

Assessment of Information & Publicity Measures

Transnational Cooperation Programme Interreg
Balkan-Mediterranean 2014-2020
CCI 2014TC16M4TN003

Presented to the Monitoring Committee in

Introduction

The overall role of the JS/MA of the BalkanMed programme is to deal with the communication gap between the citizens in the eligible area and the role of the European Union.

On the basis of Awareness and Transparency, the programme implements its communication strategy respecting EU Regulations and EU Initiatives. Given this, the JS/MA tried to encourage all beneficiaries to participate in the dissemination strategy and also, tried to transfer the necessity and the value of communicating the information and its contribution to the capitalization of the programme's activities.

In this context, this document aims to present the monitoring and the evaluation of the progress, the measures and the means of communication been implemented in year 2019.

Main target audiences

- Potential partners in the framework of the programme's actions : Regional and local authorities which are able to manage public funds
- Final beneficiaries and Lead Partner of approved projects : the final beneficiaries may vary according to the nature of the action on each occasion
- Other entities : non-governmental organisations, institutes, universities, professional associations, chambers of commerce, economic and social partners etc.
- The general public
- Mass media : local, regional, national, pan-european and specialized press, radio, television and electronic media

General Assessment of the Communication Strategy

During 2019 the Communication Strategy of the BalkanMed programme was really rich and fruitful from several points of view. First of all, some of the initially approved projects came to their end, whilst others extended their duration a few months, in order to reach their results. In addition, six (6) projects from the Reserve List started implementing the activities approved. The BalkanMed programme has also organized many successful events of different topics aiming to divers target groups. Motivating the target audiences and informing the general public about the evolution of the Programme's interventions was the main objective of the Communication Strategy this year.

While the second implementation stage of the Communication Strategy is still ongoing for the Reserve List and for some of the initially approved projects, the third stage "Dissemination of the results and benefits achieved, highlighting of Good Practices" is also being gradually developed.

So far, its implementation is considered satisfactory. More specifically, through targeted and well organised events, the programme succeeded the wide promotion and dissemination of its core objectives. Transnational events dedicated to the wide audience such as the 1st Prespes School Games (May 2019) or dedicated to EU/INTERREG stakeholders such as the Workshop "The future of transnational cooperation: what impact in a changing Europe?" organized in the context of European Week of Regions and Cities in Brussels (October 2019) provided further dissemination of the objectives and the results of the programme.

Meanwhile, the production of dissemination material provided an added value to the Communication Strategy of the programme making its communication to the wide audience much easier. Also, the website and the social media supported the dissemination of the stages' objectives. The activities of the projects, its deliverables and its achievements are still being hosted at the BalkanMed website, as well as at the webpage of the partnership, if needed.

Therefore, as far as the communication is concerned, the Programme is on the right track and the communication goals will be fully achieved within the timeframe indicated in the Communication Plan.

Achievement of Indicators' targets

Indicator	Indicative target value	Value achieved by 31/12/2018	Comments/ explanations
Number of events (info-days, conferences, seminars, fairs, Programme annual events etc.)	30	Twenty four (24)	<ul style="list-style-type: none"> • 1st Prespes School Games • European Week of Regions and Cities– Workshop : “The future of transnational cooperation: what impact in a changing Europe?” • EC DAY Event (Ohrid)
Number of participants per event for potential beneficiaries and Project Partners	100	Target surpassed in all events	The participants in the communication seminar were less as the event was targeted to the communication manager of each project (37 projects)
Number of news articles published on the internet	>500	More than 80.000	<p>More than 80,000 articles specifically on the BalkanMed Programme, and its Projects were found on the internet.</p> <p>The target value of the indicator needs re-definition</p>
Number of social media posts	150	100	The number refers to the post in the official BalkanMed social media

			accounts (Twitter, LinkedIn)
Website statistics	50,000 hits	47.000	<p>The number refers to the total number (not individual) of hits on the Programme's website (www.interreg-balkanmed.eu), as well as on the news item related to the BalkanMed Programme in the Managing Authority's website (www.interreg.gr)</p> <p>The target value of the indicator needs re-definition</p>
Types of communication material produced	7	7	In 2019 the BalkanMed programme produced Blouses, medals, jokeys, bag, Cup, bottle, banner

Monitoring and Reporting of the Communication Strategy

Qualitative analysis of the events organised

1st Prespes School Games

Students from Albania (Pustec), Greece (Prespes) and Republic of North Macedonia (Resen) participated in the 1st Prespes School Games from 11 to 12 May 2019.

The Sports Events included Basketball Games in the Patoulidio Sports Center, Lemos, and Running events in the wide area of St.Ahilios. With the aim to avoid any sense of competition all students participated in mixed teams, in order to get closer and cooperate.

Mr K.Gavroglu, the Minister of Education (Greece) noticed that "by participating you' ve also put a small piece in the mosaic for a peaceful Europe" and he expressed his wish this games to continue for many years not only in sports but also in culture, education etc.

The event was materialised with the support of the Greek Ministry of Education, the "INTERREG Balkan-Mediterranean 2014-2020" programme as well as the POLIPRESPA project which is financed by the Stavros Niarchos Foundation.

Participants : around 200



European Week of Regions and Cities

The BalkanMed programme participated in the European Week of Regions and Cities and more specifically in the workshop organised by TNC Interreg programmes entitled "The future of transnational cooperation: what impact in a changing Europe?".

In this context Ms Vasiliki Kotroni, project manager of the DISARM project, participated in a creative and fruitful debate on the results, the sustainability and the capitalisation on the activities implemented. Within this event all beneficiaries of the TNC programmes had the opportunity to exchange knowledge and experiences and develop their ideas and problematics for the future of Transnational Cooperation.

Participants : around 100



EC Day 2019

The Balkan-Mediterranean programme, in cooperation with the National Authority of the Republic of North Macedonia and the ARITHINGS project celebrated the European Cooperation Day in Ohrid.

Students from the local school had the opportunity to be part of an interactive educational programme and get acquainted with European Union, Interreg and Transnational Cooperation

Participants : around 100



Tailor-made meetings on project level and with specific beneficiaries in order to address specific implementation issues

During 2019 JS organized many meetings with the great majority of the beneficiaries in their premises, as well as in the premises of the MA. Project officers in cooperation with the coordinator of the BalkanMed programme provided further support to partners, monitored the management/implementation of the activities approved and in some cases had the opportunity of coming in touch with the projects' results.

The feedback from both parts (JS/MA and beneficiaries) is that this kind of meetings are really helpful and the programme's intention is to continue organizing such visits. From the one hand beneficiaries gain JS/MA's support and from the other hand the Authority gain a clearer image of the situation/implementation.

Key Steps for the Future

In view of developments that included new measures to limit the spread of the **coronavirus** disease and in absolute co-ordination with the Hellenic Ministry of Development and Investments, the BalkanMed programme will revise the agenda if needed. Postponements or cancellation of events is possible due to current situation.

ACTIVITIES	TARGET GROUP	
<p>1. Data collection from the projects' implementation</p> <p>Collecting information, numbers and results from the beneficiaries / municipalities etc</p>	<ul style="list-style-type: none"> Stakeholders : Managing Authority, JS, National Authorities Potential partners in the framework of the programme's actions Final Beneficiaries and Lead Partners of approved actions Representatives of all the local, regional, and municipal authorities in the eligible areas. Local, regional, national, European and also specialized mass-media which contribute to the promotion of the programme in the eligible areas The general public 	
	Date	Ongoing process
<p>2. The Ministry Of Interior (Sector Macedonia & Thrace), in cooperation with the Managing Authority of INTERREG programmes are organising the 2nd Balkan Forum in Thessaloniki in Emilios Riadis Hall, on 27th and 28th</p>		

<p>March 2020</p> <p>Main objectives of the event are :</p> <p>Discussion and detailed examination of the necessary infrastructures and networks whose implementation should be promoted by priority, as well as a placement of potential funding schemes.</p> <ul style="list-style-type: none"> • Assessment of the spatial impacts of the proposed infrastructures and networks on the promotion of entrepreneurship and innovation on a national and Interbalkan level. • Discussion and finding of mechanisms to mobilize and make use of business and technological potential in the maturity and implementation of the under planning infrastructures and networks. • Promotion of the necessary business and technological networking and collaborations on a Balkan level. 	
<p>3. Panorama Magazine</p>	<p>Date March 2020</p>
<p>Utilising the data collected by the beneficiaries BalkanMed programme will contribute to raising awareness about practices of greening by Interreg Programmes and projects' communication activities.</p>	<ul style="list-style-type: none"> • Stakeholders : Managing Authority, JS, National Authorities • Potential partners in the framework of the programme's actions • Final Beneficiaries and Lead Partners of approved actions • Representatives of all the local, regional, and municipal authorities in the eligible areas. • Local, regional, national, European and also specialized mass-media which contribute to the promotion of the programme in the eligible areas • The general public <p>Date March – July 2020</p>

<p>4. ECDAY events.</p> <p>The BalkanMed programme is going to celebrate the European Cooperation Day in Greece, the president of the Monitoring Committee in 2020.</p>	<ul style="list-style-type: none"> • Stakeholders : Managing Authority, JS, National Authorities • Potential partners in the framework of the programme's actions • Final Beneficiaries and Lead Partners of approved actions • Representatives of all the local, regional, and municipal authorities in the eligible areas. • Local, regional, national, European and also specialized mass-media which contribute to the promotion of the programme in the eligible areas • The general public 		
<p>5. International Conference on Projects' results</p> <p>Bringing together the overall aims and objectives of the programme, together with examples of the projects' capitalization, the conference aims to not just be a sharing of knowledge, but also a forum for planning the next stages of the programme, resolving issues and disseminating the projects to the general public. The conference will be accompanied by international, national and local press work to ensure the highest levels of coverage.</p>	<table border="1"> <tr> <td>Date</td><td>September 2020</td></tr> </table> <ul style="list-style-type: none"> • Stakeholders : Managing Authority, JS, National Authorities • Final Beneficiaries of approved actions • Representatives of all the local, regional, and municipal authorities in the eligible areas. • Representatives of the EU / DGREGIO 	Date	September 2020
Date	September 2020		
<p>6. Organisation of joint transnational Interreg stands, in the context of the EU Regio week – open days in cooperation with other Interreg Transnational programmes</p>	<table border="1"> <tr> <td>Date</td><td>September 2020</td></tr> </table> <ul style="list-style-type: none"> • Stakeholders : Managing Authority, JS, National Authorities • Potential partners in the framework of the programme's actions • Final Beneficiaries and Lead Partners of approved actions • Representatives of all the local, regional, and municipal authorities in the eligible areas. • Local, regional, national, European and also specialized mass-media which contribute to the promotion of the programme in the eligible areas • Representatives of the EU / 	Date	September 2020
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	DGREGIO	
	<ul style="list-style-type: none">• EU citizens• The general public	
	Date	October 2020

Annex 1: COMMUNICATION TOOLS

In the context of the Prespes School Games, the BalkanMed Programme has created promotional and marketing material, evolving around the Programme logo.



