

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 2022.

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 2022 the Communication Strategy of the BalkanMed programme was really rich and fruitful from several points of view. First of all, the great majority of the initially approved projects came to their end, whilst others extended their duration a few months, in order to reach their results. Only 2 projects extended their duration in 2023, together with the Restricted Call for Strategic Project Proposals “Go-Green”, which ends in 2023, as initially 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 few 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 provided further dissemination of the objectives and the results of the programme.

In addition, 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"> • Interreg Youth Road Show 2022 • Transnational Environmental Event "Together We Can" • EC DAY Event (Lemesos, Cyprus) • EC DAY Event (Pentalofos, Greece)
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, Instagram)
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	0	In 2022 the BalkanMed programme didn't produce any promotion material

Monitoring and Reporting of the Communication Strategy

Qualitative analysis of the events organised

Transnational Environmental Event "Together We Can"

The "Together We Can" transnational Citizen's Engagement Activity (CEA) funded by the European Commission and led by the IVY volunteers of Interreg Greece-Bulgaria and Interreg Balkan-Mediterranean programme took place from April 3rd to April 9th, 2022.

Its objective was to involve youth in civic programmes through the IVY programme to spread knowledge on the folds of cross border cooperation.

More specifically, it aimed to promote the EU Cohesion Policy through a clean-up event, with the involvement of young people. The EU Cohesion Policy's objective is to reduce disparities in the level of development between countries. It concerns all EU Member States and cities and supports job creation, improved business competitiveness, economic growth, environmental protection and improved quality of life for citizens. More generally, it aims at sustainable development for all Member States.

Three events were organized in total by the IVY reporters Khouloud Belhadj and Theodora Soupioni, in Greece, Bulgaria and Albania and in cooperation with local authorities. More specific, the following events took place:

- 1) In Thessaloniki, Greece at the Summer Camps of Melissohori on April 3rd, 2022, in cooperation with the Municipality of Oreokastro and the Cultural Center of Melissohori;
- 2) In Blagoevgrad, Bulgaria at the Hunting Lodge Park on April 6th, 2022, in cooperation with the South-West University "Neofit Rilski" and
- 3) In Tirana, Albania at the Fusha Basketbolli dhe Park Lojrash on April 9th, 2022, in cooperation with Agricultural University of Tirana. Participants : around 200

Participants : around 140



ECDAY 2022, Pentalofos, Greece

Transnational Cooperation Programme Interreg V-B "Balkan-Mediterranean 2014-2020" in cooperation with Cooperation Programme INTERREG V-A "Greece-Bulgaria 2014-2020", and the "SYNERGIA" project, organized a 2-day event to celebrate the European Cooperation Day reminding citizens that many good things come out when we join forces.

The program was as follows :

Friday, 7 October 2022

10:00 am, Petrota

scientific conference on the protection, conservation and promotion of the natural & cultural heritage of the area, Cultural Centre, Petrota.

visit to the "Museum Of Stone" in Petrota, an exhibition of rock specimens related to the local geology and the ancient quarrying activity.

06:00 pm, Orestiada

Greek/Bulgarian amateur theatre performance.

Saturday, 8 October 2022

09:00 am, Shelter "DRIMOS", Pentalofos

"Walking without Borders" hiking on the trails of the Petrota/Pentalofos area

Participants : around 80



EC Day 2022, Cyprus

On the occasion of the [European Cooperation Day](#) 2022 and of the European Year of Youth, the BalkanMed programme and more specifically the National Authority of Cyprus donated 30 scooters and helmets to students of the University of Cyprus and Cyprus University of Technology, respectively. Main aim of the event was to increase young people understanding on driving safely and "greener".

Participants : around 50



Interreg Youth Road Show 2022

INTERACT celebrated European Year of Youth with INTERREG programmes highlighting cross-border and transnational projects' contribution on youth.

4 programmes (INTERREG Balkan Mediterranean, IPA CBC "Greece – Republic of North Macedonia, INTERREG "Greece-Bulgaria and ENI CBC Black Sea Basin) presented to a group of 30 people coming from the European Commission, as well as MEPs, 4 projects addressed at young people focusing on vocational training, employability, and entrepreneurship.

DATES : 7-8 November

PLACE:Thessaloniki&Serres

Participants : around 30



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

During 2022 JS organized many on-the-spot meetings with the great majority of the beneficiaries in their premises. 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 of the projects' results. In addition, support and information was provided to the beneficiaries towards the projects' closure.

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

As approaching the closure of the programme and there are no activities for the new programming period, the agenda includes events focused on projects' results.

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 • 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>2. On-the-spot meetings</p> <p>Meetings with beneficiaries of the BalkanMed programme with the aim to provide support towards the closure of the project</p>	<p>Date Ongoing process</p> <ul style="list-style-type: none"> • Final Beneficiaries and Lead Partners of approved actions
<p>3. ECDAY events.</p> <p>The BalkanMed programme is going to celebrate the European Cooperation Day in the Republic of North Macedonia, the president of the Monitoring Committee in 2023.</p>	<p>Date June-September 2023</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

	<p>authorities in the eligible areas.</p> <ul style="list-style-type: none"> • 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 September / November 2023</p>
<p>4. BalkanMed Closure Event</p> <p>Bringing together the overall aims and objectives of the programme, together with examples of the projects' capitalization, the event aims to not just be a sharing of knowledge, but also a forum for planning the next stages collaborations. The event will be accompanied by international, national and local press to ensure the highest levels of coverage.</p>	<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
	<p>Date September-November 2023</p>