



European Regional Development Fund

Best-U

Communication Plan



The project is co-financed by the European Regional Development Fund and by national resources of the countries participating in the Interreg V-A Cooperation Program "Greece-Bulgaria 2014-2020"

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1. Background

1.1 Project summary

Within the framework of the **Interreg V-A Cooperation Program GREECE-BULGARIA 2014-2020**, the project entitled «**Best Water Use**», co-funded by the European Union, is being implemented to improve water management. More specifically, the main priority of the project is the promotion of innovative technologies to improve the protection of the environment and the efficient use of water resources and soil protection.

1.2 Objectives of the Project

The aim of the proposed project is to record, collect and promote those information and data in political, scientific, technological and communication level, that will help local stakeholders, through residents, to optimize their possibilities for action in order to achieve rational and sustainable management urban water, focusing on the need for further information-dissemination-education-awareness of citizens, students and local Authorities, both in saving level of available water resources and to upgrade its quality, and more generally in sustainable management level. The basic design objectives focused on forming an overall educational policy of the local government, which will have three recipients aiming to:

- The preparation of officials in the management of water resources
- The environmental shaping "literate" people who are beyond the knowledge they will acquire skills and attitudes that will enable them to participate in environmental actions
- The development of educational processes through which will promote the comprehensive, systemic and interdisciplinary approach to environmental issues, particularly optimum water management. Developing among students and teachers, personal and collective sense of responsibility for environmental protection and ensuring sustainable living conditions.

2. Communication Strategy and Plan

2.1 Aim of the communication strategy

The Project Communication Strategy aims to:

use effective and transparent language, personalized communication to each target group through specially designed tools and activities

widespread and contact diffusion through traditional and innovative channels, horizontal approach which aims to inform the public on the positive contribution of the European Union and Structural Funds, as well as increasing citizens' responsible environmental behavior

2.2 Communication Objectives

The main objective of the second work package "Communication and Dissemination" is to inform all stakeholders and the general public of the cross border area on the idea of the project, its activities, objectives and results. A detailed communication plan that will be elaborated at the beginning of the project, will fully comply with the program's communication strategy, focusing on a comprehensive, multimedia and horizontal approach, aimed at ensuring the high visibility of the project, thus strengthening the consensus in EU policies.

2.3 Basic Communication Stages

There are three basic communication stages:

- general information about the project and its actions (opening event),
- dissemination of information to targeted groups, such as local stakeholders, citizens, schools, through the design and implementation of comprehensive educational environmental programs
- dissemination of the results achieved and benefits of the project.

The information and publicity measures of the Communication Plan, through which promoted the project results, will be the project website, the production of communication material (printed and electronic material, publications, leaflets,

video), information and awareness info days, and the actions of WP6 on awareness campaign (events, workshops).

2.4 Target Groups

The key audiences with which the project needs to communicate are called 'target groups'. These groups all have different characteristics and needs. To be effective, it is important to know precisely whom to address. Partners need to identify their own stakeholders for the project.

The beneficiaries (target groups) of the project are:

- The local schools,
- the farmers and businesses,
- the local stakeholders
- the residents in the intervention area

2.5 Tasks and Responsibilities

WP2 includes the activities related with the publicity and dissemination of the project that will come out with the development, by the LP, of an analytic communication plan, where specific objectives, target groups and a dissemination strategy will be identified. The plan will detail the specific items, the responsible partner, the schedules and the indicators for implementing and monitoring communication activities.

All partners will be involved in the production of communication material, but also to the organization of an info day, an awareness campaign and a label award workshop.

The communication pack involves also internal communication, which consists of the partners meetings, teleconferences and workspace for sharing supporting material and documents.

3. Communication Tools

3.1 Project Logo

The logo is the most important element of the Interreg visual identity. The logo was designed to provide a robust yet unobtrusive look that allows easy combination with other logos in co-branding situations. In order not to interfere with other pictorial design elements, and to give the European flag a graceful presence, a purely typographic solution without any other graphic elements was chosen. The logo consists of the following elements: the project logotype, the program logotype with the European flag and the European Union labeling. The logo is surrounded by a clear space area that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements. Partners have to use the digital logo provided and do not try to recreate or modify the logo in any way. The logo shall be used in ALL material. This includes .doc, .pdf, .ppt or similar documents. The logo must always be visible. In case it is not possible to mark the produced material with the logo due to distinctive features of this material, at least emblems of and reference to the European Union and the Programme must be provided.

The logo has to be used on all communication materials:

- printed: Brochure, guides, floor game, badges, information banner, information boards etc.;
- audio-visual: videos, appearances on media, publications ;
- digital or electronic materials: websites, social media, networking platform etc.;
- events: e.g. Info Days, Awareness campaign events & workshops, label award workshops and final conference;

3.2 Information boards

The sited information board in the premises creates a constructive method of promoting project's information to a large number of people. Furthermore, information boards give the sense of being part of a community.

Each partner has to produce one information board size A3 to be sited in its premises

3.3 Information banners

Although, there are a lot more options for communication than just those, information banners is an expense that project have to do. Information banners can be moved, so it's a good option for project dissemination.

All partners will produce information banners size 0,85 x 2,00 m, 2 for each partner.

3.4 Badges with project's logo

Badges with project's logo can help project's demonstration and informal learning. Each partner will produce 500 badges to be disseminated for the promotion of the project.

3.5 Brochure

The LB in order to give the general description and information about the project will create and produce the brochure. Each partner will receive 1500 brochures to publish them in its area. This brochure will be available in 3 languages, English, Greek and Bulgarian. Also, it will be uploaded in the Project's webpage.

The brochures will be easy to read and understand and will as far as possible leave out any technical explanations. Using short descriptions, bullet points and graphics, it will be easier to read and understand.

3.6 Specific Guides

Moreover, for the dissemination of information produced from the project actions, specific guides will be published to the targeted groups of schools, households and kindergartens.

3.7 Project website

The website is the first source of information about the project for most people outside the project, so it needs to contain the right information in a clear and accessible design and structure. Thus, the development of a structured website is an essential part of a Project. The name of the website shall be short and memorable. It can run under its own Project domain (e.g. www.Projectname.eu or www.Projectacronym.eu) or alternative it can be part of an institutional website (e.g. www.ministry-environment.gr/department-for-water/research-andProjects/Project-name/html).

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

- provide information about the Project, its nature, goals, procedures, benefits and the expected results
- include some basic information for the Partners and their contact details
- have a category under which one can find the produced communication material such as: press releases, newsletters, invitations, posters, fact sheets, photos and links).

Last but not least, it must refer to the Cooperation Programme and the EU co-funding. Project's website menu, including the information about the integrated environmental program in both participant countries, indicatively, will be as described below, while some of them, in order to simplify the menu could be unified in groups.

- Home, including a short description of the Programme along with the textual reference to the sources of financing.
- Project objectives
- Beneficiaries
- Deliverables
- Timetable
- Actions/Activities
- News
- Useful links
- Material
- e-educational material
- e-game
- mobile application
- networking platform/Forum
- The website will be linked with the Programme's website (redirection).

3.8 Social media pages

Apart from the traditional methods and techniques of communication, the Internet offers an array of modern opportunities to promote the Projects: the so-called social media e.g. Facebook, Twitter, LinkedIn, Google+, Youtube, Pinterest etc.

Partner's scheme, in order to provide full information and networking about the project, decided to include in the communication strategy the use of Facebook and YouTube, in order to promote project actions and results. For efficient use of social

media, partners are asked to provide information/content in English and their mother language to the project Communication Manager.

3.9 Networking platform

As networking is an essential part of dissemination, within the project a networking platform-forum linked to the website will be created. It's a way to learn more and understand better what this project want to offer. The menu of the platform will be:

- Registration
- Live chat
- Library
- Guest posts
- Connect to social media
- Live events-streaming / events participation

3.10 Videos

12 videos will be created regarding project's content. At first, a video presentation of the project with duration 2-3 minutes will give the general information of the project and the overall of the actions that will take place. After that, specific educational videos for households, schools and kindergartens in 2 languages, Greek and Bulgarian with 5-6 minutes duration will be created. And one video from each partner, which will include a review of the project, with snapshots and interviews from the educational part, with 6-8 minutes duration will also be produced.

3.11 Publications-Media appearances

In addition to the outputs above, further outputs in the field of media relations are highly recommended and expected up to a certain extent. The communication with and via the mass media is an essential tool for reaching the general public. Many potential activities for project's presentation on Radio, TV etc. can be chosen such as press releases, public relations campaigns, paid articles, portal banner and ads, direct contacts and interviews etc. In order to set the basis for an effective media communication, it is highly recommended to set up a contact database of relevant contact persons/ journalists at the Project start. The Project Partners must inform in advance both the Communication Officer and the Project Officer for any of the aforementioned activities.

Publications include news about project's activities and events. Good use of photos will enhance the visibility of the printed material and the website. Each partner

organizing or participating in an event or activity it is essential to take pictures for use on newspaper, newsletters, blogs and websites.

The aim of these actions is to familiarize a wider audience with the idea of saving and rational use of water. For the same reason, each partner, when participating in external events will try to bring information on BESTU project to people who might be interested in it. If there are journalists at the event, partners will use this opportunity to tell them about the project as well and maybe hand them a press kit. Participating in external events contributes to the dissemination of the project and its results, as well as the institutions and regions involved.

3.12 Floor game

An educational floor game, size 1,00 x 1,5 m will be designed, created and disseminated to the kindergartens in Greece and in Bulgaria. The content of the game will include questions and answers, regarding the way of good use of water. Also, the designed pictures in the game will be good practices on water use that children can adopt. The kindergartens will keep the floor game for future use, which will provide information and awareness actions of pupils. Children will learn while playing simple practices and how they can behave more responsible on water use.

3.13 Events

Every Partner should organize at least one info day at its area, in order to present to stakeholders and the wider interested parties the project actions and objectives. Info days are a project learning event. The material from Info Days will be uploaded to the website and the social media of the project.

A series of events and workshops will follow. The results from the best practices guide on water use (wp3) as also the communication material (wp2) will be used in order to design the information campaigns, which includes these events and workshops, for raising awareness on water waste management, that will be organised under the wp6. Awareness campaign will give the opportunity to partners, to come face-to-face with the target audience and to inform them regarding their use.

Each partner will organize a special event in which awards with the label "Best Water Use" will be given to the organizations that implement actions and good habits using best practices of water use.

Finally, the LB will organise the final conference of the project in order to provide the results of the project implementation, as also the capitalization workshop. This is about a post-project continuation workshop. During this workshop a draft version of

a Capitalization Agreement based on the capitalization plan will be discussed and signed among partners. This agreement will describe the way that project's outputs and results will be possible transferred to other organizations, regions, countries outside of the current partnership.

3.14 Networking

Networking is a two-way communication. During the BEST-U project will be created a contact list with the project participants, the stakeholder and the decision makers, in order to disseminate the project actions and results. Persons from that list will be invited in the organizing events, such as Info Days and the Final Conference.

Networking will also take place through the e-platform, such as forum.

Moreover, networking will take place by work package (wp3, wp4 and wp5), in order to organize the target groups for the actions.

Regarding the communication plan, a local and a wider support group with local and national stakeholders will be created. All partners will create mailing lists, in order to share project news, invitations to project events, participation in meetings and any other activity that they could be involved.

3.15 Mobile application

P2, P3 and P5 will develop the relevant e-educational material and the interactive e-games in environmental issues (questions-answers-exercises).

The LP will be responsible for the production of an application for Smartphones. The technical description and the menu of the mobile application will be from the project needs and outputs.

3.16 Internal Communication

For the better organization and implementation of the project, all partners should participate in partners' meetings, where the progress and the possible problems will be discussed. As well as, partners have to share the supporting documents and deliverables in the workspace (dropbox, googledrive etc.) with the other partners.

4 Monitoring and Evaluation

The project seeks to develop in-country capacity for sustainable water management by providing to the 2 participating countries (Greece and Bulgaria) practical experience and know-how in terms of contents and methods. Based on that, an educational process will follow, developing among students and teachers, personal and collective sense of responsibility for environmental protection and ensuring sustainable living conditions. Children will participate in an attempt to prove that using simple ways and more responsible behavior everybody can reduce water wastage. Then, pupils will undertake to sensitize the rest of the school and their parents.

The above mentioned project's objectives are directly linked to Programme's goals, as through project's activities the partnership intends to address the key challenges of the Specific Objective entitled "enhance water management" regarding the promotion of water resource efficiency and the promotion of "green" and optimum behavior in the water management sector.

Project Communication Strategy aims to use effective and transparent language, personalized communication to each target group through specially designed tools and activities, widespread and contact diffusion through traditional and innovative channels, horizontal approach which aims to inform the public on the positive contribution of the European Union.

Communication plan consists to the channels and messages used, such as the material with the project's information, newsletters, media appearance, website and social media, ensuring the high visibility of the project, thus strengthening the consensus in EU policies.

Monitoring and evaluation of the effectiveness is the key to success. Throughout the implementation of the project, measuring the indicators help on the assessment of achievement.

The project through the communication plan would like to achieve change on the attitude and behavior of stakeholders in the way they act in water use, as also on the policy. Some of the goals are to raise awareness, to develop a broad-based network, who can work together and to cultivate champions on water use.

Indicators for the assessment are the quantitative data as the number of visitors and views on the website, the number of followers/likes on the social networks, the number of downloads of the e-education material, the number of participants in the e-platform, as well as the e-game, the number of press releases, the number of

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participants in the events (Info Day, Final Conference), the number of described good practices on water use and the number of persons in the contact list.

5 Tables of the Communication Plan

Specific Item	Action to be taken	Indicator	Number
Social media	promote the project on facebook	likes	1.000
Project's video	promote project videos in youtube	views	2.500
information boards	each partner produce one	sited boards	5
information banner	each partner produce two	printed banner	10
badges with project's logo	each partner produce 500	disseminated badges	2.500
Project's Brochure	General information leaflet of the project in 3 languages with project's logo and slogan	disseminated brochures	7.500
Guide for schools and households	leaflet with project's information targeted on this group	disseminated guides	7.500
Guide for kindergarten	leaflet with project's information targeted on this group	disseminated guides	600
Floor game for kindergartens	floor game	disseminated games	40
Appearances on mass media	Project's presentation on Radio, TV etc.	Appearances	50
Info Day	each partner organize one Info day	participants	350
Final Conference	Lead partner organize the final conference	participants	120
Awareness campaign	5 workshops/partner: 1 workshop for farmers, 1 for businesses, 2 for schools and 1 for kindergartens	participants	1.750
Label award event	each partner organize one label award event	participants	350
Project's website	Full information and networking about the project	visitors	1.000
Application of mobiles	Lead partner is responsible	installations-downloads	500
Publications	Publish news about project's activities and events	articles or banners	50
Local support group	networking with local stakeholders	mailing list	100
Wider support group	networking with national stakeholders	mailing list	500
online networking platform	Lead partner is responsible	participants	100

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Communication pack				Partner Responsible					Budget								
Specific Item	Action to be taken	Content Specifications	Quantity	Creation	GR	BUL	ENG	Production-Printing-	ANAT/EXT	ANATOL/STAFF	ANESER/EXT	ANESER/STAFF	BANSKO/EXT	BANSKO/STAFF	NEVROKOP/EXT	NEVROKOP/STAFF	RODOPI/EXT
social media	promote the project on facebook, promote project videos in youtube	page on FB, channel on Youtube etc.	1	ANESER				ANESER	0,00		0,00	100,00	0,00		0,00		0,00
information boards	each partner produce one	size A4	5	ANATOLIKI		BANSKO	ANAT	ALL PP	60,00		60,00		60,00		60,00		60,00
information banner	each partner produce two	size 0,90x2,00 m	10	ANATOLIKI		BANSKO	ANAT	ALL PP	120,00		120,00	80,00	120,00		120,00		120,00
badges with project's logo	each partner produce 500	diameter 3-4 cm	2.500	ANATOLIKI	ANAT	BANSKO	0	ALL GR-PP	400,00		400,00	80,00					1.200,00
Brochure in 3 languages (1.500 per partner)	General information leaflet of the project in 3 languages with project's logo and slogan	6 pages size 23x33	7.500	ANATOLIKI	ANAT	BANSKO	ANAT	ANATOLIKI	1.500,00	272,00							
Guide for schools and households in Greece	leaflet with project's information targeted on this group (Greece)	4 pages size A4	3.000	ANESER	ANESER		ANESER	ANESER-GR			2.700,00	900,00					
Guide for schools and households in Bulgaria	leaflet with project's information targeted on this group (Bulgaria)	4 pages size A4	4.500			BANSKO							2.700,00				
Guide for kindergarten in Greece	leaflet with project's information targeted on this group (Greece)	20 pages size A4	300	ANESER	ANESER		ANAT	ANESER-GR			3.450,00						
Guide for kindergarten in Bulgaria	leaflet with project's information targeted on this group (Bulgaria)	20 pages size A4	300			BANSKO											1.200,00
Video presentation of the project	VIDEO with a general presentation of the project	duration 2-3 minutes	1	ANESER	ANESER	ANESER	ANESER	ANESER			1.200,00	240,00					
Video for households in Bulgaria	Educational video in bulgarian	duration 5-6 minutes	1	RODOPI		RODOPI	RODOPI	RODOPI									3.000,00
Video for households in Greece	the Educational video translated in greek	duration 5-6 minutes	1		ANESER						800,00						
Video for schools in Bulgaria	Educational video in bulgarian	duration 5-6 minutes	1	BANSKO		BANSKO	BANSKO	BANSKO					3.000,00				
Video for schools in Greece	the Educational video translated in greek	duration 5-6 minutes	1		ANESER						800,00						
Video for kindergartens in Bulgaria	Educational video (cartoon-animation) in bulgarian	duration 5-6 minutes	1	NEVROKOP		NEVROKOP	NEVROKOP	NEVROKOP							4.200,00		
Video for kindergartens in Greece	the Educational video (cartoon-animation) translated in greek	duration 5-6 minutes	1		ANESER						800,00						
Floor game for kindergartens in Greece	floor game in greek	size 1,00X1,5 m	25	ANATOLIKI			0	ANATOLIKI	900,00	480,00	600,00						
Floor game for kindergartens in Bulgaria	floor game translated in bulgarian	size 1,00X1,5 m	15			BANSKO	0										800,00
1st progress video of the project	one video from each partner, which will include a review of the project, with snapshots and interviews from the educational part.	Duration 6-8 minutes	5	ALL PP				ALL PP		1.000,00		1.000,00	1.000,00		1.000,00		1.000,00
Appearances on mass media	Project's presentation on Radio, TV etc.	presentation of the project, information from activities, events, news etc.						ALL PP exp LP			1.070,00		2.620,00		1.620,00		1.620,00
Project's website	Full information and networking about the project		1	ANATOLIKI				ANATOLIKI	2.400,00	2.697,60	0,00	0,00	0,00		0,00		0,00
Application of mobiles	Lead partner is responsible	in progress	1	ANATOLIKI	ANAT	ANAT	ANAT	ANATOLIKI	5.000,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Publications	Publish news about project's activities and events	articles or posters on newsletters, newspapers, blogs, websites etc.	20	ANATOLIKI				ALL PP	3.000,00	0,00	4.000,00	0,00	4.200,00	0,00	4.200,00	0,00	4.200,00
EVENTS																	
Info Day	each partner organize one Info day	organizing, consuming and promoting the event	5	ALL PP				ALL PP	1.200,00	1.400,00	5.000,00	3.000,00	6.000,00	0,00	6.000,00	0,00	5.500,00
Final Conference	Lead partner organize the final conference	organizing, consuming and promoting the event	1	ANATOLIKI	ANAT	0	ANAT	ANATOLIKI	1.200,00	1.400,00							
Awareness campaign	each partner organize 5 workshops, which consist of 1 workshop for farmers, 1 for businesses, 2 for schools and 1 for kindergartens	organizing, consuming and promoting the event	25	ALL PP				ALL PP	6.000,00	9.000,00	16.000,00	0,00	16.000,00	0,00	20.000,00	0,00	16.000,00
Label award event	each partner organize one label award event	organizing, consuming and promoting the event	5	ALL PP				ALL PP	3.000,00	2.700,00	5.000,00	0,00	5.160,00	0,00	5.160,00	0,00	5.160,00
Capitalization workshop	Lead partner organize the final workshop	organizing, consuming and promoting the event	1	ANATOLIKI	ANAT		ANAT	ANATOLIKI	4.000,00	800,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
internal communication																	
Workspace	Sharing project's files, documents, deliverables	dropbox, google drive etc.	1	ALL PP													
Internal meetings	About project progress	partner's meetings, teleconferences	5	ALL PP													
Local support group	networking with local stakeholders	mailing list to share project news, invitation to project events, participation in local meetings etc.	5	ALL PP													
Wider support group	networking with national stakeholders	mailing list to share project news, invitation to project events etc.	5	ALL PP													
online networking platform	Lead partner is responsible	in progress		ANATOLIKI				ANATOLIKI	7.000	0	0	0	0	0	0	0	0

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WP	Actions to be taken	2017			2018									2019									PARTNERS			
		1st Semester			2nd Semester					3rd Semester				4th Semester												
		10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6		7	8	9
1	Internal meetings																									LB,P2,P3,P4,P5
2	information boards																									LB,P2,P3,P4,P5
	information banner																									LB,P2,P3,P4,P5
	badges with project's logo																									LB,P2
	Brochure in 3 languages (1.500 per partner)																									LP
	Guide for schools and households in Greece																									P2
	Guide for schools and households in Bulgaria																									P3
	Guide for kindergarten in Greece																									LP, P2
	Guide for kindergarten in Bulgaria																									P3
	Video presentation of the project																									P2
	Video for households in Bulgaria																									P5
	Video for households in Greece																									P2
	Video for schools in Bulgaria																									P3
	Video for schools in Greece																									P2
	Video for kindergartens in Bulgaria																									P4
	Video for kindergartens in Greece																									P2
	Floor game for kindergartens in Greece																									LP
	Floor game for kindergartens in Bulgaria																									P3
	1st progress video of the project																									LB,P2,P3,P4,P5
	Appearances on mass media																									P2,P3,P4,P5
	Publications																									LB,P2,P3,P4,P5
Info Days																									LB,P2,P3,P4,P6	
Final Conference																									LP	
Operation, uploads and maintenance of the website																									LP	
Operation, uploads and maintenance on social media (facebook, twitter, youtube)																									P2	
Workspace																									LB,P2,P3,P4,P5	
4	Application of mobiles - Operation and maintenance																								LP	
5	Label award workshop - Operation and maintenance																								LB,P2,P3,P4,P5	
6	Local support group																								LB,P2,P3,P4,P6	
	Wider support group																								LB,P2,P3,P4,P7	
	Information campaigns-events-workshops for raising awareness on WM																								LB,P2,P3,P4,P5	
	online networking platform - operation & maintenance																								LP	
	Capitalization workshop																								LP	