

Annex 1: List of selected publicity measures at country level

| Publicity measure | Success in terms of visibility and awareness of the Swiss Contribution and Switzerland's image (media response, feedbacks etc.) | Success factors (timing, place, adjustment to target groups, use of logo etc.) |
|---|--|--|
| www.programszwajcarski.gov.pl | In 2008 the NCU launched an internet website devoted to the SPCP in Polish and English language version. During the whole SPCP implementation it was gradually up-dated and supplemented with new information and documents. The NCU created and published a gallery of projects of the Swiss-Polish Cooperation Programme, which includes descriptions of 70 subprojects/projects/programmes/funds and photographs illustrating the activities carried out within their framework. The new version of the www.programszwajcarski.gov.pl was launched on 10 December 2015. About 500 000 views were estimated to take place between the initial launch of the first version of this website and mid-October 2017. | Widespread use of logo; increased SPCP recognition |
| Conference inaugurating the launch of SPCP | On 15 September 2008 in Warsaw the NCU together with the Swiss Embassy organised a conference inaugurating the launch of the SPCP. The meeting was attended by high officials from Poland and Switzerland and over 400 guests. The national and regional press included many articles on launching the programme and the first call for applications concerning the <i>Regional development initiatives in peripheral regions or disadvantaged regions</i> (eg. Gazeta Wyborcza Kraków – an average circulation of 39 820 copies; Gazeta Wyborcza Lublin – an average circulation of 16 710 copies; Gazeta Wyborcza Rzeszów – an average circulation of 13 289 copies; Gazeta Wyborcza Kielce – an average circulation of 10 689 copies). Moreover, TVP showed interviews on SPCP given by the representatives of NCU and the Swiss partner. | Appropriate adjustment to target groups; increased SPCP recognition |

| | | |
|--|---|--|
| <p>Opening conference launching the priority <i>Environment and infrastructure</i></p> | <p>The NCU organised an opening conference launching the priority <i>Environment and infrastructure</i>, which took place on 19 January 2009 in Warsaw. The conference primarily aimed at familiarising its participants with the issues related to the assumptions and scope of the support, as well as the rules of the call for proposals. The conference was attended by over 200 persons. In relation to the call for proposals 2 press announcements were published in nation-wide newspapers (<i>Rzeczpospolita</i> – an average circulation of 117 079 copies in 2009, <i>Gazeta Wyborcza</i> - an average circulation of 338 659 copies in 2009).</p> | <p>Appropriate adjustment to target groups; increased SPCP recognition</p> |
| <p>Forum of European Funds</p> | <p>On 1-2 October 2010, the NCU presented the SPCP during the Third Forum of European Funds in Warsaw, one of the most important and the biggest events in Poland, devoted to European Funds.</p> <p>On 1 October 2010, a panel discussion entitled <i>Funds not only from the EU - support for the development from EFTA countries - Iceland, Liechtenstein, Norway and Switzerland</i> was held. The panel was dedicated to the presentation of the SPCP, the EEA Financial Mechanism and the Norwegian Financial Mechanism and gathered 60 guests. The main topics of the panel discussion were the investments in health care, measures to improve energy efficiency, issues related to environmental protection and support for NGOs. The meeting was attended by Adam Zdzieblo, State Secretary in the Ministry of Regional Development, HE Bénédicte de Cerjat, Swiss Ambassador, HE Enok Nygaard, Ambassador of Norway, Danuta Jazłowiecka, Member of the European Parliament, representatives of the Swiss party, Norwegian party, the Polish Ministry of the Environment and representatives of the government, NGOs and the private sector.</p> <p>In addition, Third Forum of European Funds gathered about 100 institutions involved in the implementation of European funds at stands located on Plac Defilad in Warsaw. On 1-2 October 2010, on the stand dedicated to the Swiss instrument, the representatives of the NCU and the SCO provided information on how to apply for co-financing under this fund.</p> | <p>Appropriate adjustment to target groups; increased SPCP recognition</p> |
| <p>Opening Conference of the Block Grant for NGO's and Polish-Swiss Regional Partnership Projects</p> | <p>On 31 March 2011 the opening conference on the Block Grant for NGO's and Polish-Swiss Regional Partnership Projects was held. Therefore on NCU's request an article entitled <i>The Polish-Swiss Cooperation Programme in favour of enhancing civil society</i> was published in <i>Gazeta Wyborcza</i> (circulation of 445 thousand copies). Moreover, during 4 days, 28 radio spots were broadcast in Polish Radio (Radio Three and Radio Four) at NCU's order to promote calls for proposals under the Block Grant (an average number of listeners of each spot – approximately 800 000).</p> | <p>Appropriate adjustment to target groups; increased SPCP recognition</p> |

| | | |
|---|--|--|
| <p>Closure of the contracting period of SPCP</p> | <p>By mid-June 2012, a total of 58 contracts covered the entire amount of support allocated to Poland, that is CHF 464.57 million. This meant that the Swiss-Polish cooperation entered a new phase: the implementation of the projects. For this reason, the NCU in collaboration with the Embassy of Switzerland organized a conference summarizing the contracting period of SPCP projects. The conference was held on 3 July 2012 in Warsaw, and attended by about 200 participants. In addition, a press conference was organized and a press release was prepared and sent out to journalists.</p> | <p>Appropriate adjustment to target groups</p> |
| <p>Urban game</p> | <p>On 5 October, 2013, the NCU held an urban game in Warsaw under the title: <i>The Swiss watch – become a watchmaker in your region</i>, promoting the SPCP, other Polish-Swiss relationships, and Switzerland itself. The aim of the game was to increase awareness of the SPCP in the Warsaw agglomeration. The participants became hosts of regions, who could develop, rebuild and improve them in order to create the best possible living conditions for residents. To change the region, it was necessary to get funding for its development, collecting points and solving tasks and puzzles. All tasks were thematically related to the Swiss-Polish Cooperation Programme. Social media fanpage and posts statistics: 154 000 views, sponsored advertisements: 50 000 Unique Users; 115 000 views. Moreover 750 posters were displayed all over Warsaw.</p> | <p>Widespread use of logo; increased SPCP recognition</p> |
| <p>Article in national daily <i>Rzeczpospolita</i></p> | <p>On 30 October, 2013, the national daily <i>Rzeczpospolita</i> published an article under the title: <i>Swiss funds support the development of south-eastern Poland</i>, commissioned by the NCU. The purpose of the article was to provide information about the programmes to the public nationwide, in particular the presentation of selected results of the implementation of the programme (an average, daily circulation of <i>Rzeczpospolita</i> in October 2013 – about 160 000 copies including printed and electronic ones).</p> | <p>Appropriate adjustment to target groups; increased SPCP recognition</p> |

| | | |
|--|---|---|
| <p>A series of information and promotion events organised in September and October 2014 in Kielce, Rzeszów, Lublin and Krakow</p> | <p>The largest initiative promoting the SPCP in 2014 was a series of information and promotion events organised in September and October 2014 in Kielce, Rzeszów, Lublin and Krakow, commissioned by the NCU, held under the joint name <i>We develop Poland with Swiss precision</i>. The participants had the opportunity to play a computer game <i>Reduce the difference</i> and watch a cartoon presenting the results of activities implemented under the Swiss fund. Moreover, they could track the sites of geographical focus projects using an interactive map and try out a micro web service presenting the above-mentioned projects. An additional attraction was an exhibition of large format photographs of projects implemented in the regions of South-Eastern Poland.</p> <p>1 700 people participated in the events.</p> <p>The series of events was accompanied by a promotion campaign conducted in Świętokrzyskie, Lubelskie, Małopolskie and Podkarpackie Voivodeships. It included: media relations activities aiming at the publication of editorial materials on these events (58 publications – reached approx. 483 548 persons); outdoor advertising: 300 posters on billboards and bill posts in each of the cities; press advertising: publication of 8 press advertisements of the events in local newspapers (coverage 71 930 persons); Internet advertising: publishing of a banner on a local website (80 000 views), and direct marketing: distribution of 11 700 leaflets next to selected shopping centres and malls in particular cities on the day preceding the event.</p> | <p>Widespread use of logo; appropriate adjustment to target groups; differentiated media coverage; increased SPCP recognition</p> |
| <p>Video clips on city buses and on the metro in Warsaw</p> | <p>On 10–27 November 2014, two animated promotional video clips about the Swiss-Polish Cooperation Programme, commissioned by the NCU, were displayed on city buses and on the metro in Warsaw (36 847 broadcasts of the image clip presenting the SPCP; 29 908 broadcasts of the clip about the programme on the healthcare prophylaxis).</p> | <p>Increased SPCP recognition</p> |
| <p>an information leaflet about the Swiss Fund</p> | <p>The NCU ordered the production of an information leaflet about the Swiss Fund entitled <i>The Swiss Fund. What is it?</i> The brochure was published in 2,200 copies. They were sent to the Intermediate Bodies and Executing Agencies and were distributed during the promotional event <i>We develop Poland with Swiss precision</i>.</p> | <p>Appropriate adjustment to target groups; increased SPCP recognition</p> |

| | | |
|--|---|--|
| <p>Rural Tourism and Agrotourism Fair AGROTRAVEL 2015</p> | <p>On 10-12 April 2015 in Kielce, the 7th International Rural Tourism and Agrotourism Fair AGROTRAVEL 2015 took place. In this edition of the fair, the NCU organised a joint stand for nine projects from the area of regional development implemented under the SPCP. 140 exhibitors and 20,000 visitors participated in the fair. Results of a questionnaire study show that the decisive majority of EAs evaluated the fair very highly in terms of fulfilment of their expectations in terms of promotion of their offer and projects. 5 out of 9 (55.5%) beneficiaries assessed them very highly, 3 (33.3%) highly and 1 (11%) as average. Answers to the question on estimation of the level of achievement of envisaged results of promotion were following: 4 (44.4%) beneficiaries pointed to full achievement of their promotion objectives, 4 (44.4%) said it was satisfactory, and 1 (11.1%) that it was sufficient.</p> | <p>Widespread use of logo; appropriate adjustment to target groups; increased SPCP recognition</p> |
| <p>Series of one-day, open-air events “The Swiss Path of Development” in the geographical focus area spanning four voivodeships</p> | <p>The main information and promotion event in August and September 2015, organised under the auspices of the NCU, was the series of one-day, open-air events <i>The Swiss Path of Development</i> in the geographical focus area spanning four voivodeships: Lubelskie, Podkarpackie, Świętokrzyskie and Małopolskie. The interactive promotional events took place in the following cities: Sandomierz, Busko-Zdrój, Puławy, Lubartów, Sanok, Krosno, Nowy Sącz and Tarnów. The objective was to present results of projects in the area of regional development, including: tourism, environment protection and local entrepreneurship. Ca. 1,500 guests participated in the events. 8 press releases were sent to local media in connection with 8 events. As a result ca. 110 publications (articles and sponsored announcements) on SPCP projects implemented in the geographical focus area, appeared in press, radio, TV and Internet. 15,000 flyers were distributed. The population reached is estimated at 1,140,000 persons. In the course of events 244 persons were interviewed. In general, the events were praised. 98% of respondents evaluated them as good or rather good. The participants improved their knowledge on SPCP, as the information was presented in an attractive and innovative form. The events shaped very positive image of the SPCP brand among residents of cities and fulfilled their educational and informative role.</p> | <p>Widespread use of logo; differentiated media coverage; increased SPCP recognition</p> |
| <p>Radio broadcasts</p> | <p>Between October and December 2015, 14 several minute programmes (features) were produced and broadcast by the order of the NCU on the Polish Radio (Radio One and Radio Three) on projects co-financed by the SPCP. The objective was to demonstrate how projects contribute to solving problems of local communities with the support of SPCP funds. The total number of listeners amounted to 4.2 million.</p> | <p>Appropriate adjustment to target groups; increased SPCP recognition</p> |

| | | |
|---|--|---|
| <p>Spots in cinemas</p> | <p>Between 20 November and 31 December 2015, in 289 cinemas of Helios, Kinads and Multikino networks in 16 voivodeships, two spots were screened, promoting preventive health care, implemented under KIK/33 and KIK/34 projects. Each of the spots was viewed by over 2.7 million viewers. The advantage of the campaign was that it were not only residents of big cities that could familiarise themselves with the pro-health advertising message, but also cinema goers from medium and small towns.</p> | <p>Widespread use of logo; increased SPCP recognition</p> |
| <p>Promotional campaign in the means of public transport</p> | <p>Promotional campaign in the means of public transport, covering the emission of 2 SPCP health-promoting spots on buses, tramways in the Poland's capital and in 11 voivodeship capitals and on the underground in Warsaw, for 4 weeks in March 2016. During the campaign, the spots were displayed in 1,500 (individual) vehicles and on approx. 6,500 (individual) screens. The estimated number of passengers carried in vehicles during the emission period amounts to approx. 61 million people.</p> | <p>Widespread use of logo; increased SPCP recognition</p> |
| <p>TV promotional campaign "Partnership for development"</p> | <p>TV promotional campaign <i>Partnership for development</i> – in the period from August to October 2016 the campaign included the broadcast of a cycle of 8 documentaries in TV4 with well-known actors and presenters, e.g. Kinga Preis, Katarzyna Skrzynecka, Ewa Wachowicz or Marek Siudym; the broadcast of 8 feature materials on TV4 and TV6, as well as 3 live interviews with i.a. the SPCP beneficiaries, which were broadcast on Polsat, Polsat News and Polsat News 2. The campaign was watched by over 3 million viewers. The broadcasts of film materials created in the framework of the campaign were accompanied by an extensive promotion including i.a. the broadcast of trailers on the aforementioned TV channels, advertising spots on Muzo.fm radio station, publications in social media and on the Internet.</p> | <p>Widespread use of logo; increased SPCP recognition</p> |

Extensive promotional multimedia campaign “We develop Poland with Swiss precision”

Extensive promotional multimedia campaign “We develop Poland with Swiss precision” with well-known journalist – Michał Olszański, promoting the results of the SPCP, good practices and the Programme name. The implementation period: from October 2016 to May 2017. It included:

1. TV spots: the broadcast of 8842 30 second long spots dealing with the issue of transport and health from November to December 2016, i.a. on: TVP1, TVP2, Polsat, Polonia 1, TVP Info, TVP3, TVN, thematic channels (3+ coverage: 81%); 2nd stage of the campaign: the broadcast of 1445 spots dealing with issue of tourism and entrepreneurship.
2. Radio spots: the broadcast of four 30-second-long spots dealing with regional issues, for 4 weeks in November/December 2016 in local/regional stations, e.g. PR Kielce, PR Kraków, PR Lublin, PR Rzeszów, Eska Kielce, Eska Lublin, RMF Maxxx Kraków. (average coverage 56,7%).
3. Internet campaign: broadcast of four 15-second-long spots dealing with thematic issues (eg. infrastructure, health, research, entrepreneurship) and 4 15-second-long spots dealing with regional issues in November and December 2016, e.g. on You Tube, Facebook, wp.pl; money.pl; onet.pl. interia.pl; gazetaprawna.pl; 2.6 million of full views in November 2016 and 2.7 million views in December 2016. Altogether: 13,6 million views. 2nd stage of the campaign: 21,5 million of full views.
4. External advertising: display of 219 posters (citylights) dealing with regional issues in Kraków, Lublin, Rzeszów and Kielce in November 2016.
5. Interactive photographic exhibition displayed in 5 main railways stations (Warszawa, Kraków, Gdynia, Poznań, Wrocław) and 5 main airports (Warszawa-Okęcie, Kraków, Gdańsk, Wrocław, Katowice) and additionally in public spaces in Bydgoszcz, Grudziądz, Białystok, Szczytno, Radom, Kalisz, Opole, Skierniewice, Włocławek, Piotrków Trybunalski, Kielce, Lublin, Tarnów and Warsaw (2 venues).
6. Public relations activities included i.a.: preparation of 14 testimonials with the selected beneficiaries, publication of 210 sponsored articles i.a.: in Gazeta Krakowska, Gazeta Wrocławska, Dziennik Bałtycki, Dziennik Łódzki, Głos Wielkopolski, Tygodnik W sieci, on portals: finanse.wp.pl; biznes.interia.pl; sending press information to local/regional and industry media; the preparation of 2 feature materials to be broadcast on TVP2 and recording of the statement made by the Undersecretary of State at the Ministry of Economic Development, Mr Paweł Chorąży, and Mr Guido Beltrani, the Head of the SPCP Office in Warsaw; participation at sector fairs: XXI Educational Fairs 2017 in Poznań, Warsaw Bus Expo 2017, RES Fair TEO 2017 in Bydgoszcz, Agrotravel 2017 Kielce, Europoltech Fair 2017 Gdańsk.

Appropriate adjustment to target groups; differentiated media coverage; increased SPCP recognition

Conference summing up the Swiss Polish Cooperation Programme 2007-2017

and events in projects venues

Conference summing up the SPCP 2007-2017 on 19 May 2017 in Warsaw gathered 200 participants, including guests and experts from Switzerland. Moreover, the open-air events called "The Swiss Festival – the Strength of Regions" took place in Warsaw and in regions. The event in Warsaw was located near the Royal Castle and gathered about 9 000 participants.

Regional open days on 20th May 2017:

KIK/09 Kraków - Małopolska Local Product

Shopping clubs with regional products were open around Cracow. Additionally 2 feasts were organised in 2 spots in the city – Nowa Huta and Cholerzyn inaugurating agricultural season. During the feasts culinary contests were conducted, moreover farmers had the opportunity to presents their products. Small concerts concluded the event.

KIK/46 Busko Zdrój - Installation of renewable energy systems

The feast with educational shows explaining how solar collectors work. During the feast the exhibition presenting results of the project was displayed. A concert concluded the event.

KIK/28 Legionowo - Communication Center in Legionowo

The event consisted of few parts e.g.: entertainment part for children - board games, exhibitions and educational games connected with the train transport theme. Opening of the mural in the underground passage and competition for the best slogan promoting train transport were organized as well. A concert of Rudi Schuberth concluded the event.

KIK/57 Zochcinek - Improving the quality of services provided in the nursing homes

The picnic with several concerts, performances and exhibition of hand craft produced by the residents. Sport activities for handicapped people, nursing home visiting and common culinary workshops were also organised during the event.

Widespread use of logo; differentiated media coverage; increased SPCP recognition

| | | |
|--|---|---|
| | <p>KIK/23 Malbork – Purchase of trains</p> <p>The feast with final of the contest called „Safe as in Switzerland”. Many activities for children and adults were also proposed: a first aid show, a road rules knowledge competition, a simulation of train driving. Additionally free tickets for train rides were available.</p> <p>KIK/15 Puławy – EUROchance for the Lubelskie Voivodship</p> <p>The promotional tents with project presentations and a regional product fair were organised. The event included workshops presenting old professions e.g. pottery workshops, weaving workshops, wicker workshops and similar. Kayaking was also an attraction during the event.</p> <p>Report on the SPCP media coverage between 16th May- 26th June 2017: (on the basis of the data from Newton Media): 43 articles/broadcasts/information on the SPCP (including 27 items directly connected with the SPCP completion).</p> | |
| <p>Publication Swiss-Polish Cooperation Programme 2007-2017 Summary</p> | <p>The publication Swiss-Polish Cooperation Programme 2007-2017 Summary covering 150 pages, published in Polish (1800 copies) and English (500 copies), and available also online. The main aim: to sum-up results achieved within all the five focus areas of the SPCP and to serve as useful reference for persons in charge of implementing similar projects. The publication was distributed to recipients both in Poland (i.a. participants of the closing conference, journalists, National Library, Voivodeship Libraries in 16 regions, institutions involved in the SPCP implementation, Information Point of the EU Funds) and in Switzerland (SDC, SECO, Polish Embassy).</p> | <p>Use of logo, summary of the results achieved; increased SPCP recognition</p> |