



### **BIOWASTE (Project Number BMP1/22/2156/2017)**

<b>Project:</b>	<b>Utilising Pay As You Throw Systems and Autonomous Composting Units for Biowastes Management in Touristic Areas</b>
<b>Group Actions:</b>	<b>WP2: Project Communication and Dissemination</b>
<b>Deliverable:</b>	<b>2.1.1 Communication Plan</b>
<b>Contracting Authority:</b>	<b>Municipality of Katerini</b>
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**Gradation: Limited Availability**

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## SUMMARY

This communication plan is drafted in the framework of the WP2 “Project Communication & Dissemination” of BIOWASTE project.

This document depicts the BIOWASTE’s project communication strategy and is a reference document for **all the project’s partners, thus it will consist** the basis for the communication monitoring and will:

- highlight the main communication guidelines of BalkanMed programme.
- describe in detail the true projects communication identity in order to in order to lead to higher awareness level of results but also to define the roles and responsibilities of each participant in the terms of the communication activities predefined.

This manual is operative in correlation with the Programme Manuals and Guides, knowledge of which all partners should acquire. Moreover, it is a dynamic tool, thus it could be updated based on the actual needs of the project and the partnership.

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## 1. Introduction – General Information of the Project

**BIOMASS** is a municipal solid wastes (MSW) source separation scheme, specifically designed for the hospitality sector and small / decentralized communities, aiming mostly in **BIOWASTE** (food and green wastes).

The main tools that utilizes in order to achieve a high quality separation, is the correlation of municipal taxes with the amount of wastes produced and managed, as well as, on site treatment of the biowastes.

The pay as you through (PAYT) system uses specially designed weighing equipment in the wastes collection trucks and bins with recognition chips. It allows the direct correlation of each producer of the wastes, with the amounts that produces, irrelevant if these are recyclable (glass, paper, plastic, metals) or mixed wastes, and through that the respective charging is allowed. As far as the organic wastes these are collected separately and introduced in an autonomus composting unit (ACU) and composted on site, reducing the collection and transportation cost, the central unit treatment cost (if such a unit exists) and allowing the production of a high quality usable product.

Both PAYT and ACUs are considered as state of the art process, in the wastes' management sector, incorporating innovative technologies. The need from all the above originates from the legal requirements of the European environmental legislation and specifically the Wastes Framework Directive (98/2008). Especially regarding organic wastes (biowastes), the target that the directive sets for 2020 is that of separate collection of 10 % of the organic wastes produced in each municipality.

For Greece this target was further increased at 40 % of organic wastes, through the new National Plan for Solid Wastes Management (NPSWM). For the touristic municipalities more than 50 % of the MSW are produced in such hospitality units. A source separation scheme focusing in exactly these facilities, could help achieve part or all of the required targets, with far less resources and effort, than if implementing a relevant scheme for the general public. As all source separation schemes, biowastes is more or less a social interventions, relying in the acceptability and participation of the people involved, irrelevant if they are citizens or professional.

As such, any pilot activity and implementation, have some transferability importance only in areas where there are significant social, economic and administrative similarities, with that of the test pilot. Irrelevant how successful the test would be, if the next area is different, then everything must start from the beginning.

As a result, an effort that is realized in the same time in various different areas, with significant differences in social, economic and administrative characteristics, then is obvious that this effort will have far better efficiency results, than any effort conducted independently in the same areas, and at the same time will provide far more important data and experiences for achieving further transferability.

The main result of the **BIOWASTE** project is a solid wastes source separation scheme, aiming mostly in the hospitality industry, as well as, small and decentralized communities, which organic wastes are in its core, with their onsite treatment to play an important and key role. According to the call the Result Indicator for the Specific Objective 2.2 in the Environment Axis

is “level of adaptation to resources efficiency and climate change resilience measures in alignment with EU policy”. **BIOWASTE** is project that contributes directly to this indicator, since: a) aims in helping municipalities to align with the EU policy on waste management and specifically in the need for source separation schemes and separate collection and management of the organic wastes, b) will help the municipalities become more resources efficient though the limitation of fossil fuels that consume for the collection and transfer of wastes, c) reduce the overall carbon foot print of the wastes management though the improvement of the purity of the collected wastes and the reduction of wastes lead to landfills, and d) utilize state of the art technologies (PAYT and ACUs) as main tools in order to achieve all deliverables and aims. As far as the quantity values that are set in the Project’s Manual, the areas that the biowaste system will be implemented, are well above the 0.5 % of the surface area of all participating countries, allowing significant contribution to the completion of the relevant target set by the call of 1 % by 2023. As far as the specific outputs indicators for the Specific Objective 2.2., the **BIOWASTE** project will contribute: a) at least two tools developed for the management of wastes, one is the PAYT system and the second is the complete source separation scheme (the overall programme’s target is 8 tools / policies etc), and b) one innovative environmental friendly technology will be implemented (out of the 3 which is the overall programme’s target), which is the ACUs.

The Project’s results shall be disseminated through the activities of WP2. Project communication & dissemination.

**OBJECTIVE:** Dissemination activities aim in transferring the project’s experience and results in the largest possible audience composed by the general public, stake holders in various municipalities and waste managing authorities, the relevant private sector and the academia.

**METHODOLOGY:** A project dissemination activities plan will be composed and followed.

**ROLES:** Lead Partner (Municipality of Katerini) will have a leading role with Municipality of Yermasoyias (MUYE) and Municipality of Probistip (MUPR) to follow, where the Technological Educational Institute of Crete-Educational and Research Committee (TEIC-ERC) and the University of Goce Delcev (UOGD) will work towards the private sector and the academia.

**LOCATION OF ACTIVITIES:** One of the key issues that makes **BIOWASTE** an important project to be funded, is the dispersion of the involved three municipalities in key points of the programme’s area of interest, something that will help considerable to increase the overall impact, well beyond the same area. This will be achieved first by the fact that the three municipalities represent three different types of touristic municipalities, and through that cover all the different types of the touristic industry, and specifically: i) intensified touristic area with prolonged touristic summer (Cyprus), and limited if no activities during winter ii) less intensive touristic area, with short summer period directly related with the sea coast (Greece), and iii) less intensive touristic area, not related with sea coast (related with a large lake), with all year tourism, especially during weekends, and with a very large number of small and decentralized communities with significant number of tourists (FYROM). As such most other municipalities in the BalkanMed area can easily find the most appropriate model to relate with. The second point is the geographical dispersion. All three are easily accessible again from ANY municipality in the BalkanMed region. Representatives from any municipality in mainland Greece, Albania, Bulgaria, Cyprus and of course FYROM, can visit one of the test areas by car, bus or train, and have a direct interaction with people and systems. As far as island Greek Municipalities, connection with either the mainland Greece or Cyprus is particular easy, allowing them also direct and low cost access to the test sites. Especially the test site of Cyprus should gather the

interest of most touristic municipalities in the Greek islands, as well as the majority of the Mediterranean coast lines.

## **2. Regulation Framework of the Communication Plan**

Co-funded Projects enable the European Union to demonstrate in a practical way how the EU impacts on the everyday lives of citizens. Communication is a crucial process embedded into every stage of a Project's life cycle. From project start up, through implementation, until and even after closure of a project, communication plays a key role in its success. Considering the diversity of contents communicated to varied target groups through diverse channels, the complex process of communication requires careful planning and implementation.

Communication is complementary to a Project's overall management tasks, but it is also a management task in itself. It is not possible to identify a single process that could be applied to every communication activity every time. But it is possible to draw up some general principles for Projects funded by the BalkanMed Programme based on combined experience and good practices.

For the drafting of the present Communication Strategy, the following have been taken into consideration:

- Regulation (EU) No 1301/2013 of the European Parliament and of the Council of 17 December 2013 on the European Regional Development Fund and on specific provisions concerning the Investment for growth and jobs goal and repealing Regulation (EC) No 1080/2006;
- Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006;
- Regulation (EU) No 1299/2013 of the European Parliament and of the Council of 17 December 2013 on specific provisions for the support from the European Regional Development Fund to the European territorial cooperation goal;
- The European Transparency Initiative (ETI);
- The Transnational Cooperation Programme Interreg "Balkan-Mediterranean 2014-2020" (hereinafter CP), approved by the European Commission Decision C(2015)6619, dated 25.09.2015.

### 2.1 Objectives

The main objective of the communication plan is to maximise the involvement of interested parties (stakeholders) in order to raise awareness about the importance of biowaste management, and to enhance the multiplication of results.

This communication plan will also propose specific actions and measures with a view to publicity, information and awareness of both the general public and the directly involved parties

aiming to the capitalisation of the project's results and the promotion of cooperation between the partners.

Alongside the above and within the context of actions, which will be implemented according to the Communication Plan, comes not only a proposal for the creation of communication actions but also the continuous management, the responsibility for writing, editing, correcting and translating all texts published in the present work, such as press releases and reports, as well as the date, in the printed press, in the online media and social partners and stakeholder groups (stakeholders).

## 2.2 Target Groups

The project is addressed to the following target groups:

- Local Government of first and second degree.
- Municipal Waste Management Authorities.
- General population of the intervention areas.
- Higher education institutions (Universities).
- Schools of general and special education.
- Young People.
- Mass media.
- Private Sector
- Academia

## 2.3 Strategy

In accordance with the above-mentioned European directives, the general objectives for the publicity strategy are:

- To increase transparency and information on EU's resources.
- Achieve third-party benefit from the activities, the good practices and the project results.
- Update the progress and outcomes of the projects.

In general terms the communication plan comprises of those activities that are directed towards meeting the needs and wishes of all partners involved in order to benefit.

The parts of a communication plan can be analysed as follows:

- In the first part, the level of the project until now is being examined.
- In the second part the objectives are being set.
- In the third part, the way the objectives will be implemented is being decided, in other words the strategy is being oriented.

The communication plan, if properly structured and implemented in full, is a vital part of the project but in order to retain its flexibility and its timeliness it should be revised, grow and evolve simultaneously with the procedure, the evolution and the progress of the project.



In the specific project, the communication strategy requires to maximise the involvement of interested parties (stakeholders) in order to raise awareness about the importance of biowaste management, to enhance the proliferation of results and to establish the foundations of bilateral cooperation between the citizens of the participating countries.

In order to achieve all the above, the following steps should be adopted:

- To personalise the promotion of the project on each individual target group.
- To implement actions with synergy and specific positive impacts to the wider population.
- To adopt an effective and easy communicative language that will aim to inform citizens on the one hand and to create a bridge between them and the European bodies and objectives on the other.
- To adopt slogans and messages with impact in the areas of intervention.
- To achieve active participation of stakeholders.
- To disseminate the results to the general public.

### **3. Implementation of a Project identity**

During the implementation of the project, the promotion of a coherent and distinct image of the Transnational Cooperation Programme "Balkan – Mediterranean 2014-2020" is being required, in participating countries in order to be clear to people who is responsible for financing and implementing the project. As such, the creation and promotion of a single project identity is required, which will be applied to each individual publicity action that is going to be implemented.

In the context of implementing a single identity of a project, what is required in each measure is the following:

- Use of logos and slogans of the Programme.
- Use of a common logo and a slogan of the project.
- Text of financing and the flags of EU and of the participating countries.
- Creation of common publications (catalogs, brochures etc.) in the official language of the Programme (EN) and the languages of the participating countries.
- Creating a common web project.
- Press Releases / Announcements with reference to elements of the Program and the Project.
- Creating promotional materials.

## 4. Objectives

The present communication plan has the following objectives:

- To facilitate communication flows:
  - amongst project partners,
  - between project partners and the general stakeholders and the wider public,
  - between the project and BalkanMed Community;
- To ensure that all relevant project documentation is distributed among all partner in a quick and secure manner;
- To ensure appropriate and sustainable methods of dissemination of project activities and results;
- To raise awareness of the project among stakeholders and interested general public;

Correlating the project's objectives with the communication approach foreseen:

- To broadcast good practices and innovative technologies aiming to enhance managing efficiency in solid wastes related issues to other South East European countries.
  - Communication with local actors (territory stakeholders) and inhabitants of the involved territories (bottom-up approach).
- To involve local enterprises and decentralized communities.
  - Communication with the potential bodies to install ACUs.
  - Implementation of a relevant promotional campaign via the local, national and specialized media.
- To improve the international recognition of involved partners.
  - Participation in relevant events (as thematic exhibitions/conferences).

## **5. Tailor messages**

These are proposed by Lead Partner at the start of the project, they could be updated or tailored according to the concept of the action to be used for, and are not restrictive or obligatory:

- To align municipalities with EU policy on waste management and specifically in the need for source separation schemes and separate collection and management of organic wastes.
- To help municipalities to become more resources efficient.
- To reduce overall carbon foot print of the wastes management.

## 6. Communication channels and activities

These are proposed by Lead Communication is relevant and strategic in every stage of the project. Because it is important to demonstrate the added value of cooperation and the source of innovation, **BOWASTE** communication plan has common principles to all communication and have three different objectives and channels of communication. In more detail:

### - Internal communication (between partners)

The aim of internal communication is to consolidate the networking in the project with concrete communication tools facilitating the exchanges of experiences and knowledge through co-working activities, **PLUS** learning lessons from the others.

### - External communication

**Firstly**, this external communication aims at promoting BOWASTE concrete outputs to the relevant stakeholders. It will be done by participating implementing specific actions as described in next chapters.

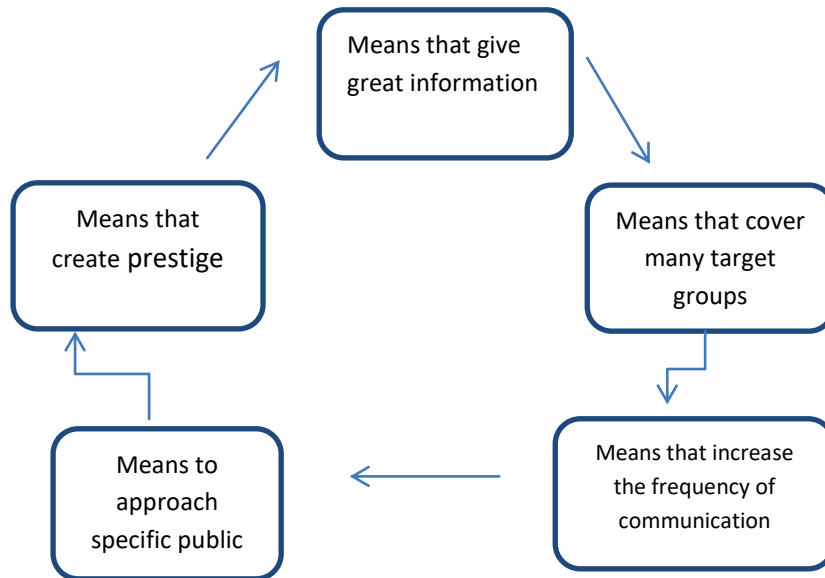
**Secondly**, external communication actions are foreseen to disseminate and transfer results to local authorities and external bodies and individuals sharing common issues.

**Thirdly**, the project plans to develop communication tools to reach BOWASTE final targets groups (inhabitants, tourists).

### - Communication in the BalkanMed community

Belonging to the BalkanMed projects promoters group creates a strong added value. BOWASTE will contribute to the feeding of all the communication and capitalisation tools of the BalkanMed programme and could participate to events and requests. All these communication actions will contribute to feed the BalkanMed community and to improve BOWASTE project thanks to the common communication and capitalisation implemented in the framework of the BalkanMed programme.

## 7. Content



### 7.1 Information measures for the general public

What is aimed from the publicity actions is the widest possible dissemination of the results of the Project, by updating a large part of the population for the ongoing actions.

Information will take place through:

- Distribution of General information materials (leaflets)
- Invitation to ongoing actions (Organising Dissemination Events)
- The building of a website with interactive communication features
- 2 pages in social media
- 4 e-newsletters
- 4 scientific articles

### 7.2 Information measures for specific target groups

In order the dissemination of the results of the Project to become effective to specific target groups, the following actions are necessary:

- Distribution of specialized information material (brochures) with detailed information on the activities of the project.
- Communication through official bodies (especially for schools, sending elements of a basic instrument in Primary - Secondary education, in order to make the dissemination of information through official channels)
- Continuous update and involvement of stakeholders on planned actions (Workshops, Exchange and transfer of know-how)

### 7.3 Implementation tools

#### *7.3.1 Brochure of the Project*

In the context of implementation of the project, the design, production and edition of printed information material is planned and will present the project and the Community initiative. The aim of the printed informational materials is to present the project and to inform the general public.

As far as the content of the brochure is concerned, it will present the basic and attractive elements of the project but also the programme of actions in order to inform the public.

Specifically, the contractor will be responsible for the entire creative design and execution/production (concept, design, Visual thumbprint) of all printed publicity material including the planning of a concise printed publicity booklet which will present the project.

Two leaflets will be produced during the duration of the project. The 1<sup>st</sup> one will have common elements for all partners and will include description of the project, partners/logos/photos, and the general aim of the project along with the environmental aspects of the project. The 2<sup>nd</sup> leaflet will focus on the ACUs of all partners, it will have a common layout by the contents could be different for each partner. More details on the 2<sup>nd</sup> leaflet will be defined in a future meeting.

As far as the aesthetic level of the brochure is concerned it will be friendly to the user/reader (he/she will rapidly identify and hire the information that interest him/her), modern, up to date functional and it will be printed according to all environmental sensitivity principles (it will be printed on recyclable paper, which will be listed on the back page of the form with small print letters as a footnote).

The graphic design of the above form will include the logo of the project as well as other graphics, photos and projects. Responsible for the collection/production of all the above will be the Contractor and always in accordance with the contracting authority.

Additionally, the Contractor of LP-Municipality of Katerini will take over the printing of the above material, following faithfully the quality control systems in pre-print control and the final deliverables, for the Greek Partners. P2-Municipality of Probistip and P3-Municipality of Yermasoyia will produce the leaflets for their countries.

Initially, a sample (draft/draft) of the designed printed material will be sent to the contracting authority for approval. If the final approval is given, the printing of the printed material will follows complying with the highest standards of quality.

The printed material will be written in the Greek language (translated in English and in the official language of Former Yugoslav Republic of Macedonia) while its language will be simple and understandable without many complex scientific terms so as to meet the needs of the general public.

#### **Features:**

Production of printed material 14,000 copies in total (in Greek, in English and in the official language of Former Yugoslav Republic of Macedonia), Size:11 cm x 24 cm 33 x 24 enclosed and open – 4-color print, quality paper: illustration (covers and interior pages), fourfold (duplex printing).

### *7.3.2. Organising three workshops, Exchange and transfer of know-how*

In order to promote the objectives of the project, three (3) workshops (in Greece-Crete, in Cyprus and in Former Yugoslav Republic of Macedonia) of exchange and transfer of know-how will be organised. The aim of the events is to exchange information and transfer know-how in matters that deal with tourism development and promotion from both sides of the border.

The Project team members will organise three (3) workshops / transfer of know-how, which will be held in parts of the areas of intervention and will be designated by the respective Contracting Authority.

The main object of these meetings is to create a climate of excellent cooperation and communication between the Contracting States in order to plan and coordinate the implementation of the physical object of the project as well as to resolve in a valid way and in time difficulties and problems that may come up during its process.

The meetings will include Technical Meetings, Transfer of know-how, Implementation of Progress Presentations.

In order for the workshops to be organised perfectly, the Project team members and the respective Contractor shall undertake the following tasks:

1. Configuration of the main theme and the individual modules.
2. Selection of a) rapporteurs from the Contracting Authority, b) partners that collaborated in organising and planning the project and c) individuals with experience in meetings.
3. Consultation for their availability and the content of presentations.
4. Selection of the time and the place of the meetings in consultation with the contracting authority.
5. Write, print and send invitations and any other information materials.
6. Preparation and reproduction of information material, which will be distributed to participants, collection of the material that is designed for the promotion of the project.
7. Ensure the necessary equipment and audiovisual material, microphones, screens, PC, sound recording of speeches- speeches of the participants, projectors, lectern, flipchart - pens, notepads, pens, keeping participants list, offer participants the relevant information material).
8. Catering as a buffet for 100 people (water, juices, coffee, scones, sandwiches, hot snacks, napkins, spoons and glasses). In addition, the Contractor will quote lunch for speakers and project partners.
9. Promote preparatory meetings before and / or after their implementation (eg press releases and ads in the press with photographs, interviews of potential participants in broadcasting, production and broadcasting of radio commercials - spot etc).
10. Organising physical file documentation of the action: participants, newspaper clippings, photographs and / or video content, seminars - conclusions, program / agenda / agenda of meetings, invitations and mailing list, data rapporteurs / speakers with the topic of presentations, list of participants with reference to the location, time and theme of each preparatory meeting.
11. Produce a brief report regarding the two workshops of exchange and transfer of know-how.



### 7.3.3 Other publicity actions

This action involves creating and publishing informative postings (e-newsletters on a semester basis) to the website in selected websites of the Intervention Areas of the project, which is part of the proclaimed project.

e-Newsletters constitute a constant periodic source of information which may refer to the general public or the media in order to monitor the process of the project, the actions of partners and the results that come up. Newsletters will be sent via email, will include the logo and all other required publicity items and will be framed by images and texts that describe the progress and actions that are going to take place. Newsletters can also be registered on the website of the project, which will be created in a specific context whereby the users can be logged in via email.

Aesthetically, newsletters will be written in clean and concise language and will carry all the necessary information in order to "win" the reader and encourage him/her to be informed about this project. Newsletters will be available in the Greek and English language. The Contractor will be responsible for sending newsletters on a semester basis.

The design of the newsletters, the text drafting and the selection of images will be done in consultation with the Contracting Authority.

### 7.3.4 Organising a final Dissemination Event (Greece)

In the context of this Action, the Contractor and in cooperation with the Contracting Authority will hold one (1) Dissemination Event in order to promote the project.

The event aims to inform all interested parties for the objectives and results of the project.

The event will be held at a place and time designated by the Contracting Authority.

The Contractor in cooperation with the officers of the Contracting Authority will take over the complete organisation of the event, will arrange to update and invite stakeholders in time, will provide interpretation services and will provide specialized speakers and properly equipped central hall where the event will take place.

All costs for the implementation of the event will be charged to the Contractor.

For the implementation of the event the following tasks will be provided:

1. Main and auxiliary space - Mandatory requirements

The venue of the event must be located within the city of Katerini.

Moreover, the central hall requirements are as follows:

- ✓ All areas must be accessible for people with disabilities
- ✓ Seats
- ✓ Adequate artificial lighting
- ✓ Ventilation-Air Conditioning
- ✓ Adequate and safe power supply
- ✓ Instructor Panel

- ✓ Lectern with microphone
- ✓ Installation of audio, permanent or mobile, for adequate coverage of the acoustic space
- ✓ Portable computer with possibility of connection to the projector
- ✓ Video Projector
- ✓ Screen
- ✓ Secretarial equipment
- ✓ Technical responsible for the proper functioning of equipment and laptop

## 2. Reception and secretarial support of the event

In the lobby of the annual Festival event will be placed one Secretary responsible for the registration of participants, creating a catalogue with the participants and the distribution of the material.

Moreover secretarial services before, after and during the event will include:

- ✓ Contact with rapporteurs
- ✓ Contact with equipment rental companies for catering venues, Pressman and other organizational communications
- ✓ Updating guest list
- ✓ Registration of participants at the day of the event
- ✓ Providing Services of organizing the event and transferring the rapporteurs
- ✓ Preparing data reporting for the event

## 3. Catering Services

Catering services will be provided during the event and will include: coffee, orange juice, tea, cakes, small sandwiches, bottled water, buffet tables and foodservice equipment. The Contractor will also provide staff in order to organise properly and deliver these services during the event and he will host a lunch break.

The arrival time of the workshop will be determined by the Contracting Authority in consultation with the Contractor.

## 4. Printed material

The Contractor will also be responsible for the production of all printed material needed for the event. Specifically, the invitations and the programme will be prepared.

Emphasis will be given on invitations in order to attend the event a large portion of the population so as to be informed about the activities of the project.

Specifically, the Contractor will design the invitations and the programme with all the information material included, which will be sent to the Contracting Authority for approval.

The Invitations and the programme will be sent at least 15 days prior to the event.

The Contractor, in cooperation with the Contracting Authority will seek to draw up a detailed list of recipients (at least 400 recipients) and send the invitation and the program in a special folder.

Press releases will be in Greek and English and will specify the objectives and results of the project, as well as events and tasks that have been completed.

More specifically, the content of press releases will inform about the objectives, the tasks, the upcoming events and results of the project and in order to create them, the Contractor shall

take into account the eligibility rules and the existing obligations regarding the implementation of promotional and publicity activities under the project.

Press releases should contribute to the best possible, complete and understandable way to promote the identity of the project and the areas involved.

The Contractor will arrange so that print and electronic media will accommodate the Press Release as well as representatives of the Contracting Authority in order to give the widest possible publicity to the event.

Therefore, the conduct of the information event will be notified to all local media and will be given the due diligence in order to send invitations to the civilian staff of the region and to inform the local population about the realisation of the event (through proper visibility in printed and electronic Press).

It is proposed to produce invitations, size 12x16, paper velvet 300gr, 500 pieces in order to attend and be informed the largest possible portion of the local population.

The program and the files with the information and supporting material will be produced in consultation with the Contracting Authority concerning the selection of speakers and topics that will be discussed.

- Posters

Apart from producing the invitations and all printed material for the events, the Contractor will be responsible for producing posters, which deal respectively with the actions and themes of the Act, while the content will be checked and evaluated initially by the employer.

The Contractor will also be responsible to place the posters in the city of Katerini and in the surrounding areas. It is proposed to produce totally 200 posters at least A3 dimensions with minimum quality paper: illustration 115 gr.

#### 5. Printed and Electronic photographic archive

The Contractor will be responsible for developing the photographic archive of the Project event in printed and electronic form.

The photographs, which will be produced during the event, after being approved by the Contracting Authority will be used for the production of a CD. The presentation of photographs can be made in the form of slides. After completing the creation of the CD, this will be reproduced in copies printed in rosette including the project components and will be placed in paper tray.

The number of copies and the choice of photographic material will be made after consultation with the Contracting Authority.

The sources of funding of the Programme should be strongly emphasised in every activity of Promotion and Publicity (eg printed materials, such as press releases and other publications, but especially in activities that have no visible output, such as radio or TV interviews, etc.)

#### Note:

The detailed specification (colour scale, shape, size etc.) for reproducing the above information and publicity tools can be found in the detailed technical requirements of the advertising rules applicable to the current programming period 2014-2020.

### 7.3.5 *Design and development of a Web portal*

As part of this action, the design and development of the Portal of the Project is provided in order to highlight alternative forms of tourism and support entrepreneurial activity among stakeholders, as well as to exchange know - how in matters that deal with launching the tourism product and promoting the project to businesses and individuals, agencies, local government services and the media.

The portal will be used as a principal means of access via the Internet in terms of alternative forms of tourism in the Areas of Intervention.

The project website is the main communication tool for the project, where all the dissemination materials will be timely published. A prompt and continuous flow/exchange of information between the participants of the project and key players and target groups is one of the most important conditions for the functioning of the network with its several national and international components. It will be an interactive environment that will give access to aspects related to overall the final results.

In addition, the website will be developed in English, Greek and in the official language of Former Yugoslav Republic of Macedonia language if required.

The Contractor will be responsible for designing and implementing the project website, which will provide an interactive environment, providing users information regarding the project, the partnership and the characteristics of the services that will be produced in the context of the project.

It will also include links to all institutional websites of all partners. The contractor will also be responsible to buy the website space (secure hosting) and the management and maintenance of the site after the end of the project.

Within this action, the design, construction and development of portal project is provided, which will be used as a publicity tool for operations of the project and the continuity of the results after the project ends.

In particular, applications that are developed and generally all material of the website should satisfy in maximum the following requirements:

- ❖ Appealing graphic environment in harmony with the aesthetics of the Organization and the image you wish to create in the general public.
- ❖ Convenient and understandable navigation mechanisms for user – friendly navigation to pages.
- ❖ A map of pages showing the thematic organization of any website.
- ❖ It will support three languages.
- ❖ Usage statistics will be produced.
- ❖ There will be continuously function node to ensure continuous and trouble-free user access to services.
- ❖ Reliability and performance.
- ❖ Quality of service offerings, which will not be affected by new members of the site that are logged in.
- ❖ Show content in real time.

- ❖ Continuous updating of the website content.

Through the portal will be achieved:

- ❖ The project view
- ❖ The presentation of the partnership and the actors involved
- ❖ A view of the intended project results
- ❖ The presentation of the implementation of the project
- ❖ The presentation of events and happenings related to the project
- ❖ The attraction of the greatest possible number of visitors

In addition, information services will be provided for the activities of the partnership and the event which organizes or participates in cooperation with relevant bodies, the mode of operation and special services that are provided to visitors. Finally, it is important to develop a management application, which allows users to easily update the content of the portal as often as necessary.

#### Technical Requirements (to be confirmed with JS)

- a) Application of presentation and website management (indicatively but not exclusively)
  - ✓ Content management system of open source
  - ✓ Ability to create a multilevel menu (horizontal or vertical)
  - ✓ Ability to create multiple sections and categories of inclusion and texts on these pages
  - ✓ The sub-modules and the content of each will constitute dynamic elements which means that it is possible to add new sub-section, or manage any of them and their content through the application of remote content management
  - ✓ Configuration and Expansion Capabilities
  - ✓ Internal search engine Support
  - ✓ Ability to support environmental media (video, photos, text, etc.)
  - ✓ Construction - Presentation: pages HTLM with PLUGIN FLASH
  - ✓ Listing details: In MySQL Database
  - ✓ Management: From INTERFACE with potential intervention
  - ✓ Emergence: Dynamic PHP pages
  - ✓ Language: English - Greek and language of Former Yugoslav Republic of Macedonia
- b) Module presentation of the project (indicatively but not exclusively)

The logo of the project, the navigation bar (with the below mentioned main menu), the logo of the cross border program (with reference to the website) and the logo of the EU (with reference to the website) will appear in all pages.

#### **Home Page**

The homepage brings together all categories of choice (links) of the website's programme into basic visual appearance.

The main options are the following:

- ✓ About: The visitor will have the opportunity, in this section, to be informed about the project. This section will present a single block of text (in one section) or individual texts (in more subdivisions)
- ✓ Partners: shows information about the project partners to one or more pages with text and photos (profile, contact details, web links, text, etc.)
- ✓ Deliverables: uploading project's deliverables
- ✓ Latest news

- ✓ News
- ✓ Photo gallery
- ✓ Contact: Module which will include an electronic form to send email and other contact details such as postal address, telephone, fax etc.
- ✓ Forum: Module which will allow the project partners, but also to other registered website users to communicate and to exchange results and expertise to the project
- ✓ Links on other websites
- c) Hospitality

The hospitality's requirements will be followed and adhered are those of a modern datacenter that guarantees security operation during the project in order to ensure adequate space for the project needs, to store data on the server and to ensure accommodation for one (1) year after the end of the project.

d) Maintenance - Update Site Project

Includes maintenance services, alerting and information enrichment and supply the relevant sections of the website (progress of actions, update notices, electronic indexing and other issues related to the project etc) so the website can be a continuously updating source of information for the public.

The Contractor will dispose the appropriate partners to train two (2) at least users of the staff of the Contracting Authority regarding the process of updating the website with new texts.

### 7.3.6 *Create and update the content of two (2) social networks*

The Contractor bears the belief - based on empirical observation as a result of practical use for customers – that the significant momentum and the potential widespread dissemination of information through social networks (social media) is a tool of utmost importance, will create and manage the pages of the project in social networking channels within an Online environment.

Specifically, the Contractor, in consultation with the Contracting Authority, will design the action page on Facebook, which undertakes to maintain and virtual periodically (at least three times a week), and certainly in times of possible upcoming significant events / project's announcements, with rich audio-visual material.

Moreover, the entire promotional material that will be designed for the needs of the project will be online on Facebook, while a project team member will be responsible for the enrichment of contacts and «likes» in project's page on Facebook. The objective is the project's page on Facebook to surpass 400 likes by the end of the project.

Similarly, all the videotaped material will also be uploaded to the special web channel on YouTube for the needs of the project, which will be created and configured by the Contractor within the context and the needs of the project.

The significance of these actions is important, because as all the latest research shows (Salter, 2012, Trandafoiu, 2011), that exhibition and promotion of an event in social media increases dramatically the visibility of a target group aged 12-35, which with the use of other (traditional) experiences of media tools is much more difficult to be successfully reached.



In addition, with the use of online media the promotion - communication of project activities is achieved also to groups that while having access to the internet live outside the home country, but for various reasons are eager to be informed about the results of the project.

### 7.3.7 Publications and journalistic articles

Regarding communication to the general public, 4 journalistic articles will be actively promoted on the consumers' area of the website and social media (with all its interactive material), as well as through other dissemination channels such as magazines.

### 7.3.8 Press Releases

During the project all beneficiaries will use their own communication portals and tool in order to point out interesting public project results and to announce upcoming events where the **BIOWASTE** project will be represented.

## 7.4 Proof of use of communication tools

At this point it should be documented the necessity and usefulness of all publicity and promotional activities for the project described above.

Adopting, formatting and then implementing such a framework of actions that are focused on the needs of this project, this Communication Plan achieves:

- ✓ proper analysis of the structure and organization of the project regarding project's strong points,
- ✓ recording, analyzing and understanding the objective of the project making sure to identify the appropriate tools in order to be addressed to this particular objective,
- ✓ cost savings to the dissemination of the project results,
- ✓ better and more detailed presentation of the services of the project, resulting in the widest possible dissemination of it,
- ✓ Creating potentially loyalty (loyalty) to the target group and set the groundwork for future collaborations, new projects and existing developments.

## 7.5 External Expertise & Services budget elements for WP2 per partner

### LP (PP1)-Municipality of Katerini

Del.	Budget line	Cost item	Brief justification of the expenditure	Quantity of item	Cost per item	Total Costs
D2.1.1	External Expertise & Services	Promotion, communication, publicity & information	This expenditure refers to the services provided by an experienced external expert in order to prepare a detailed Communication plan for the project communication and promotion activities and material.	1	1.500,00€	1.500,00€

<b>D2.1.2</b>	External Expertise & Services	Promotion, communication, publicity & information	This item contains the design, development and update of the project's website in English.	1	3.000,00€	3.000,00€
<b>D2.1.2</b>	External Expertise & Services	Promotion, communication, publicity & information	This item contains the design, development and update at least 2 pages in Social Media.	2	250,00€	500,00€
<b>D2.1.3</b>	External Expertise & Services	Promotion, communication, publicity & information	This expenditure refers to the services provided by an experienced external expert in order to design and reproduce the project's brochure in Greek.	6.000	1,00€	6.000,00€
<b>D2.1.3</b>	External Expertise & Services	Translations	This expenditure refers to the services provided by an experienced external expert in order to translate all information need for the project's brochure in Greek.	1	500,00€	500,00€
<b>D2.1.3</b>	External Expertise & Services	Promotion, communication, publicity & information	This expenditure refers to the services provided by an experienced external expert in order to design, prepare and disseminate the project's e-Newsletter every semester. These activities will be supported by a member of staff of the PP4 who is responsible for collecting all the data and transforming them in information for the general public.	4	1.500,00€	6.000,00€
<b>D2.1.3</b>	External Expertise & Services	Promotion, communication, publicity & information	This expenditure refers to the services provided by an experienced external expert in order to prepare and publish 2 articles regarding BIOWASTE in specialized media (magazines, paper etc). These activities will be supported by a member of staff of the PP4 for collecting all the data and transforming them in information for the general public.	2	500,00€	1.000,00€
<b>D2.1.4</b>	External Expertise & Services	Events/ Meetings/ Conferences organisation	This item refers to the necessary services for the organisation of the final dissemination event in Katerini (coffee break, equipment and room rental, transportation and accommodation of speakers if needed etc).	1	3.000,00€	3.000,00€



<b>D2.1,4</b>	External Expertise & Services	Events/ Meetings/ Conferences organisation	This item contains all the supplies that will be needed to purchase by the partner during the organisation of the final dissemination event in Katerini.	1	420,00€	420,00€
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### PP2-Municipality of Probistip

Del.	Budget line	Cost item	Brief justification of the expenditure	Quantity of item	Cost per item	Total Costs
<b>D2.2.1</b>	External Expertise & Services	Promotion, communication, publicity & information	This expenditure refers to the services provided by an experienced external expert in order to design and reproduce the project's brochure in their own language.	3000	0,70 €	2.100,00 €
<b>D2.2.1</b>	External Expertise & Services	Translations	This expenditure refers to the services provided by an experienced external expert in order to translate all information need for the project's brochure in their own language.	1	500,00 €	500,00 €

### PP3-Municipality of Yermasoyias

Del.	Budget line	Cost item	Brief justification of the expenditure	Quantity of item	Cost per item	Total Costs
<b>D2.3.1</b>	External Expertise & Services	Promotion, communication, publicity & information	This expenditure refers to the services provided by an experienced external expert in order to design and reproduce the project's brochure in their own language.	5000	1,50 €	7.500,00 €
<b>D2.3.2</b>	External Expertise & Services	Events/ Meetings/ Conferences organisation	This item refers to the necessary services for the organisation of the final dissemination event in Cyprus (coffee break, equipment and room rental, transportation and accommodation of speakers if needed etc).	1	5.520,00 €	5.520,00 €

### PP4-Technological Educational Institute of Crete-Educational & Research Committee

Del.	Budget line	Cost item	Brief justification of the expenditure	Quantity of item	Cost per item	Total Costs
<b>D2.4.2</b>	External Expertise & Services	Events/ Meetings/ Conferences organisation	This item refers to the necessary services for the organisation of the final dissemination event in Crete (coffee break, equipment	1	3.000,00 €	3.000,00 €

			and room rental, transportation and accommodation of speakers if needed etc).			
<b>D2.4.3</b>	External Expertise & Services	Events/ Meetings/ Conferences organisation	This expenditure refers to the conference fees in order to participate in conference, seminars and exhibitions in the programme area in order to disseminate the project.	1	500,00 €	500,00 €

#### PP5-University "Goce Delcev"

Del.	Budget line	Cost item	Brief justification of the expenditure	Quantity of item	Cost per item	Total Costs
<b>D2.5.2</b>	External Expertise & Services	Events/ Meetings/ Conferences organisation	This item refers to the necessary services for the organisation of the final dissemination event in Crete (coffee break, equipment and room rental, transportation and accommodation of speakers if needed etc).	1	4.475,00 €	4.475,00 €
<b>D2.5.3</b>	External Expertise & Services	Events/ Meetings/ Conferences organisation	This expenditure refers to the conference fees in order to participate in conference, seminars and exhibitions in the programme area in order to disseminate the project.	1	500,00 €	500,00 €

Dissemination actions described in the application form and are not covered by external expertise & services will be implemented by each partner's project team.

## 8. Implementation Schedule

### 8.1 Implementation stages of communication

This Communication Plan comes to meet the general requirements in terms of the communication policy of the Transnational Cooperation Programme "Balkan – Mediterranean 2014-2020" and specifically covers the entire implementation period of this project entitled: "BIOWASTE "until its expire date on 06/09/2019.

More specifically, the implementation phases were described and presented, initially, in detail in the originally approved project Application Form.

The following table presents the communication and publicity actions that are included in the overall context of the project activities.

Communication and publicity actions	Phases of the Communication Plan "BIOWASTE"
Communication Plan and Evaluation Report of publicity actions	<b>Delivery date actions</b>
	1/5/2018 – 6/9/2019
Brochure of the Act	<b>1<sup>st</sup></b> 30/8/2018
	<b>2<sup>nd</sup></b> when ACUs information will be available, no later than Final Dissemination event
Organizing two Workshops, Exchange and transfer of know-how	<b>1<sup>st</sup></b> , Cyprus: Until 28/02/2019, Proposed period: 1-15/02/2019
	<b>2<sup>nd</sup></b> , Former Yugoslavian Republic of Macedonia: Until 31/05/2019, Proposed period: 6-17/05/2019
	<b>3<sup>rd</sup></b> , Greece-Crete: Until 30/06/2019, Proposed period: 17-28/06/2019
Other Publicity Actions	1/5/2018 – 6/9/2019
Organising a Final Dissemination Event	Katerini, Greece Proposed Date: 30/8/2019
Design and development of a Web portal	1/7/2018 – 6/9/2019

8.2 Common Calendar of implementation dates of project meetings and dissemination events

Month, Date or Period	Description	Country
November 2018, 1-3/11/2018	Project Meeting	F.Y.R.O.M.
February 2019, 1-15/02/2019	Dissemination event/workshop	Cyprus
May 2019, 6-17/05/2019	Dissemination event/workshop	F.Y.R.O.M.
June 2019, 1-15/06/2019	Project Meeting	Cyprus
June 2019, 17-28/06/2019	Dissemination event/workshop	Greece-Crete
August 2019, 30/08/2019	Dissemination event/conference	Greece-Katerini

## 9. Evaluation of Communication tools

### 9.1 Outcome and implementation's indicators

This document will be reviewed and updated as needed, as the project proceeds. This document contains a revision history log. When changes occur, the document's revision history log will reflect an updated version number, the date of the new version, the author making the change, and a summary of the changes.

The evaluation of individual actions is carried out by the partner that is responsible for the implementation of the deliverable "Communication Plan", and is based on the contribution of actions in order to achieve the objectives of the communication plan and in accordance with qualitative and quantitative objectives depending on the nature of the actions.

The indicative assessment indicators are separated into two categories, as follows:

**Implementation Indicators** - which record the actions (eg number of meetings)

**Result indicators** - which record the results of operations for the recipients or beneficiaries (eg number of participants in a conference)

A detailed presentation of the above indicators follows:

#### Implementation Indicators

- Number of events
- Implementing and updating website
- Number of campaigns & alerts
- Number of forms

#### Result indicators

- Number of visits to the project website
- Number of downloads from the website material
- Number of participants in events - conferences
- Number of press releases published - other publications, articles etc.

The tools that can be used for the evaluation of the information are - indicatively but not limited - the following:

- Record of website visitors – users
- Report of receipt – reading while sending emails
- Registration of participants in events and conferences

### 9.2 Evaluation results of communication tools

For better evaluation of the effects of Communication Plan's implementation, a survey can be carried out, which will incorporate qualitative elements and attributes, and which for example may include:

- Questionnaires as far as the opinion of participants in events is concerned and / or

- Specially designed survey field as far as the opinion and knowledge of specific target groups is concerned, before and after specific communication actions.

Furthermore and in continuity with the above actions, an evaluation report based on the results of the project will be prepared, in which the subject of this action is to coordinate the necessary measures for the proper development and implementation of the project, as well as to monitor and update constantly the responsible officials of the contracting authority regarding the progress of work that is related to publicity actions, information and dissemination results for the Intervention Areas. The Lead Partner will be responsible for carrying out the necessary procedures and will provide all necessary and relevant documents that will result from these actions.

Specifically, this action includes the following check- items:

- ✓ Communicate with other project partners and immediate response to every need of the required actions.
- ✓ Continuous field monitoring and coordination of the project.
- ✓ Plan, design and implement deliverables regarding the implementation of Targeted Promotional Actions, supervise the work of the project team, in constant collaboration with the other partners.

In the context of this action the organisational model of the project can be configured. The Lead Partner will undertake the design and implementation of targeted Promotional actions of the Project with the distinctive title 'BIOWASTE'.

The subject of this action is to prepare an Assessment Publicity Report in order all the actions under this Project to be planned, prepared, organized and implemented in time, within specific timeframes in an effective and efficient manner.

## **10. Legal framework**

### 10.1 Compliance with EU directives and national rules on publicity

In compliance with the EU requirements and national legislation for promoting logos in any publicity activities of a co-funded project, all promotional and publicity activities of this study and any other potential exposure of the project are required to have the following specifications:

The reference to the contribution of the European Union (EU), the European Regional Development Fund (ERDF) and the Transnational Cooperation Programme "Balkan – Mediterranean 2014-2020" is imperative in any publicity activities of the institution (that is referred to co-financed project or its effects), regardless whether the action is mandatory or voluntary, whether is funded or not by the budget of co-financed project, whether this action promotes specific project or group of similar projects, that were co-financed.

Communication operations must promote equally the EU funding and the funding from national resources with appropriate rhetorical and visual elements / symbols

- a) The symbols and the explicit reference to the co-financing must be used in all media (posters, ads, publications, materials of conferences / seminars, newsletters, CD-ROM, websites, promotional material eg greeting cards, invitations, interviews, salutations ceremonies e. g opening, application forms, posters, program, announcements, newsletters etc.
- b) In all these actions the contribution of the EU must be mentioned at least with the phrase "This project is co-funded by the European Union - European Regional Development Fund and National Funds of Greece, Cyprus and Former Yugoslav Republic of Macedonia" while during the events must be placed the European flag. For English-speaking publications: «This project is co-financed by the European Union - European Regional Development Fund and National Funds of Greece, Cyprus and Former Yugoslav Republic of Macedonia".
- c) The European flag and the indication "European Union" are logos of the EU should be used accurately and equitably with all national emblems and specific graphic norms set out in Regulation 1159/2000 and someone can consult the website [http://europa.eu.int/abc/symbols/emblem/graphics1\\_el.htm](http://europa.eu.int/abc/symbols/emblem/graphics1_el.htm). Particular attention should be given to the black and white version, as there are frequent deviations from specifications.

In publishing, the reference to funding must include an indication of the EU's participation in the first inner page for multipage publications and must be indicated in a relevant spot for single-page publications. Similarly, on Web sites reference to funding must be in the home page.

### 10.2 Obligations of beneficiaries during the implementation of the Project

The total number of direct beneficiaries of the Act must be informed that participate in intervention, funded by the EU and the ERDF. So at a minimum, the Beneficiary of the Act, must ensure that the above reference with the appropriate symbols and words, exists in any material delivered to the recipient (invitation, certificate, educational material, brochure, CD,

USB, etc.) and a poster or billboard, placed in the implementation area of the Act, can be seen by beneficiaries.

In any action case that addresses to the general public and to a large number of the final beneficiaries (general or specific audience), potential beneficiaries, etc., the promoter is required to send a direct and in time information to the Project Manager for the actions and the way stakeholders involve, so that they are published on the website in order to inform the target group.

In cases of Websites of co-financed projects, or institutions, it is appropriate the link to the websites of the Transnational Cooperation Programme "Balkan – Mediterranean 2014-2020". (<http://www.interreg-balkanmed.eu/home/>) common websites of interventions, as well as the websites of relevant programmes and institutions.

The publicity actions addressed to the general public should be suspended two months before the elections (European, national or local). Only actions that have permanent or recurring character (signs, regular versions etc) or directly connected with the operation of the program / intervention (publications notices, websites, seminars, etc.) are excluded.



## 11. Conclusion

**BIOWASTE** is a very specific research and innovation project in the framework of the **Transnational Cooperation Programme "Balkan – Mediterranean 2014-2020"**. That means it is one of just a handful projects which involves biowaste management.

Hence, **BIOWASTE** will get a high attention of the European Commission and the stakeholders, as well. For this reason the project has an own work package for dissemination and communication in order to ensure the project knowledge transfer to these parties.

The Dissemination and Communication Plan shows the EC and the project stakeholders:

- How the project will report
- How the project will handle results
- How stakeholders will be informed
- Where the project will be present while the next years
- How the project will measure and improve the dissemination tools.

Finally for **BIOWASTE** the website and the newsletter will be the essential promoting and dissemination tool. Downloads and information will be available on the website. Announcements will be promoted via the newsletter. Due to the very specific research and innovation scope of **BIOWASTE** and especially because local communities are the target audience of the project it will assume that the stakeholder group will be as widespread as possible.

## 12. Official Logos

<p><b>Interreg</b>           Balkan-Mediterranean  <small>European Regional Development Fund</small></p>	<p><b>Interreg</b>           Balkan-Mediterranean  <small>European Regional Development Fund</small></p>
<p><b>Interreg</b>           Balkan-Mediterranean  <small>European Regional Development Fund</small></p>	<p><b>Interreg</b>           Balkan-Mediterranean  <small>European Regional Development Fund</small></p>
<p><b>Interreg</b>           Balkan-Mediterranean  <small>European Regional Development Fund</small></p>	
<p><b>Interreg</b>           Balkan-Mediterranean</p>	<p><b>Interreg</b>           Balkan-Mediterranean</p>
<p><b>Interreg</b>           Balkan-Mediterranean</p>	<p><b>Interreg</b>           Balkan-Mediterranean</p>
<p><b>Interreg</b>           Balkan-Mediterranean</p>	

12.1 Project's Logo

