Conclusions: Proposals for the regional, subregional, national, local and sectoral action levels

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The conclusions of this report are provided in Tables 9.1-9.5, where the main findings are presented in the regional, subregional, national, local and sectoral (i.e. according to the professional groups) levels. When reading the results of the proposed activities in the tables, it is useful to read the corresponding text in the other chapters of the report. The location of the corresponding text is always indicated in the left margin of the results.

The tables 9.1-9.5 are constructed according to the Logical Framework method, which is a part of the Project Cycle Management (PCM) method. In order to make it easier for the reader to comprehend the logic of the tables, the short description of the logical framework is presented in Box 9.1.

In the end of the chapter the findings of the project are adapted to the context of an international organization – HELCOM. As a result, the activity proposals presented in the chapter 9.6 could serve as the foundation for an information and communication policy of HELCOM.

Box 9.1 Project Cycle Management (PCM) method

The **Project Cycle Management** method is widely used for improving project management, for example in the EU projects concentrating on the development of the financed aid. The method consists of an analytical process and a presentation of the results of this process. This allows defining systematically and logically the project/programme objectives, purposes, results and activities.

The logical framework presents the most important aspects of an operation. It gives a chance to check if the operation has been properly designed.

Structure of the logical framework

	Intervention logic	Objectively verifiable indicators	Sources of verification	Assumptions
Overall objective				
Project purpose				
Results				
Activities		Key actors	Estimated cost	

Overall objective: the objective, which is wider than the project itself
Project purpose: the objective, which can be reached by implementing the project
Results: "products" of the activities undertaken
Activities: activities, which must be undertaken in order to achieve the results
Objectively verifiable indicators: operational description of the overall objectives, project purpose and results in terms of quantity and quality of results
Sources of verification: defined sources of information on the achievements of project purpose and results
Key actors: The most potential actors likely to carry out the planned activities
Assumptions: the external factors outside the direct control of the project. These factors are, however, crucial for the project success.