



COMISIA EUROPEANĂ

Reprezentanța în România

București, 12 decembrie 2024

Către: Agenția pentru Dezvoltare Regională Centru
Email: office@adrcentru.ro

Obiect: Apel depunere Planuri Anuale de Comunicare EUROPE DIRECT pentru anul 2025 - ED-RO-2024-SGA

Ref.: Aplicația nr. 1

Stimată doamnă Mirela Groza,

Ne face plăcere să vă informăm că propunerea dumneavoastră a trecut cu succes de procesul de evaluare și a obținut un total de 96/100 puncte.

Veți găsi în anexa scrisorii prezente un rezumat al concluziilor evaluării propunerii dumneavoastră.

Vă transmitem anexat modelul acordului de grant specific, pe care vă rugăm să ni-l returnați semnat, în format electronic, la adresa de email: elena-cornelia.alexu@ec.europa.eu

Cu stimă,



Ramona CHIRIAC
Șefa Reprezentanței Comisiei Europene în România

Anexa

Criterii de evaluare:

<p><i>The quality of the annual communication plan is very good.</i></p> <p><i>In relation to Task 1, the applicant puts forward a good proposal for citizen engagement which includes regional information fairs with engagement activities (SME s target group).</i></p> <p><i>The proposed activities are useful, address various target groups and cover 6 counties. The applicant should schedule for autumn 2025 an event dedicated to SOTEU targeting general public.</i></p> <p><i>For Task 2, the applicant's proposal regarding relations with local media and multipliers is very good because the applicant plans to use the existing contacts. The press releases and the newsletters will emphasize the impact of EU funded project on citizens' life.</i></p> <p><i>Under Task 3, the applicant's proposed actions in relation to monitoring significant concerns and local perception of EU policies are very good, with a focus on raising awareness about tackling disinformation and promoting media literacy. The applicant will use ample resources, including multipliers and media networks- "UE: ce e real si ce nu e?"</i></p> <p><i>Regarding Task 4, the applicant's proposal to work with schools in the catchment area is excellent. In addition to the basic activities provided under the programme and completing the activities targeting students and pupils under Task 1, the applicant proposes a set of activities such as "Europe Cross" and "Friendship challenge" that also includes training of teachers, working with school Inspectorates and multipliers' network.</i></p> <p><i>Under task 5, the applicant's proposal on how to promote a regional network of networks area is excellent. The National campaign "The road that unites us" is relevant, useful and brings together 7 ED Centres.</i></p>	46/50
<p><i>The Annual Communication Plan is perfectly coherent with the description of the catchment area and with the applicant's unique qualities.</i></p> <p><i>Under Task 1, all proposed activities are in line with the specificities of the catchment area since the applicant provides for activities accessible to the wide public.. The applicant's unique qualities provide an added value for the organisation of the activities in this particular catchment area because the applicant is a regional development agency having the credibility and the necessary resources for the</i></p>	50/50

<p><i>proposed activities.</i></p> <p><i>Under Task 2, the proposed actions related to the media and multipliers matches very well the specificities of the catchment area because the applicant provides for an impressive attention to consolidating the existing collaboration with media and multipliers and to attracting new multipliers.</i></p> <p><i>Under Task 3, the proposed monitoring ensures full coverage of the specificity of the catchment area due to the thorough attention paid by the applicant to this task, as it results from the complex activities proposed to monitor the information and react to disinformation in a rigorous and effective manner.</i></p> <p><i>Under Task 4, the proposed actions with schools complete very well the existing school education on the EU in this catchment area since the proposed activities are suitable, easily adaptable, and useful in the entire concerned region. In addition, the applicant's unique qualities make it a very easy task to approach schools since the applicant has the experience and motivation, as well as the experience in developing complex activities with various categories of stakeholders.</i></p> <p><i>Under Task 5, the proposal includes an excellent plan to establish a connection with all the EU networks present in the catchment area as the applicant plans on extending the current collaboration, organise events with relevant networks and develop a regional platform gathering them together. The applicant's unique qualities make reaching out to other EU networks a very easy task because they are motivated, credible, and resourceful in a highly effective manner for the envisaged task.</i></p>	
96/100	