

“Strategy for the management of communication for governmental organisations,” project initiated by General Secretariat of Government

The General Secretariat of the Government and the "EUROCOMUNICARE" Association on Tuesday initiated the project "Strategy for the management of communication for governmental organisations in Romania," which is meant to create a framework strategy for government communication management and for the improvement of the knowledge and skills of communicators at the level of the central public authorities and institutions.

According to the authors of the project, another aim of the project is to have a unitary approach of government communication at the level of the central public administration in Romania, and to ensure an increased transparency inside and outside the administrative system.

The co-financing of the project is ensured from the European Social Fund (ESF) through the Operational Programme Administrative Capacity (POCA), priority axis 1: Efficient public administration and judicial system, specific objective 1.1: Development and introduction of common systems and standards in public administration that optimize decision-making processes citizen-oriented and business-oriented, in line with SCAP [Strategy for Consolidating Public Administration - editor's note].

The duration of the project is 28 months, and the budget is of 11,671,421 lei, of which 10,557,375.53 lei co-financing from the European Social Fund (ESF), the same source also shows.