

**Interreg**  
**Greece-Bulgaria**  
SeeG

European Regional Development Fund



# Del. 2.1.1. Communication Strategy Plan

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Version 1.1.

## INDEX

1. INTRODUCTION .....	3
2. The SeeG project .....	4
3. Target groups.....	5
4. Project Partners.....	6
5. Objectives of the project .....	6
6. Expected outputs of the project .....	7
7. Expected results of the project.....	8
8. Methodological approach.....	8
9. Information and Publicity Strategy and tools .....	10
10. SWOT ANALYSIS .....	22
11. Timetable.....	24
12. Communication material .....	26

## **ABBREVIATIONS**

**EU – European Union**

**EC – European Commission**

**CB - Cross border**

**CP - Communication Plan**

**ETC – European Territorial Cooperation**

**TCP – Transnational Cooperation Programme**

**AF – Application Form**

**BL – Budget Line**

**WP – Working Package**

**PBs – Project Beneficiaries**

**LB – Lead Beneficiary**

## 1. INTRODUCTION

The Cooperation Programme “Greece-Bulgaria 2014-2020” was approved by the European Commission on 09/09/2015 by Decision C(2015)6283.

The total budget (ERDF and national contribution) for the European Territorial Programme “Greece-Bulgaria 2014-2020” is €130,262,836.00 .The total financing consists of €110.723.408 (85%) ERDF funding and €19.539.428 (15%) national contribution.

The eligible area of the Programme consists of the Region of Eastern Macedonia and Thrace (Prefectures of Evros, Kavala, Xanthi, Rodopi and Drama) and the Region of Central Macedonia (Prefectures of Thessaloniki and Serres) in Greece and the South-Central Planning Region and South-West Planning Region (Districts of Blagoevgrad, Smolyan, Kardjali and Haskovo) in Bulgaria.

The Greece-Bulgaria cross-border eligible area for the programming period 2014-2020 extends to 40.202 km<sup>2</sup> and has a total population of 2.7 million inhabitants. It covers four territorial units at NUTS II level (Regions), and 11 territorial units at NUTS III level (Districts). The eligible area extends across the entire Greek-Bulgarian border and is neighboring with Turkey (east) and North Macedonia (west), both countries aspiring to access to the EU. It is part of the most south-eastern non-insular area of EU, and it is situated between three seas: the Black Sea, the Mediterranean Sea and the Ionian-Adriatic Sea. Finally, it sits at the crossroad of strategic fossil fuel pipelines supplying the EU market and TEN transport axes.

The settlement structure of the area is characterized by the presence of 10 medium-large cities (>50.000 inhabitants) which accumulate 38,2% of total population, and 25 small cities (10.000-50.000 inhabitants).

Despite the historically relatively small amounts of funds allocated, there is a long history of cooperation in the eligible area, which started with Community initiative INTERREG I (1989-1993).

The priority axes are:

PA 1: A Competitive and Entrepreneurship Promoting Cross-Border Area

PA 2: A Sustainable and climate adaptable Cross-Border area

PA 3: A better interconnected Cross-Border Area

PA 4: A socially inclusive Cross-Border area

PA 5: Technical Assistance

## 2. The SeeG project

The project idea has been jointly developed by the partners having in mind the common challenges that the SMEs of the region are facing, and in order to jointly develop an ecosystem that nurtures entrepreneurship and entrepreneurs. The challenges that triggered this initiative are:

- lack of horizontal and personalized support services for providing guidance and support mechanisms for making the use out of funding opportunities. To be addressed through the development of an entrepreneurship support system.
- limited access of entrepreneurs to business know-how, as knowledge is not shared and 'spilled over' effect does not benefit horizontally all enterprises as it is usually limited amongst innovators. To be addressed through knowledge and knowhow exchange tools.
- limited access to general information and contacts, as not all enterprises have access to the same up to date information sources. To be addressed through awareness raising activities and use of informative tools and channels.
- lack of support services for developing competitive products-services. To be addressed through the development of an entrepreneurship support system.
- lack of access/know-how regarding cost saving technologies. To be addressed via horizontal and personalized support services.
- inadequate human development and skills. To be addressed through activities enhancing skills and capabilities on thematic relevant to entrepreneurial knowledge.
- lack of collaboration

The chosen approach that will be adopted involves the following pilot elements:

- 1.Creative exchange: use of processes (such as workshops, round tables etc.), including 'cross-cutting' beyond sectors, regions and / or scientific disciplines, in which possible partners – beneficiaries are invited to articulate their needs, opportunities and expectations.
- 2.Matchmaking: challenge of attempting to combine the stimulating interest of entrepreneurs (and to be ones) with the academic society.
- 3.Theory in practice: the academic society out of its usual scope of activities, that is expanding their target of audience, which is normally limited down to graduates and researchers, but hardly ever to business community itself.

4. Not just publicity: use of dissemination tools, not for solely promoting the project and its results – outputs but in favor of the actual beneficiaries, by aiming to promote the ‘entrepreneurship culture’ all together to the wider public.

5. Self Confidence: inclusion of activities for building self-confidence and personal growth of those coping with the idea for creating a new business, as it seems that this a drawback factor influencing or limiting dramatically taking the next step for newcomers in business. We usually meet such type of actions included in projects and initiatives targeting unemployed and vulnerable groups, underestimating the impact that low confidence has in the decision making of an entrepreneur or of a person in the process of a business idea.

6. Flexibility: initiatives in the field of employment or entrepreneurship support services, normally follow a ‘concrete’ predefined structure, that is specified activities directed to specific beneficiaries. The approved, in our case, grid of activities is based, however on the provision of a wide variety of activities – services to a general public, consisted of entrepreneurs, individuals in the process of starting own business, individuals wondering if they are able to do so etc. The introduction of a profiling procedure at all stages of the project’s lifecycle enables to address identified needs (of those in interest) and proceed in provision of the right mix of services. At the same time the flexibility of providing services via personalized or group sessions, enhances the achievement of better and definitely more effective results.

While the target group of the project includes newly established SMEs (up to 3 years’ operation) including those organized as cooperatives, self-employed individuals, social enterprises, potential entrepreneurs (especially female) and graduates on the field of Business Administration and relevant departments (youth entrepreneurship).

### **3. Target groups**

- ❖ Local stakeholders
- ❖ Newcomers
- ❖ Local businesses
- ❖ Citizens

#### 4. Project Partners

- ❖ RODOPI CHAMBER OF COMMERCE AND INDURSTY
- ❖ UNIVERSITY OF MACEDONIA - Department of Business Administration
- ❖ ECONOMIC DEVELOPMENT AGENCY BANSKO
- ❖ LOCAL ECONOMIC DEVELOPMENT AGENCY - RAZLOG

#### 5. Objectives of the project

The approved grid of actions, to be implemented over a 24month period, includes interventions in the scope of enhancement of the entrepreneurship culture, assisting business creation, building new skills and supporting new and/or existing enterprises. Actions that aim at promoting an ecosystem that nurtures entrepreneurship and entrepreneurs in the CB and so on to the improvement of entrepreneurship SME support systems. More specifically, it will be fostered an environment, supportive of entrepreneurs (incl. startups), by tailoring services to their real needs, promoting positive media coverage and bringing them together. Partners agreed to take an initiative, in order to tackle a common barrier, that is SMEs' limited, if any, access to existing support services. At the same time, they also admit this as a factor influencing or discouraging business creation overall.

In order to improve the entrepreneurship SME support systems a set of activities is foreseen, that addresses two main types of factors, those determining the decision making for new businesses and those determining the success and viability of enterprises. In the first case, the activities are relevant to enhancement of knowhow, the procedure of generating a business idea, the ability to access financing tools, the networking opportunities especially the accessibility to supporting services and finally the development of skills related to issues such as risk management etc., in the second case, activities are oriented to entrepreneurial aspects such as skilled resources, quality and innovation tools and techniques' introduction into current procedures, marketing and promotion place in the business' strategy etc. Moreover, it is worth mentioning that the mix of services to be provided, via the entire grid of activities foreseen, is designed to be flexible and adaptable to what is needed at the time as well as to who is in need of the specific services package (profiling).

## 6. Expected outputs of the project

The main outputs of the project that will significantly improve entrepreneurship conditions on the CB area, and contribute to the main objectives of the project are:

- the implementation of networking actions such as round tables, business forums, thematic workshops & a partnership opportunity platform, contributing to the promotion of the transnational cooperation
- the development of a business growth strategic framework containing a mapping study on a CB region and at EU level best practices on matters of innovation, extroversion and CSR
- enhancing the SMEs' support system through the development of a training material, including webinars & toolkits
- the implementation of trainings focusing on organization & management of SMEs with emphasis on crisis periods, viable financial management-debt recovery techniques, low cost IT efficient technologies, growth accelerators, constraint eliminators etc.
- the implementation of boosting business skills sessions focused on 2 main categories, upon profiling of the beneficiaries (a) promoting personal growth, self-confidence & networking skills for new or to be entrepreneurs & (b) business adaptation to new ISO standards requirements, risk analysis – management, Business continuity plan, GDPR etc.
- the realization of thematic workshops, including study visits, focusing on innovation management, extroversion, social economy, startups, evaluating funding opportunities, equal opportunities & non-discrimination in business, e-commerce & cyber security
- the development of an entrepreneurship support model including the provision of consultancy services at business level or group, personalized consultancy services & business coaching for entrepreneurs

While the following outputs will contribute to the successful implementation of the project and the successful dissemination of its results:

- management and coordination of the project
- the dissemination of the project's aims, progress & results, through the communication plan



## 7. Expected results of the project

The results of the project contribute to the result indicators of the Programme since they will enhance entrepreneurial business support environment that nurtures entrepreneurship and entrepreneurs (including startups). More specifically, the SeeG project will have the following main results:

- Enhancement of the entrepreneurial business support environment and capacity building via the provision of a training program for 152 trainees (120 hours in GR & 10 days in BG), short building skills sessions for 120 trainees (52 hours), consultancy services to 112 participants (12 sessions), personalized support services to 40 participants (16 sessions) & mentoring to 104 participants (15 sessions)
- Strengthening cross-border links for collaboration, enhancing networking and know-how exchange and raising awareness through the realization of 9 sectoral round tables, 2 building networks business forums, study visits, 14 thematic workshops and through the operation of a “bridging gaps” platform.

The results are specific; they're well defined, measurable; e.g. refer to trainees, attainable; based on the needs of the CB area, realistic; there are no physical or financial constraints, and time-bound; there is enough time to be achieved and a specific timeline. Also, the project team will develop a flexible evaluative-monitoring results mechanism under WP1. The monitoring mechanism will guarantee the ongoing measurement of results and outputs allowing the in-time monitoring of the project and enabling the adaption of corrective measures.

While, after its completion and through the development of the “bridging gaps” e-platform – a platform that will stay live and updated after project's completion - the main results of the project will contribute further to the improvement of entrepreneurship conditions. The platform will host the results of the business growth strategy framework, the best practices on CB region and at EU level best practices and cooperation opportunities.

## 8. Methodological approach

The project consists of 4 WPs with clear-cut, specific deliverables serving the project's objectives. The chosen approach will capitalize the advantages and know-how of each partner, while it will also allow the project's objective to be achieved. WP1 will ensure the implementation of the tasks according to the timeline and a

sound information flow within the partnership. Also, a financial management system is foreseen which includes accounting, financial reporting and the verification of expenditure by controllers. All partners will participate in WP1, while in some cases external assistance will ensure the accomplishment of a successful management (del. project management). WP2 includes all the dissemination actions. First of all, a communication plan will be implemented by PB1. This deliverable will include the overall communication strategy, the I&P rules and requirements for all dissemination activities and the description of type/quantity/quality per deliverable.

PB1 will develop project's site, and in collaboration with PB3 and PB4 will realize the deliverables of dissemination material, publications and press conferences. WP3 is dedicated to networking activities aiming at strengthening CB business opportunities. WP3 includes the following deliverables: 6 round tables, 2 business forums, 1 mapping study and a partnership opportunity e-platform. PB3 will organize 3 round tables, and PB4 will organize also 3. In order to further enhance networking, the establishment of a business forum is foreseen via the realization of 2 forums, a Business Innovation & Excellence forum hosted in Greece by PB2, and a Business Extroversion forum in Bulgaria, by PB3. The mapping study del. (implemented by PB2) will be conducted aiming at gathering best practices across EU on business innovation, extroversion, excellence and CSR. The deliverable of the e-platform will host outputs of the mapping study, round tables, forums & networking-cooperation opportunities.

PB2 will undertake its development, while PB3 & PB4 will develop the needed content. WP4 is the core of the project idea consisting of actions aiming at developing the needed dynamic business conditions in the CB area. This will be achieved through the del.4.1 supporting material (electronic training material, toolkits, etc), material to be used in the actions that follow. PB2, PB3 & PB4 will participate in the development of the material. For enhancing skills adaptation of enterprises, the implementation of the del. 4.2 skills enhancement training is also envisaged. PB1 will implement the action for the Greek side, while PB3 & PB4 will implement it for the Bulgarian side. Thematics foreseen: the organization & management of SMEs with emphasis on crisis periods, viable financial management-debt recovery techniques, low-cost IT efficient technologies, growth accelerators, constraint eliminators etc. Also, the same partners will implement the del. 4.3 boosting business skills sessions.

The sessions will focus on upon profiling of the beneficiaries (a) promoting personal growth, self-confidence and networking skills for new or to be entrepreneurs and (b) business adaptation to new ISO standards requirements, Risk analysis –

management, Business continuity plans (BCP), GDPR etc. Within WP4 2days thematic workshops including study visits are foreseen, focusing on thematic such as innovation management, extroversion, social economy, startups, evaluating funding opportunities, equal opportunities and non-discrimination in business, e-commerce and cyber security. PB1 will implement the action for the Greek side, while PB3 and PB4 will implement the action for the Bulgarian side. Lastly, under WP4 the development of an entrepreneurship support model is envisaged. In detail, it is envisaged the provision of consultancy services at business level or group, personalized consultancy services & coaching for entrepreneurs.

The provision of consultancy services at business level or group of entrepreneurs will be organized in group sessions of minimum duration of 2 hours, delivered by experts in the chosen topic's field. Personalized support services refer to entrepreneurs or to be ones, may relate to incorporating a new innovative technique in business, opening business to new markets, business model adaptation etc. but also to start uppers initiating their business activity. Therefore, the personalized services are found to be more effective and efficient to the potential beneficiaries. Business coaching for entrepreneurs will be group based, for those with similar interests – characteristics on issues related to market orientation, innovation and extroversion. PB1 will implement the action for the Greek side, while PB3 and PB4 will implement the action for the Bulgarian side.

## **9. Information and Publicity Strategy and tools**

Communication activities should be properly planned for the Project. Communication should focus on highlighting the role of the EU as Beneficiary and on the achievements and impact of the actions taken. Administrative or procedural actions are not considered as communication activities. In order to maximise the impact of communication activities, the following should be taken into account:

- Activities need to be timely.
- Information used must be accurate.
- The right audience(s) should be targeted.
- Messages should be interesting for the targeted audience(s).
- Activities should be appropriate in terms of resources spent and expected impact.

However, there should also be room in any plan to seize a good opportunity. A good communication strategy reflects the ability to use unexpected opportunities for the benefit of the Project. In some cases these opportunities can be as important as the

scheduled/planned actions and may be also free of cost. Where such opportunities arise, they should be taken up.

The objective of the I&P strategy shall be to increase the awareness of the general public and/or specific audiences targeted by the Project. Moreover, the transparency of the activities implemented and the EU funds used shall be guaranteed. Furthermore, the implementation of an I&P strategy shall ensure that results achieved are disseminated widely and capitalised by policy makers and stakeholders in the eligible area. Besides those general aims, each Project shall define specific objectives in its own I&P strategy, according to the Project's content.

The information and communication actions below include supplementary horizontal measures aiming at raising awareness and mobilizing the target group, and at ensuring continuing publicity for all activities and a broader dissemination of project results and outputs. A Communication Plan will be prepared at the start of the project, which will focus on planning, design and production of dissemination material, publications, as well as the organization and promotion of networking events and workshops, focusing on the target groups in the CB area. It is envisaged the design of a logo/artwork for the project that will be used on all printed materials, while project materials will be multilingual (in English, Greek and Bulgarian).

The activities used to publicize and provide information about the project include a closing event, a capitalization workshop, designing and printing dissemination material (at the start of the project), dissemination material regarding its results (before project's end), developing promotional material to raise awareness (at the start of the project), press conferences, developing a website and using new social networking media (its development will start and completed in the first half). PB1 will be responsible for drafting and implementing the communication plan in close cooperation with the other partners who will undertake the implementation of individual deliverables.

The information and publicity measures for the approved project are fully in compliance with the Programme and EU rules and the added value from the EU contribution at national, regional and local level will be clearly indicated. The dissemination of the Project's outputs, results and achievements at national level and regional level will be ensured mainly via the Closing event, including the realization of the capitalization workshop, and via the press conferences. While the systematic update of the social media and the project's website will also contribute to the dissemination actions targeting outside the eligible area.

All material related to information and communication activities should follow the "Information and Publicity Guidebook for Project Beneficiaries" of the Greece – Bulgaria Territorial Cooperation Programme.

In Paragraphs 4.9 & 6 of the Programme's I&P guide you will find more information about what it has to be submitted to JS according to the nature/type of each deliverable.

Therefore the following steps should be followed by the PBs:

- Each PB collects & organises his own deliverables, following the Programme's instructions and compliance with the Programme's I&P rules
- Each PB sends his deliverables electronically to the LB to be included in an electronic folder (Google Drive or One Drive) that will be shared with the JS (Project Officer and Programme Communication Officer –me.
- Before sending the folder the JS, the LB should also ensure that all deliverables are delivered respecting the Programme's I&P rules and instructions. If corrections are needed, the LB informs accordingly the respective PB(s).
- The JS checks the deliverables included in the folder and sends further corrections if needed to the LB & PBs.
- Each PB concerned proceeds to his deliverables' corrections following the JS remarks and sends the corrected deliverables to the LB to be replaced in the online folder.
- The LB checks if the required corrections have been made by the PBs and if yes, informs the JS that the corrected deliverables have been added in the online folder.
- Only after receiving the JS confirmation that all deliverables are in compliance with the Programme's rules, the LB or PB responsible will upload the final - corrected deliverables on the project website. When this task is finished, the JS should be informed by email.

## **ORGANISATION OF DELIVERABLES**

Each deliverable should have a title, based on the instructions given below.

For example: 1.Del. 1.2.3\_ name, where:

- 1=S/N (Serial/Number 1,2,3...)

- Del. = Deliverable
- 1.= number of the Work Package
- 2.= Project Beneficiary (i.e. 2 stands for PB2 in the AF)
- 3.= number of the deliverable
- name = name/title of the deliverable

## COVER PAGE

Each deliverable should have a cover page including the following:

- project logo (the one approved by the JS) and the project slogan (in case of existence)
- code and title of the deliverable (as it is written in the AF – example: D.x.y.z: title)
- Name(s) of the PB(s) responsible for the deliverable
- the text referring to the funding sources: The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A “Greece-Bulgaria 2014-2020” .
- the disclaimer: The contents of this publication are sole responsibility of this <document, study, report, flyer etc.> are sole responsibility of the <Beneficiary’s name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat.
- link to the project website (optional)
- subcontractor’s name/logo (optional)

## IMPORTANT REMARKS:

- All project deliverables should be in English which is the Programme’s official language. In case a deliverable is produced in the official language of one of the participating countries (BG/GR), the existence of an English abstract is mandatory.
- The project logo and specifically the EU flag, which is part of the Interreg project logo, should be bigger in size than any other logo used in the same page with it.

- When using the project logo, you are not allowed to modify the analogy of its dimensions. The EU flag should not be stretched in any dimension.

In detail:

<b>LB</b>	Expert to deliver the 'SeeG's Communication & Dissemination Strategy'. Output will be horizontally adopted by all partners, as it will foreseen specifications and requirements to be met by all, in terms of type - quantity of each deliverable and allocation between PBs. The output will be delivered both in printed & electronic version for use.
<b>LB</b>	LB will create the official logo off the project according to I&P programme manual
<b>LB</b>	LB will host project at own official site, enabling PBs to be linked via their web pages
<b>LB</b>	Production of the printed material. All material will be produced in Greek, with a synopsis in English, as they are designed to be distributed in the Greek programme area (2.000 brochures, 100 posters, 2 banners, 4 newsletters, 10 boosted (paid) social media pages advertisement; 10 on-line advertisement.)
<b>LB</b>	Organisation of 2 press conferences including their documentation for project's purposes
<b>LB</b>	Organisation and delivery of a 'Closing event - Capitalization workshop' for approximately 100 -120 participants. It includes invites, agenda, publicity of the event, event hall, catering, guest speakers' costs, participants' folders, interpretation, photo - video coverage etc.
<b>PB3</b>	Purchase of necessary equipment for organization of project publicity events; advertisement & dissemination of communication materials as news, aims, outputs & results; management of social media. Tablets ; E-stylus/pen ; Wireless keyboards ; Projector

<b>PB3</b>	Design & development of printed & e-materials, publications & their dissemination according to project communication plan. (4 e-newsletters; 1 video on project' thematic; 10 radio announcements; 10 boosted (paid) social media pages advertisement; 10 on-line advertisement; 1000 project brochures; 2 rollbanners; 1 office table; translation)
<b>PB3</b>	Organisation of 1 press conference including their documentation for project's purposes with participation of all project partners.
<b>PB2</b>	Organisation and conduction of 3 Round Tables (for 20 participants each) thematically organized at the following sectors trade business, hotels and restaurants and services (IT)
<b>PB3</b>	Organisation and conduction of 2-days EXTRO-forum (BUSINESS EXTROVERSION) for 120 participants. Thematic Round Tables also foreseen as part of the forum.
<b>PB4</b>	Production of the printed material (badges – 1 000, roll banners – 2, Info board – 1, Posters - 4, Social media adv. – 10, Video – 1, Advertisement in online media – 10, All material will be produced in Bulgarian, with a synopsis in English, as they are meant to be distributed in the Bulgarian programme area.
<b>PB4</b>	Organisation of 1 press conference including their documentation for project's purposes
<b>PB4</b>	Organisation of 3 Round Tables including their documentation for project's purposes. Round tables will be thematically organised at sectoral level, as defined by the business activity at partner's region i.e. for trade businesses, IT companies, Food processing etc.
<b>PB4</b>	Implementation of enhancing skills adaptation training, for enterprises in crisis situations on thematics as chosen at screening phase (ref. AF), for 36 trainees and for 5 training days. Provider will be responsible for all costs entailed such as location, equipment, catering, trainers - experts, training material, administration etc.
<b>PB4</b>	Implementation of boosting business skills short sessions, following beneficiaries' profiling (a) for new / to be entrepreneurs or (b) for existing enterprises, for 30 trainees in total and for 16 hours/session. Provider will be responsible for all costs entailed i.e.location, equipment, catering, trainers - experts, training mat.,



	admin etc.
<b>PB4</b>	Implementation of 2-days thematic workshops (incl. study visits), focused on the 4/7 thematic(ref. AF) as agreed with PB3 at initiation phase, for participants selected per topic during profiling phase. Provider will be responsible for all costs entailed such as location, equipment, catering, trainers - experts, training material, admin etc.
<b>PB4</b>	Implementation of a.group (of 4) based business support (4ses, 2-hr), b. personalised consultancy to entrepreneurs/newcomers incl. business plan (4ses, 2hr, 10 part.), c. group (of 4) based business coaching (6ses, 2hr). Provider will be responsible for all costs entailed i.e. location, equipment, catering, experts, material, admin etc.

Information and dissemination tools, which will be developed under the project, should follow the directions of I&P programme manual. In detail

**Website:** Websites are invaluable tools for the Projects and during time they become the first source of information. Thus, the development of a structured website is an essential part of a Project.

The name of the website shall be short and memorable. It can run under its own Project domain (e.g. www.Projectname.eu or www.Projectacronym.eu) or alternative it can be part of an institutional website (e.g. www.ministry-environment.gr/department-for-water/research-andProjects/Project-name/html).

The Project's website should be launched within the first six (6) months after the Project's start (contractual start date of a Project) and shall be kept online at least two years after Project closure (contractual end date of a Project). In case of an audit check by a competent body (i.e. Second Level Control) the Project Beneficiaries must be able to prove that the Project site was operational for this period, that the data corresponded to the needs of the Project and of the Programme, and that all information and publicity requirements were met in accordance with the I&P Guidebook. Please communicate the website's expiry date to the Joint Secretariat

(JS) and more specifically to the Communication Officer and the Project Officer at least four months before the expiration date. Please note that in case a Project's duration is extended, the website's expiry date must be extended accordingly.

The website shall be launched in English, which is the official language of the Programme, with the possibility of using also the languages of the participating countries, Greece and Bulgaria. The Project's webpage must:

- provide information about the Project, its nature, goals, procedures, benefits and the expected results;
- include a short description of the Programme. The following description taken from the Programme's website may be used for this purpose:

o <http://www.greece-bulgaria.eu/minisite/#en-press>

o [http://www.greece-bulgaria.eu/com/4\\_A-few-words-about-our-Programme](http://www.greece-bulgaria.eu/com/4_A-few-words-about-our-Programme);

In case the Project Beneficiaries decide to use a different text for this use, it shall be discussed and approved by the JS.

include some basic information for the Beneficiaries and their contact details;

- have a category under which one can find the produced communication material such as: press releases, newsletters, invitations, posters, fact sheets, photos and links);
- have a category under which one can find the project's main deliverables (surveys, strategies, studies, platforms, networks etc.), which should also be available for download. In case on-line applications, platforms, databases, networks etc., are developed/produced by the project, these tools should be linked to the project website (users should be able to access them through the project website). In addition, a short description-presentation of these tools should be provided in English.
- be in compliance with the General Data Protection Regulation (GDPR)

Last but not least, it must refer to the Cooperation Programme and the EU co-funding. This includes the Programme logo along with the textual reference to the sources of financing: "The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme". Both must appear on the homepage (front page) of the Project's webpage. The website has to be linked

with the Programme's website (redirection via the Programme's logo that should be included in a prominent place).

There is also a need for a disclaimer on the bottom of the homepage that the material on the website does not necessarily reflect the official position of the EU, the Managing Authority, the Joint Secretariat and the participating countries. This disclaimer should include the following:

"This webpage has been produced with the financial assistance of the European Union. The contents of the webpage are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat".

The beneficiaries need to make available at least the links to the following websites:

- the website dedicated to EU Regional Policy: [https://ec.europa.eu/regional\\_policy/en/](https://ec.europa.eu/regional_policy/en/)
- the Programme's website: <http://www.greece-bulgaria.eu>
- the institutional websites of the Project Beneficiaries

The link to the Project website must be made available also on the Project Beneficiaries' official websites.

Important Note: In case the project's consortium decides – according to the Application Form of the project – to develop instead of a project website, a webpage dedicated to the project in a Project Beneficiary's official website, all the above mentioned requirements apply for this webpage as well. In addition, this webpage should be made available also on all Project Beneficiaries' official websites.

We propose the domain [interregseeg.eu](http://interregseeg.eu) for our project, containing both crucial characteristic words of the project.

**Brochure:** Leaflets, brochures and flyers should contain at least the following.

- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing "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" with the flags of EU and the two participating countries.
- The disclaimer "The contents of this publication are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the

European Union, the participating countries the Managing Authority and the Joint Secretariat”.

- The link to the project website.

NOTE: All leaflets, brochures, flyers produced in the framework of a project may be bilingual (EN/EL and/or EN/BG) or trilingual (EN/EL/BG). In any case, the existence of the material in English, which is the official language of the Programme, is mandatory.

Posters and banners: The beneficiaries who organise or participate in events such as conferences, fairs and exhibitions in the framework of co-funded operations, should contain at least the following on all event materials:

- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing “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” with the flags of EU and the two participating countries.
- The link to the project website.

**Newsletters:** Newsletters, Press Releases, Publications and Announcements will be issued when specified in the communication strategy of the project. The newsletters may be mailed in electronic form or be posted on the project’s website. The newsletter should contain at least the following;

- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing “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” with the flags of EU and the two participating countries. □ The disclaimer “The contents of this publication are sole responsibility of <Beneficiary’s name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat”.
- The link to the project website.

**Social Media campaign and Online advertisement:** Apart from the traditional methods and techniques of communication, the Internet offers an array of modern opportunities to promote the Projects: the so-called social media e.g., Facebook,

Twitter, LinkedIn, Google+, Youtube, Pinterest etc. If the Project Beneficiaries' scheme decides to include in the communication strategy the use of social media, then a specially designed strategy must be developed in addition according to the needs of each platform since each platform requires different techniques. If the Beneficiaries decide the use of Social Media, then they must also draft an operational plan for implementing the communications for these media. Based on previous experience, there were numerous examples of Projects which their Beneficiaries included the use of Social Media in their Communication Strategies only to find out soon that it was difficult to maintain implementation of communications over time. Thus, the use of Social Media is strongly recommended, only in cases where there is a strong commitment from the Beneficiaries' side.

Please note that the Project's background and co-funding sources shall be highlighted in the Project's social media web-pages, including:

- a reference to the Cooperation Programme and the EU co-funding: "The project is implemented in the framework of the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme and is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Programme"
- a short description about the Project: its nature, goals, benefits; expected results.
- links to: the project's website; the Programme's website and the institutional websites of the Project Beneficiaries

**Radio announcements:** Each radio message/ spot should at least make reference to the sources of financing: "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".

NOTE: In case the radio spot is transmitted in the official language of one of the participating countries, project beneficiaries are requested to consult the JS Communication Officer beforehand for translation-related guidance.

- Each TV spot should contain at least the following:
- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing "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” with the flags of EU and the two participating countries.

- The link to the project website.

NOTE: TV spots should be produced in English which is the official language of the Programme. In case the TV spot is transmitted in the official language of one of the participating countries, the existence of English subtitles is mandatory. Project beneficiaries are requested to consult the JS Communication Officer beforehand for translation-related guidance.

**Video:** Projects are encouraged to produce videos to promote their results/achievements. The videos should be kept short (total duration 2-3 minutes) and their message should be clear to the audience. When producing their video, project beneficiaries are advised to use simple storytelling techniques, and interviews/testimonies of people benefiting directly from the project. Last but not least, the video should be in compliance with the General Data Protection Regulation (GDPR). The videos should contain at least the following:

- The Interreg project logo and slogan (in case of existence)
- The textual reference to the sources of financing “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” with the flags of EU and the two participating countries.

NOTE: Project promo video should be produced in English which is the official language of the Programme. In case it is produced in the official language of one of the participating countries, the existence of English subtitles is mandatory.

**Closing event:** At least one conference (if it is one then it must be the final conference) must be organised in order to inform the public about the results achieved during the Project implementation. This activity must include press release available in English, Greek and Bulgarian and audiovisual material (photos, video etc.). The Project Beneficiaries must inform in advance (at least 10 days before the set date) both the Communication Officer and the Project Officer about the any event related to the Project’s activities.

The Interreg project logo, as well as the reference to the sources of financing (The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Programme.) should appear on all

documents, publications, presentations, or other materials made available during the event.

You may find the appropriate templates to the website of the programme:

[http://www.greece-bulgaria.eu/com/17\\_Documents-for-project-implementation](http://www.greece-bulgaria.eu/com/17_Documents-for-project-implementation)

## 10. SWOT ANALYSIS

### **Strengths**

- Clearly defined target audience/groups
- Clearly defined communication objectives
- Innovative project concept
- Experience in the cooperation among cross border areas
- Motivated and experienced team of experts
- Well established contact network

### **Weaknesses**

- lack of horizontal and personalized support services for providing guidance and support mechanisms for making the use out of funding opportunities. To be addressed through the development of an entrepreneurship support system.
- limited access of entrepreneurs to business know-how, as knowledge is not shared and 'spilled over' effect does not benefit horizontally all enterprises as it is usually limited amongst innovators. To be addressed through knowledge and knowhow exchange tools.
- limited access to general information and contacts, as not all enterprises have access to the same up to date information sources. To be addressed through awareness raising activities and use of informative tools and channels.
- lack of support services for developing competitive products-services. To be addressed through the development of an entrepreneurship support system.
- lack of access/know-how regarding cost saving technologies. To be addressed via horizontal and personalized support services.
- inadequate human development and skills. To be addressed through activities enhancing skills and capabilities on thematic relevant to entrepreneurial knowledge.

- lack of collaboration

### ***Opportunities***

- Develop common ground for more efficient communication.
- Create consensus among a large number of key organizations
- Promote new policy and practices in entrepreneurship in target areas
- Create a network in the cross-border area among involved actors
- Constantly developed commercial activity in cross border area
- Pandemia brought new digital technics and tools in commerce

### ***Threats***

- Low level of day-to-day communication among key actors until now
- Support of national decision makers
- Population that is opposed to all kinds of changes and challenges of the new era
- COVID 19 Pandemia effects
- Unstable economic environment



## 11. Timetable

Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
Communication plan (LB)																									
Website (LB)																									
Printed material (LB)																									
2 Press conferences (LB)																									
Closing event (LB)																									
Procurement of equipment (PB3)																									
Printed and e-material (PB3)																									
Press conference (PB3)																									
Organisation and conduction of 3 Round Tables (PB3)																									
Organisation and conduction of 2-days EXTRO-forum (PB3)																									
Printed and e-material (PB4)																									
Press conference (PB4)																									
Organisation of 3 Round Tables (PB4)																									
Implementation of enhancing skills adaptation training (PB4)																									
Implementation of boosting business skills short sessions (PB4)																									



## 12. Communication material



LOGO OF THE  
BENEFICIARY

PROJECT:  
**SeeG**

PROGRAMME: Interreg V-A "Greece-Bulgaria 2014 -2020" Cooperation Programme

**EVENT**  
**DATE**  
**DETAILS**



*"The project is implemented in the framework of the Interreg V -A "Greece-Bulgaria 2014-2020" Cooperation Programme and is co -funded by the European Regional Development Fund and by national funds of the countries participating in the Programme"*

1



LOGO OF THE  
 BENEFICIARY (smaller  
 than the EU FLAG)

**TITLE OF THE EVENT**

SeeG

DATE, PLACE

Time 00:00 – Place, Hall roo

A/A	Surname	Name	Position	Phone Number	E-mail	Signature