

Assessment of Information & Publicity Measures

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

Presented to the Monitoring Committee in Skopje, the 3rd May 2019

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 2018.

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

Given that all the initially approved projects are on their second year of implementation, the BalkanMed programme has already organized many events and has used many tools with the aim, on the one hand, of motivating the target audiences, and on the other hand of informing the general public about the evolution of the Programme's interventions.

While the second implementation stage of the Communication Strategy is still ongoing, even though the bulk of it has been implemented, the third stage "Dissemination of the results and benefits achieved, highlighting of Good Practices" has just been started.

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. The communication seminar organised in Athens (June 2018) provided essential tools to the beneficiaries, while the exhibition organised in Brussels (October 2018) provided further dissemination of the objectives and the results of the programme, to a wide range of audiences (EC members, Beneficiaries, Stakeholders, wide audience etc).

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	Six (8)	<ul style="list-style-type: none"> • Communication Seminar • European Week of Regions and Cities– #MadeWithInterreg exhibition • 4 EC DAY Events (Tirana, Konitsa, Soufli) • 2 MIS seminars
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	150	The number refers to the post in the official BalkanMed social media accounts (Twitter,

			LinkedIn)
Website statistics	50,000 hits	30.000	<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	8	Pens, mugs, vacation wallet, notepad, bag holder, guardian pouch, power bank – car accessories, safe card pocket

Monitoring and Reporting of the Communication Strategy

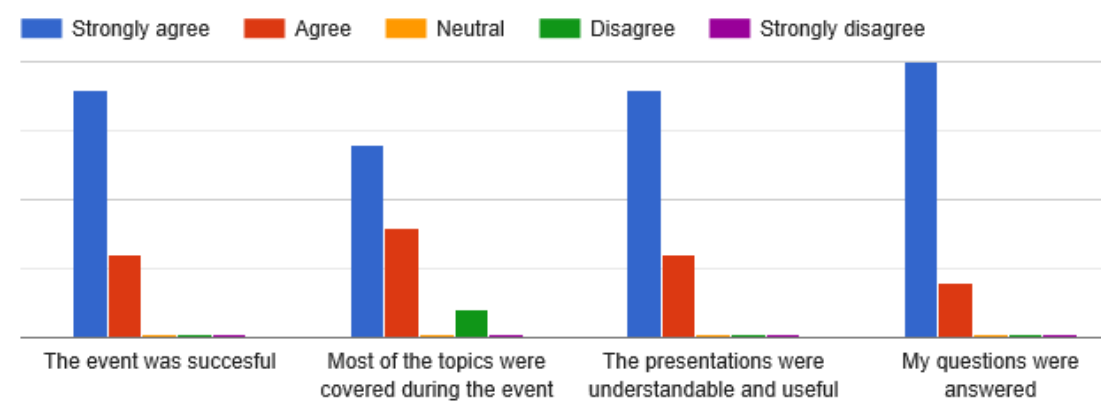
Qualitative analysis of the events organised

Communication Seminar

On 22nd June 2018 the BalkanMed programme organised a Communication Seminar in Athens for the beneficiaries of the Projects funded under the 1st Call for Project Proposals. The main aim of the event was to enable the projects' communication managers to improve their communication skills and to learn more about implementing the dissemination strategy of the EU co-funded projects.

The beneficiaries had the opportunity to come in touch with the world of Social Media, learn new ways of communication and methods of disseminating effectively the aims and the results of their project. Through training and discussion the beneficiaries of the BalkanMed programme understood the importance of social media in project implementation.





A satisfactory number of the beneficiaries from all five countries participated in the event. The great majority found the event really interesting and most of them agreed that an additional seminar with more topics would be really helpful.

European Week of Regions and Cities

The **European Week of Regions and Cities** (8-11 October 2018) came to its end with more than 6.000 participants having visited the Square Convention Center in Brussels where cities and regions showcased their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance.

In this respect, the **Balkan-Mediterranean** programme – together with Baltic Sea, MED and North Sea – participated in the coordination team of the exhibition **#MadeWithInterreg**, a joint action of the 12 European Interreg Transnational programmes (*Danube, Central Europe, ADRION, Alpine Space, Atlantic Area, Northern Periphery and Arctic, SUDOE and Northwest Europe, Balkanmed, MED, North Sea, Baltic Sea*), where visitors had the opportunity to learn further details on the history, the objectives and the results of all Interreg Transnational Programmes.

Encouraged by the moto “*under construction*” our stand aimed at sending the message across Europe that *all transnational programmes work for a better future!* More specifically, BalkanMed was successfully represented by two projects “Innoplatform” and “Disarm” disseminating the programme’s aims and results so far. Moreover, “Innoplatform” participated in the Q&A event trying, in really short time, to deliver a presentation on business innovation.



EC Day 2018

On Friday, 21/09/2018, the **transnational Cooperation Programme Interreg V-B "Balkan-Mediterranean 2014-2020"** organized an action encouraged by the moto "For a World full of Colors" in cooperation with the National Authority of Albania and the Municipality of **Tirana**. More specifically, children were informed on environmental issues and painted their ideas on recycling materials (Cotton bags with the logo of the programme and the logo of INTERACT)



On Wednesday, 26/09/2018, **Interreg V-A “Greece-Bulgaria 2014-2020”** and **Interreg V-B “Balkan – Mediterranean 2014 – 2020”** programmes contributed to the heritage of the culture of silk with events in the town of **Soufli**, under the title “Weaving the future – coloring silk memories”. The aim was to design experiential actions through a museopedagogical programme for pupils from the local schools specially designed and scientifically coordinated by the Laboratory of Industrial Design of the School of Visual & Applied Arts of the Aristotle University of Thessaloniki, as part of the Design Lab for Kids initiative to promote the unity between STEM and the Arts & Humanities. The Municipal Museum of Soufli hosted the event. The basic idea was to discover the symbolic meaning of COCOON.

On Friday, 28/09/2018, the **transnational Cooperation Programme Interreg V-B “Balkan-Mediterranean 2014-2020”**, in cooperation with the **Interreg IPA Cross-Border Cooperation Programme “Greece-Albania 2014-2020”** organised a public event in Konitsa for pupils to get informed on the importance of cooperation. More specifically, pupils from schools of **Konitsa** and wide area were invited in the premises of the Public Central Library of Konitsa, where they got informed on the programme, the projects implemented and planned by the respective beneficiaries, as well as played and painted on the cotton bags. The event was open to the wider public and young visitors outside school, as well.





After the end of the activities, all students were requested to evaluate the whole event. In a way to make the procedure much easier for them, it was decided to avoid questionnaire. Therefore, a reward chart was produced, where each student was asked to express its assessment by adding a sticker. The results of the evaluation were really satisfying for our programme.

On Friday, 12/10/2018, the Managing Authority of Territorial Cooperation Programme of the **Interreg IPA CBC "Greece - The former Yugoslav Republic of Macedonia 2014-2020"**, in cooperation with the **National Authority of the Programme** (Ministry of Local Self- Government), organized a bike tour by the lake in Municipality of **Dojran**. The **Interreg V-B "Balkan - Mediterranean 2014 - 2020"** programme supported this event in terms of dissemination and communication. All participants brought their own bicycles learnt basic mechanisms by professional cyclists and enjoyed a fabulous opportunity to cycle in one of the most enchanting cross-border areas!

MIS Seminar

The workshop "Management verifications in Interreg" was held in **Cyprus** by the Directorate General for European Programmes, Coordination and Development (DG EPCD) in its capacity as an FLC Approbation Body in cooperation with Interact, Managing Authority and the Joint Secretariats of INTERREG V-B BALKAN-MEDITERRANEAN 2014-2020 and INTERREG V-A Greece-Cyprus 2014-2020



The Special Secretariat for ERDF & CF funded sectoral OPs, the Managing Authority of ETC Programmes and the MIS Special Service, organized a seminar on the Management Information System (MIS) in **Thessaloniki** on Tuesday 27/11/2018. The main topics of the seminar were : submission of the Application Form & Project Monitoring.



Key Steps for the Future

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 AuthoritiesPotential partners in the framework of the programme's actionsFinal Beneficiaries and Lead Partners of approved actionsRepresentatives 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 areasThe general public	
<p>2. Panorama Magazine</p> <p>Utilising the data gathered in activity 1 the BalkanMed programme will contribute to the highlight of best practices of Interreg transnational programmes.</p>	Date	Ongoing process
	<ul style="list-style-type: none">Stakeholders : Managing Authority, JS, National AuthoritiesPotential partners in the framework of the programme's actionsFinal Beneficiaries and Lead Partners of approved actionsRepresentatives 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 areasThe general public	
	Date	March – July 2019

<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 2019.</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>4. Organisation of an event in the context of the EU Regio week – open days in cooperation with other Interreg Transnational programmes</p>	<table border="1"> <tr> <td data-bbox="836 808 943 846">Date</td><td data-bbox="943 808 1364 846">September 2019</td></tr> <tr> <td data-bbox="836 846 943 1615"></td><td data-bbox="943 846 1364 1615"> <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 / DGREGIO • EU citizens • The general public </td></tr> <tr> <td data-bbox="836 1615 943 1655">Date</td><td data-bbox="943 1615 1364 1655">October 2019</td></tr> </table>	Date	September 2019		<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 / DGREGIO • EU citizens • The general public 	Date	October 2019
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Date	October 2019						

<p>1. 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>	<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
	<div>Date</div> <div>February 2020</div>
<p>2. Closing Event</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
	<div>Date</div> <div>September 2020</div>

Annex 1: COMMUNICATION TOOLS

In order to present a uniformed visual identity, the BalkanMed Programme has created promotional and marketing material, evolving around the Programme logo.

