

Green Crew

Employment in the management of bio- wastes

WP2

Communication and Dissemination

Deliverable D2.1.1

Communication and participation Plan / protocols

October 2018

Lead Beneficiary

Municipality of Serres

Project Partners

Municipality of Serres

Aristotle University of Thessaloniki – Special
Account for Research Funds

Municipality of Nestos

Municipality of Blagoevgrad



ARISTOTLE
UNIVERSITY
OF THESSALONIKI



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countries participating in the Programme

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The contents of this document are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat.

Abbreviations

AF	Application Form
D	Deliverable
LB	Lead Beneficiary
PB	Project Beneficiaries
WP	Work Package

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Executive Summary

The following project entitled Green employment in the management of bio- wastes, with the acronym “GREEN-CREW”, was submitted under the 2nd Call for Proposals of the INTERREG V-A GREECE BULGARIA 2014-2020, and the allocated budget is 542.466,70€.

The investment activity falls under priority axis 4 and more specifically under theme target 9c; “To expand social entrepreneurship in the cross border area”.

The project is co-funded by the European Regional Development Fund (ERDF) and the national funds of both Greece and Bulgaria.

The corporate structure of this project consists of four (4) partners, coming from both countries (Greece and Bulgaria), and more specifically by the following;

- Municipality of Serres (LB)
- Aristotle University of Thessaloniki- Special Account for Research Funds (PB2)
- Municipality of Nestos (PB3)
- Municipality of Blagoevgrad, Bulgaria (PB4)

The project’s main objective is to promote the matter of social entrepreneurship by helping the citizens of these regions to examine these alternative ways of employment.

The project is going to try and act as a means of acceleration towards social entrepreneurship in the field of “eco-innovation”, in the broad area of Bulgaria-Greece through the creation of certain conditions, concerning the aid of certain types of entrepreneurship, along with rural development. An example of the application of this cooperative entrepreneurship is the creation of Social Cooperative Enterprises.

Adding to what was mentioned above, the “eco-innovation” acts as a means of decreasing costs, while establishing new opportunities for growth and focuses on the quality as the customers’ best choice. Thus, the specific programme will be a genuine example of “eco-innovation” (collection and composting of organic waste).

The main target of this project will be the strengthening of the social economy, with a focus on the social enterprises through “Green Qualifications” and encourage the creation “green” employment opportunities. The programme will contribute to the growth, organization, consulting support and guidance of social enterprises in the field of waste management. Thereby, the social character of this project will be pointed out as it is crucial for the growth of the economy that is a key element of the strategic plan of both countries.

The objectives of the project are the following;

- ❑ The development of already existing enterprises and the creation of new social enterprises;
- ❑ The increase of social services within communities with negative socio-economic indicators;
- ❑ Promotion of alternative management of waste through new measures and infrastructures concerning the collection and composting of “green” waste;
- ❑ Raising citizens’ awareness concerning solidarity and collegiality;
- ❑ Environmental benefits.

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Introduction

The following text constitutes the Deliverable D2.2.1 “Communication and Participation Protocols”, which is prepared in the context of Work Package 2 **“Green employment in the management of bio- wastes, with the acronym *“GREEN-CREW”*”**.

The main objective of this Deliverable is the creation of a communication plan for the **Green Crew** project, in order to ensure a valid and much better dissemination of information concerning the project mentioned above, both within the corporate structure that participates in delivering the project and to the operators concerned along with the public.

The formulation of a suitable strategic communication results in the optimal presentation of the progress and results of the project.

Furthermore, the specific Deliverable was drawn up through the agreement between the Municipality of Serres and the contractor WIN - Development Consultants, that undertook the project “Provision of supporting services to the Work Package (WP2) in the context of delivering the project **“Green employment in the management of bio- waste, with the acronym *“GREEN-CREW”*”**.

1. Management

1.1 Structure of Project Management

The management framework is defined in the “Programme and Project Implementation Manual” in the Project Greece-Bulgaria 2014-2020.

According to article 13 paragraph 1 of the Regulation 1299/2013, the Lead Beneficiary of the project (Municipality of Serres) is responsible for submitting progress reports on project implementation activities to the Common Office of the Program in accordance with the timetable set out in the approved Application Form (AF) and the Project Implementation Manual as applicable.

Progress Report

Before the completion of the progress report, the Beneficiary (Municipality of Serres) is in charge of collecting the necessary documents that have to do with the funds spent by the partners, along with the certificates published during the report period. The lead Beneficiary will use an official form (Standard Progress Report) as applicable, provided by the Common Office of the Programme

If the partners delay to submit if their activity and financial report to the lead Beneficiary, the lead Beneficiary will still have to follow the submission deadlines while informing and including the necessary information missing to the Common Office. However, if the partners delay to submit the form with the costs to the Lead Beneficiary, the Lead Beneficiary will add all the missing information to their next report. All reports must be submitted in English, which is the official language of the cooperation programme.

The Lead Beneficiary will have to submit a progress report to the Common Office every six months according to the following table;

Report Period	Submission Deadline
January- June	Due July 20th of that year
July – December	Due January 20th of the following year

As aforementioned, the deadline concerning the submission of the progress report is 20 days after the end of the Report Period.

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Cost Verification

The procedure for submitting Certificates of Cost Verification is decoupled from submission of the Progress Report and beneficiaries may send their costs to the designated auditor more than once during the reporting period.

The verified expenditure of each Beneficiary participating in the project is included in the "Certified Expenditure Certificate" signed by an "auditor" designated by each participating country in which the beneficiary is located in accordance with Article 23 (4) of Regulation (EU) 1299 / 2013, certifying the eligibility of costs. Certificates of verified costs are sent to the Common Office by the principal beneficiary every three (3) months. However, this term does not apply to November and December of each year.

1.2 Project Management Team Composition

In the context of Management and ensuring the Quality of the Project, a Management team from the onset of the Green Crew project must be composed. The assignment of those people should be completed during the 1st Kick - off meeting. The team should be formed by an appointed and a substitute member that will represent all the partners of the project.

Depending on internal procedures, every partner must take an immediate decision concerning the appointed and substitute member of the team. The composition of the team will be the following;

Partner	Appointed Member	Substitute Member
Municipality of Serres	Papika Athina – Maria , Planning, Development, Quality Assurance and Rendering Department	Kokkinidou Athina Head of Department Planning, Development, Quality Assurance and Rendering Department
Aristotle University of Thessaloniki – Special Account for Research Funds	Triantafylidis Konstantinos Professor	Maria Giortsou
Municipality of Nestos	Tsolakis Anastasios	Varelidou Filia
Municipality of Blagoevgrad	Vancheva – Pishieva Silvana	

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1.3 Appointing Project Manager και Financial Project Manager

Similarly to the procedure followed in terms of appointing the Project Management team, every partner should be in charge of appointing a Project Manager and a Financial manager. This procedure should be completed by the 1st Kick - off Meeting according to their internal procedures. Project Manager and Financial Manager of every partner are shown on the table below;

Partner	Project manager	Financial Manager
Municipality of Serres	Papika Athina - Maria , Planning, Development, Quality Assurance and Rendering Department	Kokkinidou Athina Head of Department Planning, Development, Quality Assurance and Rendering Department
Aristotle University of Thessaloniki - Special Account for Research Funds	Triantafylidis Konstantinos Professor	Papadopoulou Danae
Municipality of Nestos	Tsolakis Anastasios	Varelidou Filia
Municipality of Blagoevgrad	Vancheva – Pishieva Silvana	

1.4 Partner Communication

The quality of the promotion of the project consists of dedicated effort and consistent cooperation from all the partners involved and does not rely solely on the Lead Beneficiary or the Project Manager (Project Communication Officer). The level of communication is therefore directly dependent on the effort made by the whole corporate scheme and at the same time the high level of internal communication is an essential factor for better external communication of the project, its promotion and its results.

All partners of the **Green Crew** project should be fully conscious of their role, in order to have the desired result concerning the promotion of the project, especially when it comes to their geographic area along with successful communication with the target audience. Thus, constant and consistent communication between the Project Manager of WP2 and the rest of the partners is of utmost importance.

Therefore, there should be regular communication, at least once during the Report Periods in different locations. This is due to the fact that there needs to be an update concerning the development of the project both on local level and on project level. In addition, there also needs to be an update and an analysis of the results of the activities that take place within the context of the project. In case of emergencies and depending on the demands of the project and the actions that take place, the organization of meetings is encouraged even if they are not included on the initial planning.

Moreover, it is of utmost importance for the partners that are involved in the implementation of the deliverables, to present the results of their projects in a simplistic manner in order to be understood by the rest of the partners involved. In any case, the simplistic presentation of the results is important when it comes to the promotion and information of the project to the target groups.

It needs to be noted that all the partners who collaborate for the implementation of the deliverables should communicate on a regular basis. Hence, non traditional communication methods such as Skype or teleconferences are encouraged. This is due to the fact that it will be easier for partners to communicate difficulties that they might face, their progress and other matters that may arise during the implementation of the project.

In general, the communication between the partners should lay under basic principles such as;

- There should be no delay in terms of replying emails and a response should be given at all times. The recipient should be informed in the next 48 hours (the latest) about the receipt of an email with information.
- The name of the project **GREEN CREW** should be highlighted in the subject of the email.
- Emails should be sent in advance as the recipient should have sufficient time to respond. Adding to that, emails that include “as soon as possible” as a deadline should be avoided if not needed.

- A contact list of all the people involved in the project should be uploaded on Google Drive and should also be updated regularly.

It needs to be noted that in order for all the partners to have full access to all the data and information concerning the **GREEN CREW** project, the Project Manager is responsible of creating a folder on Google Drive that will contain the necessary information concerning the Deliverables. It is obligatory for all partners to update the file on Google Drive regularly and make sure that all the Deliverables are uploaded immediately after they are completed. Moreover, when the file that contains the Deliverables on Google Drive is updated, all partners or at least the one that is concerned with the changes made, should be informed through email. In order to avoid any risks concerning the loss of data and information in electronic computers, all data should be sent through email along with the files that will be uploaded on Google Drive. Files received should also be checked for viruses. In the case of a virus within a file, action needs to be taken in order to clean the file and an email should be sent to the person who sent this file in order to prevent similar incidents.

If confirmation is needed, the sender should clearly state it at the end of the message (email, fax etc.) as it follows; "PLEASE CONFIRM RECEIPT". Following the message, the recipient is required to send a confirmation back in the next two (2) working days.

1.5 Quality Assurance of Deliverables

Basic Principles;

Proper management that is associated with high quality of activities and products will be of aid in achieving the goals that were set in the GREEN CREW project. In order to ensure the quality of the activities and products/Deliverables, the principles mentioned below are of great assistance;

1. Timetable of the activities should be followed exactly as mentioned in the AF that is already approved and in any alterations that might come up.
2. Compliance to the overall budget of the project as well as individual activities/actions
3. Compliance to overall plans that have been set concerning the project that have to do with the Administration, Management, Planning, the Quality of the Analysis of Threats etc.
4. Compliance to the specification of the Deliverables and the products of the project.

Process of the quality control of the deliverables

The GREEN CREW project Management Team is responsible for the proper assessment of every deliverable produced during the implementation of the project.

In order to ensure the quality of the products of the project and more specifically the quality of the deliverables, there should be certain safeguards that will provide the information needed

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concerning its drafting, the procedures that were followed, the results that were produced and how everything was linked with the overall results of the project.

The aforementioned will be included in all the progress reports as well as in the executive summary. This text will include data and information concerning the research project produced, its progress or its results. Close attention should be drawn to the content, the structure and the presentation of these reports. The reports should reflect all the material produced, with continuity, clarity and no overlaps or information gaps.

In order to enable the communication of the aforementioned, there needs to be a cohesive structure and a standardization of their presentation. This will act as an accelerator in the development and adoption of common prototypes concerning their contents. Again, information needs to be provided timely in order to ensure the steady development of parallel activities, by following the quality data mentioned above for a cohesive and quick delivery of the products.

Deliverables Quality Requirements

The content of the reports is dependent on the type of information and data gathered in every deliverable. Rationally, the Lead Beneficiary has the responsibility of the redaction of the deliverable along with the content that is in accordance with the AF. The basic principles of the quality of information are the following;

- Completeness
- Accuracy
- Precision

The information provided should include all aspects that have to do with the ways in which the research is conducted. Adding to that, it is of vital importance to avoid unnecessary information due to the fact that it can prove to be misleading.

Layout and Structure of Deliverables

Deliverables and the products of the project should follow a coherent structure such as the cover page, individual texts, heading, footer etc. that will have the format shown in the Annexes. This should be followed in order to assure the qualitative data. (Section 1.9 and Annex).

Moreover, the deliverables of the project should follow the rules listed below;

- List of acronyms included in the text depending on the deliverable
- Content Page
- List of quantitative data if any (Including the ones in the Annexes)
- All pages should begin with an executive summary (or Progress Report that will include all the information mentioned above)
- Complete the main part with one (1) page that will include a “Conclusions” section, if possible.
- Include a section with “References” after the section that includes the “Conclusions”, if possible.
- Include all technical aspects and other information in the Annexes.

Basic features of the Report

All deliverable files should follow the same name structure in order to ensure a coherence and a simple way to recognize similar files.

A typical format of representation of the names of the files of the deliverables (D) is suggested as follows;

`<Deliverable partner number>_<Document name>_<Partner Acronym>_<Partner Country Code>_<Document Version Number>.<file type>`

e.g.: D2.2.1_ Communication_Plan_MS_GR_v01.doc

Adding to what was mentioned above, within the data of the deliverables there should be a reference to the following;

- Acronym of the Project [GREEN CREW]
- Name of the Project [Green employment in the management of bio- waste]
- Work Package [WP ...]
- Title of Deliverable: ex [D2.2.1]

[Plan and Protocol of communication and participation]

- Date of completion, ex [October 2018]
- Lead Beneficiary concerning the production of the specific deliverable
- Lead Beneficiary logo
- Logo of the companies that contribute to the implementation of the project

There should also be a reference to the following;

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Detailed information and data concerning the way the data above are presented are found in the section that follows; Section (1.9 and Annexes)

1.6 Planning, observation and recording of the management procedures

The main goal of Project Management concerns the observation strategy along with the evaluation of the activities / project outcomes, through specific actions such as evaluation and observation reports. Adding to that, the reports should include the following evaluation criteria;

- Ensure consistency of form and results that complies with the quality standards,

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- Proper information flow and knowledge sharing between partners and collaborators, as described in framework of the internal communication plan,
- Adoption and application of basic principles of management between partners as described thoroughly in the Programme Manuals,
- Legitimate administrative and economic management of the project through the observation reports of the Description of Activities and Financial aspects of the project.

The project's project reports should be drafted according to the specifications and requirements of the Common Office. During the first two months of the project's implementation, Contractors should complete the following two tasks;

1. Set a Project Manager that will take the responsibility both of the implementation of the project as a whole and the financial management.
2. Determine how the project management team operates internally by common agreement of all project partners.

1.7 Activities Timetable

The following Communication Strategy aims to cover the requirements of the communication policy within the Programme concerning the current Reporting Period that covers the implementation period period of the following project "Green employment in the management of bio- waste, with the acronym "GREEN-CREW"". Starting date of the project is 6.10.2017 and the closure date is 5.10.2019

The implementation phases were mentioned in detail in the approved AF of the project and they are further explained in this document.

The table below presents the communication and publicity actions that are included in the general framework of the project's actions and they are categorized in three (3) phases depending in which phase they are implemented.

Communication & Publicity Actions	Communication Strategy Phases		
	Phase A Initiation of Project	Phase B Implementation of Project	Phase C Closure of Project

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Launching Event	✓		
Drafting a Communication Plan	✓		
Final Events			✓
Supporting Material of Events			✓
Information Brochure		✓	✓
Project Website	✓	✓	✓

1.8 Deliverables Example

It is important to follow the basic rules and principles of publicity in terms of the documents and products of the **GREEN CREW** project that originate both from the Communication Participation Plan as well as this document.

Clear instructions and information concerning the plan of the document GREEN CREW along with the presentation of the specific project are provided in the Annexes in the end. There are also some other details concerning information collection, representation and transmission of information.

1.9 Technical Meetings

The Lead Beneficiary (LB), Municipality of Serres, is in charge of the Project Management Team, the Progress reports and the financial progress of the project.

During the implementation period, there will be three (3) meetings. The 1st meeting will be the Kick-off meeting, while the other 2 are the technical meetings of the project. The meetings will take place in the home ground of the Lead Partner.

The schedule of the meetings is as follows;

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Type of Meeting	Lead Partner	Possible date of Meeting
Kick – off meeting	Municipality of Serres	4/12/2017
1 st Technical meeting	Municipality of Blagoevgrad	16/10/2018
2 nd Technical meeting	Municipality of Nestos	8 months after the implementation of the 2nd Technical Meeting

2. Communication

2.1 Introduction

The implementation of the information and publicity strategy begins with the approval of the project. The general project requirements for communication activities are mentioned in detail in the Information and Publicity Project Partners Guide of the INTERREG V-A COOPERATION PROGRAM: GREECE - BULGARIA 2014-2020. The specific Handbook acts as a means of guidance to the beneficiaries working on projects that are funded by the Interreg VA Program "Greece-Bulgaria 2014-2020". This is to help beneficiaries to comply with EU regulations and guidelines in order to remain in line with their responsibilities regarding information and publicity strategies.

The Lead Beneficiary is responsible of sending out copies of both the promotional and the information material that are submitted to the Common Office upon request. The Lead Beneficiary is also responsible of keeping copies of the aforementioned for the time period of 2 years after the end of the contract

Any statement or publication of the project in any form and by any means, including the Internet, must indicate that it reflects the views of the creator and that the Managing Authority is not responsible for any use of the information contained therein.

Any information, media appearances or other publicity activity will be shared with the Common Office for possible information and publicity activities.

All Project Beneficiaries must use the following logo standard tailored to each Project

2.2 Communication Plan

Targets;

The Communication Plan is the main tool of communication of the project and aims both at maximizing the involvement of stakeholders and in transferring the knowledge, and the results of it.

The specific Communication Plan vacillates between two directions. The first direction has to do with defining a specific framework of actions for the purpose of publicity, information and raising awareness among target groups, along with the public to which **GREEN CREW** addresses its outcomes, while the second direction defines one specific communication action between the participating partners, as well as the procedures for collecting and processing them between the parties involved, that aims in promoting cooperation between them.

Ancillary in the context of the actions to be implemented with the Communication Plan, it is not only the proposal to create communication actions, but also the continuous management, responsibility of drafting, processing, correction and translation of all texts (such as press releases and news reports), as well as their disclosure in the press, electronic press (televisions, radios and online media) and social partners as well as stakeholder groups.

More specifically, the Communication Plan sets out some key objectives, which are;

- Set up a common communication plan that defines target groups for each Work Package (WP), key messages, local involvement plan, communication tools, etc.
- Collection and provision of communication material for all partners
- Raising awareness of target groups and final beneficiaries (technical staff, municipalities, waste collectors and producers, local farmers).
- Dissemination of results for the project to all stakeholders.

Regarding the specific communication and promotion actions to be implemented within the framework of the project, which are mentioned in detail in the following sections, they include; Creation and production of brochures, relevant articles to be published in magazines and other media, Press Releases, informative events concerning the results of the project, one in each cross-border area involved. The specific project portal will also incorporate the social networking strategy along with the access to the project's digital library to better disseminate good practices. All types of information will be produced both in English, which is the official language of the Programme and the project, and the other two languages, Greek and Bulgarian.

Project's Target Groups;

The project aims the following target groups;

- General population of the municipalities involved in the cross-border areas (Serres and Blagoevgrad),
- Final beneficiaries of the project (Local Authorities, Technical Staff of Municipalities, all those involved in the waste collection and production process, farmers),
- Cooperative enterprises, especially those active in the field of green economy and waste

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- management,
- People with disabilities,
 - Mass media and information.

Strategy;

As specified from the relevant text of the Programme, and in particular from the Communication Guide, the general objectives for the advertising strategy should aim at;

- Increasing transparency and information on EU funds;
- The benefit of third parties from the activities, good practices and project results
- Information on the progress and results of the projects

In general, the Communication Plan consists of those activities that are directed towards meeting the needs and wishes of the parties involved, with some profit.

In the GREEN CREW project, the communication strategy requires maximizing stakeholder engagement in order to increase social entrepreneurship in terms of "eco innovation" and the enhancement of alternative forms of entrepreneurship, through the creation of Social Cooperative Enterprises.

In order to achieve what was mentioned above, the following steps should be followed;

- Personalized promotion of the project in each individual target group.
- Implementation of actions with synergy and concrete positive effects on the wider population
- Adoption of an effective and easy communication language aimed at informing citizens and "bridging" them with the European Organizations and Goals.
- Adopt slogans and messages with an impact on the intervention area.
- Achieve active stakeholder involvement.
- Dissemination of results to the general public.

2.3 Communication Tools

2.3.1 Operation Identification Mark

Visual Identity

Creating the visual identity increases the visibility and recognition of the project. This visual identity includes e.g. the definition of symbols, styles, colours and other elements of a trademark signature, such as a logo, an acronym for the full name of the Project, and in some cases a slogan (short statement to express the main idea of the Project).

The project logo is an essential part of the visual identity and is used in all project outputs. The logo is a trademark or name, consisting of text or design, written or designed in a unique way so as to make it easily recognizable.

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The basic types that the logo can bear are;

- (a) a text logo,
- (b) symbol logo,
- (c) symbol and text logo.

The Lead Beneficiary, who is responsible for the project logo, adopted some basic principles that were used to create it. The basic goal is to integrate and describe the work and actions carried out within the framework of the present **GREEN CREW** project, which in general are the project's actions, in a clever, creative and aesthetically modern way.

In general, the creation of a successful logo is important because it is imprinted in the minds of the "user" creating brand identity and "identification" with products and services.

The Lead Partner (LB) after communication and continuous cooperation with the Contractor – External Partner proceeded to the choice of the following logo;



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2.3.2 Website Design

Website

Websites are valuable tools for Projects, they are the first source of information over time. Thus, the development of a structured website is an essential part of the Project. The website name is short and memorable. It can operate under own area of project (e.x. www.Projectname.eu or www.Projectacronym.eu) or, alternatively, may be part of an institutional website (e.x. [www.ministry-environment.gr/department-for-water/research - andProjects / Project-name / html](http://www.ministry-environment.gr/department-for-water/research-andProjects/Project-name/html)).

The **GREEN CREW** website has the following structure;

Greek Menu;

Κεντρική // Το έργο// Οι εταίροι // Νέα-Πληροφορίες

English Menu;

Homepage // The Project // Project Partners // News-Info

The website will be published in English, which is the official language of the Programme, with the possibility of use of the languages of the participating countries, Greece and Bulgaria. The website of the Project covers the following requirements;

provides information about the Project, its nature, objectives procedures, benefits and expected results.

includes some basic information about their partners and their contact details.

for each category- content of the produced communication materials is available to all users, such as: press releases, newsletters, invitations, posters, pictures and links.

There is also a reference to the communication programme, and it is clear that it is co-funded by the E.U. It includes a brief description of the programme along with a more detailed report concerning the funding sources. Both must be displayed on the home page of the Project's website. The Project's website is linked with the Programme's website (redirection through the logo that should be included in a prominent position).

In addition, there is a note at the bottom of the home page that the official position of the E.U., the Management Authority, the Common Office and the participating countries is not necessarily reflected through the material in this website. This note should include the following:

The Project is implemented in the framework of INTERREG V-A "Greece-Bulgaria 2014-2020" Cooperation Programme and is co-funded by the European Regional Development Fund(ERDF) and by national funds of the countries participating in the Programme

"This website was created with the financial assistance of the European Union. The content of the website is the sole responsibility of the beneficiary and may not in any way reflect the views of the European Union, the participating countries, the Managing Authority and the Joint Secretariat."

Last, the beneficiaries should possess at least the links to the following sites;

- the website for the regional policy of the EU;
http://ec.europa.eu/regional_policy/index_en.htm
- the website of the Programme: <http://www.greece-bulgaria.eu>
- the official websites of the partners

It is important to note that the website of the Project should be created and launched within the first six (6) months, from the onset of the Project and maintained for at least two years after the closure of the project with the purpose of better dissemination and visibility of its results.

2.3.3 Communication Material Design

Brochures

At least one brochure will be created during the Project and will include its results.

These information brochures aim at presenting the project and informing the general public and the parties involved.

In terms of the content, the newsletter will present the main appealing elements of the project along with the actions of the programme that focus on raising public awareness.

More specifically, the Contractor- External Partner will take over all of the creative part and realization/production (concept design, design, visualization) of the printed publicity materials, which includes the design of a succinct presentation form of the project.

In terms of the aesthetics, the form will be user friendly/ comprehensible (the reader will be able to quickly identify and engage the information of interest), modern, functional and environmentally friendly (printed on recyclable paper, that will be mentioned on the back of the page with small letters as a footnote)

The graphic design of the above form will include the adaptation of the project logo, as well as the creation of graphics, alongside the existing logo and the incorporation of photographs and drawings. The Contractor will be responsible for the collection / production of the aforementioned and will always consult the partners involved.

In addition to the creative part (design, visualization), the Contractor - External Partner will also be in charge of printing the material mentioned above, adhering closely the quality control systems in the pre-print controls as well as in the final deliverables.

Initially, a draft of the printed material will be sent to the partner responsible for approval. Once the final approval has been given, the printed material will be printed according to the highest quality standards.

The brochure will be available in English, Greek and Bulgarian, and in terms of expression it will be simple and comprehensible without the use of many complex scientific terms, in order to

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to meet the requirements of the general public. The brochure will be uploaded on the project website as well as to the Programme website. During the drafting period, it is recommended that the beneficiary consults their contact person in the Common Office of the Programme.

The technical features of the brochure are as follows;

- Dimension: 20 x 20 cm and spread 20 x 40 cm,
- Paper type: velvet 220gr,
- Printing: 2 sides, four colour
- Binding: Binding with a pin, eight pages,
- Quantity: 200 pieces

Events

During the implementation of the project, at least one event will be organized (if it is just one, then it should be the final event) in order to inform the public about the results achieved during the implementation of the project.

For each of the events concerning the project, press releases should be created and should also be available in the language of the project, English, as well as in Greek and Bulgarian. It must also include audio-visual material, such as photos, videos, etc...

As far as the project related events are concerned, all Project Partners should notify in advance (at least 10 days before the specified date) the Communication Officer of the Common Office.

2.3.4 Communication Example

Detailed information on how to communicate with partners is provided in section 1.4 of this text.

Everyday communication between the partners in the scheme will be made either by phone or by e-mails.

Furthermore, it is proposed to distribute information, data and deliveries that have been completed through the use of Google Drive. Therefore, in order to avoid risks and eliminate the possibility of data loss, all computer data documents and files should also be sent either by e-mail or downloaded to GOOGLE DRIVE and should be screened for viruses prior to their release and examined upon receipt. If a virus is detected, then it must be activated to clean the infected system and to alert the sender to avoid recurrence.

It also needs to be noted that during the use of emails the sender needs to include a request at the end of the message (e-mail, fax, etc.) for confirmation, stating "PLEASE CONFIRM RECEIPT". The recipient is then required to send a confirmation message within the next two (2) business days.

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2.3.5 Design of Final Event

According to the approved AF of the project, two (2) final events are planned under the GREEN CREW Project, one in Greece (Municipality of Serres) and the other in Bulgaria (Municipality of Blagoevgrad).

These final events of the Project should be carried out with particular attention to detail in order to have the perfect outcome. From a methodological point of view, there are three main dimensions in which the organization of events focus;

- The process of preparing and organizing the event.
- Ensuring the involvement and involvement of the parties involved.
- Creating synergies with other events (this dimension does not strictly refer to the methodology of organizing events but enhances participation, publicity and, in any case, the dissemination of results).

The most important steps, including the organization of events, are;

- Selection and rental of space for hosting the event with a capacity of at least 100 - 150 people,
- Organization of the space with the necessary audio-visual media (such as the presence of a laptop, microphone and audio installation, projection screen, video projector, analogue, etc.)
- Create a list of invitations,
- Create a list of speakers,
- Preparation of an agenda,
- Creating and sending invitations,
- Create and place a banner with project logos, program and project partners,
- Ensuring the existence of a bureau,
- Ensuring that there is a coordinator,
- Provide translation services / interpreting, which will include the direct translation of the speakers from the Bulgarian to the Greek and vice versa.
- Secretarial support and reception of delegates,
- Ensuring the distribution of informative material about its event and its programme,
- Prepare coffee breaks (depending on the duration of the event),

More specifically, coffee should be provided for 150 people. More information concerning the services to be provided during the breaks will be given by the Partner in charge of the final event along with the Contractor- External Partner.

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It needs to be noted that at the end of the event a meal will be given to the members of the Project Team, the representatives of the partners as well as the official guests (a total of about 30 people).

- In charge of photography - videography (speakers, participants, etc.)
- Ensure the distribution of questionnaires to participants and their collection,
- Keeping and translating practices and publishing press releases.

That being said, all facilities used along with the vehicles, hotels and rooms hosting the events should respect the EU Guidelines and the national legal framework concerning the accessibility of people with disabilities. Also, all forms, documents and information material produced should respect the minimum disclosure requirements as foreseen by the Program Guide.

More in particular, the final project events will be organized in each of the intervention areas (Municipality of Serres and Municipality of Blagoevgrad). Their main objective is to inform the general public about the course and results of the project and for this purpose will include presentations and other activities. These events will be attended by project partners, external partners and representatives of other stakeholders such as social entrepreneurship.

2.3.6 Communication strategy for local Mass Media

Communication with Mass Media

In addition to the aforementioned requirements, further outcomes in the field of media relations are recommended and expected to some extent. Communication with and through the media is an essential tool for reaching out to the public. There are various possible activities that could be selected such as press releases, press conferences, field trips, public relations campaigns, paid articles and advertisements, direct contacts and interviews, etc.

In order to provide the basis for an effective communication with the media, it is proposed to create a contact database of relevant people / journalists at the start of the project. Project partners must notify both the Contact Officer and the Project Manager in advance of any of the above activities.

2.4 Synergies to increase the dissemination of the project

Evidently, in order to achieve the maximum possible results from the implementation of information and publicity activities both for the general public and for the specific target groups, a coherent network of targeted information and publicity actions is required.

For this reason, during the implementation of the project (first phase, intermediate phase and final phase), promotion and publicity actions, which are directly connected and additionally fed, should constantly be carried out.

More in particular, during the first phase of the project, the Green Crew Project website should be created in order to provide general information on the project, its objectives, the actions carried out, the target audience and the expected results. The website should be constantly updated with new information on the implementation of the actions that take place. Therefore, there will be a lot of information on the website concerning the project, that will be accessible both to the project partners and the general public. Additionally, the website will work in such a way as to integrate actions related to the strategy of the project into social networking aspects. Likewise, two (2) final events will be organized in the intervention areas (Municipality of Serres and Municipality of Blagoevgrad) in order to better promulgate the results of the project. These events will be open to the public in order to maximize the general public awareness as well as the awareness of the specific target groups.

By the same token, in the context of the project, an informative leaflet should be created both in English and in Greek and Bulgarian, in order to better disseminate and inform the public concerning the objectives and results of the project.

2.5 Registration form of information and communication actions

This form, as well as all the forms produced in the framework of this project, should comply with the basic rules of publicity of the information and publicity actions of the projects financed by the EU. More specifically, the registration form for the information and communication actions fully complies with the guidelines of the Information and Publicity Guide of final beneficiaries participating in projects funded by the Interreg VA Program "Greece-Bulgaria 2014-2020".

An example of this form is given in ANNEX VIII.

2.6 Compatibility of the communication strategy with the European Union authorities

This text focuses on the **GREEN CREW** Communication and Participation Plan that was drafted after taking into account both EU directives, as well as those at national level regarding the observance of the rules of publicity and publicity to be respected by co-funded projects, as

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well as the specifications and the procedure to be followed for the general internal and external communication of the project and the way implementation of actions to promote and publicize the actions and results of the project.

More specifically, the present Communication and Participation plan is in full compliance with the Information and Publicity Guide of the final beneficiaries participating in projects funded by the Interreg VA "Greece-Bulgaria 2014-2020" program, co-funded by the European Regional Development Fund (ERDF) and national resources of the participating countries. Therefore, full compliance with Regulation (EC) No. 1303/2013 and Commission Implementing Regulation (EU) 821/2014.

Also, following the above regulations and guidelines, this text ensures that in the context of the co-funding of the GREEN CREW project from EU funds key principles for the implementation of information and communication actions, and actions aimed at raising awareness among the general public and specific target groups on co-financed actions as well as the EU support for these actions in the intervention areas as well as the results and impact thereof support.

Following the basic rules and principles outlined in the above strategic documents at EU level, the **GREEN CREW** Communication and Participation Plan is fully in line with the key objectives of the EU funded information and publicity actions and these are;

- Recognizing the role and support provided by the European Regional Development Fund (ERDF),
- Understanding the objectives and achievements of EU co-funded interventions,

Adding to that, the general objectives of the information and publicity actions implemented within the **GREEN CREW** project are fully in line with the general objectives of the projects co-financed by the Interreg VA Program "Greece-Bulgaria 2014-2020", which concern;

- Awareness-raising; Strengthening the role of the European Union and the European Union's structural funds for the general public and promoting the added value of EU participation in co-funded projects.
- Transparency; Ensure transparency regarding access to the Funds.
- Equal opportunities and non-discrimination; Ensure accessibility by all.

Additionally, all communication actions related to the GREEN CREW project take into account the following;

- Actions are timely in terms of their timing,
- The information used is accurate,
- Targeting specific target groups.
- Messages are interesting to the targeted audience.
- The cost of the actions implemented is fully justified in relation to their expected impact.

Considering all of the above, it is obvious that all the promotion and publicity actions included in the GREEN CREW project follow the following specifications;

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- ❖ Reporting the contribution of the European Union (EU), the European Regional Development Fund (ERDF) and the OP European Territorial Cooperation Greece-Bulgaria 2014-2020. This reference is required in any publicity action of the body responsible for its implementation and refers to the co-funded project or its results).
- ❖ It is noted that this obligation is mandatory irrespective of whether the action is compulsory or optional, whether or not it is financed by the budget of the co-financed project, if this action projects a specific project or a group of similar projects co-funded
- ❖ Equal visibility for funding from the EU and National Resources with appropriate rhetorical and visual elements / symbols. This report should be used in all publicity media (posters, listings, editions, conference / seminar material, press releases, television or radio productions, websites, billboards, banners, exhibits, and other promotional material.
- ❖ In all relevant actions, EU participation at least with the words "... with the co-financing of the European Regional Development Fund and National Resources of the countries participating in the Interreg VA Cooperation Program" Greece-Bulgaria 2014-2020 ... " should be mentioned. The European Flag must be displayed at events.

For English-language versions; **"The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece – Bulgaria 2014 -2020" Cooperation Programme.**

- ❖ The European flag and the "European Union" are EU logos and should be used accurately and on an equal basis with each national emblem and specific graphic norms, as detailed in the Guide for Information and Publicity of Final Beneficiaries participating in projects funded from the Interreg VA program "Greece-Bulgaria 2014-2020".

ANNEXES

The Project is implemented in the framework of INTERREG V-A “Greece-Bulgaria 2014-2020” Cooperation Programme and is co-funded by the European Regional Development Fund(ERDF) and by national funds of the countries participating in the Programme

Annex I – Presentation Model for Deliverables

It is important to respect and follow the basic rules and principles of publicity on all produced GREEN CREW documents and products stemming from both the Project Publicity Guide and the current Project Communication Project.

Below are clear instructions and information on the design of a GREEN CREW project document, the presentation of the project, and some other information on the collection, display and dissemination of information.

1. Use of the logo of the Interreg V-A program Greece - Bulgaria 2014-2020 and reference to the GREEN CREW project;



- You must use the Program logo on each produced document / poster / brochure / presentation, etc.

1. Use the GREEN CREW logo



- On every produced document / poster / brochure / presentation, etc. You should use the project logo.

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1. Use the label in each GREEN CREW project document with the following information;

Employment in the management of bio-wastes

GREEN CREW

.....

1. Use the label below in each document with the following paragraph regarding the financing of the project;

The project is co-funded by the European Regional Development Fund and by the national funds from the countries participating in the Interreg V-A Cooperation Programme “Greece – Bulgaria 2014-2020”

Please use the available document / presentation templates to create a document / presentation. These templates also include a cover that must be specialized for each document / presentation.

Document / presentation templates will also be available on the GREEN CREW project website.

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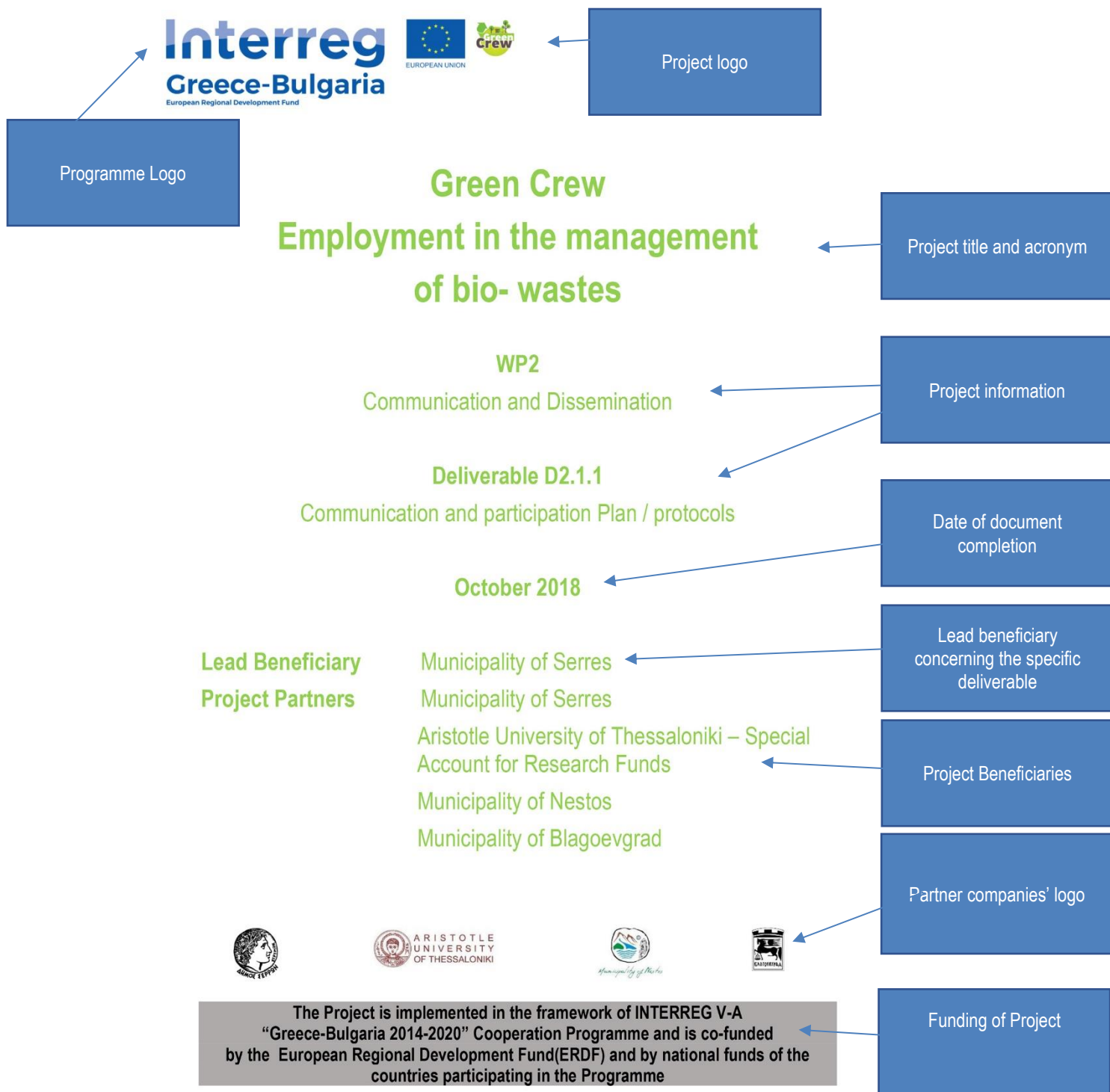
Annex II – Cover Presentation Template

The cover is suggested to provide information on:

- The name of the program,
- The name of the project (title and acronym),
- Document title / presentation,
- Work Package Details,
- Date of writing,
- Responsible partner for drafting and creating the document / deliverable,
- Involved partners in writing the document / deliverable.
- the name of the document / presentation,

There are relevant examples for the creation of various documents related to the GREEN CREW project on the next pages.

Annex III – Template / Cover example



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Annex IV – Template / Inner text page template

Programme logo

Project logo

Interreg
Greece-Bulgaria
European Regional Development Fund

Executive Summary

"Πράσινες θέσεις εργασίας στη διαχείριση βιοαποβλήτων"
"GREEN" EMPLOYMENT IN THE MANAGEMENT OF
BIOWASTES
Green_Crew

Project Title
Acronym of the Project

The following project entitled Green employment in the management of bio- waste, with the acronym "GREEN-CREW", was submitted under the 2nd Call for Proposals of the INTERREG V-A GREECE BULGARIA 2014-2020, and the allocated budget is 542.466,70€.

The investment activity falls under priority axis 4 and more specifically under theme target 9c; "To expand social entrepreneurship in the cross border area".

The project is co-funded by the European Regional Development Fund (ERDF) and the national funds of both Greece and Bulgaria.

The corporate structure of this project consists of four (4) partners, coming from both countries (Greece and Bulgaria), and more specifically by the following;

- Municipality of Serres (LB)
- Aristotle University of Thessaloniki- Special Account for Research Funds (PB2)
- Municipality of Nestos (PB3)
- Municipality of Blagoevgrad, Bulgaria (PB4)

The project's main objective is to promote the matter of social entrepreneurship by helping the citizens of these regions to examine these alternative ways of employment.

The project is going to try and act as a means of accelerating social entrepreneurship in the field of "eco-innovation", in the broad area of Bulgaria-Greece through the creation of certain conditions concerning the aid of certain types of entrepreneurship, along with rural development. An example of the application of this cooperative entrepreneurship is the creation of Social Cooperative Enterprises.

Adding to what was mentioned above, the "eco-innovation" acts as a means of decreasing costs, while establishing new opportunities for growth and focuses on the quality as the customers' best choice. Thus, the specific programme will be a genuine example of "eco-innovation" (collection and composting of organic waste).

The main target of this project will be the strengthening of the social economy, with a focus on the social enterprises through "Green Qualifications" and encourage the creation "green" employment opportunities. The programme will contribute to the growth, organization, consulting support and guidance of social enterprises in the field of waste management. Thereby, the social character of this project will be pointed out as it is crucial for the growth of the economy that is a key element of the strategic plan of both countries.

The objectives of the project are the following;

- ❑ The development of already existing enterprises and the creation of new social enterprises;
- ❑ The increase of social services within communities with negative socio-economic indicators;
- ❑ Promotion of alternative management of waste through new measures and infrastructures concerning the collection and composting of "green" waste;
- ❑ Raising citizens' awareness concerning solidarity and collegiality;
- ❑ Environmental benefits.

Introduction

The following text constitutes the Deliverable D2.2.1 "Communication and Participation"

Chapter Title

Text
(suggested font Arial Narrow, 12)
Font Size: 12
Spacing: single

Page Number

Page 4 of 37

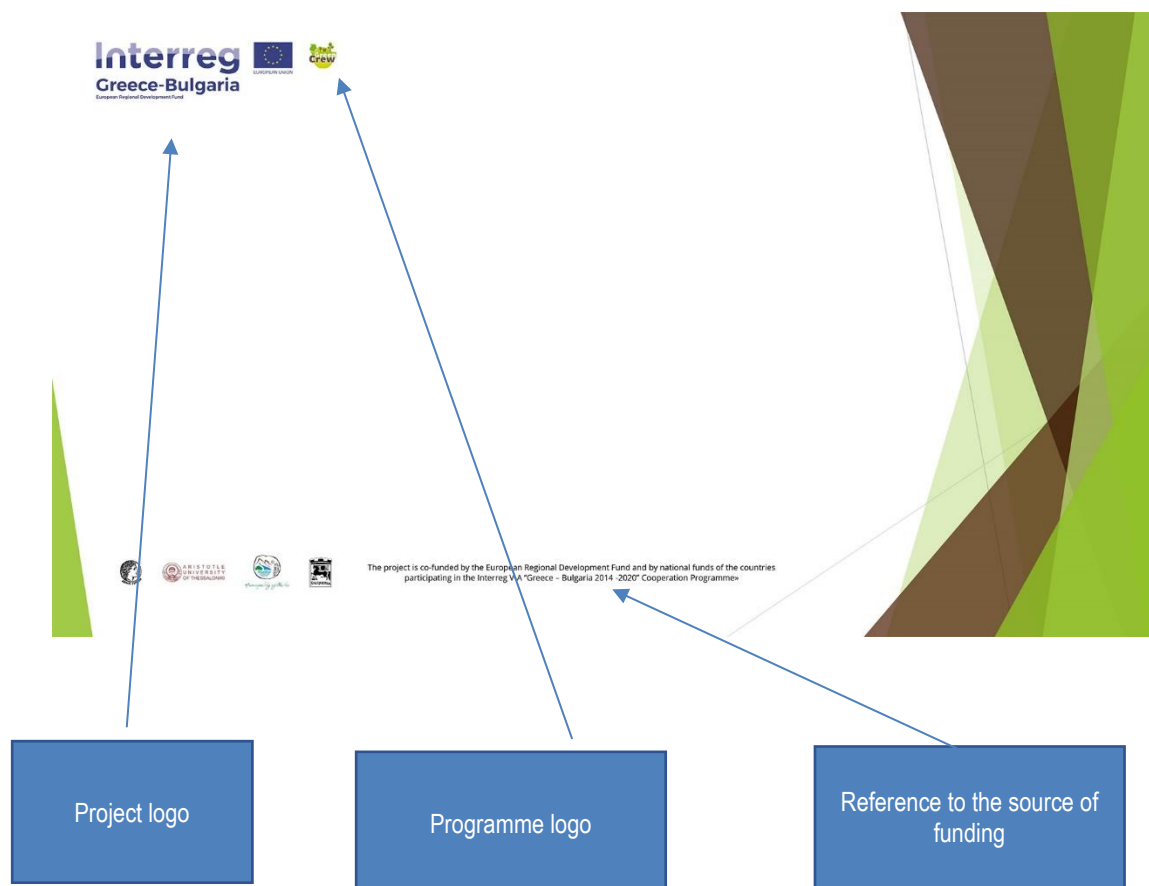
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Annex V – Template / Presentation Template






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Annex VI – Template / Page template



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Annex VII – Template / Document sample for list of participants in meetings and events

Employment in the management of bioawastres
Green Crew

Event title:
Date:

LIST OF PARTICIPANTS

A/A	NAME	PARTNER / INSTITUTION	TEL.	EMAIL	SIGNATURE
1					
2					
3					
4					
5					

The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A
"Greece – Bulgaria 2014 -2020" Cooperation Programme

Project title and acronym

Event information

Detailed information of participant




Project logo

Programme logo

Reference to the source of funding

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Annex VIII – Template / Sample form for information and communication actions

**"GREEN" EMPLOYMENT
IN THE MANAGEMENT OF BIOWASTES**
Green_Crew

COMMUNICATION AND INFORMATION ACTIVITIES

A/A	WP / ACTIVITY / DELIVERABLE	RESPONSIBLE PARTNER	CONTRIBUTION	DATE	OTHER INFORMATION
1					
2					
3					
4					
5					

The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece – Bulgaria 2014 -2020" Cooperation Programme

Project title and acronym

Detailed information concerning actions

Project logo

Programme logo

Reference to the source of funding

The Project is implemented in the framework of INTERREG V-A "Greece-Bulgaria 2014-2020" Cooperation Programme and is co-funded by the European Regional Development Fund(ERDF) and by national funds of the countries participating in the Programme