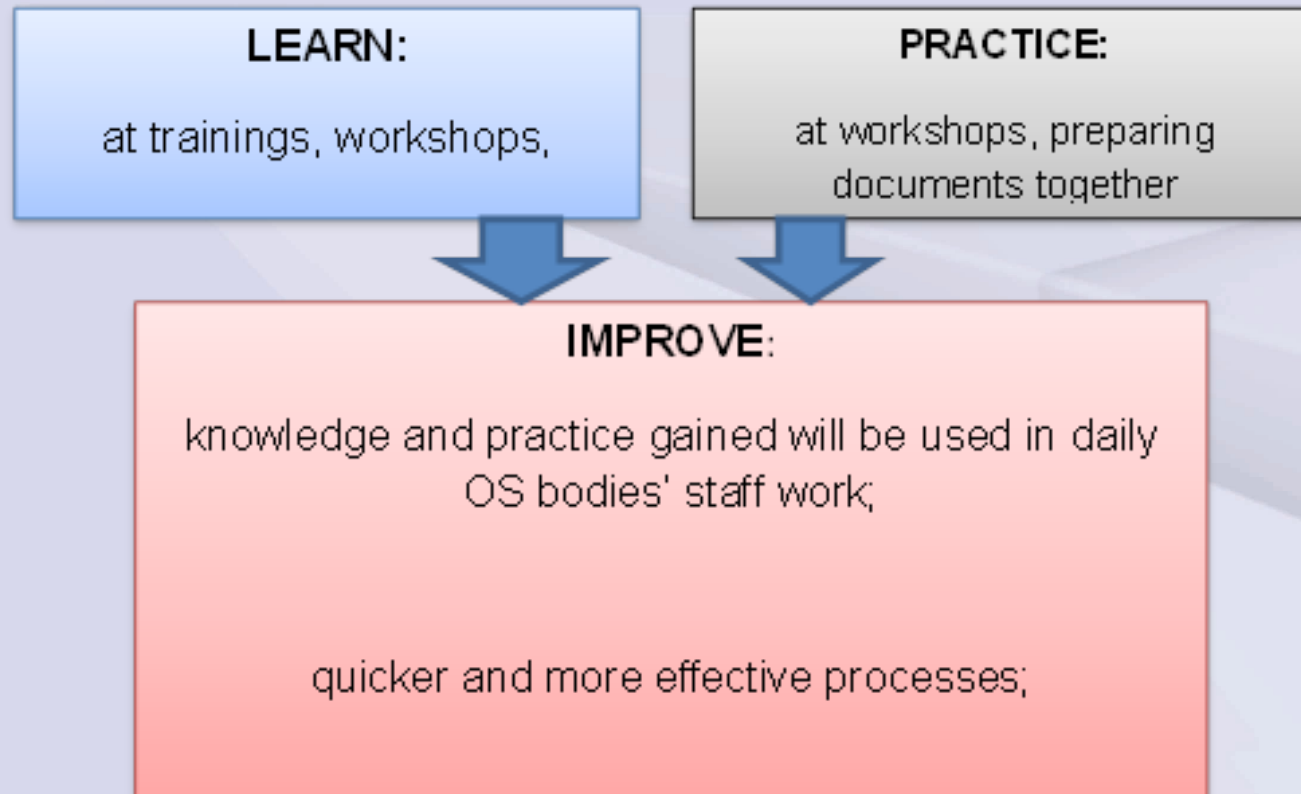
From trainings and workshops?

From the study visit?

From the documents ?



Learn, practice, improve



Learning is never ending process!
Practice makes perfect!
Improvement increases quality!



WISH YOU GREAT SUCCESS!



EU and Montenegro: together we can reach more!
EU i Crna Gora: zajedno možemo postići više!



**HVALA !
THANK YOU !
AČIŪ !**

**Nijolė Mackevičienė
MS Project Leader**

**The Ministry of Social Security and Labour
of the Republic of Lithuania**

