

Strengthening primary Medical care in IsoLated and
deprived cross-border arEas



D.2.1.1.

Communication Plan
(Information and Publicity Handbook)

Contract ID

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| Contract title | Technical Assistance to the 4 th Health District of Macedonia Thrace for the Project "Strengthening primary Medical care in IsoLated and deprived cross-border area" - SMiLe, within the framework of the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme |
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Deliverable ID

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| Description: | <p>The current document is the Deliverable D.2.1.1. Communication Plan (Information and Publicity Handbook) of the SMiLe project.</p> <p>The Information and Publicity Handbook constitutes a main deliverable for all projects under the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020" as a strategic tool aiming to the wide dissemination and sensitisation concerning the project and its results. Furthermore, it contributes to the effective communication between the project partners, in accordance to the guidelines of the Information and Publicity project partners Guidebook provided by the programme.</p> |
| Keywords: | SMiLe, Information, Publicity, Dissemination Plan, Visual Identity, Cross-border Health, Healthcare, Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme, cross-border cooperation, European Union, Thessaloniki, Ardino, Harmanli |

Target Audience

| Owner | Description/Purpose | Audience |
|-------|--|--|
| LB | The Communication Plan plan is a strategic tool aiming to the wide dissemination and sensitisation concerning the project and its results. | <p>Project stakeholders</p> <p>Including the project sponsor, senior leadership and the project team</p> |

DISCLAIMER

This publication has been created with the financial support of the European Union. The content of the publication is under the sole responsibility of 4th Health District of Macedonia Thrace and can under no circumstances be considered to represent the views of the European Union, the participating countries, the Managing Authority and the Joint Secretariat.

Project Partners

| Role | Partner name | Country |
|-----------------------|---|----------|
| Lead Beneficiary | 4th Health District of Macedonia Thrace | Greece |
| Partner Beneficiary 2 | Aristotle University of Thessaloniki - Special Account for Research Fund (School of Medicine) | Greece |
| Partner Beneficiary 3 | Multi-profile Hospital for Active Treatment of Ardino | Bulgaria |
| Partner Beneficiary 4 | Municipality of Harmanli | Bulgaria |
| Partner Beneficiary 5 | National Emergency Aid Center | Greece |

Short presentation of the programme

The Cooperation Programme "Greece-Bulgaria 2014-2020" was approved by the European Commission on 09/09/2015 by Decision C(2015) 6283. The total budget (ERDF and national contribution) for the European Territorial Programme "Greece-Bulgaria 2007-2013" is €129,695,572.00. The total financing consists of €110.241.234,00 (85%) ERDF funding and €19.434.338,00 (15%) national contribution. The eligible area of the Programme consists of the Region of Eastern Macedonia-Thrace (Regional Units of Evros, Kavala, Xanthi, Rodopi and Drama) and the Region of Central Macedonia (Regional Units of Thessaloniki and Serres) in Greece and the South-Central Planning Region and South-West Planning Region (Districts of Blagoevgrad, Smolyan, Kardjali and Haskovo) in Bulgaria. The Priority Axes are PA 1: A competitive and Innovative Cross-Border area, PA 2: A Sustainable and climate adaptable Cross-Border area, PA 3: A better interconnected Cross-Border area, PA 4: A socially inclusive Cross-Border area.

Abbreviations

AF: Application Form

CB: Cross Border (area)

JoB: justification of Budget

JS: Joins Secretariat

LB: Lead Beneficiary

MA: Managing Authority

PB: Partner beneficiary

STPP: Start-up Time Plan and Procurement Plan

WBS: Work breakdown structure

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1 Introduction

The following deliverable D.2.1.1. Communication Plan (Information and Publicity Handbook) is part of the contract No 140/2018 Technical Assistance to the 4th Health District of Macedonia Thrace for the Project "Strengthening primary Medical care in IsoLated and deprived cross-border area" - SMiLe, within the framework of the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme, between the 4th DYPE (Health District of Macedonia Thrace) and the planO₂ Consulting Private Company.

The Information and Publicity Handbook constitutes a main deliverable for all projects under the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020" as a strategic tool aiming to the wide dissemination and sensitisation concerning the project and its results. Furthermore, it contributes to the effective communication between the project partners, in accordance to the guidelines of the Information and Publicity project partners Guidebook provided by the programme.

The Communication Plan (Information and Publicity Handbook - hereinafter IPH) constitutes a dynamic tool adjusted to the effectiveness of the project information and publicity activities, as well as to its internal and external environment. The adjustments vary depending on the modifications of the budget or the addition/removal of activities in the framework of the wider objective of the Handbook.

The objective of IPH is the organisation of the information and dissemination, as well as the dissemination of activities and outputs of the SMiLe project. The main objective of the project is the improvement of the effectiveness of primary and emergency health care at isolated and deprived communities of the Cross border area in the intervention area of the Project.

2 Strategy of the information and Publicity Handbook

The communication plan (Information and Publicity Handbook) is a key deliverable for all projects that are embedded in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme as a strategic tool aiming to increase the awareness regarding the project and to the dissemination of its results as well, targeting both the community as well as specific groups.

The Information and Publicity Handbook of the SMiLe project constitutes the main tool for the planning and implementation of all dissemination activities of the project. Meanwhile, it contributes by ensuring efficient communication between the project partners.

The adopted strategy approaches the Communication Plan as a business plan which has internal and external environment, methodology, strategy, targets, tools, indicators, alternatives and corrective actions.

In order to respond to the communication strategy and objectives, the IPH has to take up several challenges:

- Capitalizing the lessons learnt from other territorial cooperation projects;
- The cross-border nature of the Programme, in which the project is affiliated;
- Addressing targets with very different levels of awareness of the subject.

Generally, the correlation between the development and the implementation of an IPH is a complicated and dynamic procedure which demands constant monitoring in order to ensure the right action at the right time. Moreover, communication strategy should meet the following criteria:

- Specialised communication for each target, obtained through personalised tools and activities;
- Coherent, integrated and synergic actions with concrete and positive results on the territory;
- Easy, effective and transparent language aimed to inform and at the same time to "bridge the gap" among EU and non-EU institutions and citizens;
- Key-messages that take into account differences in language, culture, religion, society, etc.;
- Active cooperation with the stakeholders through methods of participated planning;
- Widespread dissemination through traditional and innovative channels;
- Transversal approach (public relations, press office) aimed to inform public opinion about the positive contribution of the European Union.

3 Objectives

3.1 General Communication Objectives

The communication objectives are in line with the specific objectives of SMiLe project and in line with the strategy of Interreg V-A «Greece-Bulgaria 2014-2020» Cooperation Programme, as follows:

- **Raise general awareness towards the SMiLe Project, its activities and its potential impact in the cross-border area.**
 - Raise specific attention of stakeholders, policy – and decision - makers to the project as an important instrument for the benefit of the programme area.
 - Make the general public more aware of the results and benefits achieved by the project.
 - The establishment of a positive atmosphere for the project acceptance and the mobilisation of target-groups, aiming to increased participation in the project activities.
- **Demonstrate the role of the EU and ensure transparency about the use of public funding.**
 - Specify the contribution of EU Funds to the project and emphasise on the added value for the community.
 - Show where and how the EU money is spent as well as the concrete achievements of the project activities.

3.2 Target Audience

Target audience is the groups that the SMiLe project addresses and tries to approach. Some of them are targets of internal communication and some other are beyond the project' s structure. The main target audiences for the SMiLe project in th Cross Border Area, the Intervention Countries and the EU level which should actually be addressed through this Communication Plan are:

- Stakeholders for the upgrade of primary health services and emergency health care in local, regional, national level
- Representatives of all the local, regional and national authorities in the cross-border area
- Local, regional, national, European, but also specialized media
- Staff of the partners
- The general public

3.3 Specific Objectives

In order to promote the general objective of the project SMiLe, being the improvement of the effectiveness of primary and emergency health care at isolated and deprived communities of the Cross border area.

In this context, it is particularly important to develop a communication strategy that will maximize access to the benefits from the project activities through the information and publicity measures.

| | |
|-----------------------------------|--|
| In terms of Awareness | <p>To promote the role of the project in the Cross-Border Area of Greece-Bulgaria</p> <p>To promote the benefits for the people of the Cross-Border area as a result of the project implementation</p> |
| In terms of promoting the EU role | <p>To promote the role of European Funding to the everyday problems of the citizens</p> <p>To identify the contribution of the SMiLe project in improving access to primary and emergency health care (at isolated and deprived communities) of the Cross border area.</p> |

Taking these into consideration, the communication strategy must:

- promote the project and its results to the general public and to all the relevant stakeholders,
- deliver adequate information about the project, its role and benefits to the beneficiaries,
- highlight the specific impacts of project implementation in the sectors of Health, Health Care, in the cooperation for the improvement of the living standards of the local population and the know-how deriving from the project execution,
- establish a partnership channel between the stakeholders of the area
- improve the effort of diminishing the potential negative impacts of borders in the quality of life
- emphasise the short-term, mid-term and long-term benefits which will result by the implementation of the project

3.4 Activities per target audience

The information that will be provided and the publicity that will be directed towards the various target groups will be differentiated based on their needs as well as their unique characteristics. Besides, the specific objectives of the IPH differentiate depending on the target group.

| Targeted audience | Specific objective | Information/Message | Goals/Expected result |
|---|---|--|--|
| Stakeholders in the sector of health (local, regional, national) | Familiarise them with the project, support and participate to the attainment of its goals. Check for other potentials for territorial cooperation Act like information multipliers, promoting the implementation of the project | The potentials of territorial cooperation in the sector of health | Widespread dissemination and understanding of the project details Support of the project and design of new ones in a bigger scale |
| Local, regional, national authorities | Familiarize them with the project, support and develop supplementary benefits Check for potential of vertical territorial (or not) cooperation Act like information multipliers, promoting the implementation of the project | The potentials of cooperation on the field of primary health services Improving the quality of life | Ensuring information and sensitisation of the entities, local society Ensuring complementarities and synergy for information Utilization of the range and subject matter for which the entities and the partners are responsible for the creation of networks and strategic cooperation in favour of the attainment of project' s objectives |
| Mass Media (local, regional, national, European, and specialized media, Press, radio, television, and electronic media) | Involve them in the dissemination strategy Transform them into publicity multipliers Involve them as observers of transparency | Information about the project, its benefits and expected results. | Regular provision to the mass-media of interesting news about the project Participation of the mass-media in events and actions related to the project Ensuring precision, clarity, and reliability concerning the information related to the project Promotion of the results from the implementation of the project. Categorization of news items and promotion with the appropriate media (at the local or national level) Support for the initiative taken through the project Transparency concerning the management of resources of the European Union |

| | | | |
|------------------------|--|---|--|
| The general public | Promotion of the benefits from cross-border cooperation in the health sector and its results | Information about the project, its benefits and expected results concerning primary and emergency health care | Promotion of the results and benefits of the implementation of the project through the highlighting of good practices Promotion of the social and economic impact of the project Increase of the public' s knowledge of the project and of support for the initiative Transparency concerning the management of resources of the European Union |
| Staff of the PHC units | Involvement of PHC units' staff in the implementation of the project and inspire them in a new level of health care. Encouragement of the staff to be the communicants of the project objectives and actions Dissemination of the results by the hospitals staff | Information about the project. Potential benefits of the cooperation in the sector of health | Involvement of the PHC units' staff Inspire them to participate creating a new dimension in the daily job Increase their knowledge regarding cross-border cooperation in the sector of health |

4 Communication Activities

4.1 Intervention Categories

The interventions of the Information and Publicity Handbook are divided into three categories:

I. Institutional communication

- Visual identity and coordinated image
- Information material and external communication
- Internal communication and website based on ICT innovative solutions

II. Public Relations

- Press office
- Events, conferences, workshops
- Exhibitions, sponsorships

III. Marketing communication

- Advertising
- Videos, tributes
- Promotional material

4.2 Available tools

The implementation of the strategy is strongly connected to specific communicational tools. These tools are used depending on the target group and the objective of the every campaign.

The main communicational tools which will be used are:

- Printed material
- Marketing material
- Website
- Video spot
- Social media
- Articles in press (printed and electronic) and press releases
- Newsletters (printed and digital)
- Communication events, seminars, single-day conferences, etc.

4.3 Recommended communication tools

The tools to be used to promote and publicize the SMiLe project will be tailored to the specific needs of individual groups and individuals that are the target groups of the project.

In any case, the communication strategy for promotion and publicity includes the use of three categories of information tools

- **Mass Media**, such as newspapers, magazines, radio stations, television, outdoor advertising, internet.
- **Promotion of activities** such as brochures, newsletters, press releases, articles, TV and radio production, documentaries.
- **Direct communication activities** such as information centres, reports, conferences, conferences, call centres, special events and activities, mobile information units.

A combination of different media and communication tools is necessary to ensure effective communication of messages. The design and implementation of many information activities should be based on the key communication principles discussed above, thus contributing to improving the effectiveness of information and meeting the needs of the target groups.

In this framework, it is suggested to use the following tools:

Informational Material (Posters, Booklets, Information Packages))

The use of printed and electronic material is an important way of providing information to target groups. The design and distribution of information material should be such as to enable public to understand and accept the project. These tools are complementary to other publicity activities. The expected results from the distribution of information material will be to inform and raise awareness among the public and interested groups, to promote the idea of the project, its objectives and activities, as well as the dissemination of the results to the stakeholders and the general public.

Press Releases and Articles

The press (newspapers & magazines) is a mean of ensuring broad and daily visibility at national, regional and local level. Inputs to the press or tributes, interviews and general reports may be used. The language to be used should be simple to be readily perceived by the average reader. Regarding the newspaper coverage, it is suggested that entries should be made to newspapers with high readability ratios, in order to increase the effectiveness of the information campaign. Equally important is the use of listings or tributes in specialized newspapers that are mainly aimed at professionals. Press releases are a form of periodic public information on the progress of the project and its activities.

Audiovisual material

Audiovisual material is one of the most important information and promotion tools. Its use ensures that the idea and the messages of the project will penetrate in a simple and understandable way to the general public and target groups. The use of composite optical and acoustic tools enhances persuasiveness and makes the message more interesting and more resonant.

According to "Interreg in motion" Guide to video production, created by INTERACT for Interreg in July 2017, the use of video as a promotion tool is absolutely essential and able to communicate the project objectives in a smart, modern, cost-efficient and entertaining manner.

Social Media

Using social networks offers to users' great potential and flexibility. The benefits of the proper use of social networks are many:

- the ability to create links with a very large number of people, as the internet attracts many people from all over the world
- the possibility of creating links with people who may be far away, as the internet eliminates distances
- the ability to create a wide variety of social ties
- The choice between a large number of social groups and the search for a group that will best express the users
- the ability to search and find content (photos, videos, etc.) to which users can not otherwise access
- Immediate updating of everything that happens in the project and in the area, as the news is disseminated among Internet users very quickly

The use of social networks such as Facebook, Twitter, etc. as a collaboration platform connects organizations around the world in many different ways. These tools bring technology into contact with businesses and organizations, connecting people with information, creating new potential routes on the market, improving communication with target groups, and helping spread the project brand.

4.4 Information and Publicity Tasks

Work Package 2 "Communication and Dissemination" constitutes a major part of the project, which takes place throughout the whole project duration, considering that its promotion and the promotion of activities are part of the project success.

The subject of WP2 is the planning of the communication strategy of the SMiLe project, including an integrated sum of activities and tools in relation to the objectives to be achieved, as well as the planning and implementation of information and publicity activities for the promotion of the project concept, objectives, activities and results. The main goal within this Work Package is the formation of an integrated brand of the project, in order to become distinct and identifiable as a set of interventions for the upgrade of primary and emergency care services in the eligible area.



Additionally, Work Package 2 aims to:

- Highlight the role and the added value of the Cooperation Programme "Greece-Bulgaria 2014-2020" of the European Regional Development Fund (ERDF) and the European Union to the improvement of high quality provision of primary and emergency health care in the cross border area.
- ensure transparency
- promote a positive public disposition towards the acceptance of the project and the mobilization of the target audiences, in order to increase the participation in the interventions and actions of the SMiLe project.

The WP2 includes the following actions:

- detailed planning and implementation of the communication strategy of the project, and most importantly the development of a Communication Plan (Information and Publicity Handbook)
- develop a visual identity for the project
- plan and develop printed informational and dissemination material that will target the local population in the intervention area and will include: 20,000 informational postcards, as well as 1,000 in the Braille system targeting visually impaired people, 600 information kits, consisting of a folder, notebook, pen, and a bi-lingual informational brochure, 10 roll-up banners, 1,000 16-page trilingual brochures concerning the project results
- Distribution of the above mentioned informational material
- Planning and organization of a series of open informational activities. In particular,

- Two (2) Press conferences that will take place in Bulgaria
- Three (3) info day titled "Primary Health Care Accessible to All" that will take place in Nevrokopi, Didimoticho, (focusing in medical and paramedical personnel) and in Iasmos (focusing in medical and paramedical personnel in PHC services , as well as to project stakeholders)
- Two (2) info days that will take place in Bulgaria
- A Scientific conference that will take place in Thessaloniki.
- A Final Conference in Bulgaria
- Planning, Developing, Editing and Updating the content of the project webpage that will be uploaded in 3 languages, to inform the general public about the implementation of the plan, actions etc, throughout its duration.
- Production of a 5 minute video, for the promotion of the project deliverables and results in the overall CB area, as well as an 80' teaser 20 video.
- Authoring and publishing 14 newspaper articles of 280-350 words in the local press (six in Greece and eight in Bulgaria), as well as press releases to promote the idea, actions, results and deliverables of the project, focusing in the intervention areas of the project

Objectives and expected results

The main objective of this work package is to ensure the wide publicity and promotion of the project idea, objectives, activities, results and outputs in partners' territories and beyond them inside and outside the cross-border Area, and also outside of it

Moreover, through the implementation of the above mentioned actions, the expected results are the following:

- the identification of those involved and the stakeholders, the target groups and the potential beneficiaries. Provision of detailed information concerning the project idea, objectives, activities, results and outputs
- the development of a communication strategy based on the principles and the rules of the Programme' s Information and Publicity guide as well as on the communication and dissemination of the objectives set by SMiLe Project
- the dissemination of project actions and outputs inside and outside the eligible Programme Area
- the wide visibility of the project itself as well as of its main outputs
- the highlighting of the Programme' s benefits for the cross-border area as well as of the necessity of the EU funding.

| Task 1 Communication Plan (Information and Publicity Handbook) | |
|---|---|
| Brief description | The Communication Plan (Information and Publicity Handbook - hereinafter IPH) constitutes a dynamic tool adjusted to the effectiveness of the project information and publicity activities, as well as to its internal and external environment. The adjustments vary depending on the modifications of the budget or the addition/removal of activities in the framework of the wider objective of the Handbook. |
| Involved partners | LB |
| Beneficiaries /target groups | Project team |
| Estimated timetable | 18.07.2018-01.08.2018 |
| Review of the Role of the Partners and their contribution to the activity planning and implementation | |
| Role of the Beneficiaries | LB will be responsible to develop and communicate the Communication Plan the project partners |
| Role of the Beneficiaries in relation with the deliverables | LB Develop and communicate the D2.1.1. Communication Plan |
| Key Points | |
| Success factors | Immediate execution of the deliverable, compliance with the communication design and attractiveness of the concept idea and the design philosophy will ensure the long-term visibility of the project |
| Milestones | - Timely preparation of the visual identity of the project |
| Evaluation indicators | - Presentation of strategy at the inaugural partner meeting -Compliance with the program's information and publicity guide and development of a common, modern, promotional and effective visual identity -Month of design completion (e.g. M3 or M4) -The Project' s strategy will be presented in the partner' s kick off meeting |
| Multipliers | - Exploitation of the project' s identity from all partners and project team |

Task 2. Development of the Visual Identity of the SMiLe project

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| Brief description | The design of the information and publicity material of the project SMiLe requires the design and development of the project visual ID, which includes the logo design, graphic philosophy and generally the identity (brand) of the project. However, considering the fact that all projects implemented under the European Territorial Cooperation Programmes must comply with a set of communication rules, which brings a limited framework of options, but significantly enhances its visibility. This activity includes the logo design, the slogan and the presentation of the guidelines for the project graphic philosophy. |
| Involved partners | LB |
| Beneficiaries /target groups | Project team |
| Estimated timetable | 18.0.2018-01.08.2018 |

Review of the Role of the Partners and their contribution to the activity planning and implementation

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|---|---|
| Role of the Beneficiaries | LB will be responsible for designing the logo, proposing slogans and stating the guidelines of the design philosophy of the project. |
| Role of the Beneficiaries in relation with the deliverables | Project logo Guidelines for the graphic design and philosophy |

Key Points

| | |
|-----------------------|--|
| Success factors | Immediate execution of the deliverable, compliance with the communication design and attractiveness of the concept idea and the design philosophy will ensure the long-term visibility of the project |
| Milestones | - Timely preparation of the visual identity of the project |
| Evaluation indicators | - Presentation of strategy at the inaugural partner meeting -Compliance with the program's information and publicity guide and development of a common, modern, promotional and effective visual identity -Month of design completion (e.g. M3 or M4) -The Project' s strategy will be presented in the partner' s kick off meeting |
| Multipliers | - Exploitation of the project' s identity from all partners and project team |

| Task 3 Design and production of information and publicity material of the SMiLe project | |
|---|--|
| Brief description | The action includes the preparation and production of multilingual communication material in both countries, aiming at promoting and publicizing the project as well as its actions and results in the cross-border area, using both traditional and modern tools. The activity includes Postcards, an information package (envelope, note block, pen, bilingual bulletin, roll-up banner, trilingual project results form). |
| Involved partners | LB PB3, PB4 |
| Beneficiaries /target groups | -Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area. -Health professionals. -Local population of the cross-border region |
| Estimated timetable | 18.07.2018-20.08.2018 |
| Review of the Role of the Partners and their contribution to the activity planning and implementation | |
| Role of the Beneficiaries | LB will be responsible for the preparation of the information and publicity material of the project, which will be used as a basis for the dissemination of actions at local and regional level, based on common project standards approved by the project partners. PB3, PB4 Will be responsible for the Designing and Printing Informational Material in the Bulgarian Language |
| Role of the Beneficiaries in relation with the deliverables | LB D.2.1.2.A Postcards (20,000) D.2.1.2.B Postcards in Braille (1,000) D.2.1.2.C Information kits (600) D.2.1.2.D Roll-up banners (10) D.2.1.2.E Booklet about the project results (1,000) PB3 D.2.3.1.A Information kits (150) D.2.3.1.B Roll-up banners (2) |

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| | <p>PB4</p> <p>D.2.4.1.A Information kits (150)</p> <p>D.2.4.1.B Roll-up banners (2)</p> |
| Key Points | |
| Success factors | Immediate design and production of materials, compliance with the communication design and attractiveness of the concept and the design philosophy (content and visualization) will ensure the long-term visibility of the project. |
| Milestones | <ul style="list-style-type: none"> - Timely preparation of project information and publicity material. - Timely preparation of information packages for scheduled events |
| Evaluation indicators | <ul style="list-style-type: none"> - Compliance with the program's information and publicity guide and common visual identity of the individual deliverables - Number of recipients - Dissemination Points |
| Multipliers | <ul style="list-style-type: none"> - Points of dissemination to facilities of other stakeholders |

| Task 4 Organization of project events | |
|---|--|
| Brief description | The activity concerns the organization of a press conference, the final event (conference) of the project, as well as three informative events. These five events will aim to stimulate public interest in the project, but also to inform the public, authorities, organizations, etc. on the idea of the program, the planned activities, the objectives and the expected results. In addition, more science-oriented events will be addressed to a more specialized audience from the health sector (doctors, nurses, health professionals). |
| Involved partners | LB PB2, PB3, PB4 |
| Beneficiaries /target groups | <ul style="list-style-type: none"> -Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area. -Healthcare professionals (private doctors, employees in private medical centres or hospitals, etc.), other health-related stakeholders. -Professional, voluntary and other organizations active in the health sector. -Local and regional authorities. -Media -Local population of the cross-border region of Rodopi-Kardzhali. |
| Estimated timetable | 18.07.2018-TBD |
| Review of the Role of the Partners and their contribution to the activity planning and implementation | |
| Role of the Beneficiaries | <p>LB will be responsible 1 final conference 3 open project events.</p> <p>PB2 1 Scientific Conference</p> <p>PB3 will be responsible for 1 press conference 1 Closing Conference</p> |

| | |
|---|---|
| | <p>1 Info day</p> <p>PB4 will be responsible for 1 press conference 1 Info day</p> |
| Role of the Beneficiaries in relation with the deliverables | <p>LB</p> <p>D.2.1.3.A Organization of two (2) info-days titled “Primary Health Care Accessible to Everyone” , that will take place in Nevrokopi and in Didimoticho focusing on the general public.</p> <p>D.2.1.3.B: Organization of one (1) info-day Primary Health Care Accessible to Everyone” , that that will take place in Iasmos (focusing in PHC personnel and stakeholders)</p> <p>D.2.1.3.C: Final Conference Personnel Thessaloniki</p> <p>PB2 D 2.2.3. Organization of One Scientific Conference</p> <p>PB3 D 2.3.2.A. Organization of 1 press conference D 2.3.2.B Organization of Closing Conference D 2.3.2.C Organization of 1 Info day</p> <p>PB4 D 2.4.2.A. Organization of 1 press conference D 2.4.2.B Organization of Closing Conference D 2.4.2.C Organization of 1 Info day</p> |
| Key Points | |
| Success factors | <p>The broad and targeted advertising of each event.</p> <p>The choice of attractive and project-related topics.</p> <p>The invitation of speakers with high awareness and / or profound and up-to-date knowledge of the topics to be presented.</p> |

| | |
|-----------------------|--|
| | Scheduled events will take into account working days and hours, national and local holidays, The possibility of a combination of project events with other popular events in the region. |
| Milestones | Completion of the initial planning and announcement of each event agenda at least 15 days before of each event. Print and distribution of the events invitations by any means (by post, by e-mail, by fax) fifteen days before the beginning of each event. The promotion of a final press release one day before the beginning of each event, and one on the day of the event (after its completion) to disseminate the main results. |
| Evaluation indicators | <ul style="list-style-type: none"> - Number of participants - Intensity of dissemination by the media |
| Multipliers | <ul style="list-style-type: none"> - Mass Media - Social Media |

Task 5 Project Webpage

| | |
|---|---|
| Brief description | <p>The activity concerns the upgrading of the existing Smile project website and the regular updating of its content in order to keep the general public informed about the progress of the project, its actions etc.,</p> <p>The website will:</p> <ul style="list-style-type: none"> • Allow broad visibility of the project and its concept without geographical constraints. • Direct information about the project in real time to better promote the activities and events of the project. • Maintain the interest not only in the health sector at local level but also across the border and after the end of the project. • Inform the public, authorities, organizations, etc. regarding the project idea, the activities planned, the objectives and the expected results. |
| Involved partners | <p>LB</p> <p>PB2, PB3, PB5</p> |
| Beneficiaries /target groups | <p>Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area.</p> <p>Healthcare professionals (private doctors, employees in private medical centres or hospitals, etc.), other health-related stakeholders.</p> <p>Professional, voluntary and other organizations active in the health sector.</p> <p>Local and regional authorities.</p> <p>Media</p> <p>Local population of the cross-border region</p> |
| Estimated timetable | 18.07.2018-20.08.2018 |
| Review of the Role of the Partners and their contribution to the activity planning and implementation | |
| Role of the Beneficiaries | <p>LB</p> <p>will be responsible for upgrading and regular updating of the project's website.</p> <p>PB2</p> <p>Will be responsible for contributing to the update of the webpage through providing critical op-ed pieces about the implementation of the project</p> <p>PB3</p> <p>Will be responsible to provide updated material for the project website translated in Bulgarian</p> |

| | |
|---|--|
| Role of the Beneficiaries in relation with the deliverables | LB D.2.1.4.A Trilingual webpage for the SMiLe project |
| | PB2 D 2.2.2.A 4 critical op-eds about the implementation of the project |
| | PB3 D 2.3.3.A. Translation and updating of the Website in Bulgarian |
| Key Points | |
| Success factors | Timely upgrading of the site so that it can be exploited by partners. |
| Milestones | The scheduled and timely delivery of the translated content. |
| Evaluation indicators | Number of visitors |
| Multipliers | - Social media |

| Task 6 Production of five-minute video spot | |
|---|---|
| Brief description | <p>The activity concerns the design and production of a 5-minute video and an 80' teaser that will promote the project's deliverables and results on both sides of the border</p> <ul style="list-style-type: none"> • Production will include Video shootings from project interventions and actions. • The material will be in HD resolution and will be used as presentation material (presentations, video clips) and for the promotional purposes of the Project. • Deliverable will be given in dvd (unmodified), but also in a 5 minute video clip and an 80' teaser, with script, speech and free music and minimal features: • Format: QuickTime Movie (.mov), Apple ProRes 422, 25fps, 1920x1080, Stereo, 48.000 kHz in hard disk, sound high definition. |
| Involved partners | LB |
| Beneficiaries /target groups | <p>Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area. Healthcare professionals (private doctors, employees in private medical centres or hospitals, etc.), other health-related stakeholders. Professional, voluntary and other organizations active in the health sector. Local and regional authorities. Media Local population of the cross-border region</p> |
| Estimated timetable | 18.07.2018-31.07.2019 |
| Review of the Role of the Partners and their contribution to the activity planning and implementation | |
| Role of the Beneficiaries | <p>LB</p> <p>Thrace will be responsible for the design and production of a five-minute television video that will promote the deliverables and the results of the project on both sides of the border.</p> |
| Role of the Beneficiaries in relation with the deliverables | <p>LB</p> <p>D.2.1.4.B 5-minute video and an 80' teaser that will promote the project's deliverables and results on both sides of the border</p> |
| Key Points | |
| Success factors | Timely production of video spot encompassing all the project main deliverables and results on both sides of the border |
| Milestones | <p>Video production</p> <p>Video publication</p> |

| | |
|-----------------------|----------------------------------|
| Evaluation indicators | - Number of Views |
| Multipliers | - Webpage, YouTube, Social media |

Task 7 Authoring and publishing of newspaper articles and Press Releases

| | |
|---|---|
| Brief description | <p>Activity 2.7 includes the preparation, publishing and authoring of six 14 280-350 word articles in the local press, Media to promote and publicize the project as well as its actions and results (6 in Greece and 8 in Bulgaria), as well as the issuing of 12 press releases by PB5. Through the planned activities of the project the target groups and the beneficiaries will be informed about the actions, objectives and expected results of the project. This is expected to increase the interest of the community in the project. The action includes:</p> <ul style="list-style-type: none"> • Authoring and publishing of 14 newspaper articles |
| Involved partners | LB, PB3, PB4 |
| Beneficiaries /target groups | <p>Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area. Healthcare professionals (private doctors, employees in private medical centres or hospitals, etc.), other health-related stakeholders. Professional, voluntary and other organizations active in the health sector. Local and regional authorities. Media Local population of the cross-border region</p> |
| Estimated timetable | 18.07.2018-31.07.2019 |
| Review of the Role of the Partners and their contribution to the activity planning and implementation | |
| Role of the Beneficiaries | <p>LB will be responsible for the writing and publication of 6 articles in the local press</p> <p>PB3 will be responsible for the writing and publication of 4 articles in the local</p> <p>PB4 will be responsible for the writing and publication of 6 articles in the local</p> <p>PB5 Will be responsible for issuing 12 press releases through its available channels</p> |

| | |
|---|--|
| Role of the Beneficiaries in relation with the deliverables | <p>LB D.2.1.4.C Six (6) 280-350 word articles in the local Media to promote and publicize the project as well as its actions and results.</p> <p>PB3 D 2.3.3.B Four (4) 280-350 word articles in the local Media to promote and publicize the project as well as its actions and results.</p> <p>PB4 D2.3.4.A Four (4) 280-350 word articles in the local Media to promote and publicize the project as well as its actions and results.</p> <p>PB5 D 2.5.1.A Twelve (12) press releases through PB5' s available channels</p> |
| Key Points | |
| Success factors | <p>Selection of simple, understandable and clearly communicated messages (messages should be related to the content of the project and be simple and understandable).</p> <p>Selecting Mass Media with the greatest influence on the target groups and the beneficiaries mentioned above.</p> <p>Timely delivery of the TV spots to maximize as possible their impact, and to contribute to the effective dissemination of the results of the project</p> |
| Milestones | Timely publication of press releases |
| Evaluation indicators | The number of article entries |
| Multipliers | <p>Mass Media</p> <p>Social media</p> |

| Task 8 Social Media Campaign | |
|---|--|
| Brief description | <p>Activity 2.8 aims in the implementation of a plan of specialized online advertisements and activities to further publicize the SMiLe project. The activity includes a series of high intensity actions in social media. Through the schedules posts about the project the target audiences and the beneficiaries will be informed about the actions, objectives and expected results of the project and therefore increase the interest about the project. The activity will include</p> <ul style="list-style-type: none"> - Development of a Facebook, Twitter and YouTube Account - Regular informational posts about the implementation of project. |
| Involved partners | LB |
| Beneficiaries /target groups | <p>Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area. Healthcare professionals (private doctors, employees in private medical centres or hospitals, etc.), other health-related stakeholders. Professional, voluntary and other organizations active in the health sector. Local and regional authorities. Media Local population of the cross-border region</p> |
| Estimated timetable | 18.07.2018-31.07.2019 |
| Review of the Role of the Partners and their contribution to the activity planning and implementation | |
| Role of the Beneficiaries | <p>LB</p> <p>Selection of simple, understandable and clearly communicated messages (messages should be related to the content of the project and be simple and understandable). Selecting of Social Media with the greatest influence on the target groups and the beneficiaries mentioned above.) Timely and regular posts, in order to contribute to the dissemination of the project</p> |
| Role of the Beneficiaries in relation with the deliverables | <p>LB</p> <p>D2.1.5.D Development of Social Media Accounts 30 followers, subscribers etc in each social media 1 post every week</p> |

| | |
|--|---|
| Role of the 4th Health District of Macedonia Thrace in relation with the deliverables | Number of posts |
| Available budget for the Greek Partner within the activity (% of the total project budget) | Project Webpage Partner' s Webpages or Social media Accounts |

4.4.1 Task 1 Communication Plan

Task 1 refers to the current Deliverable which is the "Communication Plan - Information and Publicity Handbook". The communication plan (Information and Publicity Handbook) is a key deliverable for all projects that are embedded in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

The aim of the deliverable is to be a strategic tool towards planning and implementing all dissemination activities of the project. Moreover, to contribute in the implementation by ensuring efficient communication between the project partners.

4.4.2 Task 2 Development of the Visual Identity of the SMiLe project

The design of the information and publicity material of the SMiLe project initially presupposes the design and development of the visual identity of the project, which includes the design of the logo, slogan, graphic design and more generally the "brand" of the project. However, taking into account the fact that the projects included in and implemented under the Operational Programmes of the European Territorial Cooperation Objective require the observance of a set of publicity rules, this limits the creative freedom of each project but at the same time optimizes its visibility.

In the current 2014-2020 Programming Period, the visual identity of projects in the Operational Programmes of the "European Territorial Cooperation Objective" has been changed in a single direction, aiming at the best recognition and dissemination of the role of the European Union and its thematic development goals.

The new Brand & Visibility framework of Interreg projects and especially and in particular the SMiLe project are formed by the following documents:

- Interreg V-A Cooperation Programme "Greece-Bulgaria 2014-2020".
- Information and Publicity Guide for the Interreg V-A "Greece-Bulgaria 2014-2020" projects of the European Territorial Cooperation Program.
- Brand Design Manual of the Operational Programmes of the European Territorial Cooperation Objective (final version 18.12.2014).
- Relevant declaration of the 4th Health District of Macedonia Thrace.
- SMiLe project webpage concerning the project, the events and the partners in the website of the Interreg V-A "Greece-Bulgaria 2014-2020" projects of the European Territorial Cooperation Program. (www.greece-bulgaria.eu/approved-project/39/)
- Press Releases of the 4th Health District of Macedonia Trace about the SMiLe project (www.4type.gr/index.php/23-e-paper/2014-04-25-08-12-02/1563-smile-kick-off)

And they are reviewed by the following:

- The latest version of the SMiLe II Application Form,
- Any publicity rules resulting from the operating regulation or other internal document of the 4th Health District of Macedonia Thrace
- The strategy resulting from the final version of the Information and Publicity Handbook
- Any comments, remarks and proposals from the (5) project partners

The new framework for the visual identity of Interreg projects.

Each European Territorial Cooperation Programme aims to develop projects of particular added value for the life of European citizens. The visibility and dissemination of these Programmes is a prerequisite for raising awareness of more people and for implementing a larger number of projects. Relevant Programmes are implemented across the European Union or beyond, covering each European Region. These Programmes offer a unique network of projects focusing on improving the standard of living of citizens, developing regions and protecting and sustaining the environment.

However, the diversity of the European Union's cross-border and transnational Programmes may evolve in weakness if they do not appear to be interlinked. In the past, they appeared as separate Programmes, while in reality they shared the same objectives: to minimize the obstacles created by the existence of national borders between the European and their neighbouring countries.

More than one hundred (100) European Territorial Cooperation Programmes have agreed to put an end to this logic of isolation by making a joint effort to create a harmonized visual identity and a common name for use in each language: Interreg. Interreg is now the common name - advertising of each European Territorial Cooperation Programme and is required to be used publicly as much as possible. This enables all stakeholders of INTERREG (stakeholders) to benefit from communication amongst themselves, both to attract new stakeholders and to optimize the visibility of projects.

Interreg's new, harmonized brand is expected to help improve the visibility of all Programmes, highlighting the value of Interreg at European and regional / local level. Below is shown exactly this alignment of all the different logos and graphic philosophies under the "umbrella" brand of Interreg

The Harmozined Visual Identity of the Interreg Programmes during the programme period 2014-2020



The brand

Brand design is a wider concept than a simple logo: It consists of features such as colours, fonts, and a structure that supports page layout (grid). Only such a combination can contribute to a good result.

The logo

The logo is the most important element of Interreg's visual identity. The new logo has been designed to have a strong but discreet look that makes it easy to combine with other logos in common promotions. A completely typographic approach was chosen without using any other graphics to prevent the use of other design and graphic elements.

The new Interreg logo



Reference to the European Regional Development Fund (ERDF)

The visual reference to the European Regional Development Fund is mandatory, but it is not necessary to be part of the logo.

Reference to the ERDF



Logo Colours

The colours of the logo come from the colours of the European Union flag and must not be changed. In addition, they are the main colours of the Interreg brand and are used to identify the brand beyond the logo in all optical communications.

The logo of the Interreg V-A "Greece-Bulgaria 2014-2020" European Territorial Cooperation Programme is presented below, and the three colours that make up this are analysed in all colour chart systems.

The Programme Logo Colours

| | | | |
|---------|-------------|-------------|-----------|
| | | | |
| | | | |
| | | | |
| Colour | Reflex Blue | Light Blue | Yellow |
| Pantone | Reflex Blue | 2716 | Yellow |
| CMYK | 100/80/0/0 | 41/30/0/0 | 0/0/100/0 |
| HEX | 003399 | 9FAEE5 | FFCC00 |
| RGB | 0/51/153 | 159/174/229 | 255/204/0 |

The systematic use of the above three colours in various applications (fonts, graphics, video animations, lines, grids, etc.) enhances the graphic coherence of the visual identity of each project and improves the aesthetics of the printed or electronic model.

The embedding method is used to address the mandatory use of the above logo as it is incorporated into the design of the visual identity of the SMiLe project. So the Limitation of the Publicity Guide becomes an opportunity.

Fond

For the Programme and project logos (project and Programme name) and the reference to the European Regional Development Fund, the Montserrat font has been chosen for being optically similar to the Interreg logo.

The font for all other applications from the text body to the headlines is Open Sans. It has a neutral and at the same time friendly look that fits all applications. It is also versatile, as it has a wide variety of styles and weights (intense & subtle variations). It is personalized for print, online and electronic use, easy to read on all media. As an alternative font Vollkorn was chosen.

Note: For the European Union flag uses the Arial font as it is strictly defined in Article 4 (4) of Commission Implementing Regulation (EU) 821/2014, without change

Project Logos



Thematic Objectives

The 11 thematic objectives to help achieve the objectives of the Europe 2020 Strategy are represented in Interreg with a set of colour schemes and icons. These unchanged

colours and icons are suggested to be used when communicating these goals, especially to the beneficiaries and potential beneficiaries of the Programmes.

The general Thematic Objectives of the Interreg Programmes

| P/N appearance | Thematic objective/Θεματικός στόχος | Pantone | CMYK | HEX | RGB |
|---|---|---|-------------|---------|-------------|
|   | Research and innovation Έρευνα και καινοτομία |  109 U | 0/24/93/0 | #fdc608 | 253/198/8 |
|   | Information and communication technologies Τεχνολογίες της πληροφορίας και των επικοινωνιών |  2716 U | 41/30/0/0 | #a3add8 | 163/173/216 |
|   | Competitiveness of SMEs Ανταγωνιστικότητα των ΜΜΕ |  3115 U | 71/0/19/0 | #1cb8cf | 28/184/207 |
|   | Low-carbon economy Οικονομία με μειωμένη χρήση άνθρακα |  347 U | 81/13/76/1 | #159961 | 21/153/97 |
|   | Combating climate change Προσαρμογή στην κλιματική αλλαγή |  206 U | 4/86/43/0 | #e34063 | 227/64/99 |
|   | Environment and resource efficiency Περιβάλλον και αποδοτική χρήση πόρων |  382 U | 49/0/99/0 | #98c222 | 152/194/34 |
|   | Sustainable transport Βιώσιμες μεταφορές |  Cool Gray U 9 | 46/37/34/15 | #8a898c | 138/137/140 |
|   | Employment and mobility Απασχόληση και κινητικότητα |  1665 U | 2/71/72/0 | #ea6647 | 234/102/71 |
|   | Better education, training Βελτίωση της εκπαίδευσης, της κατάρτισης και της δια βίου μάθησης |  515 U | 11/44/0/0 | #e0a6cc | 224/166/204 |
|   | Social inclusion Κοινωνική ένταξη |  513 U | 43/70/12/0 | #a36298 | 163/98/152 |
|   | Better public administration Αποδοτική δημόσια διοίκηση | 3145 U | 87/32/35/16 | #3c7486 | 60/116/134 |

Colours of the thematic objectives

This colour scheme was created to name the thematic goal of each project. Colours have been chosen to create a harmonious matching colour scheme and give sufficient contrast to Interreg's core brand and logo.

For the logos of the projects using the Interreg logo as the basis, the following thematic colours should be used to print the acronym of each project. For example, an innovation project will use the yellow font when plotting the acronym of the project.

Custom appearance

The icons were designed to fit visually as a whole, using similar illustrations, formats and linear weights. Typical use of icons is to print them in the colour of the themed object they represent.

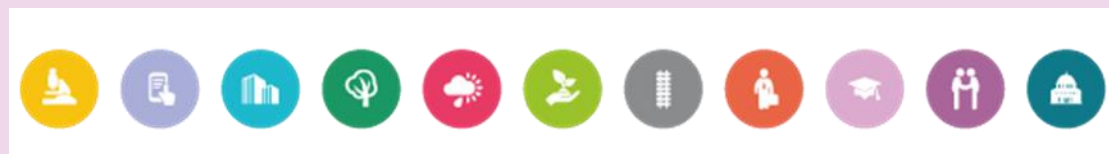
The 11 icons for the thematic objectives



Negative

Icons can also be used in negative. A prerequisite for such use of icons is to place them in a circle.

The 11 thematic objectives icons in negative



Interreg logo as a project logo

The logo also appears with the reference to the European Regional Development Fund (ERDF), which is marked with a noticeably smaller font below. Use of this case is necessary when there is no other point on this page's reference to that Fund. If it is chosen to refer to the European Regional Development Fund at a different point from the logo, the word may be made in any font that fits the design of the form, at a font size of at least "7.5". In any case, it should be clearly visible and legible.

A project logo template



European Regional Development Fund (ERDF)

The logo also appears with the reference to the European Regional Development Fund (ERDF), which is marked with a noticeably smaller font below. Use of this case is necessary when there is no other point on this page's reference to that Fund. If it is chosen to refer to the European Regional Development Fund at a different point from the logo, the word may be made in any font that fits the design of the form, at a font size of at least "7.5". In any case, it should be clearly visible and legible.

A project logo template with ERDF reference



The SMiLe logo

According to the above, the SMiLe logo is shaped as follows:

Figure 1: The proposed simple SMiLe project logo



Figure 2 The proposed SMiLe project logo with ERDF reference



Figure 3: Grid and colour analysis for the proposed SMiLe project logo.



The design philosophy of SMiLe



Having already defined the project's main logo, the basic fonts to be used, and the basic colour of the corresponding thematic target, the basic directions and extensions of the visual identity design of SMiLe project are outlined below. One of the first issues that need to be finalized is the visualization of the two hospitals/project partners in something easy to memorize at a glance. This could be done by using possible logos of the two hospitals, or by taking photos of the hospitals, or by designing it or by any other simple and modern way.

In this case, most of the partners have their own logo, with the exception of the Ardino Hospital (PB 3) that does not. Nevertheless, as it is evident by the logo of the Municipality of Ardino logo, overall the Ardino is visually linked with the arched bridge of the Arda river. Therefore the consultant's proposal is to visually represent the Ardino Hospital utilizing the arched bridge with a cross that is associated with health and health providers. In this way the hospital will have its own visual identity that contributes to its branding, promotes it to the local population and links health with the territorial challenges of the area. In the case of the Aristotle University School of Medicine, the consultant proposes the use of the Hippocrates relief that is internationally recognized and is already used by the School as a logo. For the overall use of the partners' logos, the consultant proposes their use in a horizontal line and with and according to the role in the project (the Lead beneficiary, PB 2 etc.)

The proposed arrangement is presented below:

Figure 4: The logos of the SMiLe partners



The logos in most cases have several colours which can hinder a harmonized incorporation in the developed material. Nevertheless, the different colours may be replaced by a single colour set, based in the official colour of the thematic objective concerning the social inclusion according to the Brand Design Manual of the Operational Programmes: RGB 163/98/152.

Figure 5: The partners' logos harmonized based on the official colour of the Social Inclusion Thematic Objective.



The above arrangement takes into account various parameters.

Slogan

The Specific Objective of the project is the upgrading and improvement of the Primary Health Care provided to the citizens of isolated and deprived communities in the CB area. Therefore the basic message proposed by the consultant in order to promote and epitomize the objective of improved accessibility in PHC and its promotion through the project actions is "Health within reach" that in tandem with the acronym SMiLe can communicate in four words the objectives and the benefits of the project.

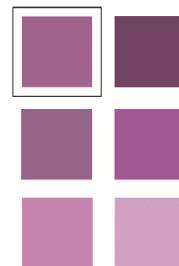
*"Health
within
reach"*

Main Colour

The Main Colour is close to purple tone (RGB 163/98/152) of the Social Inclusion Thematic Objective according to the Brand Design Guide of the Interreg Programmes. Moreover, it is visually consistent with the project acronym and is in harmony with Interreg's blue.

Colour set

The consultant chose to use the above-mentioned colour and a set of 5 additional colours in order to increase brand recognition of the project as part of the Social Inclusion thematic objective. The utilized colour set is contributing towards a richer visual identity of the project.

Action Icons

The consultant, based on the available informational sources, identified 5 main actions that will take place within the project and have been closely linked with the main deliverables of the project:

- Medical Equipment procurement and upgrading of provided health services in 6 PHC centres and 3 small hospitals.
- Upgrading of the management systems of Ambulance to reduce reaction times in emergencies



- Development and implementation of a Training Centre for PHC professionals.
- A number of studies that focus on the equal and non-discriminatory PHC access
- Development of an e-Platform as a means for PHC services assessment

The use of the above icons is very helpful to communicating and promoting the actions and the results of the project and elevating the benefits that come from the project and the EU co-funding scheme.

Thematic Objective Health

To highlight the thematic objective of the project ("health"), each one of the 5 icons clearly communicates the link with health issues e.g. the defibrillator, the ambulance, the centre for medical training and the app and the studies-book about health



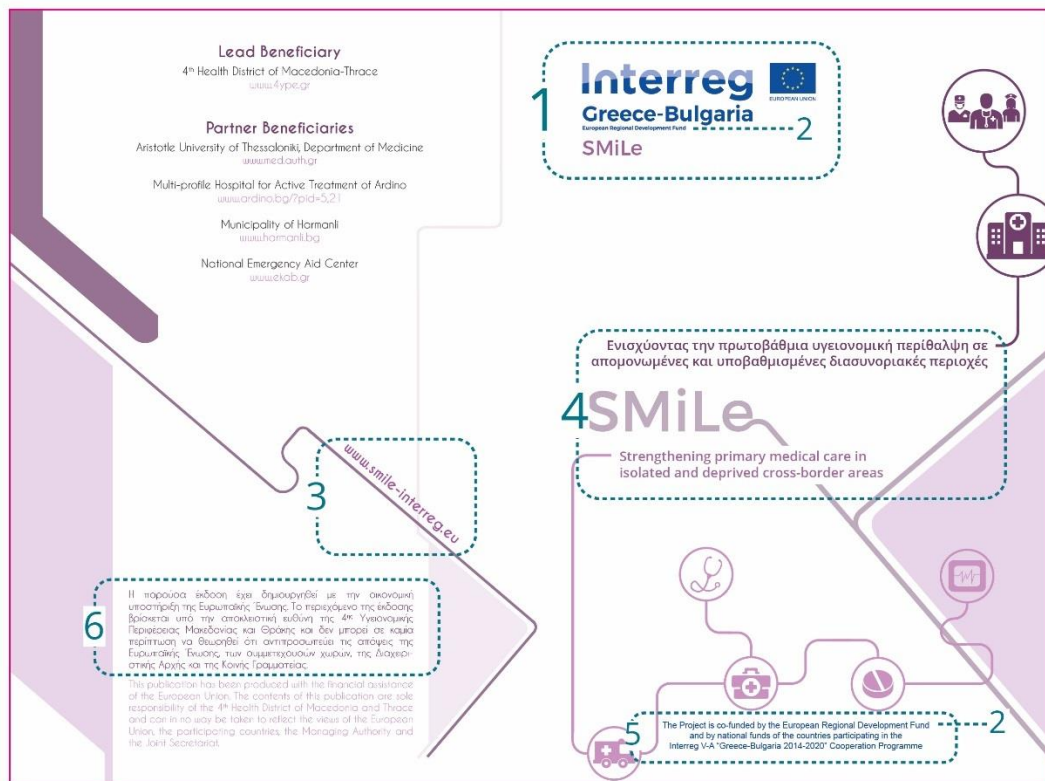
Observance of publicity rules

The consultant, during the development of the drafts, strictly followed all the publicity rules of the programme, while at the same time took into account the visual objectives about the harmonized identity of the project under the same programme and/or thematic objective. The consultant will take into account any modifications in the rules from the Joint Secretariat and will make sure that are included in the current document. More specifically, the consultant will take into account:

1. the location and size of the logo in each version,
2. reference to the European Regional Development Fund (ERDF) as part of the logo or as a separate reference,
3. stamping the flag of the European Union,

4. use only of the appropriate fonts,
5. the reference to the sources of project, co-financing, and
6. responsibility disclaimer.

As an example of the use of the above six (6) indicators, the triptych form has been used, which is presented both in the relevant section below and in a miniature below:



1 **Interreg**
Greece-Bulgaria
 European Regional Development Fund
SMiLe

2 The Project is co-funded by the European Regional Development Fund
European Regional Development Fund

3 **SMiLe** www.smile-interreg.eu

4 Ενισχύοντας την πρωτοβάθμια υγειονομική περίθαλψη σε απομονωμένες και υποβαθμισμένες διασυνοριακές περιοχές
 Strengthening primary medical care in isolated and deprived cross-border areas

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

6 Η παρούσα έκδοση έχει δημιουργηθεί με την οικονομική υποστήριξη της Ευρωπαϊκής Ένωσης. Το περιεχόμενο της έκδοσης βρίσκεται υπό την αποκλειστική ευθύνη της 4ης Υγειονομικής Περιφέρειας Μακεδονίας και Θράκης και δεν μπορεί σε καμία περίπτωση να θεωρηθεί ότι αντιπροσωπεύει τις απόψεις της Ευρωπαϊκής Ένωσης, των συμμετεχουσών χωρών, της Διαχειριστικής Αρχής και της Κοινής Γραμματείας.

4.4.3 Task 3 Design and production of information and publicity material of the SMiLe project

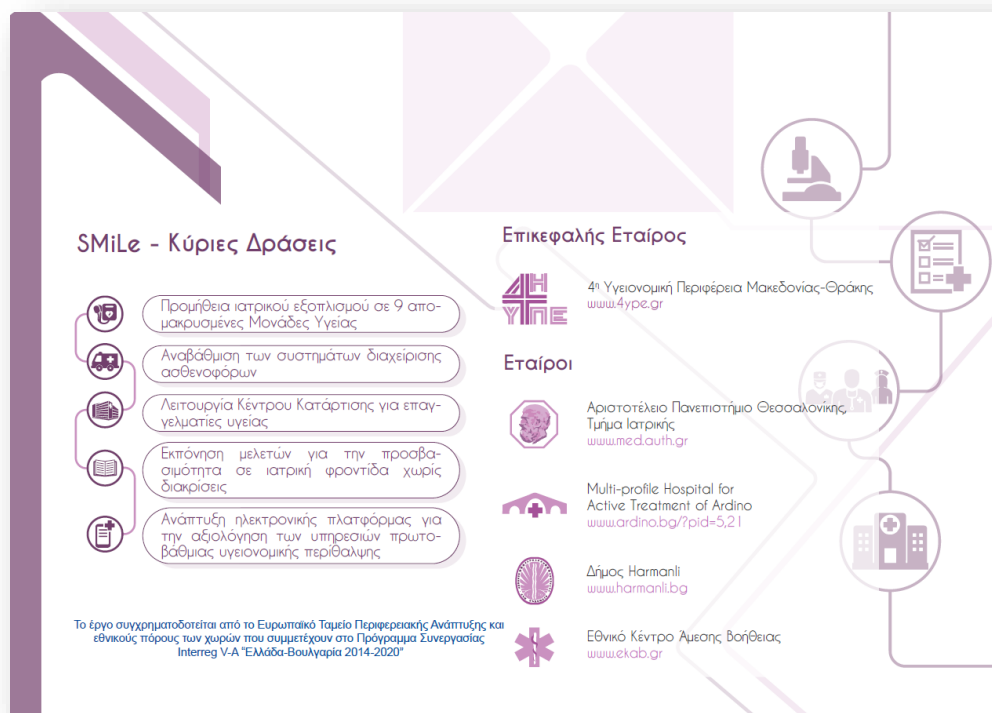
Postcards

The Postcard will be produced within WP 2 "Communication and Dissemination" and will include information about the idea, the scope and the actions of the SMiLe project, that are targeting the population in the intervention areas. The postcards' design follows the unified visual identity of the project, incorporating the basic message of the project, its actions, the project partners, its webpage and the funding sources.

A first draft of the proposal is presented below. The draft will be finalized, taking into account all relevant documents and suggestions from the partner projects.

Figure 6: mock-up postcard for the SMiLe project



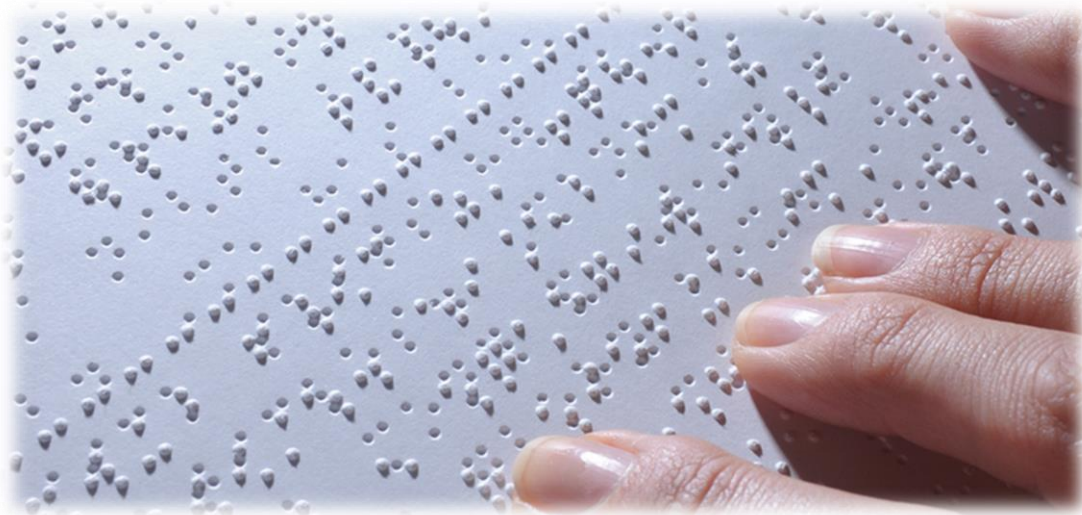


Postcards in Braille

In addition with the postcards, the project will produce a small text about the project, its basic idea, its actions and the intervention areas that will be printed in Braille in order to communicate the project to persons with visual impairments.

The lead partner will identify and distribute the Braille postcards in local authorities, associations etc of the Central and Eastern Macedonia and Thrace that are active in the field of visual impairments.

Figure 7: Braille postcard



Information kits

For the design and the production of the dissemination material (information kit, banner, trilingual results booklet) of the SMiLe, a set of templates was developed for each.

The proposals and the text will be finalized, taking into account the relevant feedback, as well as:

- By incorporating possible comments etc by the personnel of the 4th Health District of Macedonia, Thrace
- By incorporating all the changes after the submission of the approved application form.
- Adhering to all the rules of the Programme' s Information and Publicity guide as well as any internal document of the 4th Health District of Macedonia, Thrace

All of the above will be achieved by utilizing the following tools to ensure the useful and in depth feedback from the partners:

- Interviews and feedback meetings from the partners' personnel

- Benchmarking with previous successful project implemented by the lead beneficiary and the partners, as well as identified Good Practices in the field.

In the following section, the proposals are presented.

Figure 8: Poster proposal for the SMiLe Project

Interreg
Greece-Bulgaria
European Regional Development Fund
SMiLe

SMiLe

Strengthening primary medical care in isolated and deprived cross-border areas

Priority axis: Social inclusion
Investment priority: 9a
Project budget: 1.327.661,62 €

Lead Beneficiary
4th Health District of Macedonia-Thrace
www.4type.gr

Partner Beneficiaries

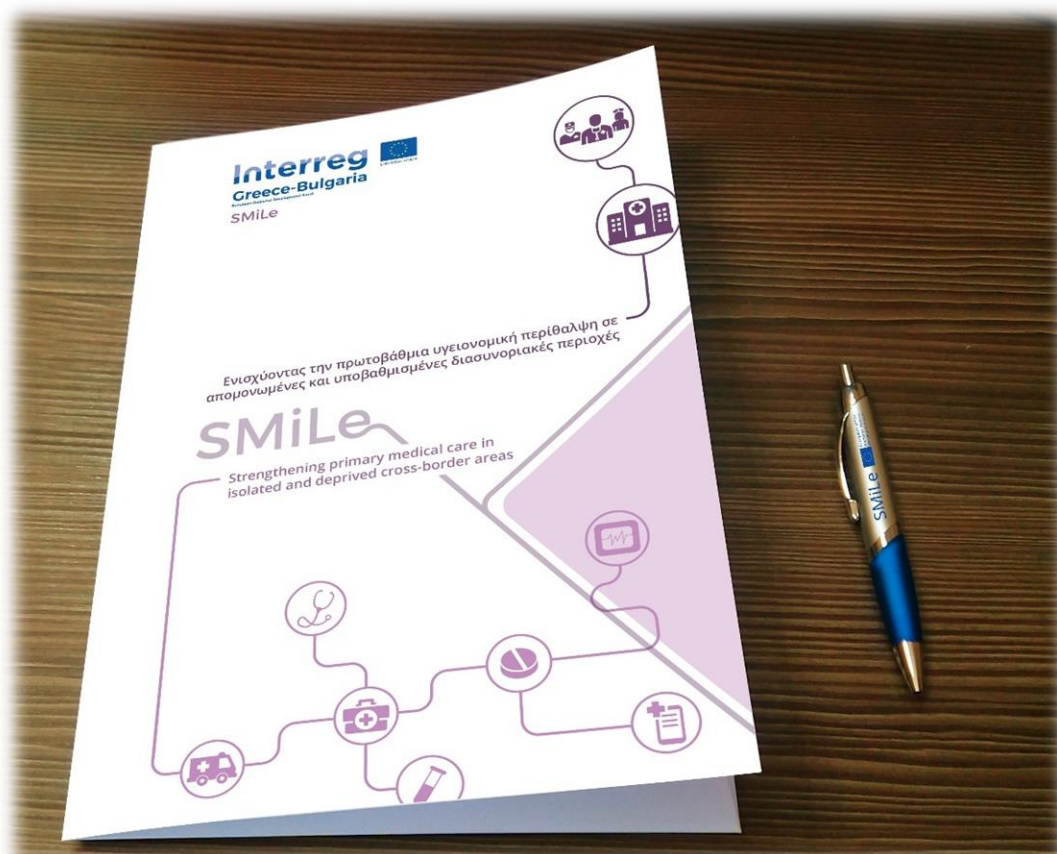
- Aristotle University of Thessaloniki, Department of Medicine
www.med.auth.gr
- Multi-profile Hospital for Active Treatment of Ardino
www.ardino.bg/?pid=5,21
- Municipality of Harmanli
www.harmanli.bg
- National Emergency Aid Center
www.ekab.gr

www.smile-interreg.eu

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

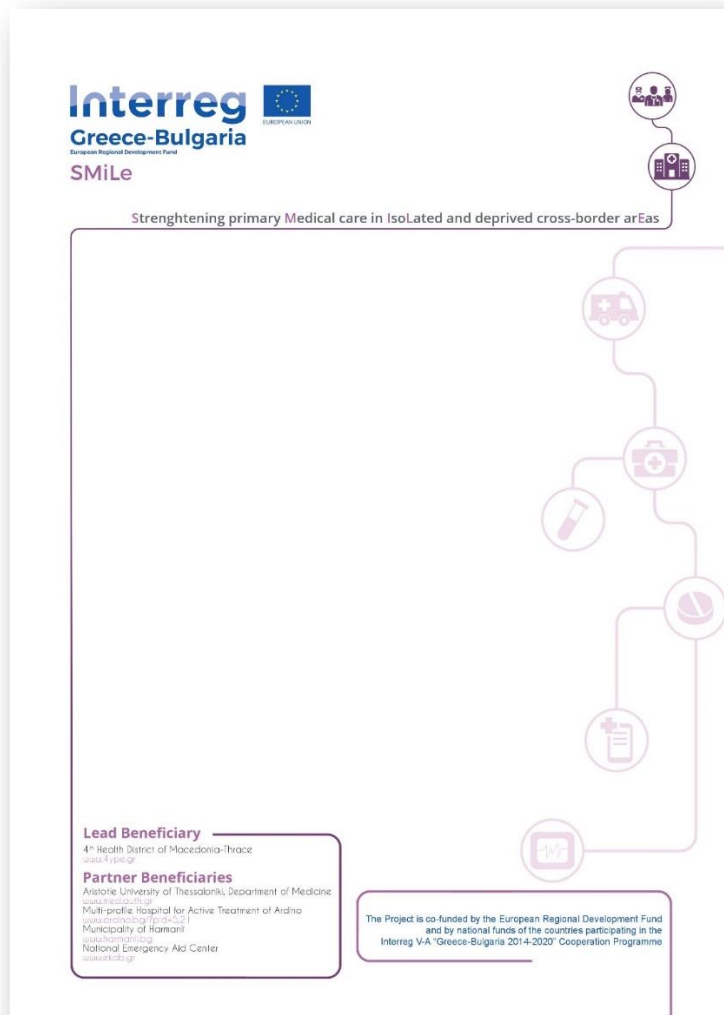
Folder

Figure 9: Folder proposal for the SMiLe project



Notepad

Figure 10: Notepad proposal for the SMiLe project



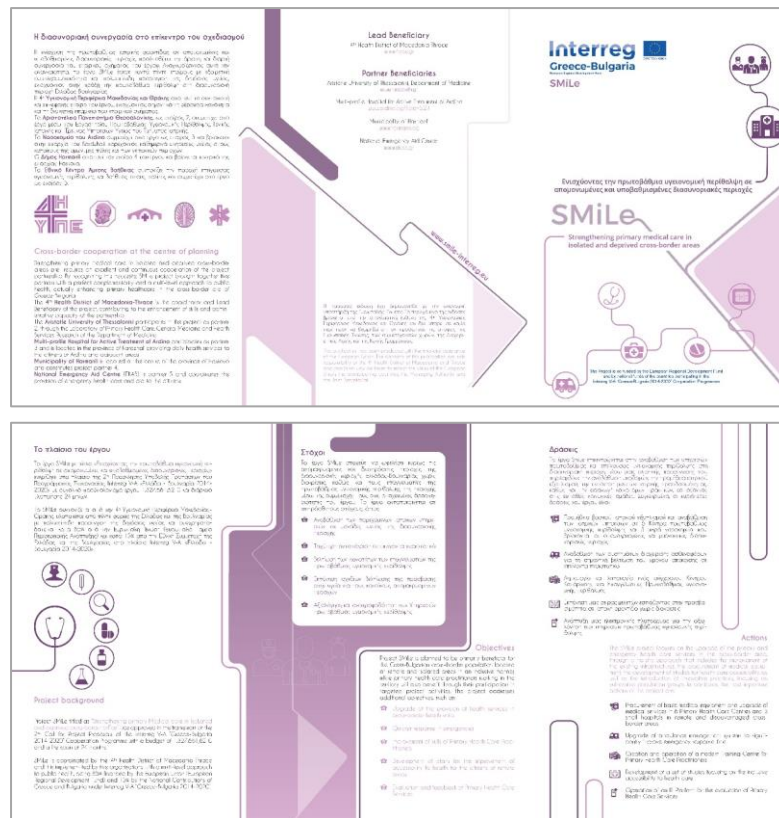
Pens

Figure 11 : Pen proposal for the SMiLe project



Brochure

Figure 12: Bilingual brochure for the SMiLe project



Banner

Figure 13: Two (2) Banner proposals for the SMiLe project



Interreg
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European Regional Development Fund
SMiLe

SMiLe
Strengthening primary medical care in isolated and deprived cross-border areas

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Upgrade of ambulance management systems

Development of studies for inclusive health care accessibility

Procurement of medical equipment in 9 remote health units

Establishment of a Training Centre for Primary Health Care Practitioners

Operation of an IT Platform for the evaluation of Primary Health Care Services

Lead Beneficiary
4th Health District of Macedonia-Thrace
www.4type.gr

Partner Beneficiaries
National Emergency Aid Center
www.4type.gr
Municipality of Hamanli
www.hamanli.bg
Aristotle University of Thessaloniki, Department of Medicine
www.med.auth.gr
Multi-profile Hospital for Active Treatment of Ardino
www.ardino.bg/?pid=5,21

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

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www.ardino.bg/?pid=5,21
Municipality of Hamanli
www.hamanli.bg

Trilingual Booklet (16 pages)

Figure 14: Trilingual booklet proposal for the SMiLe project



4.4.4 Task 4 Organization of open project events

For the communication and Dissemination of the project, a number of project events will be organized by the project. In particular, the following events will take place in Greece:

- Organization of two (2) info-days titled "Primary Health Care Accessible to Everyone" , that will take place in Nevrokopi and in Didimoticho focusing on the general public
- Organization of one (1) info-day titled "Primary Health Care Accessible to Everyone" , that that will take place in Iasmos (focusing on PHC personnel and stakeholders)
- A Final Conference in Thessaloniki
- One Scientific Conference in Thessaloniki

The following events will take place in Bulgaria

- Organization of 2 press conferences
- Organization of 2 info days titled "Primary Health Care Accessible to Everyone
- Organization of a closing conference

Based on the working material (Application Form, Justification of Budget, Publicity Guides etc.), as they are detailed in section 4.4.1 the above-mentioned info-days should adhere the following standards:

- Development of a detailed agenda as well as communication with the presenters in the events and the personnel of the organizing institutions (Lead or partner beneficiary)
- The participation of at least 2 presenters
- Preparation, graphic design and production of invitation in the local language and in English
- Availability of all the necessary audiovisual equipment (microphones, laptops. Projectors, etc) in coordination with the organizing beneficiary
- Availability of catering/coffee break services for the expected audiences that would include i. hot and cold beverages, ii. juices, iii. water, iv. biscuits, cakes etc
- Availability of proper interpretation
- Preparation of the presentation material in coordination with the organizing beneficiary
- Photographic coverage of the event
- Promotion of the event in the local mass media and issuing of press releases for the event
- Archiving local press articles
- Submission of an implementation report in the local and English language.

In addition with the above the Final Conference event should also adhere to the following:

- Organization of the travel arrangements of the presenters by the organizing beneficiary and the communication working team
- Photographic and audiovisual coverage of the event
- Secretarial support of the conference, including an attendance list
- Archiving local press articles and audiovisual media coverage
- Transcription of the conference minutes in the local language, as well as a summary in English
-

The Scientific Conference should follow the above and any other special requirements as they will be specified by the Leader Partner of the Activity (the AUTH).

Concerning Press Conferences, the following should be taken into account.

- Development (graphic design and printing) and distributing of invitations to local mass media, local and regional authorities in the CB area in both languages.
- Availability of the proper room for the press conference, as well as the necessary audiovisual equipment.
- Timely preparation on the presenters in the Local and English Language
- Availability of catering/coffee break
- Availability of interpreting services between the local languages
- Availability Secretariat support during the event
- Detailed attendance list
- Photographic documentation and archiving
- Archiving of press coverage in the local media due to the press conference

Figure 15: Mock-ups concerning the invitation and the agenda of a SMiLe project event

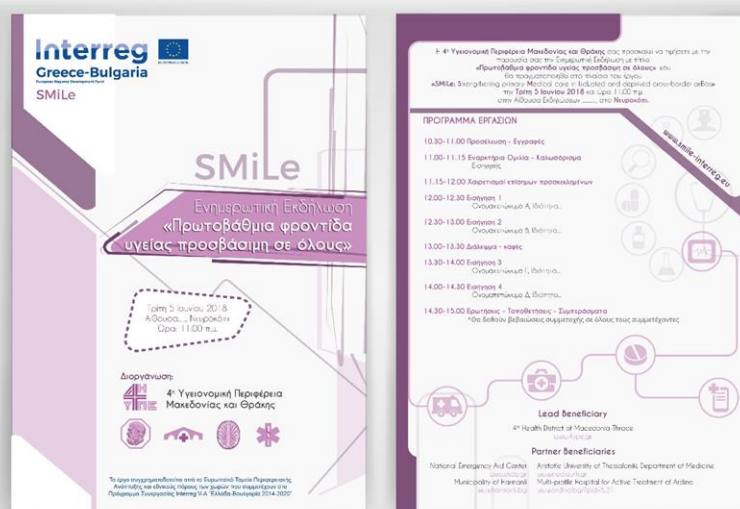
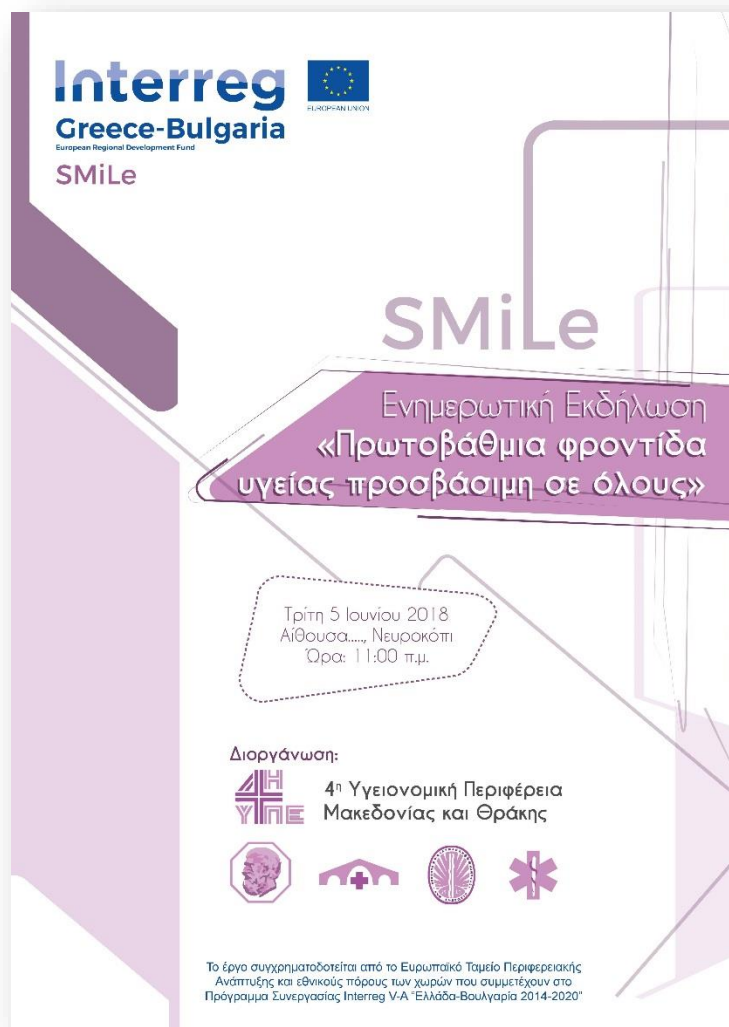


Figure 16: Poster mock-up about an informational SMiLe project event.



4.4.5 Task 5 Project Webpage

The Project webpage should be developed based on aesthetics, user-friendliness and functionality. The overall design of the webpage will follow the functionality and accessibility rules, as they are defined by the Nielsen Norman Group (<http://www.nngroup.com/articles/ten-usability-heuristics>) and the W3C (<http://www.w3.org/TR/WCAG10>).

In particular, the following should be taken into account for the design

- The user interface elements e.g. buttons, scroll bars etc should not be images
- All webpage layouts should be consistent (e.g. design, colours etc).
- All terms in use should be consistent (e.g. menu)
- All heading, titles etc. should be consistent
- The font size and format should be easily readable

- The layout should be automatically adjustable to the screen size visible by the user
- The texts and background should have a reader-friendly contrast between them
- Thumbnails for photos and/or other graphic elements should be provided.

The website's design will utilize the latest technologies like HTML5, CSS3, JavaScript / Ajax / jQuery in order to provide a functional, reliable and graphically robust webpage.

Content Management System

The Webpage should have an easy-to-use and simple Content Management System. It should allow for remote management for all users with the proper authorization and through an internet browser, without need for sophisticated software for graphic design etc. The content management should be easy to use by users with basic IT knowledge.

Each webpage should be able to support text, news, announcements, graphs, photos, video, sound files, MS office documents, pdf documents or code in the case of Flash content. Moreover, it should be able to incorporate Social media links and files. The Content Management System should allow authorized users to alter and/or update the website content. For easy-to-use updating and content formatting an embedded WYSIWYG (What You See Is What You Get) text formatting tool should be available, as those provided in Microsoft Word, OpenOffice etc. News and announcements management should be feasible through a centralized point that will allow the incorporation, updating and/or deletion of content and will support RSS feed 2.0.

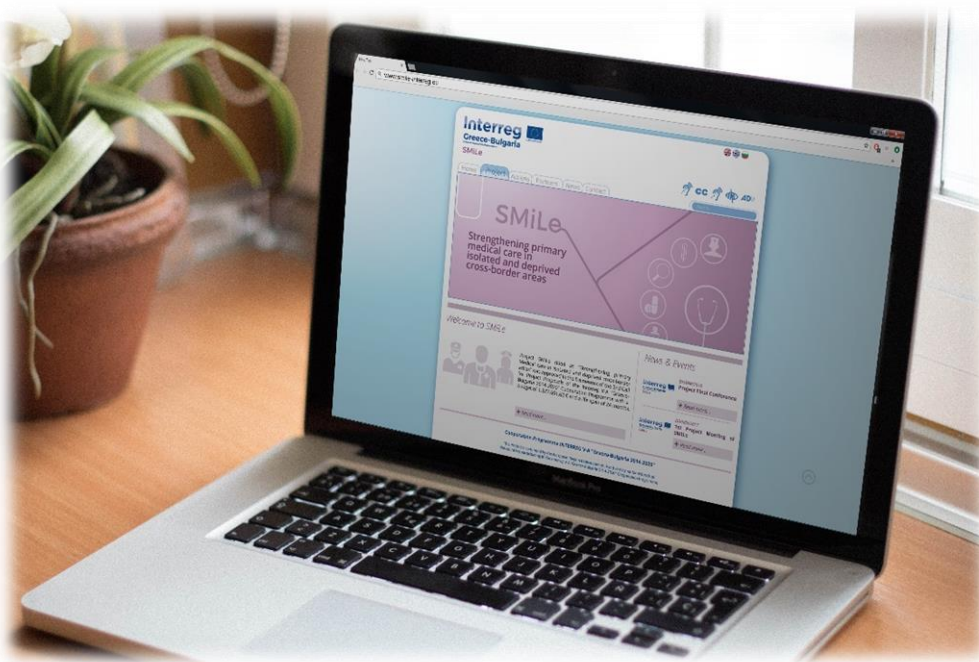
Communication form

The website will incorporate a Communication form that will allow visitors to easily submit queries or any other communication about the website and/or the project. The e-mails will be forwarded automatically to the responsible communication officers of the LB and PB4.

Disability Friendly Website

The Webpage should follow the Conformance Level A guidelines of the WCAG 2.0. The system will conform to disability accessibility rules by the World Wide Web Consortium (W3C). The rules and guidelines are available at the Web Accessibility Initiative (WAI) webpage in <http://www.w3.org/WAI/>.

Figure 17: A Mock-up for the SMiLe project Website



4.4.6 Task 6 Production of five-minute video spot

The audio-visual material is one of the most important communication and dissemination tools. Its use ensures that the idea and the message of the project will be conveyed in a simple and understandable way to the general public and the target audiences. Moreover, the use of audiovisual tools strengthens the message and makes it more interesting, since according to the "Interreg in motion" INTERACT July 2017 guide, the use of videos as a means to disseminate the project is a smart, contemporary, entertaining and also economically efficient tool.

Videos are a dominating tool in the landscape of digital communication and are an exceptional tool for the dissemination of complicated messages in the wider public. According to the "Interreg in motion" INTERACT July 2017 guide:

The occasions on which you may choose to produce a video in the programme may be when you want to:

- Promote the programme, to convey the message of "we exist" , "we do things" and "there are gains to be had for both of us if you work with us" to your potential stakeholders and wider audience.
- Specifically promote a call for proposals, to get more project proposals and fund even better projects.
- Train potential applicants and later on project partners to improve the quality of proposed and implemented projects that will save your "content colleagues" some of the time that they spend explaining the basics.
- Promote projects and/or their results: this is what this programme is/has been doing for you through projects.
- Communicate programme achievements such as those contained in programme evaluation at the end of the programming period, by combining actual footage of those achievements with creative approaches such as animated infographics.
- Promote a major event, prior to or after, such as annual or opening/closing conference, forum, cooperation day, etc. with their main highlights and key messages.

These videos can be produced in formats such as trailers, animations, animated infographics, interviews, livestreaming, webinars, recorded event speeches, TV shows and reports, e-learning videos and more."

The video production team needs to answer the following questions during its planning phase

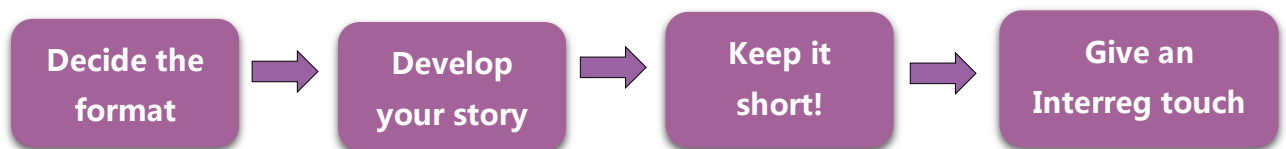
1. Who' s the target audience and the main messages? What needs to be accomplished through the video? Is a video the proper way to achieve your goals?
2. What will be the format? Animation or recorder material?

3. Who is the target audience?
4. Where is it going to be uploaded?
5. How much time should be devoted for the promotion of the video?
6. Which resource should be devoted for the video?

The following should be taken into account as questions to promote the project:

- What makes the difference about the project?
- What got better because of the project?
- What would have happened if it wasn't for the project?

Overall, the video should adhere to the following graph that summarizes 4 basic steps for a project dissemination video:



4.4.7 Task 7 Authoring and publishing of newspaper articles and Press Releases

A total of 14 local press articles will be issued during the implementation period of the SMiLe project (6 in Greek and 8 in Bulgarian). Moreover, a total of 12 press releases will also be issued by PB5 through its available channels.

If needed, for each of the above press activities, the current document, as well as the respective documents that are summarized in 4.4.2, should be taken into account to specifically define in each case:

- The targeted audience
- The area of the publication
- The thematic area of the publication
- The main message of the publication
- The use of images and or graphic elements

Figure 18: Mock-ups for local press publications.



SMiLe: Ενισχύοντας την πρωτοβάθμια υγειονομική περίθαλψη σε απομονωμένες και υποβαθμισμένες διασυνοριακές περιοχές

Interreg
Greece-Bulgaria
European Regional Development Fund

SMiLe

Η διασυνοριακή συνεργασία στο επίκεντρο του σχεδιασμού

Το SMiLe υλοποιείται από πέντε φορείς της Ελλάδας και της Βουλγαρίας με πολυεπίπεδη προσέγγιση της δημόσιας υγείας: την 4^η Υγειονομική Περιφέρεια Μακεδονίας-Θράκης (Συντονιστής και Επικεφαλής Εταίρος), το Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης μέσω του Τμήματος Ιατρικής, το νοσοκομείο του Αρίδιου (MHAT-Aridio), ο Δήμος Harmanli και το Εθνικό Κέντρο Άμεσης Βοήθειας. Η συνεργασία τους στον τομέα της υγείας, αναμένεται να συμβάλει σημαντικά στην αναβάθμιση των υπηρεσιών πρωτοβάθμιας και επείγουσας υγειονομικής περίθαλψης στη διασυνοριακή περιοχή, καθώς και στη διασυνοριακή συνεργασία μεταξύ της Ελλάδας και της Βουλγαρίας.

Το έργο συγχρηματοδοτείται κατά 85% από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης) και κατά 15% από την Εθνική Συμμετοχή της Ελλάδας και της Βουλγαρίας στο πλαίσιο του Προγράμματος Εδαφικής Συνεργασίας Interreg V-A «Ελλάδα-Βουλγαρία 2014-2020».

Οι αναλυτικές πληροφορίες για τους στόχους, τις δράσεις, τα αποτελέσματα και τους εταίρους του SMiLe είναι διαθέσιμες στην επίσημη ιστοσελίδα του έργου στο www.smile-interreg.eu.

Το έργο συγχρηματοδοτείται από το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης και εθνικούς πόρους των χωρών που συμμετέχουν στο Πρόγραμμα Συνεργασίας Interreg V-A «Ελλάδα-Βουλγαρία 2014-2020»

Το πλαίσιο του έργου

Το έργο SMiLe με τίτλο «Ενισχύοντας την πρωτοβάθμια υγειονομική περίθαλψη σε απομονωμένες και υποβαθμισμένες διασυνοριακές περιοχές» εγκρίθηκε στο πλαίσιο της 2^{ης} Πρόσκλησης Υποβολής Προτάσεων του Προγράμματος Συνεργασίας Interreg V-A «Ελλάδα-Βουλγαρία 2014-2020» με συνολικό προϋπολογισμό έργου 1.327.661,62 € και διάρκεια υλοποίησης 24 μηνών.

Το έργο SMiLe στοχεύει να ωφελήσει κυρίως τις απομακρυσμένες και δυσπρόσιτες περιοχές της διασυνοριακής περιοχής Ελλάδας-Βουλγαρίας, μερικές διακρίσεις, καθώς και τους επαγγελματίες της πρωτοβάθμιας υγειονομικής περίθαλψης της περιοχής μέσω της συμμετοχής τους στις στοχευμένες δραστηριότητες του έργου. Το έργο ανταποκρίνεται σε επιμέρους στόχους, όπως:

- Αναβάθμιση των παρεχόμενων ιατρικών υπηρεσιών σε μονάδες υγείας της διασυνοριακής περιοχής
- Ταχύτερη ανταπόκριση σε επείγοντα περιστατικά
- Βελτίωση των κανονήτων των επαγγελματιών της πρωτοβάθμιας υγειονομικής περίθαλψης
- Εκπόνηση σχεδίων βελτίωσης της πρόσβασης στην υγεία για τους κατοίκους απομακρυσμένων περιοχών
- Αξιολόγηση και ανατροφοδότηση των υπηρεσιών πρωτοβάθμιας υγειονομικής περίθαλψης

4.4.8 Task 8 Social Media Campaign

The current task aims at implementing a plan of online advertisement and actions in order to communicate project SMiLe. The task focuses on Social Media.

The overall campaign effect should be structured in a way that allows its monitoring and evaluation and in particular with the SMART model of Specific, Measurable, Attainable, Relevant, Time-Bound goals.

The task will utilize Social Media Outlets, through which the project in general and the LB in particular will be able to

- Have greater access to the general public, than with the conventional mass media, including user feedback

- Promote the specific characteristics of the project results
- Have flexibility and versatility in the promotion of news, announcements and/or important messages
- Develop an active pool of followers that in turn would be able to promote the project and its benefits for the CB area
- Quantitatively and qualitatively monitor the characteristics of the followers, visitors etc allowing, therefore, a more targeted message.

Content Promotion Media

The online campaign of the project is based in the following platforms, which are specifically connected with each other to enable synergies, minimizing management time and maximizing impact.

- **Website**

The website should be connected with the three main Social media allowing interaction between social media, and multiplying the overall promotion of the project in the CB area.

- **YouTube**

The "official" YouTube channel should be the main repository of the project' s video. Videos will be promoted by other social media, such as Facebook and Twitter.

- **Facebook**

Facebook should be the main Social medium for the promotion of the SMiLe project. Through the project profile on Facebook a variety of content like videos, photos, articles, specialized content for followers can be uploaded. The webpage should be updated by original material or other content such as content from the website. The aim is to build a community that will follow the Project activities and in turn communicate them by endorsing etc the content.

- **Twitter**

Twitter will be used for targeted short messages that will mainly include references to other content available in the project Website and/or the Project' s Facebook account. For more effective communication the project should adopt specific hashtags. The proposed hashtags are:

#smile Project

#healthwithinreach

5 Effectiveness indicators

The success of the communication strategy objectives will provide:

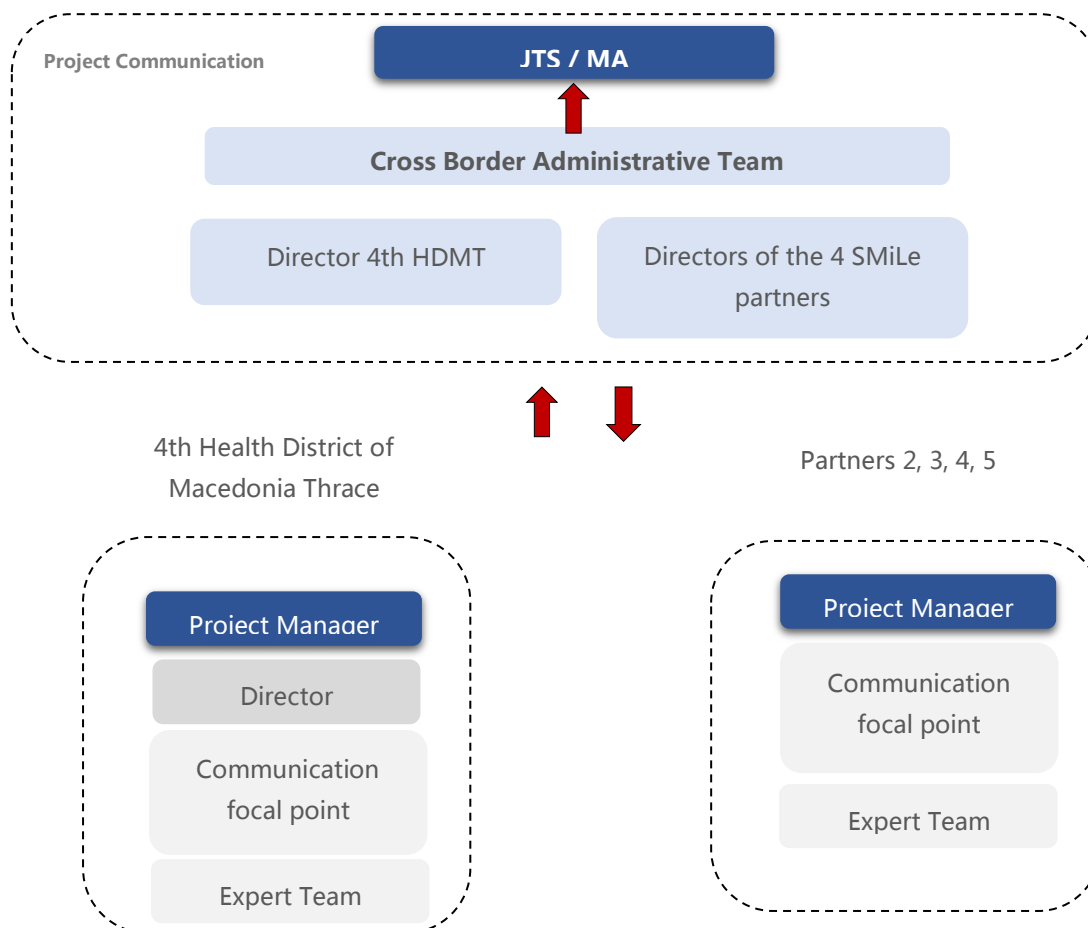
- Inform all parties involved concerning the project and its actions.
- Understand the objectives and strategy of the project.
- Participation in public events to be organized under the project umbrella
- Dissemination of information.
- Achieving the specific objectives for each target group

| Index | Target value |
|----------------------------|--|
| Information Kit | 600 |
| Project Posters | 10 |
| Newspapers articles | 14 (6 in Greece, 8 In Bulgaria) |
| Press Releases | 12 (In Greece) |
| Project Events | 5 info days (3 in Greece, 2 In Bulgaria) 2 Conferences (1 in Greece, 1 in Bulgaria) 1 Scientific Conference (In Greece) 2 Press Conferences (In Bulgaria) |
| Participants in Events | 400 |
| Website development | 1 |
| Unique visitors in website | 1,000 |
| Accounts in Social Media | 3 |
| Followers in Facebook | 100 |
| Followers in Twitter | 100 |
| Views in YouTube | 300 |

6 Resources

6.1.1 Communication team and Human Resources

The communication strategy will be implemented by the LB with the contribution of all partners. It will include both personal and external collaborators as well as Managers from the Managing Authority who will approve actions and material. The diagram presents the organization of roles in the implementation of the Information and Publicity Handbook and the people involved.



Expert teams refer to the directors of the institutions to which they offer their expertise, while overall project teams refer to the Director of each partner institution. Lastly partner institutions refer to the LB.

External Experts' Teams are advised to include the following roles:

- Project manager
- Communication Manager
- Quality Assurance Manager
- Members with expertise on the fields of
 - Communications
 - Graphic Design

- IT specialist
- Local and Program Languages specialist

Moreover, it is advised that all deliverables should follow a quality assurance peer review process.

6.1.2 Work Effort Breakdown

The work effort of the project working group for the implementation of the Communication and Dissemination Activities is a result of the organizational structure of the Project Working Group and the breakdown of the responsibilities for each member.

| Communication & Dissemination | Working Hours | Times | Total working Hours |
|---|---------------|-------|---------------------|
| LB | | | |
| D.2.1.1. Communication Plan, Logo and Slogan | | | |
| Task 1 Communication Plan | | | |
| D.2.1.1.A Communication Plan | 40 | 1 | 40 |
| Task 2 Development of the Visual Identity of the SMiLe project | | | |
| D.2.1.1.B Visual Identity | 40 | 1 | 40 |
| D.2.1.2 Printed and electronic info material | | | |
| Task 3 Design and production of information and publicity material of the SMiLe project | | | |
| D.2.1.2.A Postcards (20.000) | 64 | 1 | 64 |
| D.2.1.2.B Postcards in Braille (1.000) | | | |
| D.2.1.2.C Information kits (600) | | | |
| D.2.1.2.D Roll-up banners (10) | | | |
| D.2.1.2.E Booklet about the project results (1.000) | 124 | 1 | 124 |
| D.2.1.3 Conferences - Infodays | | | |
| Task 4 Organization of project events | | | |
| D.2.1.3.A Organization of two (2) info-days | 144 | 2 | 288 |
| D.2.1.3.B: Organization of one (1) info-day | 144 | 1 | 144 |
| D.2.1.3.C: Final Conference | 160 | 1 | 160 |
| D.2.1.4. Media and web promotions activities | | | |
| Task 5 Project Webpage | | | |
| D.2.1.4.A Trilingual webpage for the SMiLe project | 1760 | 1 | 1760 |
| Task 6 Production of five-minute video spot | | | |
| D.2.1.4.B Production of five-minute video spot | 1760 | 1 | 1760 |
| Task 7 Authoring and publishing of newspaper articles and Press Releases | | | |
| D.2.1.4.C Six (6) 280-350 word articles in the local Mass Media | 16 | 6 | 96 |

| Communication & Dissemination | Working Hours | Times | Total working Hours |
|---|---------------|-------|---------------------|
| Task 8 Social Media Campaign | | | |
| D2.1.5.D Development of Social Media Accounts | 2 | 24 | 24 |
| PB2 | | | |
| D 2.2.2. Media and web promotions activities | | | |
| Task 5 Project Webpage | | | |
| D.2.2.2.A Four (4) op-eds about the implementation of the project | 16 | 4 | 64 |
| D.2.2.3 Conferences - Infodays | | | |
| Task 4 Organization of project events | | | |
| D 2.2.3. Organization of One Scientific Conference | 200 | 1 | 200 |
| PB3 | | | |
| D.2.3.1 Printed and electronic info material | | | |
| Task 3 Design and production of information and publicity material of the SMiLe project | | | |
| D.2.3.1.A Information kits (150) | 4 | 1 | 4 |
| D.2.3.1.B Roll-up banners (2) | | | |
| D.2.3.2 Conferences - Infodays | | | |
| Task 4 Organization of project events | | | |
| D 2.3.2.A. Organization of 1 press conference | 144 | 1 | 144 |
| D 2.3.2.B Organization of Closing Conference | 160 | 1 | 160 |
| D 2.3.2.C Organization of 1 Info day | 144 | 1 | 144 |
| D 2.3.3. Media and web promotions activities | | | |
| Task 5 Project Webpage | | | |
| D 2.3.3.A. Translation and updating of the Website in Bulgarian | 300 | 1 | 300 |
| Task 7 Authoring and publishing of newspaper articles and Press Releases | | | |
| D 2.3.3.B Four (4) 280-350 word articles in the local Mass Media | 16 | 4 | 64 |
| PB 4 | | | |
| D.2.4.1 Printed and electronic info material | | | |
| Task 3 Design and production of information and publicity material of the SMiLe project | | | |
| D.2.4.1.A Information kits (150) | 4 | 1 | 4 |
| D.2.4.1.B Roll-up banners (2) | | | |
| D.2.4.2 Conferences - Infodays | | | |
| Task 4 Organization of project events | | | |
| D 2.4.2.A. Organization of 1 press conference | 144 | 1 | 144 |
| D 2.4.2.B Organization of Closing Conference | 160 | 1 | 144 |
| D 2.4.2.C Organization of 1 Info day | 144 | 1 | 144 |
| D 2.4.3. Media and web promotions activities | | | |

| Communication & Dissemination | Working Hours | Times | Total working Hours |
|---|---------------|-------|---------------------|
| Task 7 Authoring and publishing of newspaper articles and Press Releases | | | |
| D2.3.4.A Four (4) 280-350 word articles in the local Media to promote and publicize the project as well as its actions and results. | 16 | 4 | 64 |
| PB 5 | | | |
| D 2.5.1. Media and web promotions activities | | | |
| Task 7 Authoring and publishing of newspaper articles and Press Releases | | | |
| D 2.5.1.A Twelve (12) press releases through PB5' s available channels | 8 | 12 | 96 |

6.2 Budget

The following section presents the allocated budget for the Communication Tasks detailed above per Deliverable and Partner. As noted in the introduction the Communication Plan constitutes a dynamic tool adjusted to the effectiveness of the project information and publicity activities, as well as to its internal and external environment. Adjustments include modifications in the budget due to better efficiency of the available resources from the partners. The following table represent the budget baseline for WP2 Dissemination and Communication.

| WP 2 Communication & Dissemination | Staff | Office & Administration | External Services | Total |
|--|----------|-------------------------|-------------------|------------------|
| LB | | | | 37,800.00 |
| D.2.1.1. Communication Plan, Logo and Slogan | | | 1,500.00 | 1,500.00 |
| D.2.1.2 Printed and electronic info material | | | 8,900.00 | 8,900.00 |
| D.2.1.3 Conferences - Infodays | | | 15,500.00 | 15,500.00 |
| D 2.1.4. Media and web promotions activities | | | 11,900.00 | 11,900.00 |
| PB2 | | | | 7,650.00 |
| D 2.2.2. Media and web promotions activities | 2,350.00 | 300.00 | 2,350.00 | 2,650.00 |
| D.2.2.3 Conferences - Infodays | | | 5,000.00 | 5,000.00 |
| PB3 | | | | 8,630.00 |
| D.2.3.1 Printed and electronic info material | | | 630.00 | 630.00 |
| D.2.3.2 Conferences - Infodays | | | 6,400.00 | 6,400.00 |
| D 2.3.3. Media and web promotions activities | | | 1,600.00 | 1,600.00 |
| PB 4 | | | | 5,830.00 |
| D.2.4.1 Printed and electronic info material | | | 630.00 | 630.00 |
| D.2.4.2 Conferences - Infodays | | | 4,000.00 | 4000.00 |
| D 2.4.3. Media and web promotions activities | | | 1,200.00 | 1,200.00 |
| PB 5 | | | | 300.00 |
| D 2.5.1. Media and web promotions activities | 300.00 | | | 300.00 |