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Thesis title

Ineffective communication or lack of communication between private corporations and government in joint projects through the procedures of tenders may result in the failure of the project.

Purpose of the Study

- The main purpose of this thesis is to create directives or lines of communication between corporate private sectors and Governmental agencies so that joint projects can work through the difficulties of communication that occur.

Joint Projects and communication

- Communication in projects is an element with a significant role. Today more governmental projects are constructed in joint projects between private corporations and the government. Due to the complexity, governmental laws, paperwork and bureaucracy of these projects, communications plays a major role between the government and the private companies.

But what is communication?

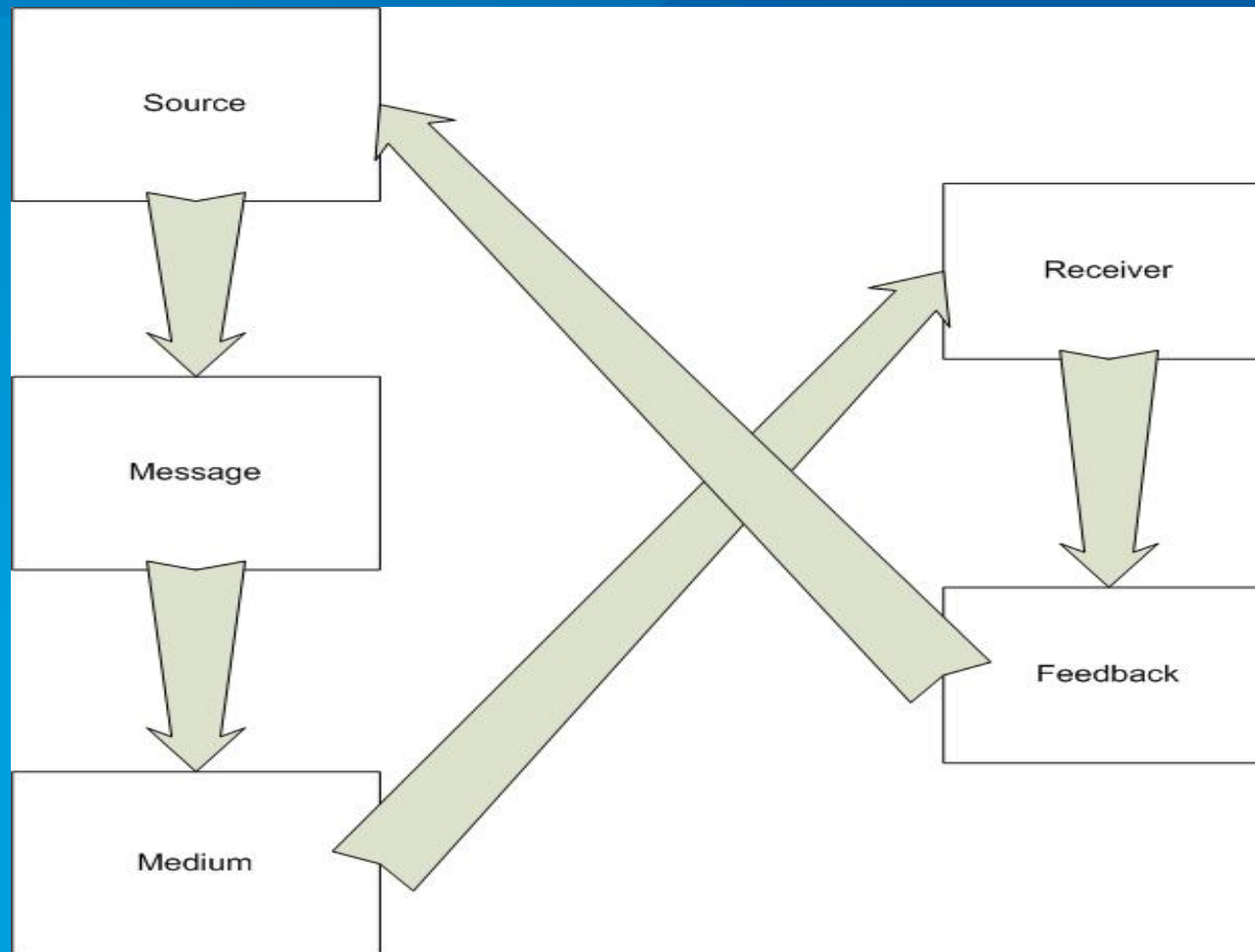
- By giving a short definition of communication it is the procedure in which the transmitter of the message carries ideas, information, written or oral to the receiver on which its efficiency depends on how the medium is interpreted by the needs of the first.

Corporate communication

- Corporate communication is considered a procedure of highly importance and the outcome of it can be connected directly to the possibility and the ability of transmitting, understanding and utilization the meaning of the message in order to fully cooperate the company, its employees, and executives on various issues that deflect in every day corporate activities.

- Now as for the Greek reality the importance of corporate communication is essential since it is helpful for the smooth flow of productivity.

Basic parts of communication



Rules that makes communication efficient

- For communication to be effective, basically meaning accomplishing its purposes, with the transmission of the message and the sensitivity of the receiver, regardless if it applied to whatever type of corporation, either its public or the private sector, its structure and development has to derive from the basic rules, which reassure the smooth transmission and understanding of the message and settles the account for the positive correspondence of the receiver.

- The first category where communication is constructive, consists the rules of honesty, the rules of editorial and grammar that has to be applied, abbreviation and consistency of the messages.
- The second category in which the capabilities of the transmitter of the message develop a communication for it to rise to high levels project the rules of the contents of the message, to emphasize the key elements

Historical facts on joint projects

- The idea of joint Projects between Public and Private sector for the implementation or maintenance of social utilities is very old.
- Around 1980 in Great Britain started a new exploration on the possibility's emerging of the combination of different types of Public Private Partnerships adapting the modern economical- social- and institutional environment.

Today's joint projects

- Today, in Holland, Spain, Portugal and many other countries Public Private Projects has been developed even further and have substituted at a large part the program of governmental investments.
- In Greece many Projects have been made under these forms of corporation, regarding the past, projects such as Power and Oulen







What are their benefits?

- More and better services between the expected cost and time schedule. On time and on budget.
- More efficient risk management.

- Contribute to the Public by creating opportunities of learning the new technologies and procedures of Private companies.
- Forward more productive investments and raise the number of working positions of a country.

Public utility of joint projects

There many times that a country's government doesn't have the resources in need or doesn't want to use its resources to accomplish a certain project. Usually these resources concern budget. This is where the government chooses to create it by introducing a private partner for it. These projects are considered as public utility since these concerning the use of common people. Hospitals, bridges, airports, national roads, energy factories, public transportation, etc, are some that can be used by the citizens daily.

Crucial factors of succeeding a Public Private Partnership

- First of all there has to be a hierarchy of Projects.
- control of the Projects that can be implemented.
- Most of the countries that are very active throughout these kinds of procedures have agencies and means of observation and spread out the information to where this is needed regarding the Project in question.

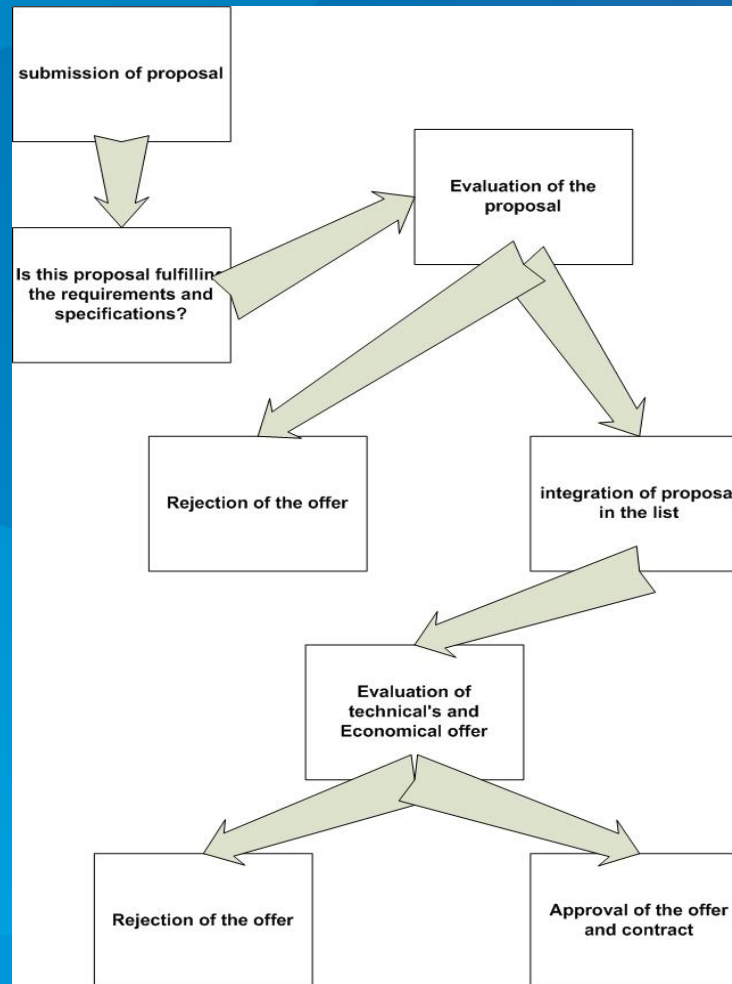
- must be selected with very strict criteria just because these are pilot Projects and must be implemented with success and in sort time.
- By implementing Projects in this way, these Partnerships can gain experience which can be very helpful for future Projects.

Legal factor

- Many efforts have been made a few decades before until today, to modernize our legal system , however these were not accomplished. The main issue is the heavy beaurocratic procedures of the system. All the important decisions are made in Athens, which is the center for all Departments of the Government.

- The legal environment in which the companies both public and private are obligated to work and flourish is quite blur and surrounded by many laws that sometimes tend to step into other laws or try to fill up the already existing ones, as a result many executives and employees are hesitating or find it very difficult how to act during certain issues. There is not any coding to the existing legislation and many hours of work are spent trying to understand them.

Procedures of launching a Public corporation tender



Results

- The key outcome of my research was the creation of a general communication plan effective from the beginning of its existence and for various joint projects between the public and private sectors.
- I stated this communication plan as generally possible is because I was forced by the diversity and the complexion of modern projects in order for this plan to be applied in every project as a template.

Thank you very much!

(applause...)