

**Draft**

**Technical Assistance  
Plan  
for the  
Regional Competitiveness  
Operational Programme**

Ministry of Industry and Trade



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ANKARA

*Technical Assistance (TA) Plan has been prepared by the Regional Competitiveness Programme Coordination and Implementation Centre (RCP-CIC) of the Ministry of Industry and Trade (MoIT) which is the Operating Structure (OS) for the Regional Competitiveness Operational Programme (RCOP).*

*This TA Plan has been prepared in accordance with the Technical Assistance priority of the RCOP to ensure a clear and measurable road map for the relevant parties.*

*The main objectives of TA Plan are to ensure the effective implementation of the RCOP in accordance with the relevant regulations and to improve the administrative capacity of the Operating Structure and the other central, regional and local institutions involved in the implementation of the RCOP by supporting the management, implementation, monitoring, evaluation, control and publicity of the RCOP.*

*In order to reach these objectives, TA Plan consists of four main pillars including capacity building activities for the Operating Structure and beneficiaries, establishment of an IT based monitoring information system and a Finance and Contracts Unit within the RCP – CIC after the transition period, and publicity of the RCOP. The implementation calendar of the foreseen activities and budget are mentioned in details in the plan.*

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## **1. INTRODUCTORY**

The European Commission (EC) has introduced a new financial instrument called “Instrument for Pre-accession Assistance” (IPA) for the candidate and potential candidate countries in 2006. The Council Regulation establishing an Instrument for Pre-accession Assistance was adopted on 17 July 2006 (No.1085/2006), replacing the previous 2000-2006 pre-accession financial instruments (PHARE, ISPA, SAPARD, CARDS, and the Turkish Pre-accession Instrument) with IPA for the 2007-2013 period, with a view to bring all EU pre-accession support into a single, focused instrument to ensure the maximum coordination. The Regulation came into force on 1 January 2007 and the Commission Implementing Regulation (No.718/2007) was adopted on 12 June 2007.

The main aims of IPA are to support economic, politic and social reforms in the candidate and potential candidate countries and prepare them for the management and implementation of Structural Funds. IPA covers the countries with candidate status (Turkey, Croatia, and the Former Yugoslav Republic of Macedonia) and potential candidate status (Albania, Bosnia and Herzegovina, Montenegro, and Serbia including Kosovo).

Within the context of IPA, financial assistance will be programmed and implemented according to the following five components;

1. Transition Assistance and Institution Building
2. Cross-Border Cooperation
3. Regional Development
  - Regional Competitiveness
  - Transport
  - Environment
4. Human Resources Development
5. Rural Development.

The Operating Structure (OS) for Regional Competitiveness under the Regional Development Component is the Ministry of Industry and Trade (MoIT), which is responsible for the Regional Competitiveness Operational Programme (RCOP).

Within the framework of the institutional set up designed under IPA in Turkey, the MoIT has assumed a main role as an OS, and is responsible for the preparation, management, implementation, monitoring and evaluation of the RCOP. The Ministry prepared its Operational Programme in 2007 and sent it to the European Commission in October 2007. The Programme was officially adopted on the 29<sup>th</sup> of November 2007.

The main aim of the RCOP is to increase the competitiveness of Turkish economy to converge with the economy of the EU and to reduce regional socio-economic disparities. In order to achieve these goals, the RCOP concentrates resources (187 million Euros including national contribution, for 2007-2009 period) on a limited number of sectors, regions and priorities where the programmes impact and contribution will be highest.

The Programme, in terms of sectoral concentration, concentrates on information society, innovation, research & development and SMEs operating in manufacturing and tourism sectors. In terms of geographical concentration, the Programme concentrates on regions having an income per capita below the 75% of Turkish national average, that's to say, there are 12 NUTS II regions covering 43 Provinces which will benefit from the RCOP.

With regards to priorities, three priorities were identified under RCOP: *Improvement of Business Environment, Strengthening of Enterprise Capacity and Foster Entrepreneurship, and Technical Assistance*.

The first priority of the Programme is the *"Improvement of Business Environment"*. The measures of this priority focus on the development of industrial infrastructure, creation and development of financing instruments, improvement of research & development, innovation, technology and ICT environment and infrastructure and improvement of tourism infrastructure, promotion and marketing activities.

The second priority of the RCOP is *"Strengthening of Enterprise Capacity and Foster Entrepreneurship"*. The measures of this priority focus on the enhancement of research & development, innovation, ICT and entrepreneurial capacity of SMEs and strengthening of cooperation in industry corporate sector.

The third priority focuses on the *"Technical Assistance"* which has two measures: Namely, *"Support to the OP Preparation, Management, Implementation, Monitoring, Control and Evaluation"* and *"Publicity, Information and Promotion of the OP Measures"*. For this purpose, 11.216 million Euro has been allocated for this priority of RCOP.

## **2. GOALS AND OBJECTIVES OF TECHNICAL ASSISTANCE IN GENERAL**

One of the priority axes of the RCOP is Technical Assistance designed to ensure effective implementation of the programme and effective use of the IPA resources. Under the Technical Assistance priority of the RCOP there are two measures: namely, *"Support to the OP Preparation, Management, Implementation, Monitoring, Control and Evaluation"* and *"Publicity, Information and Promotion of the OP Measures"*.

The main aims of the Technical Assistance priority and its measures are to ensure the sound and efficient implementation of the RCOP in accordance with IPA Implementing Regulation and to improve the administrative capacity of the Operating Structure and the other institutions involved in the implementation of the RCOP by supporting the preparation, management, implementation, monitoring, evaluation, control, publicity and communication of the RCOP as well as to prepare sector studies and a project pipeline necessary for planning interventions and future OPs.

Specific objectives of the Technical Assistance priority and its measures are also given below:

- Provision of technical assistance in the preparation, management, implementation, monitoring, control and evaluation of the RCOP,

- Preparation of a project pipeline both to be utilized under the present RCOP and the next ones, and preparation of OPs for the next programming period,
- Creating capacity of the Operating Structure and beneficiaries to manage and implement the RCOP,
- Providing IT infrastructure necessary for the management, implementation, monitoring and controlling of the RCOP,
- Implementation of the obligations arising from Articles 62 and 63 of IPA Implementing Regulation concerning the promotion of the RCOP and its operations and informing entities interested in receiving support from the RCOP, as well as the general public, about the opportunities provided by the assistance and its outcomes.

TA Plan will be the main instrument for the implementation of the activities and realization of the objectives foreseen in the Technical Assistance priority of the RCOP. In this respect, the main objective of TA Plan is to increase administrative and human resources capacity of the MoIT along with the central, regional and local stakeholders of the RCOP thus contribute to the preparation process of Turkey to the implementation of the EU Cohesion Policy.

The goals and objectives of the TA Plan are;

- ✓ to improve the capacity of the Operating Structure in the management, implementation, monitoring, evaluation and control of the RCOP,
- ✓ to improve the operation development and management capacity of the central, regional and local stakeholders,
- ✓ to develop a project pipeline with a view to increase the absorption capacity of the funds available under the RCOP,
- ✓ to provide assistance, in particular to the regional / local stakeholders, for preparation of their technical documents like ToR, TS, etc.,
- ✓ to provide IT infrastructure and develop a Monitoring Information System (MIS) necessary for the management, implementation, monitoring and controlling of the RCOP (unless the MIS is launched by national resources as decided),
- ✓ capacity building and refurbishment of Finance and Contract Unit within the Operating Structure after the transition period,
- ✓ to raise awareness of the potential beneficiaries about the funding opportunities under the RCOP.
- ✓ to provide the Operating Structure with the necessary logistics, equipment and tools to perform its functions efficiently and effectively, including the purchase office equipment required for management, implementation, monitoring, evaluation and control of the RCOP.
- ✓ To provide the Operating Structure with the necessary support for the programme management, including project preparation, implementation, monitoring, control and evaluation activities, including administrative and travelling costs, organization of meetings, including expenses related to the proper function of the Sectoral Monitoring Committee and project selection and other advisory committees as may be required.

TA Plan will also aim to improve the human resources capacity of the Operating Structure and the central, regional and local stakeholders in terms of programming, programme/project management and implementation through trainings, seminars, workshops, study visits and internships etc.

### **3. ANTICIPATED OUTPUTS OF TECHNICAL ASSISTANCE**

The activities to be developed under TA Plan will contribute to the smooth implementation of the RCOP through ensuring effective management, proper monitoring and control, efficient running of evaluation and comprehensive promotion of the current programming period.

As a result of the implementation of the activities foreseen in the Plan, the knowledge and skills of the staff of the RCP – CIC on programme design, management, implementation, monitoring, evaluation, control and audit will increase. Furthermore, the capacity of the beneficiaries on project formulation, management and implementation will be improved.

On the other hand, office equipment required for management, implementation, monitoring, evaluation and control of the RCOP will be purchased, and an IT based reporting and information system for monitoring of the RCOP will be established (in case it fails to be launched by national resources), administrators and the users of the MIS will be trained on the functioning system.

In order to found a Finance and Contracts Unit after the transition period, necessary assistance will be provided to the RCP – CIC under TA Plan and all staff to be assigned to the Unit will be trained on tendering and contracting procedures.

Besides, potential beneficiaries will be informed about the funding opportunities offered by the RCOP through the publicity activities carried out under TA Plan. Therefore, absorption and project management capacity of the target region under the RCOP will be increased.

Programme and project preparation, implementation, monitoring, control and evaluation activities by the Operating Structure, beneficiaries and stakeholders will be supported through the provision of logistics as necessary, including the Sectoral Monitoring Committee and project selection and other advisory committees as may be required.

### **4. MEASURES OF TECHNICAL ASSISTANCE**

Priority 3: Technical Assistance

#### **4.1. Measure 3.1: Support to the OP Preparation, Management, Implementation, Monitoring, Control and Evaluation**

The specific objectives of this measure are to provide technical and financial support for the preparation, implementation, monitoring, control and evaluation processes of the RCOP in

order to ensure effective implementation of the programme and effective use of the IPA resources.

This measure will also aim to develop a concrete project pipeline, which will be eligible for financing under the RCOP, in accordance with the demand and needs of the SMEs (bottom-up approach) and to increase the project absorption capacity especially for the target regions.

Furthermore, this measure will support the accreditation preparations of the Operating Structure which will be carried out after the transition period.

#### **4.2. Measure 3.2: Publicity, Information and Promotion of the OP Measures**

The objective of this measure is the implementation of the obligations arising from Articles 62 and 63 of IPA Implementing Regulation concerning the promotion of the RCOP and its operations and informing entities interested in receiving support from the RCOP, as well as the general public, about the opportunities provided by the assistance and its outcomes.

#### **5. ACTIVITIES OF MEASURE 3.1.**

Under 3.1. measure of TA Plan covering 2009 – 2012 period, three main activities, which are fully in line with the eligible actions identified under Technical Assistance Measures of the RCOP, will be carried out with an aim to improve the capacity of the Operating Structure and beneficiaries, to make the Shadow Finance and Contracts Unit functional and to develop a Monitoring Information System (MIS) in case it could not be developed by national resources as decided.

Activities foreseen under the TA Plan will be carried out through several contracts of service and supply in compliance with the Multi-Annual Work Plan for the RCOP. In this respect, consultancy and training activities foreseen under the TA Plan, as well as logistic support required for the programme/project preparation, implementation, monitoring, control and evaluation, will be performed through service contracts, while office refurbishment for the current office and the one to be established for the FCU, and IT equipment supplies (including MIS) will be provided under supply contracts.

Furthermore, charges (administrative costs, translation, accommodation, transportation fares of Sectoral Monitoring Committee members) of Sectoral Monitoring Committee meetings as well as costs of Project Selection Committee meetings (accommodation, transportation fares of SMC members) will be covered under and costs related to the evaluations carried out by external evaluators will be covered under TA.

On the other hand, Framework Contracts can be also used so as to meet the unforeseen needs of the RCP – CIC and central and regional stakeholders. Therefore, a certain amount of TA funds will be reserved for this purpose.

Dates for technical assistance services and activities and the indicative budget foreseen for these activities are given in the *Annex 1* (See Table on Time Schedule and Budget of the TA Activities).

Furthermore, training activities that will be carried out under this Plan were identified according to the results of the Training Needs Questionnaire (TNQ) which was sent to the staff of the RCP – CIC, Directorate Generals of the MoIT, members of the Sectoral Monitoring Committee and other central, regional and local stakeholders of the RCOP. In order to facilitate the regional and local consultation process 43 Governorships covered by 12 NUTS II regions were used for the dissemination of the forms to the all relevant parties such as Chambers of Commerce and Industry, Universities, Organized Industrial Zones, Small Scale Industrial Estates, Technology Development Regions and Centres, Business Development Centres etc. in the provinces.

Approximately 400 completed TNQs were received from all these stakeholders. The prioritized training needs of the staff of the RCP – CIC and MoIT along with the central, regional and local stakeholders of the RCOP were defined based on the outputs of these TNQs. These completed TNQs also gave an idea on the appropriate timetable for the training activities. According to the results of the TNQs, the most frequently requested training topics were “Project Management”, “IPA and the RCOP”, “Project Selection and Evaluation”, and “PCM”. All these training topics were prioritized in TA Plan. Template of the TNQ is provided in the *Annex 2*.

## **5.1 Capacity Building Activities for the Operating Structure and Beneficiaries**

### **Objective**

The main objective of this TA pillar is to increase the administrative capacity of the RCP – CIC for efficient and effective implementation of the RCOP during the 2007-2009 programming period and preparation to the next programming period and the future structural funds interventions as well as to increase the administrative, technical and human resources capacity of the beneficiaries especially in the field of project generation and management.

Specific objectives of this pillar are also given below:

- ✓ to increase knowledge and skills of the staff of the RCP – CIC on the programming, management, implementation, monitoring, evaluation and control of the RCOP,
- ✓ to increase knowledge and skills of the staff of the Internal Audit Unit of the MoIT on audit of the EU Funds,
- ✓ to ensure efficiency and effectiveness in the process of management, monitoring, evaluation and control of the RCOP,
- ✓ to ensure efficient handling of the works of the Sectoral Monitoring Committees and Project Selection Committees,
- ✓ to purchase and installation of hardware, software and other office equipment required for management, implementation, monitoring, evaluation and control of the RCOP,
- ✓ to increase knowledge and skills of the beneficiaries on the project formulation, implementation, monitoring and evaluation,

- ✓ to support the beneficiaries in the preparation of the ToR, technical specifications, tender documentation etc.

### Activities

The budget allocated to the Technical Assistance Priority of the RCOP shall not be used until the conferral of management by the Commission to Turkish Authorities and the signature of the Financing Agreement between Turkish Government and the Commission. Therefore, the currently available EU programmes such as SEI (Support for European Integration Programme) will be used in order to meet the short term training needs of the MoIT and the potential beneficiaries. With in this context, a SEI Framework Contract has been awarded and it has two components: Preparation of technical documents like ToR, TS of our TA Plan activities and providing technical assistance to the beneficiaries of the first package regarding their technical documents.

After the Commission decision on conferral of decentralized management, the budget allocated to the Technical Assistance Priority of the RCOP will be released. This budget will also be used to improve the institutional and human resources capacity of the RCP – CIC and other institutions involved in the implementation of the RCOP.

In this respect, below given activities will be carried out through the Technical Assistance funds of the RCOP:

- Key expert (Team Leader) from EU to take technical support for the following activities for 480 working days (December 2009-December 2011)

**- To organize below mentioned training programmes,**

| <b>For RCP-CIC, MoIT Staff and Internal Audits, Project Selection Sub-Committees' Members</b>   |                 |                                   |   |
|---|-----------------|-----------------------------------|---|
| <b>Subject</b>  | <b>Location</b> | <b>Duration</b>                   | <b>Relevant Group</b>                                     |
| Programme Design and Management, Programme Monitoring and Evaluation, Programme and Project Implementation including on the spot checks and verifications, Programme Financial Management and Control | Ankara          | September<br>December<br>2009     | RCP-CIC and MoIT,   |
| Project Design, Appraisal and Selection   | Ankara          | November<br>2009<br>March<br>2010 | RCP – CIC, Project Selection Sub-Committees' Members      |
| Internal Audit of the EU funds  | Ankara          | June 2009<br>January<br>2010      | RCP – CIC Internal Audit Unit of the MoIT Audit Authority |
| Monitoring visit and on site checks   | Ankara          | October<br>2009<br>March 2010     | RCP – CIC Internal Audit Unit of the MoIT Audit Authority |

| <b>For RCP-CIC, MoIT Staff and Internal Audits, Project Selection Sub-Committees' Members</b>   |                 |                          |                           |
|---|-----------------|--------------------------|---------------------------|
| <b>Subject</b>  | <b>Location</b> | <b>Duration</b>          | <b>Relevant Group</b>     |
| Project Cycle Management (PCM), Project Development and Management, Preparation and implementation of the infrastructure projects                         | Ankara          | September 2009–June 2010 | RCP – CIC and MoIT Staff, |
| Project Fiches Development, Preparation of ToR, Preparation of Technical Specifications,  | Ankara          | September 2009–June 2010 | RCP-CIC ,                 |
| Social training programme for RCP-CIC (Negotiating Techniques, Communication Techniques, Effective Presentation Techniques, Team Work, Impact Assessment) | Ankara          | September-December 2009  | RCP-CIC                   |

| <b>For Beneficiaries, Central, regional and local stakeholder</b>  |                       |                          |  |
|--|-----------------------|--------------------------|--|
| <b>Subject</b>   | <b>Location</b>       | <b>Duration</b>          | <b>Relevant Group</b>                                  |
| Project Cycle Management (PCM), Project Development and Management, Preparation and implementation of the infrastructure projects  | Ankara /target region | October 2009-April 2010  | Beneficiaries Central, regional and local stakeholder  |
| Project Fiches Development, Preparation of ToR, Preparation of Technical Specifications,   | Ankara /target region | October 2009-April 2010  | Beneficiaries Central, regional and local stakeholder  |
| Organization of 15 training programmes in The Growth Centers about IPA and the RCOP, Project Design, Appraisal and Selection, Project Preparation, Preparation of OIS, ToRs etc. | Growth Center         | March 2009-December 2009 | Beneficiaries, Central, regional and local stakeholder |

**- To organize 5 internship in the European Commission and the selected EU MS (December 2009-December 2012),**

for the staff of the Programming Department January 2009,

for the staff of the Monitoring and Evaluation Department March 2010,

for the staff of the Technical Implementation Department April 2010,

for the staff of the Quality Assurance and Control Department May 2010,

for the staff of the Finance and Contracts Department June 2010

**- To organize 10 study visits for the staff of the RCP – CIC (December 2009-December 2010)**

on managing, monitoring, evaluation and control process of the RCOP

Covering the charges (administrative costs including translation, accommodation, transportation fare of Sectoral Monitoring Committee members) of Sectoral Monitoring Committee meetings which will be organized 10 times, 8 ordinary, 2 extraordinary (if necessary) until 2012,

Covering the charges (administrative costs including translation, accommodation, transportation fares for Project Selection Committee members) of Project Selection Committee meetings which will be organized 2 times until 2012,

Covering the costs (accommodation, transportation fares for technical staff) of the monitoring visits and on-site checks (46 monitoring visits and approximately 50 on-site checks)

Carrying out researches, studies, surveys etc. with link to the strategic priorities of the RCOP to support the implementation process of the RCOP. (December 2009 – December 2012),

Covering the costs related to the evaluations carried out by external evaluators under a services Framework Contract (November 2009 - February 2010),

Refurbishment of the office of the RCP – CIC including purchase of required office equipment (December 2009-January 2010),

Providing technical support to the projects' beneficiaries for the preparation of ToRs, Technical Specifications, tender documentation (dossier) etc. (December 2009 – December 2011).

Direct grant for civil servants working in the RCP-CIC to implement the tasks related with RCOP and also other employees dealing with audit and monitoring of RCOP. (2009-2012)

### **Final beneficiaries**

- RCOP Operating Structure,
- RCOP Monitoring Committee,
- Project Selection Committees,
- MoIT including the Internal Audit Unit,
- Project beneficiaries,
- Other institutions involved in the implementation of the RCOP
- Public Institutions,
- Universities,
- Local and regional authorities,
- Chambers of Commerce and Industry,
- OIZs, SSIEs, TDZs, TDCs etc.,
- NGOs,
- Sectoral Associations,
- SMEs.

### **5.2. Capacity Building and Refurbishment of Finance and Contract Unit within the RCP - CIC**

According to the IPA Implementing Regulation, Operating Structures are also responsible for tendering, evaluation of contracts, signing contracts, payments to, and recovery from, the final beneficiary, and accounting. In order to make this tasks Finance and Contract Unit will

have been established by 2011 within the RCP – CIC. Nevertheless, for a transition period till 2010 at the latest, the MoIT have delegated these tasks to the Central Finance and Contracts Unit (CFCU) as Implementing Agency with a cooperation Agreement.

Within this framework, a Cooperation Agreement has been concluded between the Operating Structure and the CFCU in June 2008 in order to clearly define the functions to be carried out by both sides during the transition period (2007-2010).

### **Objectives;**

After the transition period, shadow Finance and Contracts Unit will be functional with in the Regional Competitiveness Programme Coordination and Implementation Centre (RCP-CIC) of the Ministry of Industry and Trade (MoIT) which is the Operating Structure (OS) of the Regional Competitiveness Operational Programme (RCOP) to take responsibility of budgeting, tendering, contracting, payments, accounting and financial reporting aspects of the procurement of services, supplies, works and grants in the context of IPA projects of the RCP-CIC.

Shadow Finance and Contracts Unit (FCU) has been occurred for the transition period with a view to prepare the Operating Structure to the execution of these tasks. In order to properly implement these functions, the utmost importance should be given to the establishment of required institutional capacity and development of skilled human resources.

### **Activities:**

Below mentioned activities will be carried out during transition period:

- Key expert (Team Leader) from EU to take technical support for the following activities for 480 working days (December 2009-December 2011)
  - Preparation of draft FCU implementation documents, (January 2010)
  - Preparation of draft implementation documents (February- March 2010)
  - Composition of operational structure of FCU and describe of jobs under FCU,
  - Description of professions and permanent / temporarily staff who work in FCU in accordance with operational structure and description of jobs via workload analysis,
  - Designing training needs of FCU staff. (December 2010)
  - To prepare necessary documents (implementation manuals, guidelines etc.) (June-July 2010)
  - To compose of core group for FCU (September 2009)
  - To recruit necessary personnel (June 2010)
- In order to provide expert assistance and consultancy services for the staff of FCU employment of 2 expert from EU 2 years period (January 2010 –January 2012)
- Refurbishment of the office of the shadow FCU including purchase of office equipment, (June - July 2010).

## Final beneficiaries

RCP - CIC, particularly the shadow FCU.

## 5.3 Establishment of the IT Based System for Monitoring and Financial Control

### Objective

MoIT has to establish, maintain and update an IT based reporting and information system for monitoring of the RCOP. Main tasks of the MIS will include:

- Provision of proper, efficient and transparent management of the IPA funds and national resources,
- Provision of the Operating Structure with the necessary IT tools that will enable:
  - to monitor and manage the implementation of operations and projects, from project selection to tendering and call for proposal, contracts, monitoring and audit, until to the final closure of the RCOP, in particular results whenever feasible and outputs,
  - to carry out and monitor financial transactions,
  - to ensure required reporting to the European Commission on implementation of the RCOP.

Under the project of the State Planning Organisation (SPO) named *“Support to State Planning Organization to Build Capacity at Central, Regional and Local Level to Implement Economic and Social Cohesion Measures in line with the pNDP”*, a common MIS will be designed for the Strategic Coherence Framework and the Operational Programmes under the third and fourth components of the IPA. Within the framework of the project, strategy paper defining the requirements and indicators for the each Operational Programmes and Operating Structures will be finalised.

To establish an effective and common MIS, a MIS Working Group studies have been initiated by SPO with the contributions of OSs. The system will also be designed and established as flexible allowing either its further development or confinement according to the future needs.

Within this respect, the objectives of this activity are to ensure smooth operation and organisational and functional development of the system as well as to provide trainings to its administrators and the users on the system functioning so as to allow prompt access to data in all institutions involved in the process of the RCOP.

The common MIS will be established by national recourses. But in case the common MIS study coordinated by the SPO fails, the system will be established under the TA priority. Besides, it is also planned to extend the MIS to a Management Information System under TA priority with an aim to contribute to the effective management of the RCP-CIC.

## Activities

MIS studies coordinated by State Planning Organization are being carried on with the contributions of OSs.

In this context, below mentioned activities will be funded National Recourses.

- Coordination with horizontal IPA bodies, SPO and other ministries responsible for components III and IV OPs,
- Design of the system (February– March 2009),
- Establishment of the system (March - May 2009),
- Extension of the system to other bodies (CFCU, NF, NAO, AA) and final beneficiaries (June – August 2009),
- Ensuring its smooth operation and daily maintenance to ensure effective communication between all institutions and access to all essential data (March 2009 – December 2012),

Following activities will be funded under the TA Plan:

- Organizing 6 number of training seminar on MIS and Tools under the IPA for RCP CIC, SMC Members, local auditor, beneficiaries, local, central and regional stakeholders (2010)
- Preparation of training materials of user handbooks and guides for usage of MIS (January 2010),
- Key expert (Team Leader) from EU to take technical support for Monitoring Information System (90 working days)for the following activity;
  - Extending of MIS to a Management Information System (2010),
- Purchase of equipment required by MIS administrators and users (February 2010).

## Final beneficiaries

MoIT and other authorities that will use the system (NIPAC, SC, NF, CFCU and projects' beneficiaries)

## 6. ACTIVITIES OF 3.2. MEASURES

Under 3.2. measure of the TA Plan covering 2009 – 2012 period, publicity activities, which are fully in line with the eligible actions identified under Technical Assistance Measures of the RCOP, will be carried out to promote the RCOP.

Activities foreseen under the TA Plan will be carried out through several contracts of service and supply in compliance with the Multi-Annual Work Plan for the RCOP. In this respect, consultancy, training and publicity activities foreseen under the TA Plan will be performed through service contracts, while supply will be provided under supply contracts.

On the other hand, Framework Contracts can be also used so as to meet the unforeseen needs of the RCP – CIC and central and regional stakeholders. Therefore, a certain amount of TA funds will be reserved for this purpose.

Service tender(s) for training and publicity activities foreseen in TA Plan will be launched under the suspension clause facility. TA Plan will also support the implementation of the activities foreseen in the Work Plan.

## **Objective**

In order to make the public more aware about the assistance given under the RCOP, information about the Programme should be disseminated to the all interested parties and an effective information distribution channels should be established by the Operating Structure.

Under this activity, potential and final beneficiaries of the RCOP operations will be informed about the content of programme, selection criteria of projects and eligibility rules of the assistance offered by the RCOP through the information events (such as conferences, seminars, fairs and exhibitions), publications (such as booklets, leaflets and newsletters), electronic means (websites, databases for potential beneficiaries) and/or audio-visual materials.

### **6.1. Publicity Activities**

Below mentioned activities will be carried out;

- Key expert with relevant EC experience for capacity building activities (480 working days)
- Organization of 15 training programmes in The Growth Centers about IPA and the RCOP, Project Preparation, Preparation of OIS, ToRs etc. for Regional and local stakeholders (1.000 people )

Following these publicity and training seminars, “help desks” - consisting sectoral experts and officials from the RCP - CIC - will be established in 15 Growth Centers where the training seminars will be organised, with a view to evaluate projects that have been prepared during the training seminars and developed till the time up to the establishment of help desks. As a complementary activity, booklets / brochures about the RCOP and training guidelines on project preparation and management will be published and disseminated.

Furthermore, in order to use the budget allocated to the Technical Assistance Priority of the RCOP the activities foreseen in the Measure 3.2 of the RCOP on “Publicity, Information and Promotion of the OP Measures” and in the Communication Action Plan will be carried out within the framework of the TA Plan:

- ✓ Providing professional PR assistance for the execution of the publicity activities, where necessary (2010),
- ✓ Corporate design (design of logo, including proposals for CD colours and images, Design of standards for alle media including publications, promotion materials,

- poster, vehicle and Training Communication Team how to use Corporate Design) Additional Promotional Material (Selection and purchase of promotional materials, print with CD elements)
- ✓ Designing a website, Creation of a logo and a motto for the RCOP, Training CT how to use CMS (January 2010),
  - ✓ Purchase of flags and billboards, Design of mobile exhibition
  - ✓ Setting up an information exchange system (through the Internet, media, brochures, folders, CD etc.) for potential beneficiaries, economic, commercial, professional and other institutions on the contents of the assistance and accessibility of the IPA funds for implementation of specific projects (January 2010 – December 2012),
  - ✓ Ensuring ongoing web site operation (maintenance, information updates, page modifications, promotion etc) (January 2010 - December 2012),
  - ✓ Preparation, publication and distribution of promotional materials on the RCOP (publications, brochures, folders, CDs and other possible formats) (January 2010 – December 2010),
  - ✓ Organising conferences, training and workshops (such as press conferences, regional conferences, information meetings and media workshops) (January 2010 – December 2010),
  - ✓ Establishment of help desks in the Growth Centres upon the launch of call for project proposals (January 2010).
  - ✓ TV Documentary

Each activity to be carried out for the promotion of the RCOP will be detailed in the Communication Action Plan in terms of their implementation schedule and concrete budget.

### **Final Beneficiaries**

- RCOP Operating Structure,
- Other institutions involved in the RCOP implementation,
- Public and private institutions,
- Local and Regional Authorities,
- Universities,
- OIZs, SSIEs, TDZs, TDC, etc.
- Chambers of Commerce and Industry,
- Exporters Unions
- Sectoral Associations,
- NGOs,
- SMEs
- Media,
- General public etc.

### **4. Monitoring of Technical Assistance Services and Outcomes**

Technical Assistance activities foreseen in the TA Plan will be carried out by the Technical Assistance Provider under the supervision of the Technical Assistance Division of the Programming Department established with in the RCP-CIC.

In this respect, monitoring of the implementation of the TA Plan will be done by the Technical Assistance Division. In order to monitor the implementation of the activities foreseen in the TA Plan, Technical Assistance Division will organise weekly meetings with the TA provider and TA provider will also monthly report to the Technical Assistance Division on the physical and financial progress achieved in the implementation of the Plan.

Furthermore, the Sectoral Monitoring Committee (SMC) for the RCOP will be also periodically informed about the progress in the achievement of specific objectives set out in the TA Plan.

## **5. Time Schedule and Budget of the Activities**

In order to define the implementation period of the TA activities it is assumed that the RCOP shall start to the implementation in the 3<sup>rd</sup> quarter of 2009 at the earliest. The activities defined under the TA Plan will be implemented from the third quarter of 2009 to the end of 2012 in accordance with the time schedule set out in the Multi-Annual Work Plan for spending the funds allocated to the RCOP.

On the other hand, it should be bear in mind that any delay in the accreditation process and/or signature of the Framework and Financing Agreements will directly shift the time schedule of all the TA activities.

Nevertheless, indicative time schedule and budget of the TA activities to be implemented under this Plan are provided in *Annex 1*.