

APPENDIX A

ACTION PLAN

Activity	Actions	Audiences	Lead	Timescale
Communication Strategy	GLO to agree final draft of Communication Strategy Placed on GLO website	Government Legislation Office	GLO	2011
Communication Strategy and Action Plan adopted and placed on GLO website		All	GLO	
	See feedback			
Public Awareness Campaign		GLO Ministers and Parliamentary committees Ministry RIA Coordinators Business Organisations Academic Community NGOs and Civil Society	GLO	2011 - 2012
Information Leaflets	Prepare 'key facts' flyer Prepare 'Question and Answer' information Prepare case studies on RIA Prepare Press Releases Use the Chamber newsletters as	All relevant Stakeholders	GLO	2011 - 2012

	a channel of information			
RIA Training	Include communication into the training programme, where appropriate	GLO Ministry RIA Coordinators	GLO	2011 - 2012
Training of Journalists Workshop to raise awareness of the importance of RIA in the decision making process	Workshop for at least 10 journalists	Newspaper journalists Radio station	GLO	2011 - 2012
Public Events				2011 - 2012
Organise 2 public events (up to 10 speakers)	Round Table: seminar for business, NGOs and the civil sector Conference with up to ten speakers	RIA specialists, public, academia, NGOs, representatives of business sectors etc. All Stakeholders to be invited	GLO	To be agreed
Communications working group	Set up a working group comprised of representatives from Ministries and business organisations (and media if possible)		GLO	
Set up Focus Groups Inter-governmental working group			GLO	

Website	Place the Communications Strategy on the GLO website	Wide	GLO	
Develop and maintain website			GLO	
Seek feedback on the most effective channels of communication	GLO	All	GLO	At key points in the campaign