

COMMUNICATION PLAN

Of the project

“Local assets exploitation for the development of peripheral intercultural cross border capacity”

Acronym **“RENOVATION”**

2021

DELIVERABLE D2.1.1.



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1. About the Programme INTERREG V-A “Greece-Bulgaria” 2014-2020

Greece and **Bulgaria**, two neighboring countries with a rich past, since the end of the 1990s have entered an era of closer co-operation, due to the INTERREG Programme “**Greece-Bulgaria**”.

The main idea behind “INTERREG” is that countries have issues which can be better solved if they work together with their neighbors than if each one remains confined within its borders. So for this reason, in our Programme we promote activities that bring our people closer.

One needs to look no further than the land and the rivers we share and move on to roads and then to culture, food and traditions. In every case what happens on the one side of the border affects the other side as well. The need for joint actions is gradually becoming the normal than the exception.

We focus in Northern **Greece** and in Southern **Bulgaria** around our common border.

All of our actions take place in the area of Evros, Kavala, Xanthi, Rodopi, Drama, Thessaloniki, Serres and in Blagoevgrad, Smolyan, Kardzhali, Haskovo.

We work with public and other institutions on both sides of the border that can benefit and positively influence the widest possible numbers of inhabitants, funding a very diverse range of activities that fall in the sectors of competitiveness, environment, culture, transportation, health and social issues

For this reason, the European Union together with **Greece** and **Bulgaria** are providing 130.000.000 Euros from 2014 up to 2020!

We improve co-operation on issues of common interest and deal with the challenges of the modern era in a more efficient and effective way. Our ultimate aim is a better everyday life.

We cooperate! We act jointly and we all win!

2. About the Project “RENOVATION”

Project partners:

Beneficiary No	Beneficiary Institution	Contry
Lead Beneficiary	Народно читалище „Яне Сандански-1928“ / Community center Yane Sandanski-1928	Bulgaria
Project Beneficiary 2	Municipality of Lagadas	Greece
Project Beneficiary 3	Organisation of Thessaloniki Concert Hall	Greece

The project “*Local assets exploitation for the development of peripheral intercultural cross border capacity*” with acronym “**RENOVATION**” has set up this project document titled “Communication plan” in order to serve as a general communication and marketing strategy tool for effective communication with the target groups and end beneficiaries of the project as it is set and approved in the project application form.

Therefore, all Project Beneficiaries will contribute to and will turn to this strategy when planning and implementing their communication activities.

The project “RENOVATION” is implemented under the Subsidy contract No B2.6c.14/20.11.2019 under the Second call for proposals within the Programme INTERREG V-A “Greece-Bulgaria” 2014-2020 and a Priority Axis 2: A sustainable and climate adaptable cross border area, Thematic objective 06: Preserving and protecting the environment and promoting resource efficiency, Investment priority: 6C – Conserving, protecting, promoting and developing natural and cultural heritage; Specific objective: 4 – To valorize CB area cultural and natural heritage for tourist purposes.

The project “**RENOVATION**” has a strong cross border focus as it faces common for Greece and Bulgaria problems, which require common solutions. The cross border area is characterized by a richness of cultural heritage, which can be used in order to address common challenges caused by external driving forces such as *demographic change, economic pressures due to globalization, etc.*

The current project is facing the following needs in the cross border area, related to the exploitation of the cultural heritage: the infrastructure, including cultural buildings suffers of neglect; there is a lack of sustainable tourist development plans and strategies capitalizing on area-specific resources (especially CB plans); the improvement of the preservation status and the

increase in carrying capacity (i.e. numbers of potential visitors) of cultural and natural sites used for tourist purposes and lack of international visibility of the cross border area cultural and natural resources.

This project is also an answer to the demand and the modern trend for increase people's interest in ***cultural life and cultural tourism*** in the border region. Culture is among the most important factors in the cross border culture framework, since it provides a clear view of common features and provides a common identity for the region.

Through the improvement of the cultural infrastructure in the region (The Billio center in the Municipality of Lagadas and the Community center “Yane Sndanski-1928” in Municipality of Hadjidimovo) and elaboration of the management system, accompanied by experience exchange activities, this project will provide variety of opportunities for diversification of the currently available cultural tourist attractions. It will result in exploitation of the ***cultural heritage as a potential generator of new touristic products***, but most importantly will attract various target groups to the cultural initiatives that will be undertaken and implemented as part of this project.

In this perspective and in order to respond to the identified common challenges and needs, the three partners used **place-based approach**, which aims to exploit the common features on both sides of the border. The project combines investment activities and ***implementation of strong and sustainable promotional campaign*** in order to increase the attractiveness of the region and to help for the achievement of the programme's results.

The main objective of the current project is through improvement of the cultural infrastructure in Municipality of Hadjidimovo and equipment in Municipality of Lagadas, to conserve, protect, promote and develop the cultural heritage in the common cross border region.

Its **specific objectives** are, as follows:

- ✓ to promote sustainable use of local assets and to achieve valorisation of local assets for cultural development and tourist attraction
- ✓ to increase the attractiveness of cultural assets in the cross border region for not only for local, but also for international visitors

According to the Programme's requirements, the main outputs of the project will be:

- ✓ Increase in expected number of visits to supported sites of cultural and natural heritage and
- ✓ Number of cultural assets rehabilitated

In the scope of the project 2 cultural buildings will be rehabilitated in order to function and to be "home" for the cultural life in Municipality of Hadjidimovo and Municipality of Lagadas. The

visits, related to activity of the supported centers will increase with 100 for the Bulgarian partner and with 100 for the Greece partner as described in the Application form, but actually we expect a greater number of visitors thanks to the strong and effective communication strategy we will use to attract visitors and various target groups.

There will be also a series of outputs delivered by work packages and the project as a whole: capacity building in and promotion of intercultural activities in Greece and Bulgaria will be implemented and transfers of Know-how in *cultural events management and coordination is envisaged*. There will be channels for creating awareness, diffusing and transferring information, and *encouraging communication among stakeholder groups; these include an information campaigns, and PR and raise awareness campaigns*.

The three partners consider that cross border collaboration will improve the quality of results as compared to those achieved by individual, on-off efforts and highlight the need for creating the necessary conditions for such cross border cooperation among stakeholders, giving added value to the project.

The project duration is: 24 months.

The total budget of the project is 1 484 978.00 €, out of which 1 262 231.30 € Union support and the rest - 222 746.70 € are national counterpart of the two participating countries Greece and Bulgaria. The budget is divided between the three Project partners as follows:

Country	Co-financing source	Union support (1)	National Counterpart (2)=(a)+(b)	Breakdown of the national counterpart		Total (3)=(1)+(2)
				National Public Funding (a)	National Private Funding (b)	
Bulgaria	ERDF	519 780,10 €	91 725,90 €	91 725,90 €	0,00 €	611 506,00 €
Greece	ERDF	742 451,20 €	131 020,80 €	131 020,80 €	0,00 €	873 472,00 €
Total		1 262 231,30 €	222 746,70 €	222 746,70 €	0,00 €	1 484 978,00 €

3. GENERAL COMMUNICATION STRATEGY

Communication Strategy is a key aspect, as it serves as an essential element in supporting the main and overall objective of the RENOVATION project to raise awareness about the cultural and touristic potential of the cross border area as driver for sustainable regional development and economic growth.

The Communication strategy, which is guided by and fully aligned with the INTERREG V-A Greece –Bulgaria 2014 – 2020 Programme guidelines and current call's objectives includes communication activities ensuring that all effective channels and opportunities will be used for

the project's outcomes and goals to reach as many and various stakeholders, target groups and potential end users as possible. It is significant to realise that multiplier effect and sustainability of the project will be achieved only by raising awareness and providing benefits to various target audiences.

All three Project Partners will also ensure that all information and/or publicity actions are regularly reported to Communication & Technical Assistance Officer from the Joint Secretariat in Thessaloniki:

Christina Papageorgopoulou
Communication and Technical Assistance Officer
Joint Secretariat
CP INTERREG V-A “Greece-Bulgaria 2014-2020”
Email: cpapageorgopoulou@mou.gr
Tel: +30 2310 469 697
www.greece-bulgaria.eu

For the goals set by the Project partners of the project “RENOVATION” a communication strategy was designed to help the partners to communicate with the target groups effectively and meet core project objectives.

Dissemination and awareness activities are a core part of the RENOvation project and will ensure that the tools and results developed within the project are communicated and exploited by relevant target audiences. In a long-term perspective, communication and dissemination activities will increase project impact by maximizing the opportunities for RENOvation results and tools to be used and exploited at a wider cross border area after the project's end.

Effective communication is the basis of cross-border cooperation and has vital role for the successful implementation of the “RENOvation” project.

Furthermore, it is a prerequisite for the project to deliver meaningful results not only to project partners, but also to audiences and communities within the targeted cross-border area. Communication takes place between project partners, between project partnership and its audience outside the project community, between the project itself and the Joint Secretariat, the Managing Authority and different national bodies.

The overall purpose of this Communication Plan is to establish how the project will communicate on an internal basis, i.e. between partners, and to ensure the communication with organizations and persons outside the project (national, regional and local authorities, NGOs and organizations, local citizens, businesses, tourists, etc.). It is vital to work with stakeholders,

general public and mass media in order to raise awareness for the project and the development opportunities it brings.

In this perspective, the communication strategy will focus on increasing awareness about the RENOvation project, its objectives, activities and goals, giving full visibility and promotion of INTERREG V-A Greece –Bulgaria 2014 – 2020 Programme.

The communication strategy will outline the global aim and specific objectives of the communication measures, the key target groups, the key messages to be conveyed and the strategic approach, together with the roles and responsibilities of each project partner regarding the information and publicity activities, the evaluation criteria, indicators and measures, the timeframe and the necessary financial and human resources. Therefore, the Communication Strategy is channeled by two main directions:

1) Internal communication (communication between partners)

Project “RENOvation” Communication Plan shall ensure that all partners are fully informed about the project, its development and implementation. Due to the cross-border character of the RENOvation project, effective internal communication has to be ensured in order that successful management and coordination of all project activities is built up. Although the representatives of project implementation teams of each partner are responsible for the communication between them on a daily basis, the project management team bears the responsibility to monitor and evaluate the internal communication during entire project implementation.

2) External communication (communication with RENOvation stakeholders & target groups)

RENOvation communication aims to provide two key elements regarding the communication between the project and other stakeholders and target groups:

- ✓ Awareness raising among communities in the cross-border targeted areas through proper and timely dissemination of key information about the project;
- ✓ Absorption of capacities which will enable active participation of target groups in project activities and fulfillment of project goals and results.

This document includes information and description of the communication activities-initiatives planned in order to reach as various target groups as possible, communication tools to be used and reporting-evaluation mechanisms. These activities will be specifically described and better targeted throughout the project duration. Towards this direction, the Communication Plan will

continuously be updated throughout the project and the updated versions and results will be included in the corresponding progress reports.

4. COMMUNICATION OBJECTIVES

General Objective:

The Communication Strategy aims at raising awareness on the importance of culture and local cultural assets as a way for regional sustainable development and improvement and attraction of the cross border area highlighting the usage of the local culture and cultural assets for touristic purposes. RENOVATION project communication strategy targets to use as many effective communication tools as possible in order to achieve the following objectives:

✓ **Promotion and dissemination of the EU support**

In all our dissemination activities project partners will promote that the project financing is being provided by the European structural and cohesion funds, respectively ERDF and specifically through the framework of the **INTERREG V-A Greece –Bulgaria 2014 – 2020 Programme**

✓ **Sustain the results through targeted and well organized dissemination activities**

Through dissemination activities all possible stakeholders will be conceived that the improved culture infrastructure will enhance the cultural life in the region and the related tourism; the local economic will benefit from the culture development and local assets improvement

✓ **Disseminate the message and the goals of the project**

The communication will be open and targeted to the relevant audience, as well as clear in terms of the messages it sends to its end beneficiaries and target groups. The project goals will be clearly identified during the whole communication activities.

✓ **Promote and raise awareness about the culture, local culture and assets as enablers of change and enhancement of local image**

Drafting the communication strategy

In order to achieve efficient communication activities, Project partners will implement a communication plan/strategy consisted of the following steps:

1. Identify the planning framework to be developed and its objectives (1st month);

2. Define SMART (specific, measurable, accurate, realistic and timely) communication objectives and solutions for each target groups (1st month);
3. Define the communication messages for each objective (1st month);
4. Develop the communication channels (1st month);
5. Develop the communication materials (6th -7th month);
6. Implement the communication activities (6th -24th month);
7. Monitor and evaluate the impact of the communication strategy (23th-24th month);

5. TARGET GROUPS MAPPING

The community centers are the „heart“ of the cultural activities in the small cities in the CB region. That's why the relation between their condition is inseparably connected to the cultural life. Considering that, the main target groups of the project are the visitors of the region, the tourists and the local community and business. Through the exploitation of the buildings of the community centers, more opportunities for entertainment will be ensured for the CB region's visitors and tourists. The local business (most related to the tourism) will benefit from the increased attractiveness.

In this perspective, we define project's target groups, as follows:

- ✓ Tourists using the Border Crossing Points
- ✓ Local communities & General Public
- ✓ People with interest in the fields of culture and tourism
- ✓ Folklore groups, ensembles, compositions
- ✓ Cultural organizations, NGOs, Local Initiative Groups
- ✓ Civil society at all
- ✓ Stakeholders, local authorities
- ✓ Local business, entrepreneurs in the cross border area
- ✓ Managing and National authorities
- ✓ Media

6. COMMUNICATION ACTIVITIES

✓ 4 Project meetings will be organized – 2 in Bulgaria and 2 in Greece

Description: Implementation of 4 Project meetings – 2 in Bulgaria and 2 in Greece will serve as raise awareness events, capacity building and project dissemination events. Key stakeholders on the local level will be invited to attend these events. During the events, EU flag and logos as well as the Project logo and Slogan will be visible.

Activities: Organisation of 4 Project meetings – two by the Lead Beneficiary Community center “Yane Sandanski-1928”, Municipality of Hadzhidimovo and 2 by the Project Beneficiary 2 – the Municipality of Lagadas. The organizers will use the Project Logo, Slogan and a template of a presentation prepared by them and attached as an Annex 1 to the Communication plan

Communication/Dissemination actions:

Before/After press releases

Online actions: Upload of press releases on Projects’ and Partners’ websites and social media, upload of photos/videos, minutes to available mailing lists with event material included etc.

Organisations responsible for:

Community center “Yane Sandanski-1928”, Municipality of Hadzhidimovo - LB

Municipality of Lagadas – PB2

✓ Opening/initial press conferences organized by all three Project Partners

Description: Organization of initial press conferences by the Project partners in order to inform the general public and the target audiences about the start of the project. The events will be public and there will be invited the local authorities, stakeholders, NGOs in the sector, Project’s officers, the JS, MA and cultural representatives and media. The organizers will use the Programme Logo and of course the EU flag.

The press conferences should be addressed only to media.

Communication/Dissemination actions:

Before/After press releases

Local media coverage

Online actions: Upload of press releases on Projects' and Partners' websites and social media, upload of photos/videos, minutes to available mailing lists with event material included etc.

Organisations responsible for:

Community center "Yane Sandanski-1928", Municipality of Hadzhidimovo - LB

Municipality of Lagadas – PB2

Thesaloniki Concert Hall – PB3

✓ **Capacity-building cultural events**

Description: 3 Cultural events will be organized by the 3 Project partners – 2 in Greece by the 2 Greek partners and 1 final cultural event in Bulgaria. These cultural events will be the main communication events with the target groups and project's end beneficiaries. They will be aimed not only at dissemination and communication of the project, but also at capacity building within the partnership and transfer of know how in cultural events management.

The events will also provide a way of interaction between artistic people from the cross border region and thus will be interactive and strong in terms of project effect and outcomes.

The three cultural events will be supported with **press conferences** in order to better disseminate the project outcomes and the EU and ERDF support of the project. The press conferences will be public and there will be invited the local authorities, stakeholders, NGOs in the sector, Project's officers, the JS, MA and cultural representatives and media. The organizers will use the Programme Logo and of course the EU flag, Project Slogan and communication materials – project leaflets and brochures.

Activities:

1st Cultural event: Organization of Opera Production by Thesaloniki Concert Hall (PB3)

2nd Cultural event: Organization of a Cultural festival in the Municipality of Lagadas (PB2)

3rd (Final) Cultural event: Organization of a cultural and folklore festival in the Community center “Yane Sandanski-1928”, Hadzhidimovo

Communication/Dissemination actions:

Press conferences

Local media coverage

Posters/Leaflets & brochures in conference premises

Online actions: Upload of press releases on Projects’ and Partners’ websites and social media, upload of photos/videos, minutes to available mailing lists with event material included etc.

Organisations responsible for:

Community center “Yane Sandanski-1928”, Municipality of Hadzhidimovo - LB

Municipality of Lagadas – PB2

Thessaloniki Concert Hall – PB3

Target groups:

- ✓ Tourists
- ✓ Local communities & General Public
- ✓ People with interest in the fields of culture and tourism
- ✓ Folklore groups, ensembles, compositions
- ✓ Cultural organizations, NGOs, Local Initiative Groups
- ✓ Civil society at all
- ✓ Stakeholders, local authorities
- ✓ Local business, entrepreneurs in the cross border area
- ✓ Local authorities, local stakeholders
- ✓ Managing and National authorities

✓ Media

7. COMMUNICATION TOOLS

Throughout the project implementation phase, a wide range of communication channels will be used in order to reach the target audiences and maximize the impact of the Communication Plan. Various tools will be used, depending on each target group category, in order to achieve communication goals and outputs. They will be as follows:

✓ Project identity

Description: The project visual identity is important in order to make sure that all communication activities and tools are visually aligned and keep the requirements of the Programme and Programme Communication Manual

Activities:

- A Project logo will be created and then used on all communication materials and documents (hard copy, electronic, display in events). It will be placed in a central and visible position of any produced material and it will never be smaller than any other logo included in the same material (e.g. if partner logos are used). All project written deliverables will place the Project Logo on the top left hand corner. The minimum and maximum usable sizes of the logo will comply with those specified in the Programme Communication Manual.
- A project Slogan in English will be produced and it will be related to the goals of the project
- A common template for PowerPoint presentation will be used by all consortium members for all “We cross borders” related presentations (**Annex 1**)
- As far as funding is mentioned, all communication tools and activities should make clear reference to the funding by the European Union, ERDF in the framework of the current Programme. Apart from that in all presentations and documents the following text will be written:

“The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme”

Organizations responsible for the implementation: All three Project partners

✓ Project Posters

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.



Description: Each project partner has to place at least one poster with information about the project (minimum size 30 x 47 cm), including the financial support from the EU and ERDF at their offices and other locations visible to the public, such as the entrance area of a building or a public place, which is visited by the general public. The poster will be visible for the whole duration of the Project.

Activities: Project posters could also be created by using the online tool (developed by the Interreg V-A Greece-Bulgaria 2014-2020 Programme)

Organizations responsible for the implementation: All three Project partners

✓ **Project's webpage**

Description: Since the Project partners agreed not to produce a separate website of the Lead Beneficiary – Community center “Yane Sandanski-1928”, but to create a link with the project information on the Municipality of Hadzhidimovo’s website in order for the project’s results to be sustainable even after the end of the project, the link to the Community center’s project will be on a visible place of the website and will be underlined that the project is implemented by the Community center as a Beneficiary. It will be bilingual – Bulgarian and English

The project webpage will include at least:

- Project summary information (objectives, expected results, info for the Applicationform etc.)
- Project partners profile and information
- Project results, news, events, etc.
- Project deliverables
- Project partner’s banners
- Contact form and partners contact details etc

Organizations responsible for implementation:

The Lead Beneficiary will be responsible for creating the webpage. All Project Partners will be responsible for placing links to the website on their websites and social media accounts. All Project Partners will also be responsible for sending updated material for upload (project deliverables, events photos/videos etc).

✓ **Social media publicity**

Description: Facebook account will be created as a strong communication tool image. All partners and stakeholders will be able to upload photos and videos, ask questions about the project implementation and express their views. The aim of the account will be to reach a wider audience and to post live events, information. The added value of the social media is the low-cost, virility of messages (but also receiving useful feedback) and linking and networking with relevant individuals and organizations.

Activities:

Creation of Facebook account

Invitations to stakeholders, relevant individuals and organizations to connect.

Regular updates and announcements on social media about events

Organizations responsible for:

The Lead Beneficiary – Community center “Yane Sandanski-1928”

✓ **Project brochures**

Description: Project partners will develop brochures with information about the project to promote it, its goals and outcomes. The brochures will be available in PDF format for electronic distribution and for normal office colour printing. The brochures will be made available in English and Bulgarian. The print versions of the brochures will be distributed during the cultural events that will be organized and during the press conferences in Greece and Bulgaria.

Activities:

Development and approval of brochures design by the Communication officer of the JS

Printing of project brochures

Distribution of the brochures during cultural events and press conferences

Organizations responsible for implementation:

All Project Partners will be responsible for brochure distribution in their respective areas.

The Lead Beneficiary will be responsible for designing and printing of the project brochures

Indicator: 1000 brochures available in English and Bulgarian

✓ **Event leaflets**

Description: Event leaflets will be created and produced in order to be distributed during the project's events, which will be organized in the renovated community center in Hadzhidimovo and Lagadas. The event leaflets will contain information about the cultural event – participating organizations, traditions, photos of the renovated community center, etc. The event leaflet will be produced in a PDF format and will also be available for color printing. The leaflets will be made available in Bulgarian and Greek, respectively. The print versions of the leaflets will be distributed during the cultural event in Hadzhidimovo and Lagadas and during the press conference that will be also closing project conference.

In addition, a poster and the Operas Programme will be created and disseminated by PB3 – Thessaloniki Concert hall organization. However, the cost of their production will be covered by PB3's own financial resources.

Activities:

Designing and printing events leaflets

Post – event material online upload and distribution via email

Responsible organizations:

Lead Beneficiary – Community center “Yane Sandanski-1928”

PB2- Municipality of Lagadas

8. INDICATORS FOR ACHIEVEMENT

COMMUNICATION ACTIVITY/ TOOL		INDICATOR
PROJECT MEETINGS		List of participants
OPENING/INITIAL PRESS CONFERENCES		Number of participants (at least 20 each)
CAPACITY-BUILDING EVENTS	CULTURAL	Number of visitors, guests, attendance lists
PROJECT POSTER		Number of pieces
PROJECT WEBPAGE		Number of visitors
SOCIAL MEDIA PRESENCE		Number of likes
PROJECT BROCHURES		Number of printed copies (1000) Digitally distributed copies
EVENT LEAFLETS		Number of printed copies (2000) Digitally distributed copies

9. FINANCIAL RESOURCES/ BUDGET ALLOCATION

WP 2	Communication & Dissemination	LB	PB2	PB3
Deliverable 2.1	Project Communication Plan, Logo and Slogan in English	5.000,00 €	-	-
Deliverable 2.2	Project Website, Web and Social Media Publicity	1.000,00 €	-	-
Deliverable 2.3	Press Conferences, Press Releases, Project Brochures and Leaflets in English and Local Languages	6.150,00 €	3.000,00 €	
Deliverable 2.4	Final Public Event	15.000,00	16.010,00 €	1.800,00 €
Deliverable 4.3	Organization of Opera Production			184.500,00€
Deliverable 4.2	Organization of Cultural festival in Lagadas:		28.946,00 €	

ANNEXES

ANNEX 1: PROJECT PRESENTATION TEMPLATE



Interreg

Greece-Bulgaria

RENOVATION

European Regional Development Fund



Project: *Local assets exploitation for the development of peripheral
intercultural cross-border capacity*

Acronym: **RENOVATION**

PB:



The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.



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