



# COMMUNICATION & MANAGEMENT PLAN

**of the project:**

“Providing services for management of  
natural resources”

**Project Acronym: “Re-Source”**

Co-financed by Transnational Cooperation Programme INTERREG Balkan-Mediterranean  
2014 -2020

**2020**

Project co-funded by the European Union,  
and National Funds of the participating countries

# **Communication & management plan**

**For the project:**

"Providing services for management of natural  
resources "

**Project Acronym: "Re-Source"**

[1]

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## I. About Re-Source

The project "Providing services for management of natural resources" with acronym "Re-Source" is being implemented under the "Transnational Cooperation Programme INTERREG Balkan – Mediterranean 2014-2020" and is co-funded by the European Union and National Funds of the participating countries. The Partnership includes nine (9) partners (one Observer Partner) that come from five (5) countries (Greece, Cyprus, Albania, Bulgaria and Republic of North Macedonia). Specifically, the Re-Source Partnership is as shown in the following table:

Country	Project Partner Number	Partner Institution
Greece	LP	Interbalkan Environment Center
Greece	PP2	Region of Thessaly
Greece	PP3	Hellenic Agricultural Organization DEMETER - Soil and Water Resources Institute
Bulgaria	PP4	Executive Forest Agency
Albania	PP5	Ministry of Tourism and Environment
Albania	PP6	National Agency of Natural Resources
Republic of North Macedonia	PP7	Center for Climate Change - Gevgelija
Cyprus	PP8	Agricultural Research Institute
Greece	PP9 (Observer Partner)	Ministry of Rural Development & Food

[3]

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The **project's overall objective** aims to increase the governance capacity and corresponding delivery regarding environmental legislation.

The **sub-objectives** of the project are:

- Upgrade and customization of existing digital tools and services concerning the application of 1) precise irrigation, 2) evaluation of codes of good agricultural practices and 3) large-scale soil erosion risk assessment.
- Delivery of these tools and services to end users from the local public administration authorities of five (5) countries (Greece, Bulgaria, Albania, Republic of North Macedonia and Cyprus).
- Provision of scientific and technical support and the conduction of training seminars and workshops targeting the personnel of public authorities focusing on the use of the digital tools/services, water and soil resource management, good agricultural practices and related legal framework implementation
- Diffusion of knowledge to all interested parties and individuals and the raise of public awareness on environmental issues and regulatory commitments.

### **Work Packages**

**WP1** Project Management

**WP2** Publicity actions

**WP3** "Institutional capacity analysis & data collection" conduction of studies for the analysis of the current legal and institutional framework and present state practices on the fields of 1) irrigational water management, 2) codes of good agricultural practices (CGAP) and 3) soil erosion risk management.

**WP4** "Digital services development & delivery for enhancement of institutional capacity" concerns the purchase of appropriate equipment and the customization of existing digital tools/services on the fields of 1) precise irrigation, 2) CGAP and 3) soil erosion risk management.

**WP5** "Evaluation of pilot applications and training of public administration" actions for the evaluation of the system's operation in terms of performance and efficiency as well as the assessment of the system's impact on the capacity of the end users.

The Communication Plan is based on the following files:

- "An Integrated Communication Guide for Projects" of the Balkan – Med Programme;
- The Re-Source Application Form – Roles of the Partners, Communication Tools and Activities, Project objectives;
- The Re-Source Project Work Plan – Duration/Timing of the activities

## II. Introduction – The importance of a communications strategy

Communication is a pre-planned but ongoing activity and continuously and gradually evolving process, from raising awareness about the project (the need(s) addressed, the project objectives, activities, outcomes and the partnership) to dissemination, namely "marketing" and promoting the project and its results to an extended audience beyond the project consortium and extending its impact beyond its timespan, through the exploitation of the project results (encouraging decision-makers to incorporate the project's results into existing systems, practices, processes, as well as end-users to utilize the project results).

This document proposes a strategic approach to the communication of the project "Re-Source" is being implemented under the "Transnational Cooperation Programme INTERREG Balkan – Mediterranean 2014-2020.

It defines the methodology partners will use to communicate project activities, results and impacts, the target groups to which communication and dissemination actions will be aiming, the tools that the partnership will use in order to implement the present strategy and plan, the channels through which messages will be circulated.

The document is representing actions to be taken in order to:

- create information channels that are necessary for the success of the project;
- involve target groups and stakeholders in the project activities;

- inform European society of the important of the European cooperation in general and soil and water resources management, environmental protection and related legal framework implementation in particular;
- secure sustainability of project results;
- enhance impact of project outputs;
- secure capitalization of investments;
- promote the role of EU

Within this document, we define two types of communication, internal and external. Good internal communication, between partners, is vital to the success of any partnership project, particularly in a transnational environment. External communication, involving parties outside the partnership, is important for the dissemination of the project and its results. This project promotion is a contractual requirement of all Balkan – Mediterranean Cooperation Programme Projects but has also further objectives and benefits (see Section C).

The project partners shall implement the communication and publicity measures in accordance with the Application Form and Commission's Regulations on information and publicity measures. They shall play an active role in any actions organized to disseminate the results of the project. Any public relations measures shall be coordinated by the Lead Partner and communicated to the other partners of the project.

The approach of the partnership to communication will be tailored on the capacity of each partner to perform properly the actions foreseen in this plan. Therefore, this plan and its activities are studied to be shaped around partners capacities, channels and instruments available and specificity of local and national community when it comes to the use of specific means of communication (particularly social media or similar).

### **i. Re- Source Communication Strategy**

The Communication Strategy for Re-Source aims to provide the possible awareness of the potential beneficiaries and stakeholders concerned, as well as the general public, for its goals, directions, priorities and actions through the use of a targeted range of communication, awareness raising, information and promotion activities.

Before setting out on a communications roadmap, the objectives of the communication phase should be clearly defined, detailed, achievable and measurable.

Communication Strategy seeks to develop a unified framework with planned actions and measurements by using all appropriate tools and methods to communicate the benefits of the Re-Source project in the context of informing social and economic partners and respective stakeholder.

A communication message is a 'value proposition' // **Key questions to ask:**

- ✓ What is to be communicated?
- ✓ Who are the recipients?
- ✓ How to do it, e.g. messages and tools to draw attention and spark interest?
- ✓ When to do it, e.g. when best to schedule/launch/implement the activities?
- ✓ What are the available resources, human and financial?
- ✓ How to assess impact and effectiveness?
- ✓ How to gain trust and respect?

**Messages** - are they:

- ✓ Consistent?
- ✓ Appropriate for each target group / each project phase?
- ✓ Clear & Simple?
- ✓ Useful, True, Realistic & Important?
- ✓ Engaging, Motivating & Intriguing?
- ✓ Flexible to be multiplied through various communication media?
- ✓ Demonstrating benefits?
- ✓ Placed and repeated appropriately?
- ✓ Standing out?

**Tools** - are they:

- ✓ Appropriate for each target group / each project phase?
- ✓ Time-effective?
- ✓ Cost-effective?
- ✓ Capitalizing on existing channels?

This checklist is a useful tool in the general communication strategy that helps assess in a quick and reliable way whether the communication message chosen will actually do the work, e.g. deliver the planned results and achieve the communication objectives and impact.

The Communication Strategy includes the use of two different categories of means and methods of raising awareness and visibility.

The first category refers to the various promotional activities that will take advantage of the opportunities offered by the media and the internet through specialized information and scientific sites such as publishing newsletters, press releases etc.

The second category includes direct communication actions, such as the participation of the consortium in workshops, targeted meetings with stakeholders, highlighting the interventions and actions funded by the Program targeting the personnel of public authorities focusing on the use of the digital tools/services, water and soil resource management, good agricultural practices and related legal framework implementation.

The communication of the project is flexible and responsive to changing needs and challenges. Even though, the communication & dissemination plan prescribes in details the overall strategy, it is open to discussion and evolution in light of arising needs and conditions.

## **ii. Communication Objectives**

The objectives of the communication plan are divided into General and Special.

### **A. General Objectives**

The General Objectives are the following:

- highlighting Re-Source project objectives and promoting the added value of increasing the governance capacity and corresponding delivery regarding environmental legislation.
- Informing of general audience about the philosophy and more specifically about the impact and contribution on environmental issues and regulatory commitments
- Informing potential beneficiaries about the opportunities and possibilities provided through the customization of existing digital tools and services concerning the application of 1) precise irrigation, 2) evaluation of codes of good agricultural practices and 3) large-scale soil erosion risk assessment.
- Creating a positive climate through good practices to mobilize potential beneficiaries, aiming to increase participation.

### **B. Special Objectives**

Based on the overall strategy, axes, and priorities the specific objectives are:

- Highlighting the importance of tackling the needs for improved transnational governance capacity.
- Reflecting the jointly identified need to strengthen the collaboration between the competent authorities and institutions of the participating countries
- Capitalizing on experiences and results achieved in past projects, with the aim to improve their existing institutional capacity in terms of natural resources management and related legal framework implementation.

### **Furthermore:**

In the framework of any public relation measures, each project partner shall point out that the project was funded by the Programme and is co-financed by the European Regional Development Fund (ERDF).

The Lead Partner must ensure compliance of the project with Articles 62 and 63 of Regulation (EC) 718/2007 on information and publicity measures, concerning co-financing from EU Funds.

Any notice or publication of the project, appearing in Mass Media, must specify that it reflects the author's views. The Managing Authority shall not be held liable for any use that may be made of the information contained therein.

The Lead Partner resumes the obligation to submit to the JTS a copy of any publicity and information material produced, upon request. The Lead Partner furthermore authorizes the JTS, the Managing Authority, and the European Commission to use this material in order to demonstrate the Programme results.

Any information, media appearance, or other publicity of the operation shall be communicated to the JTS for potential information and publicity activities.

The Managing Authority, and the National Coordinators are authorised to publicize, the following information:

- the names of the Lead Partners and its partners,
- the objectives, budget, and executive summary of the project,
- the geographical location of the project,
- any other information agreed with the Lead Partners.

### **III. Target Groups**

The Target Groups of the Re-Source project and the specific objectives of each target group are the following:

- Public bodies participating in the project:
  - Supporting public authorities in the Balkan Med area on how project partners work together in order to scientifically and technically support them in the sustainable resources management and monitoring of national and EU environmental targets.
  - Communicating the role of Balkan-Mediterranean 2014-2020 Programme in supporting the project
- Any other body whose personnel will take part in the training seminars or make use of the digital tools and guidelines provided by the project.
- Other direct beneficiaries of the project may be the inhabitants of the territories of the participant bodies (especially within the study areas) that will benefit from the improved management & monitoring of the local soil & water resources.

Based on the general and specific Communication objectives, the above target groups include individual target groups that are approached by respective means, where appropriate.

The following table describes the main communication objectives by target audience:

TARGET AUDIENCE	COMMUNICATION OBJECTIVE	DESIRED OUTCOME PER TARGET AUDIENCE
<b>Potential Beneficiaries</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Clear and detailed information about funding opportunities, procedures and eligibility conditions</li> <li><input type="checkbox"/> Widespread dissemination of the program, with appropriate information tailored to the case</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Interest to receive further information</li> <li><input type="checkbox"/> using information to seize opportunities</li> <li><input type="checkbox"/> Searching for notices of projects and activities of immediate interest</li> </ul>
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Collecting good examples from other partners and related programs</li> <li><input type="checkbox"/> Information and commitment to adhere to the principles of publicity</li> <li><input type="checkbox"/> Consolidate the message of the joint European Union and Greece contribution</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Diffusion of information</li> <li><input type="checkbox"/> Collecting good examples.</li> </ul>
<b>General Audience</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Consolidating the message of the Attica Innovative Initiative</li> <li><input type="checkbox"/> Promoting the RIS3 target areas, projects and actions, via good examples</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Interest in more information</li> <li><input type="checkbox"/> Diffusion of information around</li> <li><input type="checkbox"/> Understand the goals and strategy of the INTERREG programme</li> <li><input type="checkbox"/> Understanding of the added value created by Re-Source project</li> </ul>

<p><b>Public Bodies</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Exploiting strategic synergies</li> <li><input type="checkbox"/> Widespread dissemination of the program, with appropriate information tailored to the case</li> <li><input type="checkbox"/> Promoting transparency in how projects are funded</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Providing support</li> <li><input type="checkbox"/> Diffusion of information</li> <li><input type="checkbox"/> Communicating the role of Balkan-Mediterranean 2014-2020 Programme in supporting the project</li> </ul>
<p><b>Opinion Formers/Sharers - Media</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Regular feeds of interesting news</li> <li><input type="checkbox"/> Categorizing the news and displaying it in appropriate media</li> <li><input type="checkbox"/> Consolidate the message of the joint contribution of the European Union and Greece</li> <li><input type="checkbox"/> Promoting transparency in how projects are funded</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Diffusion of information</li> <li><input type="checkbox"/> Providing support</li> <li><input type="checkbox"/> Participate in events and actions</li> <li><input type="checkbox"/> Understanding of the added value created</li> </ul>

## IV. SWOT Analysis

<b>STRENGTHS (+)</b> 	<ul style="list-style-type: none"> <li>Clearly defined target groups;</li> <li>Clearly defined communication objectives;</li> <li>Innovative project concept;</li> <li>Well established contact network;</li> <li>Cross-border collaboration</li> </ul>
<b>WEAKNESSES (-)</b> 	<ul style="list-style-type: none"> <li>Differentiation in human and social capital among partners;</li> <li>Different Languages;</li> <li>Project not well known in the cross-border area, in its beginning</li> </ul>
<b>OPPORTUNITIES (+)</b> 	<ul style="list-style-type: none"> <li>Establish national and transnational seminars for the project's main topics;</li> <li>Promote EU policies;</li> <li>Promote the role of Balkan – Mediterranean 2014-2020 Programme in the development of the project;</li> <li>Establish a collaborative network of relevant stakeholders in the region</li> </ul>
<b>THREATS (-)</b> 	<ul style="list-style-type: none"> <li>Broad variety of actors / different stakeholders categories to reach, may result in a wrong communication strategy or message</li> </ul>

Re-Source SWOT Analysis

## V. Communication activities

There is a variety of communication actions at the partnership's disposal. This section presents and describes the potential and proposes how to best make use of the available tools, activities and communication channels for the dissemination of the Project.

Apart from meeting the JTS requirements (see Introduction), good external communications are essential in order to:

- Raise awareness of the "Re-Source" project amongst stakeholders.
- Ensure participation from wider stakeholders, particularly in public events, such as workshops and International Conferences.
- Ensure valuable feedback from the wider community, which can input to "Re-Source" work.
- Invite further discussion of Re-Source issues.
- Ensure maximum take-up of eventual tools.
- Maximize the opportunities for future continuation of Re-Source work.

The section below reviews and describes in detail the particular forms, tools and means of communication and dissemination to be applied in the Re-Source Project.

## **1. Two Conferences**

### **Description**

In order to disseminate the Project results, two Conferences will be organised throughout its duration. All relevant stakeholders and experts from the public administration shall be invited to attend these events, where the projects outputs and results of the project shall be presented.

### **Activities**

- Organization of two Conferences:
  - In December 2020
  - In June 2021

*The organisers will consult the Event Checklist (ANNEX I);*

- Renting a hall;
- Organisation of catering;
- Invitation of both speakers and relevant authorities to attend the events;
- Forms where the following are stated:
  - Name and place of the event
  - Number of participants attended
  - Photographs of the event
  - Thematic topics presented (presentations)
  - Results of the event
  - New relevant contacts for the future dissemination of the project.

### **Body (ies) responsible for the implementation**

- Interbalkan Environment Center, Greece (LP)

- Ministry of Tourism and Environment, Albania (PP5)

**Target groups**

Public Authorities, Research and development bodies in the management of natural resources sector

**Location**

Thessaloniki

Tirane

**Indicators:**

At least 30 participants per conference

**2. Training seminars and workshops for public administration staff**

**Description**

In order to fulfil the goal of the Re-Source project, training seminars and workshops will take place. This action includes the educational courses that will be undertaken, in four countries, for the training of the personnel of the targeted (and relative) public bodies.

The training seminars will focus on the subjects that are particular of each country according to the relevant project actions (legal framework, environmental field and corresponding service/tool) and include: use of new digital tools/services, water and soil resource management, good agricultural practices (and the connection between environment and agriculture) and the delivery of related legal framework.

**Activities**

The organisers of these events should always keep in mind the three basic phases preparation, implementation and evaluation.

- Organization of eight (8) training seminars (two per each country). The seminars will take place throughout the entire project's duration.
- The organizers will need to:
  - Determine the theme or the topic to be discussed at workshop/seminar

- Engage and secure the relevant presenter(s),
- Identify target group and number of participants required,
- Secure the venue, Finalise event details,
- Contact relevant Ministries, departments or target group to inform them of event – (time, date, venue, duration, break information),
- Finalise list of persons attending,
- Source and prepare all necessary resources needed by organiser and Presenter – (books, manuals, projectors, name tags, etc.),
- Secure caterer to provide meals (or coffee breaks) if not included in venue package

**Bodies responsible for the implementation**

Interbalkan Environment Center, Greece (LP)

Region of Thessaly, Greece (PP2)

Executive Forest Agency, Bulgaria (PP4)

National Agency of Natural Resources, Albania (PP6)

Center for Climate Change – Gevgelija, Republic of North Macedonia (PP7)

**Target groups**

Personnel of the targeted (and relative) public bodies

**Location**

Each partner will choose the location of the organization of the meeting according to their budget.

**Indicator**

100 trained stakeholders in total

## VI. Communication tools

The development of a strong visual identity is an extremely important factor for the involvement of the project. This development will draw many benefits such as awareness, positioning, and a bond with the stakeholders and the relevant authorities.

### i. Internal communication

Each partner organisation has designated a Project Leader for the project Re-Source, who is responsible for their organisation's input to the project. For this reason, the Project Leader will normally be the first point of contact in most cases. However, on occasion, e.g. regarding finance, communication will be directed at an appropriate expert within the organisation, but the Project Leader should also receive copies of correspondence.

#### Methods of communication

**Electronic mail:** The main method of communication amongst partners will be the use of electronic mail – as this is both more immediate and more sustainable.

**Fax/ letters:** These will only be used in cases where, for example, a signature is needed, such as contract copies, etc.

**Website:** for public communication and massive dissemination of events, invitations, public targeted events as well as photographic and other relevant public material.

#### Sustainable Communication

As outlined, all partners will endeavour to carry out their part of the project in a sustainable way. In terms of communications this means that partners will try to use electronic communication and documentation as far as possible and ensure that any printing is as sustainable as possible e.g. double-sided.

### ii. External Communication

The Re-Source project has a main objective and general targets that are all met by the fulfilment of the actions and the deliverables. Also, this project creates a strong synergy among the participating partners with deep impact and long-lasting results. In order to

maximize the impact of this communication plan the following tools shall be created and used throughout the implementation of the project and after the end of it:

- PR kit,
- Project leaflet - poster,
- TV & Radio spot
- Press releases,
- Website,
- Presentations/posters at workshops/seminars/conferences,
- Social media dissemination

**1. Re-Source project identity**

In order to make sure that all communication activities and tools are visually aligned the Re-Source project identity should be created.

- Creation of Deliverables

All deliverables of the Re-Source project should follow the same design outline. In particular:

<b>Font</b>	<i>Cambria</i>
<b>Font size</b>	<i>11</i>
<b>Alignment</b>	<i>Justified</i>
<b>Indentation</b>	<i>Left=0, Right=0</i>
<b>Spacing</b>	<i>Before=0, After=8</i>
<b>Line Spacing</b>	<i>Multiple-1.5</i>
<b>Margins</b>	<i>Normal</i>

- Creation of logo

The projects logo has already been created by the LP, by using the tools provided from the INTERREG Balkan-Mediterranean. This logo will be used in every material that is

created (deliverables, cover letters, leaflets, posters, etc.) and in any form these are, e.g. hard copy, electronic, etc. In case other logos (such as partners' logo) are used the Re-Source logo must always be as big as the other and never smaller. Preferably, the project's logo should Re-Source project be placed on the left-hand corner.



- Presentation template

A template that should be used from all project partners is created (see ANNEX II) to be used when a presentation is created and is relevant to the resource project.

- Fund mention

Every communication tool and activity should clearly mention the funding from the European Union. Specifically, the "Project co-funded by the European Union" will be included in small size in all communication materials. Whenever possible, the specific funding will be included: "Project co-funded by the European Union and national funds of the participating countries". The fund mention will be placed on the right bottom of the page. This reference to the European EU funding should be written in Cambria, as well.

### **Responsible bodies**

All project partners

### **Target groups**

N/A

### **Location**

N/A

### **Indicators**

N/A

## **2. Re-Source Poster**

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The Re-Source Poster will be developed by each responsible partner with the guidelines of the Leader partner, by using the online tool provided by the Balkan – Mediterranean Programme (<http://afisa.coded.gr/?lang=en-GB>). Every partner should create at least one poster. The size of the poster should be in an A3 size, or bigger, and will be placed either in the entrance of the offices of each partner, or somewhere where it will be clearly seen by everyone.

The poster needs to stay visible for the whole duration of the project

**Responsible bodies**

Region of Thessaly (PP2), Executive Forest Agency (PP4), Ministry of Tourism and Environment (PP5), Center for Climate Change – Gevgelija (PP7) and Agricultural Research Institute (PP8)

**Target groups**

Public authorities, research and development bodies in the natural resources sector.

**Location**

Greece, Bulgaria, Albania, Republic of North Macedonia and Cyprus

**Indicators**

100 posters by PP2, 40 posters by PP4, 100 posters by PP5, 40 posters by PP7, 60 posters by PP8, 1 poster by the rest of the partners

340 posters in total

**3. Re-Source Brochure**

The Re-Source Brochure will be developed by the guidance of Interbalkan Environment Center (LP) for its content. LP will be responsible for the development of the technical specification for the brochures. The brochures will be available in .pdf format for e-distribution in the website of the project and for normal colour printing. The brochures' language will be in English and the national languages of the participating countries. Their distribution will take place during the Conferences and other events.

**Responsible bodies**

Interbalkan Environment Center (LP), Region of Thessaly (PP2), Executive Forest Agency (PP4), Ministry of Tourism and Environment (PP5), Center for Climate Change – Gevgelija (PP7) and Agricultural Research Institute (PP8)

### **Target groups**

Public authorities, research and development bodies in the natural resources sector.

### **Location**

Greece, Bulgaria, Albania, Republic of North Macedonia and Cyprus

### **Indicators**

100 brochures by the PP2, 40 brochures by PP4, 100 brochures by PP5, 40 brochures by PP7, 60 brochures by PP8

3,500 Brochures in total

## **4. Re-Source Website**

The BalkanMed Programme website will host one website per project. The integrated system of Programme and Project websites will facilitate the monitoring of Project activities and it will save financial and human resources.

The Project webpages will have the same structure for all Projects, and will include:

- Pre-filled information fields with data from the Application Form: partnership, budget, etc.
- Dynamic information to be filled in by Projects: Project summary, Project results, news and events, etc.

BalkanMed Projects must also create their own website with a life reaching beyond the Project and being a Project output itself and not a simple communication tool. The Project will be required to follow the Programme's visual guidelines.

The webpage <https://re-sourcebalkanmed.eu> provides general information about the Re-Source project, including background information, goals, planned activities and a description of the partners involved as well as their contact details. The website will be regularly updated with project specific news, progress, deliverables and milestones, but

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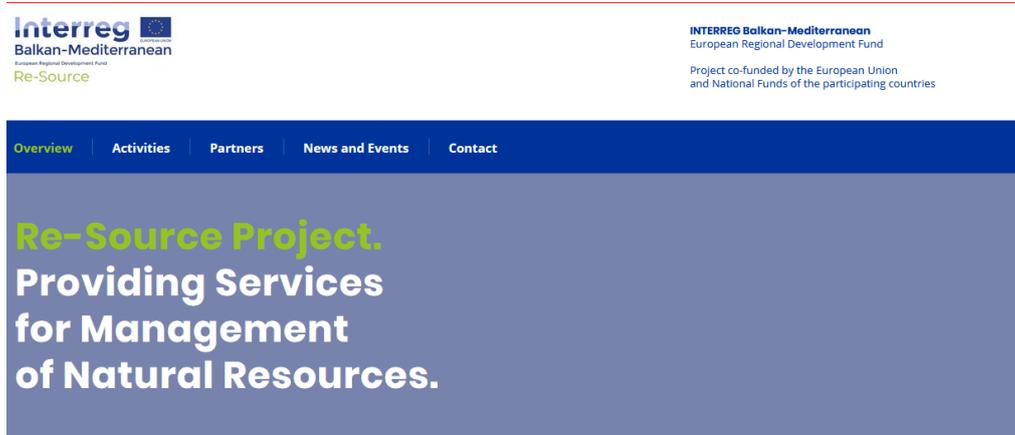
also with additional information relevant to the actions of Re-Source project, such as publications, conferences and other events.

The structure of the Re-Source website will be the following:

- Overview, where there will be the:
  - Project summary
  - Project ID
  - Project Partnership (list of countries)
  - Lead Partner
  - Project Partners
- Activities, where there will be for each Work Package (WP) the following details:
  - WP – Number and name
  - WP Leader
  - Deliverables
  - Outcomes
  - Additional Information
- Partners, where the logos and details of each partner will be shown
- News & Events, where the following shall be presented
  - Two (2) sub-tabs News - Events
  - Date
  - Title
  - Pictures
  - Short description
- Contact, where the following shall be shown
  - Name

- E-mail
- Subject
- Message

The website's address should always be included on all print communication material, press releases, etc. The content of the website shall be regularly updated with any information regarding the project.



### **Responsible bodies**

All partners are responsible for sending data, information and content for the update of the website. Interbalkan Environment Center (LP) will be responsible for both the host page on the Balkan-Mediterranean Programme website and the Re-Source website.

### **Target groups**

Public authorities, research and development bodies in the natural resources sector.

### **Location**

Balkan – Mediterranean Area

### **Indicators**

Number of people visiting the website

### **5. Project Informative Clip – TV Spot**

The informative Clip and the relevant TV Spot will boost the visual identity of the project. It will include material from all project activities (photos, data, etc.). The aim of the clips will be to inform people about the results and the benefits of the implementation of the project. It will be inspirational and straightforward. More details of the content will be discussed with Interbalkan Environment Center (LP) during the last 6 months of the project.

#### **Responsible bodies**

Interbalkan Environment Center (LP), Region of Thessaly (PP2), Executive Forest Agency (PP4), Ministry of Tourism and Environment (PP5), Center for Climate Change – Gevgelija (PP7) and Agricultural Research Institute (PP8)

#### **Target groups**

Public authorities, research and development bodies in the natural resources sector.

#### **Location**

Balkan – Mediterranean Area

#### **Indicators**

1 Informative Clip and at least one TV spot by PP2, PP4, PP5, PP7 and PP8

### **6. Project Radio Spot**

The Radio Spot will be created in order to inform people either for the details of the implementation of the project or to invite people to the relevant events of the project. It will be inspirational and straightforward. More details of the content will be discussed with Interbalkan Environment Center (LP) when these spots need to be created.

#### **Responsible bodies**

Interbalkan Environment Center (LP), Region of Thessaly (PP2), Executive Forest Agency (PP4), Ministry of Tourism and Environment (PP5), Center for Climate Change – Gevgelija (PP7) and Agricultural Research Institute (PP8)

#### **Target groups**

Public authorities, research and development bodies in the natural resources sector.

**Location**

Balkan – Mediterranean Area

**Indicators**

At least 1 Radio spot by PP2, PP4, PP5, PP7 and PP8

**7. Newspaper ads**

The newspaper ads will be created in order to show the project progress, the project results and the benefits of the people that take part in the seminars of the project. Also, the newspaper ads could include invitation of the relevant stakeholders to the project's events.

**Responsible bodies**

Region of Thessaly (PP2), Executive Forest Agency (PP4), Ministry of Tourism and Environment (PP5), Center for Climate Change – Gevgelija (PP7) and Agricultural Research Institute (PP8)

**Target groups**

Public authorities, research and development bodies in the natural resources sector.

**Location**

Balkan – Mediterranean Area

**Indicators**

At least 1 newspaper ad by PP2, PP4, PP5, PP7 and PP8

**8. Project Management Handbook**

This handbook will be developed at the end of the project. It shall include all the details concerning the administrative and financial management of the project, the monitoring, reporting and control procedures. Also, it shall include all the results and outcomes of the Re-Source project.

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This handbook should be prepared before the last Conference of the meeting in order to distribute it to the participants. Furthermore, it will be uploaded to the project website and will be available to all project partners for reprinting.

**Responsible bodies**

Interbalkan Environment Center (LP)

**Target groups**

Public authorities, research and development bodies in the natural resources sector.

**Location**

Balkan – Mediterranean Area

**Indicators**

At least 100 copies

**9. Newsletter**

Newsletters will be issued every year of implementation in order to inform Re-Source Community about the progress and project results. The main goal is to inform the relevant target audiences about the evolution of the Project implemented in the framework of the BalkanMed Programme. The newsletter will be mailed in electronic format or be published on the website. The cover page of each newsletter must clearly identify the Project as being part of the BalkanMed Programme and must follow the Programme's visual guidelines.

The newsletter shall be short and will include up to four (4) important news for the project with photographs.

**Responsible bodies**

All partners shall provide data for the newsletter, Interbalkan Environment Center (LP) will be responsible for the design and upload on the website

**Target groups**

Public authorities, research and development bodies in the natural resources sector.

**Location**

Balkan – Mediterranean Area

**Indicators**

2 Newsletter (1 per year) / Number of stakeholders receiving the e-newsletters

**10. Project CDs**

The project CDs will include details concerning the project's results, outputs and benefits. The CDs shall be distributed either during the seminars where they shall include the presentations of the seminars, or during the events of the project, or during other events relative to the project.

**Responsible bodies**

Region of Thessaly (PP2), Executive Forest Agency (PP4), Ministry of Tourism and Environment (PP5), Center for Climate Change – Gevgelija (PP7) and Agricultural Research Institute (PP8)

**Target groups**

Public authorities, research and development bodies in the natural resources sector.

**Location**

Balkan – Mediterranean Area

**Indicators**

200 CDs by PP2, 100 CDs by PP4, 200 CDs by PP5, 50 CDs by PP7 and 100 CDs by PP8

650 CDs in total

**11. Re-Source Sticker**

All partners should create the sticker shown below (Fig. 1) and place it in every equipment that will be purchased through the Re-Source project. The sticker should include the following details:

- Projects' logo and website address
- Funding reference
- Budget of the project
- The name of the project

Its size should be minimum 1/16 of the most visible surface of the equipment. The partners should make sure that the stickers are developed in that way to be rain and sunshine protected (a PVC sticker with UV polishing is recommended).

**Responsible bodies**

Interbalkan Environment Center (LP), Region of Thessaly (PP2), Executive Forest Agency (PP4), Ministry of Tourism and Environment (PP5), Center for Climate Change – Gevgelija (PP7) and Agricultural Research Institute (PP8)

**Target groups**

N/A

**Location**

Balkan – Mediterranean Area

**Indicators**

N/A

**Fig. 1** – Sticker to be created

<p><b>Interreg</b>           Balkan-Mediterranean  <small>European Regional Development Fund</small>          Re-Source</p>	<p><b>Re-Source</b>          &lt;Name of the Project Partner&gt;</p>
<p><b>Project Budget:</b> ..... €</p>	
<p><b>ERDF contribution:</b> ..... €</p>	
<p><b>IPA contribution:</b> ..... €</p>	
<p><b>Lead Partner:</b></p>	
<p><b>Interbalkan Environment Center, Greece</b></p>	
<p>&lt;Project website&gt;</p>	

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## v. Tracking/monitoring

We need to keep a record of our audience. This can be done in the following ways as mentioned above:

- Newsletter: Interested parties will register to receive the newsletter and will be asked to provide further details (e.g. position in organisation) through the subscription form on the website.
- Website: Visitors to the site will be monitored in terms of numbers and country of origin of enquiry.
- Presentations: A central record will be kept of project presentations given outside of partner organisations. All partners should submit details to the Project Coordinator, providing an attendees list if available.

## vi. Spokespeople

For most international events the Lead Partner will act as the main spokesperson for the project (Project Coordinator/Project Leader). However, on occasion, either due to location/language or sector specialisation the other partner may, by agreement, carry out dissemination on behalf of the project.

Regarding the national dissemination, all Project Leaders should take opportunities to promote the project both regionally and nationally by presenting the project at relevant events, talking about it when presenting their own organisation's work in related areas.

### **vii. Partners' local messages**

Continuing the type of cooperation established during the development of the project's idea and the preliminary actions of the proposal, the complete activation of all the partners and their maximum involvement, in all levels of project's implementation, is seeking. Furthermore, the geographical spread of the project's activities is contributing to the attainment of project's goal for the extended publicity throughout the area. On the other hand, the distribution of the tasks took into account the geographical dimension of the project tasks and the division of the area, the relative previous experience of the partners and their particular characteristics. All the partners are small and medium-sized Municipalities, competent and experienced though in the development and implementation of relevant projects.

## VII. Section C – Work Package 2

### i. Overview table of Work Package 2

An Overview of Work Package 2 that includes all WP2 deliverables, the implementing partners, their duration and the relative location is presented at the following table:

<b>Number and name of the deliverable</b>	<b>Duration/Timing</b>	<b>Location</b>	<b>Responsible Partner</b>
<b>2.2.1 – Organization and Participation in Conferences</b>	<b>June 2021</b>	<b>Region of Central Macedonia, Greece</b>	<b>LP</b>
<b>2.1.2 – Communication plan and publicity material</b>	<b>April 2020</b>	<b>Balkan – Mediterranean Area</b>	<b>LP</b>
<b>2.1.4 – Website</b>	<b>March 2020</b>	<b>Balkan – Mediterranean Area</b>	<b>LP</b>
<b>2.2.2 – Communication plan and publicity material</b>	<b>Throughout Resource implementation</b>	<b>Region of Thessaly</b>	<b>PP2</b>
<b>2.2.3 – Promotion Action in Mass Media</b>	<b>Throughout Resource implementation</b>	<b>Greece</b>	<b>PP2</b>
<b>2.4.2 – Communication plan and publicity material</b>	<b>Throughout Resource implementation</b>	<b>Bulgaria</b>	<b>PP4</b>
<b>2.4.3 – Promotion Action in Mass Media</b>	<b>Throughout Resource implementation</b>	<b>Bulgaria</b>	<b>PP4</b>
<b>2.5.1 – Organization and Participation in</b>	<b>November 2020</b>	<b>Albania</b>	<b>PP5</b>

<b>Conferences</b>			
<b>2.5.2 – Communication plan and publicity material</b>	<b>Throughout Resource implementation</b>	<b>Albania</b>	<b>PP5</b>
<b>2.5.3 – Promotion Action in Mass Media</b>	<b>Throughout Resource implementation</b>	<b>Albania</b>	<b>PP5</b>
<b>2.7.2 – Communication plan and publicity material</b>	<b>Throughout Resource implementation</b>	<b>Republic of North Macedonia</b>	<b>PP7</b>
<b>2.7.3 – Promotion Action in Mass Media</b>	<b>Throughout Resource implementation</b>	<b>Republic of North Macedonia</b>	<b>PP7</b>
<b>2.8.2 – Communication plan and publicity material</b>	<b>Throughout Resource implementation</b>	<b>Cyprus</b>	<b>PP8</b>
<b>2.8.3 – Promotion Action in Mass Media</b>	<b>Throughout Resource implementation</b>	<b>Cyprus</b>	<b>PP8</b>

## ii. Resources

### 1. Human Resources

Interbalkan Environment Center (LP) will be responsible for the overall communication and dissemination of the project. All project partners will contribute whenever asked to provide information, data and in the dissemination activities in general and will make sure that nationally the project is disseminated as it should.

### 2. Financial Resources

The total budget of the whole Work Package 2 – Communication and Dissemination is 112,345.00€, which is approximately 11% of the total project budget.

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Project Partner Number	Name of the partner	Partners' WP2 Budget	Partners' WP budget as a % of WP2 budget
LP	<b>Interbalkan Environment Center</b>	<b>25,290.00€</b>	<b>9.32%</b>
PP2	<b>Region of Thessaly</b>	<b>19,045.00€</b>	<b>18.67%</b>
PP3	<b>Hellenic Agricultural Organization DEMETER - Soil and Water Resources Institute</b>	<b>14,980.00€</b>	<b>14.98%</b>
PP4	<b>Executive Forest Agency</b>	<b>8,800.00€</b>	<b>8.80%</b>
PP5	<b>Ministry of Tourism and Environment</b>	<b>22,560.00€</b>	<b>14.61%</b>
PP6	<b>National Agency of Natural Resources</b>	<b>880.00€</b>	<b>1.04%</b>
PP7	<b>Center for Climate Change - Gevgelija</b>	<b>6,500.00€</b>	<b>6.12%</b>
PP8	<b>Agricultural Research Institute</b>	<b>14,290.00€</b>	<b>14.23%</b>

## VIII. Conclusions

The comprehensive Communication & Management Plan outlined above provides the Re-Source project a good base and detailed roadmap for collaboration among the consortium for the extensive communication of the project within as well as far beyond the partnership.

Putting forward a number of ideas and proposing a wide variety of communication activities and strong communication messages, potential and

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tools in this respect, the Plan provides ambitious targets, dictated by the unique communication of the Project.

However, as it stands for all workpackages, but all the more valid for communication, as a cross-cutting and overarching function, and all the more in this case of a European project, partners' commitment, personal effort, exploitation of every channel available and mutual cooperation is indispensable and constitutes the key to success.

## Annex I: Event Planning Checklist

### 1. Before the event

- Tasks are allocated to all organisers
  - Invitations and registration
  - Budgeting
  - Welcoming participants
  - Venue, coffee breaks and catering
  - Agenda (Speakers? Moderator?)
  - Photographer
- Set up script or roadmap of all details of the event
- Invitations sent out in time (speakers, media and participants)
- Make a block reservation at a recommended accommodation, that are included in practical information for participants
- Upon registration, participants receive a confirmation email with the final version of the agenda + practical information
- All organisers are briefed to answer frequently asked questions
- Speakers (and the moderator) are briefed
- All presentations are compiled and checked
- Check technical equipment

### 2. During the event

- A reception desk is available for registration
  - Registration sheets
  - Name badges arranged in alphabetical order
  - Conference packs (if applicable) and promotional materials
- Place labels and water are available for speakers
- Conference room equipment is checked
  - Laptops with presentations

- Multimedia Projectors and screens
- Cables and electricity sockets
- Microphones, sound system; persons available for handing out microphones
- Air conditioning and lights
- Enough toilet facilities are available
- There are recycle bins in the conference room
- Access for people with disabilities is ensured
- All activities comply with the publicity requirements (e.g. EU flag on display)

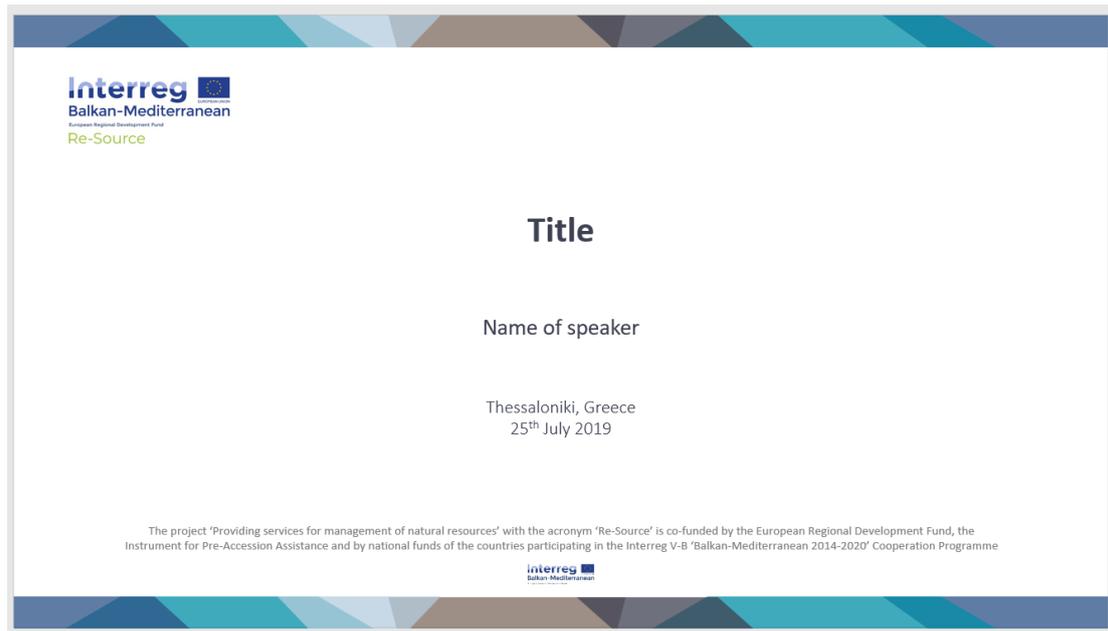
### **3. After the event**

- Event documents and photos are uploaded to your website
- Thank you notes sent to all participants and guests
- Conclusions made based on feedback forms and debriefing
- All costs and fees are taken care of

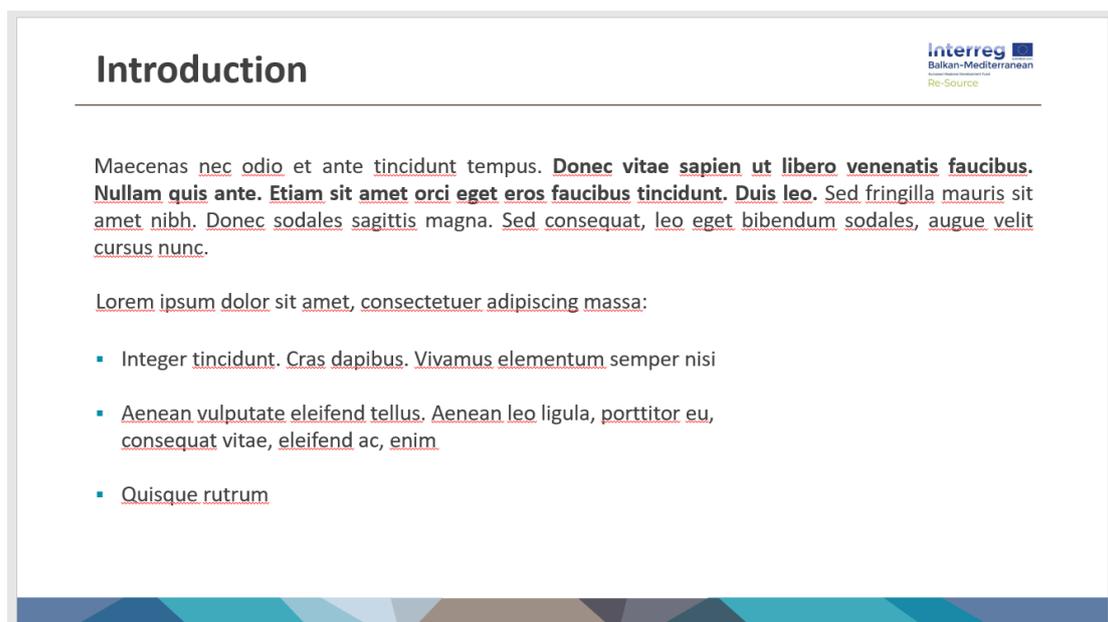
## Annex II: Presentation Template

The following template was created for the Re-Source project, in order to be used by all partners during events, workshops, seminars, etc.

- i. First page of the presentations:



- ii. Example of text and bullets



iii. Example of tables



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**Title**

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