

Operating Steering Committee for Trade Facilitation (OSC)
(MCD 2/25-1-2013/FEK 19A)
Working Group: Communication

OSC member responsible	N. Archontis
Project Manager(s) From OSC support team	M. Sabatakou
Members

The group is responsible for:

- All actions of communication, marketing and promotional events on the actions of the Roadmap and the results achieved through their implementation.
- Defining the actions and issues for review and discussion, their verification and acceptance, their prioritization, in line with the Roadmap, the MoU commitments and any other report findings and recommendations as well as other issues raised by the business community, global developments etc.
- Defining group interim and final objectives along with scheduling of interim and final actions and deliverables.
- Defining all necessary resources (human, financial etc).
- Defining areas where technical assistance along with foreign expertise and know how is required (TFGR, UNECE etc).
- Monitoring timely implementation of actions and deliverables.
- Introducing a regular reporting mechanism to OSC.
- Collaborating with business community etc

The group meets regularly, under the responsibility of the project manager. Also, the OSC responsible can summon a meeting. The team keeps minutes of all its meeting key points. The team assigns the minute keeping process to a certain team member along with his/her substitute.

For a more effective monitoring and completion of actions and in order to facilitate the whole procedure, the group, under the responsibility of the project manager, can set up smaller sub-groups in order to handle more technical or complex issues, if necessary.

The project manager has the responsibility to develop a detailed project plan for all decided team actions.

During the implementation of each action, it is likely that more project plans will need to be developed in order to facilitate the implementation of different or similar sub-actions.

The development and monitoring of each project plan is assigned in certain project manager/team member.

Every project plan is proposed to and approved by OSC.

The implementation of each project plan is the responsibility of the project manager and the main scope of the team.

Each project plan implementation monitoring is the responsibility of the project manager and is the main object of the team. OSC responsible along with the project manager(s) is reporting to OSC, in every Committee's regular meeting or more often if it is needed, for the progress of the project or other issues of the team.

Finally, the group has the responsibility of establishing a permanent cooperation and communication with public and private bodies and agencies.

Project manager – project plan

More specifically the project manager is responsible for:

- Developing a project plan which has to be adopted and agreed by the group,
- For regular reporting to team members for the project implementation progress,
- For alerting and communicating to the group for any difficulties or other issues faced during implementation,
- Liaise the group with competent agencies, bodies etc.

The project plans are developed in order to facilitate the project oversight. They are the main instruments of the group and are necessary in order to ensure that projects are implemented according to defined schedule and agreed objectives and are on track.

Project plans must include also:

- The reference to the Roadmap action or any other action source (eg BPA findings, market or business community issues etc),
- The objectives,
- The interim and final deliverables as well desired outcomes,
- The expected improvements for stakeholders including some key performance indicators,
- Implementation phases and schedule,
- The description of activities and
- Dependencies, contingencies and risks (required additional funding, support by other agencies etc)

The main project plan objective is for the team to allow tracking of the project for the stakeholders and OSC.

It is the responsibility of the project manager to define how the project will be implemented. It is the responsibility of the working group to check that the plan is credible and that the working group can monitor the implementation progress on the basis of the project plan.

Actions-deliverables

(Indicatively and in line with the Roadmap, the deliverables will be adjusted according to communication needs):

- Communication, promotion and dissemination of information for: results of studies and expert reports, changes, etc. which are made within the scope of the Roadmap.
- Organize events in order to present the progress and the results to the business community and to public media.
- Organize other promotion actions (press and web releases, communication campaigns etc).
- Organization of other special events and promotional actions (eg advertisement in the press and on the Internet, campaigns, etc).
- Attraction of exporters for participating in the reform procedures, especially those included in the Roadmap in order to fulfill the KPI objectives (increase of companies which are entitled to simplified procedures and local clearance, AEO increase, introduction of Certified Businesses for fruits and vegetables) .
- Introduction and operation of web portals (Information portal of the Roadmap, Portal on export procedures for providing information and related services, etc.).

