



COMMUNICATION PLAN

Regional Development Agency of Western

Macedonia S.A. – ANKO – PP8





TRAP

Territories of Rivers Action Plans

CONTENT

1. Introduction.....	3
2. TRAP Project – Overview	4
3. Communication and Dissemination Strategy.....	6
4. External Communication and Dissemination	10
5. Compliance with EU Information and Publicity Requirements	13
6. Internal Communication Guide	16
7. Detailed Content, Outputs and Expecting Results of project’s Component 2 – Communication and Dissemination	17
8. Implementation, Reporting and Evaluation	20

1.

Introduction

The Communication Strategy of TRAP Project, that will be implemented by the Regional Development Agency of Western Macedonia S.A. (ANKO) – PP8, is based on the general project’s Dissemination Plan and has been specialised for the needs of Western Macedonia Region.

As TRAP is an interregional cooperation project, the communication strategy plays a crucial role for raising awareness and knowledge of the regional stakeholders and the society as a whole, giving to them ideas, good practices and tools aiming to the better incorporation of the Water Framework Development and the European Landscape Convention in regional and national policies.

Especially for the Western Macedonia Region, as there is an ongoing procedure for the new Spatial Development Plan and the Water Basin Management Plan, TRAP project can address the policy makers to adopt success stories coming from other E.U. countries in the field of water management, sustainable development and landscape protection.

The communication plan aims to the promotion of scope and project’s objectives amongst stakeholders and citizens and of the results regarding the adoption of good practices aiming to accelerate the implementation of the Water Framework Development and the European Landscape Convention at a regional level.

2. TRAP Project – Overview

Territories of Rivers Action Plans (TRAP), is a Regional Initiative Project implemented in the framework of INTERREG IVC Programme from January 2012 until December 2014. The project focuses on the sub-theme “Water management” of the Priority “Environment and Risk Prevention”.

The overall objective of TRAP is to analyse good practices and impact regional policies and regional policy tools dealing with integrated river and river territory management.

In particular, TRAP addresses the Water Framework Directive (WFD) by supporting the regional river basin action plans, the European Landscape Convention (ELC) & the Europe 2020 strategy by impacting the regional development plans, the tourism & environment development plans, and liaising with Natura 2000.

In addition, TRAP dedicates a part of its resources towards capitalising the knowledge gained through the good practices transfer and jointly developing a transferable model embedding cultural/environmental protection into attractive regional growth.

The TRAP project focuses on the notion of ‘protection & development’, i.e. how protection measures –including rehabilitation & restoration, of environmental (water) and cultural / historical landscapes can be part of an overall economic growth process. Ultimately, it aims at contributing to the long term on-going discussion of internalising socio/environmental costs profitably into the development & growth process.

Sub-objectives of the project are:

- Improvement of policy tools and understanding of integrated river basin management, including sustainable economic development

- Strengthening of consensus and policy coherence for integrated river basin management
- Promotion of implementation of the Water Framework Directive and the European Landscape Convention at regional Level
- Exchange knowledge on good practices and experiences between the partners to import the identified practises that have been successful in another region.
- Dissemination of the results to enable learning beyond the duration of the project and beyond the geographical scope of the regions involved.
- Establishment of links among the partners that enable collaboration and knowledge sharing (networking) for the duration of the project and beyond.

The project will be implemented by a Partnership consisted of 10 partners coming from 7 E.U. member countries [Finland – Lead Partner, Ireland (3 partners), United Kingdom, Slovenia, Romania, Greece, Latvia and Netherlands].

On behalf of Greece the partner is the Regional Development Agency of Western Macedonia S.A. – ANKO, which is one of the main consultants and policy advisors in Western Macedonia Region's level, assisting local stakeholders and decision makers in their role.

The project's relevance for Western Macedonia is important, since the region owns the 65% of the country's surface waters, numbering 6 lakes and spanned by the longest river in Greece (Aliakmonas).

3. Communication and Dissemination Strategy

As it has mentioned before, the communication and dissemination strategy followed by PP8, is based on the general project's Dissemination Plan and is specialised for the needs of Western Macedonia Region. It should include actions concerning the communication among the partners as well as the communication which is targeted to stakeholders, policy makers and organisations, including the general public.

The structure of the project dissemination strategy will make clear reference to: objectives, liaising with CP3 policy impact, target groups, plans for appearances in the press, plans to ensure access to networks beyond TRAP.

The successful implementation is dependent upon:

- Communication of TRAPs main objectives; implementation and its development impact within the region of Western Macedonia.
- Communication to promote the exchange of Good Practices which will be selected to be imported in the region's policies and focused in the following four thematic areas:
 - i. Governance: organisation, partnership and management of rivers*
 - ii. Monitoring: establishing of good monitoring programmes and*
 - iii. Aquatic Environment: management of fisheries and natural assets*
 - iv. River tourism, landscape and land use issues: interaction between tourism and rivers*
- Raise awareness among region's stakeholders on the need to promote the accelerated implementation of the Water Framework Directive and the European Landscape Convention.

- Contribute to interregional cooperation in the EU and to the generation of common knowledge to promote integrated water and landscape management and promote accelerated implementation of the Water Framework Directive (WFD) and the European Landscape Convention (ELC) at regional level.

Communication and dissemination goals

The communication and dissemination strategy of TRAP project aims to accomplish the following qualitative and quantitative goals:

- Publish and disseminate the results of the project.
- Attract the major stakeholders to events and activities organised by the partnership.
- Contribute to the transfer and importation of the identified Good Practices.

The stakeholders should become aware of the project's scope and agenda and how these are connected to their own needs and priorities.

As a consequence, one major challenge for the communication and dissemination activities of TRAP is to make the stakeholders comprehend the project's relevance to their needs and to consider how TRAP might help them to confront their problems and issues with the Water Framework Directive & the European Landscape Convention.

To make the project a success, ANKO, as each partner, should:

- Carry out a goal-driven communication plan aiming at disseminating for a direct exploitation: the GP as tools for the local policies improvement and recommendations for the local policies improvement, to decision-

makers and services in charge of eco-innovation/green tech in local authorities, to policy-makers at national/European level;

- Balance the project impact on all the European territory by using large dissemination tools of existing European networks.

Core messages – objectives

Taking into consideration that a message in order to be effective, should be short, attractive, easy to be remembered and in line with the actual scope of the project, there are three potential core messages for TRAP have been devised and discussed with the project partners.

Message 1: TRAP will improve policy tools and understanding of integrated river basin management, including sustainable economic development.

Message 2: TRAP will demonstrate that combining attractive growth with socio/environmental protection is possible.

Message 3: TRAP will promote the accelerated implementation of the Water Framework Directive and the European Landscape Convention in the participating regions at regional level.

As there is an ongoing procedure of a new river basin management plan in the region of Western Macedonia, the above three messages are very important for a regional sustainable economic development with respect to the Water Framework Directive and the European Landscape Convention.

The proposed messages included key words and phrases, like “integrated river management”, “Water Framework Directive”, “European Landscape Convention”, “attractive growth” and “sustainable economic development” which are the main components of the project. The potential messages also contained prominent and promising terms, like “accelerated”, “improve”, and “implementation”.

Target Groups

The project has to be communicated to different target groups having different characteristics and needs.

These target groups could be included in the following list:

- Partners
- Stakeholders
- Other European local/regional authorities interested by water management and environment and risk prevention
- European networks of GP transfers: INTERREG IVC Fast Track Networks, EURADA and if possible other IVC projects financed on the topic of water management and environment and risk protection
- Local authorities networks: AER, CoR, Eurocities
- National authorities and European institutions concerned by water management.
- Policy makers, local stakeholders of water management and environment and risk protection, in the partner territories.
- Members of the public
- Media

Especially for Western Macedonia, the Regional Interest Group for TRAP could include the following bodies:

- Directory of Water Management of the Regional Authority
- Directory of Agricultural Economy and Veterinary Medical of the Regional Authority
- Directory of Programming Development of the Regional Authority,
- Touristic Agency of W. Macedonia
- Directory of Environment and Spatial Planning of the Regional Authority
- Public Power Corporation
- Municipalities of the Region
- Environmental organizations
- University of Western Macedonia
- Technological Educational Institute of Western Macedonia
- Region's chambers of commerce
- Technical chamber – branch of Western Macedonia

4. External Communication and Dissemination

Tools and materials

The external communication of the project will be done through a package of tools and materials, which could raise awareness among the relevant stakeholders and target-groups. These tools and materials will be the logo and the project's web-site, the brochures, the newsletters and the project publication.

Furthermore in this framework, ANKO will promote the project by writing and publishing of press releases in the regional level, by participating in social media and through the involvement in other relevant events in the region.

According to the project's approved application form, all partners have to participate in the communication and dissemination actions.

Especially, ANKO's (PP8) involvement in this procedure is specialised as following:

Logo & graphical identity

Responsible partner for the logo and graphical identity creations is the Lead Partner (PP1). ANKO, as all the partners expresses its opinion until the finalisation of this step.

Website

Responsible partner for the project's website design, maintenance and updating is partner PP6. ANKO, as all the partners has to feed this website ensuring the update of its own regional news section and keep the website up to date with relevant updates.

Brochures

Responsible partner for the design and writing of the project's brochures is partner PP6. ANKO, as all the partners, has to supply relevant information material to be published and is responsible for the translation and distribution of the project brochure in its regional level.

5.000 brochures are foreseen to be printed during the project's implementation, in two stages (at 2nd and 5th semester).

Also, ANKO is responsible partner for the brochures' printing and of sending the copies to all partners.

Newsletters

Responsible partner for the design and writing of the project's brochures is partner PP6. ANKO, as all the partners has to send relevant material (news and pictures) to be published. 1.000 brochures are foreseen to be produced during the project's implementation, in three stages (at 2nd, 4th and 6th semester).

Also, ANKO is responsible partner for the newsletters' printing and of sending the copies to all partners.

Project Publication

All partners will take part in the writing of project's publication final handbook, which will be printed in 500 copies and uploaded to the project's website.

ANKO is the responsible partner for the project's publication printing and of sending the copies to all partners.

Social media

Responsible partner for the creation and uploads of project's profile in the social media (facebook, twitter etc.) is partner PP6. ANKO, as all the partners has to contribute by updating information and posting topics.

Press releases

ANKO, as all partners has to develop and disseminate press releases in their regional – national level in order to publish the project's activities.

The total number of press releases will be 20 as defined in the Work Plan by the partners. These press releases will be also included in the press kit and in the web site. The first set of press releases will be a general press release about the project issued by each project partner.

ANKO has to develop and disseminate at least two press releases to the local media, written according to tips given by the responsible partner for the project's communication and dissemination. These press releases should be sent to relevant media to announce various project activities and results and

also to PP6, who will be responsible for the overall communication and dissemination of the TRAP project.

Final conference

The final conference aims to the communication of the results and the impacts of the TRAP project. In this final conference ANKO as each partner, will present the developed activities and their achievements in the project. It will be planned by the lead partner with the assistance of all partners.

Other

Aiming to widespread communication, other European and national – local networks will be informed on TRAP activities, through press releases, by sending project’s printings and policy recommendations and through the organization of common events and workshops.

5.Compliance with EU Information and Publicity Requirements

Legal Base

ANKO, as all partners, should follow the European publicity requirements, described in detail in the general project’s communication and dissemination plan implemented by the responsible partner PP6, where it is mentioned that is crucial to be shown the impact of structural funds in the development and quality of citizen life.

The regulation (EC 1828/2006, articles 8 & 9) specifies what measures project beneficiaries need to take to show that the project has been financed in part by

the European Union, and in particular the European Regional Development Fund.

Also, the Subsidy contract signed between the Managing Authority of the INTERREG IVC programme and the Lead Partner, established in the article 7 that:

Any information and publicity measures aimed at beneficiaries, potential beneficiaries and the public must specify that the project has received a subsidy from the programme funds within the framework of the European Territorial Cooperation Programme INTERREG IVC.

It must be clearly stated that the project has been co-financed by ERDF through the INTERREG IVC Programme in addition to using the European flag and programme logo and slogan.

In all communication materials, will be used compulsory the following:

- The logo of INTERREG IVC
- The emblem of EU emblem
- The phrase: ***"Co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme"***

It is possible to download a Graphic identity guideline from the INTERREG IVC website, this guide contains specific instructions relating to the information and publicity of the project. The specification for the INTERREG IVC Programme and EU logos can also be found here.

[EU flag emblem](#)

[Download: http://europa.eu/abc/symbols/emblem/download_en.htm](http://europa.eu/abc/symbols/emblem/download_en.htm)

Graphical elements (colour, size, layout etc.):

http://europa.eu/abc/symbols/emblem/graphics1_en.htm



European Union

European Regional Development Fund

INTERREG IVC logo

Download:

www.interreg4c.eu

Click on 'Projects / Resources for project partners'



Recommendations for the material production or events implementation, where ANKO is participate in.

Publications (Brochures, leaflets, press releases, best practice guides)

Requirements

On front of the document:

- 1 EU flag emblem including text 'European Union European Regional Development Fund'
- 2 INTERREG IVC logo with slogan

"This project is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme"

Events: Conferences, exhibitions, meetings, actions, etc.

Requirements

- EU flag displayed
- EU and INTERREG IVC logo on all supports and documents
- Attendance or other certificates shall include a statement such as "This project is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme"

6. Internal Communication Guide

ANKO, as all partners, has agreed to follow the project's common internal communication guide, which concerns the contacts with the INTERREG IVC authorities, the communication among the partners, the relevant stakeholders, other INTERREG IVC projects and any other body directly involved in the project activities.

According to the general project's Communication Plan, the objectives of the internal communication system will be the following:

- *Ensure Grant Agreement obligations are met, as a two-way process*
- *Ensure consensus on project processes*
- *Coordinate overall activities of the project*
- *Manage the project to best effect*
- *Ensure the effectiveness and efficiency of partner participation in the project*
- *Ensure the best use of resources and save all project partners time and energy often wasted on miscommunication and non-communication in project administration, meeting of targets and fluidity of process*
- *Encourage support and participation in project activities and similar beyond the lifetime of the project.*

More details concerning partners' obligations raised during the implementation of the project, the working language, transparency issues, internal communication tools, participation in the meetings and other issues are referred and determined in the General Project's Communication Plan.

7. Detailed Content, Outputs and Expecting Results of project's Component 2 – Communication and Dissemination

Activities (TRAP overall)	Outputs (TRAP overall)	Outputs (ANKO)
January – June 2012; TRAP 1st semester		
<p>2.1 Set up PDT</p> <p>2.2: Production of the project logo.</p> <p>2.3: Organisation of the common costs tender, selection of consultant, start production of the project web site and the brochures.</p> <p>2.4: Provisional newsletters themes: N1 regional presentations, N2 TRAP good practices, N3 policy impact & conclusions.</p> <p>2.6: Press / or media releases each partner (10); PP7 Romania 1 article appearing in press, resulting from the interregional conference at the start of the project.</p> <p>2.8: 2 synergy events participation and dissemination of TRAP project.</p> <p>2.9 INTERREGIONAL CP2 MEETINGS: 1st interregional CP2 meeting, Bucharest (RO), 3/2012 2nd interregional CP2 meeting, Groningen (NL) 6/2012</p>	<ul style="list-style-type: none"> – participations in 2 events – 2 interregional CP2 meetings – 2 dissemination events organised; – Dissemination template – Project Dissemination Team(PDT), – Tender for the common costs; selection of contractor; – TRAP logo; – 10 press/media releases; – Agenda, participants and minutes from the 1st & 2nd CP2 inter/ meetings; – list of themes & actions for local dissemination all partners; – Report liaising with DRB, WISE, related Int.IVC & FP7(RoK) and EU external networks. 	<ul style="list-style-type: none"> – Participations in 2 interregional CP2 meetings – Participation in the Project Dissemination Team (PDT) – 1 press release – Networking contact with ELARD
July – December 2012; TRAP 2nd semester		
<p>Act. 2.1: PDS & PDT Production of the dissemination strategies per partner and formulation of the overall project dissemination activity.</p> <p>Act. 2.2 Project Marketing Material Production of brochures and distribution of 2,500 to all partners</p> <p>Act. 2.3: Website (update) Partners regularly propose content for the website update, under the supervision of SWRA.</p> <p>Act. 2.4: Project Newsletter First newsletter is produced and is uploaded to the website</p> <p>Act. 2.6 Appearances in Press Press or media release by PP9 who hosts the 3rd interregional meeting</p> <p>Act. 2.8: Networks & Local dissemination Four synergy events participated in. Local dissemination material available for download</p> <p>Act. 2.9: Interregional CP2 meetings Third interregional CP2 meeting in Zemgale (LV) November 2012, CP2 related dissemination event organised.</p>	<ul style="list-style-type: none"> – 4 participations in events & documentation; – 1 interregional CP2 meeting & 1 interregional dissemination event organised; – 9 dissemination strategies (PP2 & PP3 share the same); – 1 project dissemination strategy, including list of related stakeholders; – 2,500 brochures – 1 web site – 1 project newsletter – Press release by PP9 – Documentation from the programme & outputs from the interregional dissemination event in Zemgale, – Minutes and participants from the 3rd interregional CP2 meeting in Zemgale 	<ul style="list-style-type: none"> – Participations in 1 interregional CP2 meeting – Providing information for the brochures – Providing information for the project's web site – Providing information for the project's newsletter – Preparation of the partner dissemination strategy – Printing of 2,500 brochures and sending to all partners – Printing of 300 newsletters and sending to all partners

January – June 2013; TRAP, 3 rd semester		
<p>Act. 2.3 Project Web Site: Updates to the project web site (PDT)</p> <p>Act. 2.6 APPEARANCES IN THE PRESS: Press / or media release by PP4 who host the 4th interregional meeting; press release from PP1 who host study visit in June 2013</p> <p>Act. 2.8 NETWORKS & LOCAL DISSEMINATION: Four synergy participations and dissemination of TRAP material</p> <p>Act 2.9 INTERREGIONAL CP 2 MEETINGS: 4th interregional CP 2 meeting, Wales (UK), April 2013; CP2-related dissemination event organised; 1 interregional dissemination event in Kainuu associated with the study visit in June 2013</p>	<ul style="list-style-type: none"> – Participate in 4 events & documentation; – Organisation of 2 interregional events, – 1 interregional CP2 meeting; – Updated project web site; – Press release by PP4, – Programme & outputs from the interregional dissemination event in Cornwall, – Minutes and participants from the 4th interregional CP2 meeting in Cornwall; programme – Presentations from the interregional dissemination event in Kainuu, June 2013. 	<ul style="list-style-type: none"> – Participation in 2 interregional CP2 meetings, – Providing information for the second TRAP newsletter – Contributing to the TRAP website
July – December 2013; TRAP, 4 th semester		
<p>Act 2.3 PROJECT WEB SITE: Updates to the project web site (PDT)</p> <p>Act 2.4 PROJECT NEWSLETTER: Production of the 2nd project newsletter; (TRAP GOOD PRACTICES, STUDY VISITS, DISCUSSION, CONCLUSIONS) ; PDT; uploaded to the project web site</p> <p>Act 2.5 PROJECT PUBLICATION: Structure agreed and writing starts.</p> <p>Act 2.6 APPEARANCES IN THE PRESS: Press / media release by PP3 and PP6 who host the 5th interregional meeting; TRAP newsletter disseminated to the local press</p> <p>Act 2.8 NETWORKS & LOCAL DISSEMINATION: Four synergy participations and dissemination of TRAP material; dissemination of the 2nd newsletter locally (information in the local press, all partners)</p> <p>Act 2.9 INTERREGIONAL CP 2 MEETINGS: 5th interregional CP2 meeting, MWRA (IE), October 2013; CP2-related dissemination event co-organised PP2, PP3 and PP6 (from the study visit)</p>	<ul style="list-style-type: none"> – 4 participations in events & documentation; – 1 interregional CP2 meeting & 1 interregional dissemination event organised; – Web site update – Press release by PP2, PP3 and PP6 (2 press releases), – Agenda, minutes and participants 5th interregional CP2 meeting; programme and outputs from the 5th CP2 meetings-related dissemination event; – 1 structure of the project publication agreed during the 5th CP2 inter/l meeting; – 2nd TRAP newsletter disseminated in the partner regions (10 references) 	<ul style="list-style-type: none"> – Participation in 2 interregional CP2 meetings – Printing of 300 newsletters and sending to all partners – Contributing to the TRAP website – Contributing to the project publication – 1 local dissemination / networking event – 1 Press release

January – June 2014; TRAP, 5th semester		
<p>A 2.2 PROJECT MARKETING MATERIAL: 2nd round of brochures produced; 2500 brochures disseminated to the partners</p> <p>A 2.3 PROJECT WEB SITE: Web site update</p> <p>A 2.6 APPEARANCES IN THE PRESS: Press / or media release by PP8 who hosts the 6th interregional meeting</p> <p>A 2.7 CLOSING CONFERENCE: Preparation activities for the closing conference.</p> <p>A 2.8 NETWORKS & LOCAL DISSEMINATION: Four synergy participations and TRAP dissemination</p> <p>A 2.9 INTERREGIONAL CP 2 MEETINGS: 6th interregional CP 2 meeting, Western Macedonia (GR), April 2014; assessing also networking & synergy actions & results (WFD, ELC, WISE, DRB, Int.IVC projects, FP7 RoK projects, external networks). CP2-related dissemination event; Dissemination event related to the study visit in Slovenia, June 2014.</p>	<ul style="list-style-type: none"> – Four participations in events & documentation; – 1 interregional CP2 meeting, – Organisation of 2 interregional dissemination events; – Updated web site; – Press release by PP8 & PP5, – Agenda, minutes and participants from the 6th interregional CP2 meeting; – Draft of the project publication content; – Agenda for the closing conference, list of possible experts to invite; – Programme and outputs from the CP2-related dissemination event; – Report on networking & Synergy actions undertaken and their results. 	<ul style="list-style-type: none"> – Participation in 2 interregional CP2 meetings – Organization of 1 interregional CP2 meeting – 1 Press release – Contributing to the TRAP website – Contributing to the project publication – Printing of 2,500 brochures and sending to all partners
July – December 2014; TRAP, 6th semester		
<p>Act 2.3 PROJECT WEB SITE: Web site update</p> <p>Act 2.4 PROJECT NEWSLETTER: Production of the 3rd project newsletter (POLICY IMPACT & OVERALL TRAP RESULTS); PDT; uploaded to the project web site</p> <p>Act 2.5 PROJECT PUBLICATION: Publication made ready, 500 copies, 10 per partner; also uploaded to the project web site.</p> <p>Act 2.6 APPEARANCES IN THE PRESS: Press / or media release by PP5 who hosts the closing conference; dissemination of the 3rd newsletter locally (10 references)</p> <p>Act 2.7 CLOSING CONFERENCE: Organisation of the closing conference in Slovenia, November 2014</p> <p>Act 2.8 NETWORKS & LOCAL DISSEMINATION: Three synergy participations and TRAP dissemination; 10 local seminars promoting the good practice transfer and the policy impact (increase the visibility of TRAP results in all regions), active liaising with WFD & ELC networks</p> <p>Act 2.9 INTERREGIONAL MEETINGS: Closing meeting of CP2 activities in Slovenia.</p>	<ul style="list-style-type: none"> – Participation in 3 interregional events and documentation; – Organisation of 1 interregional dissemination event (closing conference); – Updated web site; press release by PP5; – Programme and conclusions from 10 local dissemination events; – Project publication in 500 copies; – Documentation of the closing conference (programme, speakers, material distributed, etc.); – Conclusive report on the networking and the sustainability of TRAP partners involvement in the external networks. 	<ul style="list-style-type: none"> – Participation in the closing conference – Contributing to the TRAP website – Contributing to the TRAP newsletter – Printing of 300 newsletters and sending to all partners – Contributing to the project publication – Printing of Project publication in 500 copies and sending to all partners – 1 local dissemination event – 1 Press release

8. Implementation, Reporting and Evaluation

ANKO's dissemination plan provides the guidelines on the awareness rising of networks and regional – local stakeholders.

Reporting twice a year is helping to monitor implementation. Special templates have been created by CP2 responsible partner (PP6) for the reporting of dissemination activities and are available in the Project Dissemination Strategy and from the project website.

The evaluation of the success of the dissemination and communication activities will be made in the end of the project.