**Target groups and specific objectives**

|  |  |  |  |
| --- | --- | --- | --- |
| **Target Group/Stakeholders[[1]](#footnote-1)** | **Description** | **Specific objectives**  | **Key message** |
| **Project partners** |  |  |  |
| **Direct project beneficiaries** |  |  |  |
| **Wider audience and general public**  |  |  |  |
|  |  |  |  |

**Communication tools chosen**

|  |  |  |
| --- | --- | --- |
| **Tool** | **Advantage** | **Responsibility** |
| **Project e-newsletter** |  |  |
| **websites; project website**  |  |  |
| **Social media (Facebook group, Twitter account)**  |  |  |
|  |  |  |
|  |  |  |

1. Stakeholders are defined as individuals, groups, associations, etc., who either exert influence on or are influenced by the project. [↑](#footnote-ref-1)