

COMMUNICATION PLAN OF THE PROJECT

«Communication, promotion &
education services of eOUTLAND project»

Section 1: Communication & promotion services

Deliverable D2.1.1, D2.1.2, D2.1.3

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 programme)

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διοργανωτικές εργασίες

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I. The environment of the project

The need to protect the environment and biodiversity, particularly of endangered fauna and flora, from the significant impacts caused by natural disasters (rural fires and floods) have led the European Union to recognize the need for specific measures such as, inter alia, Directive 92 / 43 / EEC on Habitats (Article 6) and the new Forestry Strategy 2013 (COM (2013) 659 final of 22.9.2013). The link between Policy and Environmental Protection is clearly defined in the EU Civil Protection Legislation and the European Civil Protection Mechanism (2013).

The eligible cross-border area of the Interreg V-A Territorial Cooperation Program "Greece-Bulgaria 2014-2020" includes about 100 Greek and Bulgarian areas of the NATURA 2000 network. Of these areas, 11 Greek and 15 Bulgarian NATURA 2000 regions are adjacent to the Greek-Bulgarian borders.

The cross-border area is covered by dense forest areas that include important and endangered fauna and flora species, and is an area where several socio-economic activities. It is therefore self-evident that the region is rich in biodiversity value and that protection from natural disasters across borders is a paramount bet to be won.

The project focuses mainly on five protected areas:

- (a) Sheikh-Su (landscape of special natural beauty),
- (b) Coastal front of the protected reforestation area of Thessaloniki,
- (c) "Dadia – Lefkimis – Soufli Forest" (protected area of the NATURA 2000 network);
- (d) "Sakar" (NATURA 2000 protected area); and
- (e) "Derventski Bazizenija 1" (protected area of the NATURA 2000 network).

The added value of the project in the eligible area of the Interreg V-A Program "Greece-Bulgaria 2014-2020" is the creation of an effective and innovative system for the protection of the protected areas of the cross-border area (NATURA 2000 network and others).

II. eOUTLAND project

II.a. general information about eOUTLAND

The eOUTLAND project is a continuation of the wider scale of an already completed and successful project, called "outland". The effectiveness and the impact of the OUTLAND project led to the establishment of the NETWORK FOR SUPPORT OF FUNCTIONING AND EDUCATION OF VOLUNTARY POLITICAL PROTECTION GROUPS IN PHYSICAL DISASTERS – DYOPP (Hellenic acronym) in Greece with the support of the Municipality of Zlatograd Bulgaria. The municipal non-profit corporation DYOPP was one of the most important results of the OUTLAND project funded in the previous programming period from the Greece-Bulgaria Cross Border Cooperation Program 2007-2013.

The eOUTLAND project completes the results of the previous project and builds on the basis of past experiences and good practices in order to create an upgraded, integrated and cross-border framework of certified education, training and support for civil protection volunteers active in the protection of environmental damage from natural disasters (rural fires and floods).

The "eOUTLAND" project helps to capitalize and further develop the synergies that have been established to create better conditions for the protection of NATURA 2000 and other protected areas in the cross-border area from natural disasters (rural fires and floods). These threats do not obey the borders. Over the past 15 years, a significant number of rural fires have been recorded in the two neighboring countries, which have led to the loss of biodiversity in many forest ecosystems, many of which have been recorded in the eligible cross-border area of the program and close to the border.

Many of these fires have also occurred in the protected areas of the NATURA 2000 network. In the past years floods have been recorded in the main rivers of the cross-border area running through the eligible area of the program, in urban areas of Thessaloniki and Thermi as well as in the plains of Thessaloniki, Xanthi and Komotini. These areas are included in the High Flood Disaster Areas (Floods Directive 2007/60).

The project focuses on:

- (a) The creation of a whole training package for volunteers at a single cross-border level (modules, manuals and new technology applications),
- (b) Multi-day joint web-based trainings, as well as training courses that will be broadcast only on-line,
- (c) The organization of promotional events for the project and its results to the public,
- (d) The creation of new technology applications to support the operational capacity of voluntary groups,
- (e) The preparation of fire protection plans and flood alert plans-schedules,
- (f) The equipment of voluntary teams (vehicles, personal equipment, field equipment, technology equipment) and
- (g) The establishment of a center for the control of the volunteers' business operation.

II.b. The general and specific objectives & objectives of the project

The eOUTLAND project aspires to capitalize and further develop the synergies that have been established to create better conditions for the protection of NATURA 2000 and other protected areas in the cross-border area from natural disasters (rural fires and floods).

The overall objective of the eOUTLAND project is to protect areas of NATURA 2000 and other protected areas from natural disasters (natural disasters and floods) through a certified framework of education and support for political protection groups based on a common cross-border basis. The main objective of the project is to strengthen the resilience of the cross-border biodiversity of certain protected areas in two countries (Greece and Bulgaria) against natural disasters or special conditions that occur after a natural disaster such as natural fires and floods.

The "eOUTLAND" project also includes the following specific objectives:

- (a) The establishment of a successful cooperation between the DYOPP (from Greece) and the Maritsa Club (from neighboring Bulgaria)
- (b) The creation of a strong, certified and common cross-border education system for civil protection volunteers who are involved with the management of natural disasters such as rural and flood fires,

- (c) The use of scientific and technical methods and tools by the involved volunteers of the Civil Protection of the cross-border area,
- (d) Equipment with the appropriate means of the volunteers involved, and
- (e) The establishment of a common approach in the cross-border area on the protection of the environment from natural disasters with the involvement of civil protection volunteers.

II.c. Target Groups of the project

In order to communicate effectively, target audiences should be clearly identified. Depending on the objectives, the Project Partners shall identify relevant target groups. In addition, specific target groups have to be addressed by a variety of activities. The aforementioned Communication Plan shall prove the compliance between target groups and activities.

Potential target groups could be (with the list being not exhaustive):

- General public
- Local, regional, national, European, but also specialized mass-media, which contributes to the promotion of the Project
- European Commission and Members of the European Parliament
- Local, regional and national authorities
- Economic and social partners
- Universities and research institutions
- Chambers, Federations and Associations
- NGOs.

The main target groups of the project are the cross-border groups of Civil Protection volunteers dealing with risk management from natural disasters such as rural fires and floods. Secondary target groups are community groups such as schools and relevant local authorities.

II.d. The partners of the project

- (1) DYOPP/ NETWORK FOR SUPPORT OF FUNCTIONING AND EDUCATION OF VOLUNTARY POLICY PROTECTION GROUPS IN NATURAL DISASTERS (co-ordinator of the project),
- (2) EKETA/ Institute of Information Technology and Communications,
- (3) Regional Municipalities Association “Maritza”,
- (4) Bulgarian Academy of Sciences/ Institute of Information and Communication Technologies,
- (5) Municipality of Zlatograd



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EKETA
 ΕΘΝΙΚΟ ΚΕΝΤΡΟ
 ΕΡΕΥΝΑΣ & ΤΕΧΝΟΛΟΓΙΚΗΣ
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www.certh.gr



www.maritza.info



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III.a. Communication with the contracting authority

Team must:

- Constantly cooperate with members of the Contractors, so the project can be delivered on time.
- Report instantly to the Contractors for any problem that might come up, in order to overlap any delays or omissions.
- Inform on a periodic basis the Contractors about the development of the project.
- Follow the publicity rules of the project, which exist from the project's general program guidelines.
- Act based on the Contractor's Project Objectives.

III.b. About the communication strategy of the project

For the implementation of the communication strategy SIMA SA will follow basic parameters, which are:

- Purity of the objectives and clarity of the methodology to be applied
- Uniformity and synergy between the proposed actions
- Originality and modern character of the project

The style of communication that the Contractor will use will combine the features of:

- Credibility (determination, commitment, implementation),
- Realism (daily, understandable, practical issues),
- Friendliness (humanity, respect - dignity, responsibility).

III.c. SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Cross-Border cooperation • Specific network of partners • Well defined target group • Strong identity of the project • Use of technology on behalf of the project 	<ul style="list-style-type: none"> • Difficulties in direct communication of the partners • Technological expertise of each partner • Use of terminology
Opportunities	Threats
<ul style="list-style-type: none"> • On-going education and evolvement materials and equipment that can be used • Supporting collaboration • Knowledge sharing • Strengthening the role of the project in the cross-border area 	<ul style="list-style-type: none"> • Change of policies in cross border cooperation area • Change of natural habitat

III.d. Publicity Rules

Project Partners



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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



IV. Communication tools

Throughout project's lifecycle, a wide range of communication tools will be used in order to address target audiences and maximize the impact of the Communication Plan.

D2.1.2 Design of the visual identity, the publicity logo and phrases of the project "eOUTLAND"

Description: it concerns the development and creation of the corporate identity of the project, which will include the logo and the slogan of the project.

It will be created in different versions according to the regulations of the Strategic Communication of the Territorial Cooperation Program and for all possible uses, printed and electronic (flyers, cards, notes, posters, folders, roll-ups, etc.).

Results: The visual identity is the project's identity. The project visual identity is used in order to make sure that all communication activities and tools are visually aligned. Those that will be approved by the contracting authority will be used in all project materials. So we will have a complete "picture" of the project in order to communicate it

Remarks:

- A common template for PowerPoint presentation will be used in order to present logos and alternatives and in case that other members wants to use it. PowerPoint presentation will be presented in English language.
- Fund mention – in all communication tools and activities, the reference to the funding by the European Union must be clearly indicated.
- In detail, the general reference "Project co-funded by the European Union" will be included in small size in all communication materials.
- Whenever possible (ie. written documents), the specific funding will be included: "Project co-funded by the European Union and national funds of the participating countries". The fund mention will be placed on the right bottom of the page.
- This reference to the European EU funding should be written in the typeface
- Montserrat. In the case of Word and PPT documents, Monserrat font can be substituted by Cambria.

Logo:

As part of the Balkan-Mediterranean Interreg project, visual identity, all deliverables will follow the same design outline.

Deliverables: Project logo and slogan



About logo designing:

In this approach we use concentric circles, 5 in number, just as many as the partners of the project, which are not full (closed) but they complete each other.

Through this design (designation) we wish to underline (show) not only the collaboration of the partners, their overlap and their support, but also the fact that we all have a common objective, that of the project!

We use blue and orange, the colours of the civil protection, along with their complementary colours.

The font used is firm (strong) and round, so that it is easy to read (from a distance).

As a slogan that may accompany the logotype we use just single words, instead of a sentence, in order to make sure that they are accurately translated into the other languages, and also to get through (communicate) to others the same message about the values of the project.



D2.1.2 Design and development of the project's website

Description: The development, updating and maintenance of the project website will take place. The entire content of the website will be in three languages: English, Greek and Bulgarian.

Results: The site of the project should:

- Inform on the project, objectives, procedures and expected results is provided
- Is the key partner information is provided, along with contact details
- Contains sub-categories in which anyone can find publicity material (press releases, invitations, posters, photos and links)
- Contains the reference to the Territorial Cooperation Program and EU co-financing.

Remarks:

- The Contractor will be responsible for updating the website with the content provided by the Contracting Authority.
- The project website should remain active under the responsibility of the Contractor for 5 years after completion of the project.
- The site may have its own domain or, alternatively, be part of the DYOPP (Hellenic acronym of the: NETWORK FOR SUPPORT OF FUNCTIONING AND EDUCATION OF VOLUNTARY POLICY PROTECTION GROUPS IN NATURAL DISASTERS) website (www.dyopp.gr).

Deliverables: web site of the project in accordance to the specifications

D2.1.2 Create the publicity videos and producing DVD for the volunteer of the civil protection

Description: Short video (maximum 3 minutes) and DVD production in 500 pieces. The video will include photos and short shots from project activities, material to be given to the Contractor by the Contracting Authority.

Results: The video is the presumption of the project. It is a summary of it's objectives and goals and includes the results that will have in the future, both for the region and its partners. The video is still a proof of communication actions and a tool that the Contracting Authority (and specifically the coordinator of the project) can use at every opportunity for the publicity of the project.

Deliverables: creating video and producing 500 DVD's

D2.1.2 Design and print of posters / banners of the project

Description: The drafting of the text and its delivery to the Contractor is an obligation of the Contracting Authority. The service includes the design, reproduction and distribution of posters will be used during the implementation of the project.

Results: The posters and the banner will provide general information about the project and the Programme to the partners of the project as well as the other target groups

Specifications: 33 x 48,7cm dimension color printing, in 5.000 items for posters

Specifications: Color digital canvas printing with creative and roll – up mechanism in 2,00x0,80m. dimension for banner

Deliverables: 5.000 poster and 1 banner

D2.1.3 Designing and printing leaflets for Greek civil protection volunteers

Description: The compilation of the text of the form and the delivery to the Contractor is an obligation of the Contracting Authority. The brochure will contain general information on the project and the deliverables.

Specifications: half-fold brochure, A4 two-sided with bleeds, digital printing, in 7.000 items.

The brochure will be delivered to the TDIP electronically in the form of "open" (processable) high resolution files. The identity of the project, the logo and the central slogan of the project will be necessarily used.

Deliverables: 7.000 leaflets

D2.1.3 Creating press releases and publicity articles on the project

Description: Writing publicity articles for each semester of project implementation for 2 years and press releases whenever deemed necessary by the Coordinating Partner. The services provided will include any costs of at least one publication per semester in printed or electronic form.

Schedule: From the signing of the contract of the project up to the completion of it. The frequency of publicity articles with project news is set every 6 (calendar) months.

Deliverables: create at least 6 press releases

D2.1.3 Design and publication of regular project newsletters and general coordination of project's activities

Description: Create newsletters to be published on social media and be promoted electronically to target groups according to the project specific publicity and visibility plan.

The profile of the project in the social media will be further developed and will be managed throughout the implementation of the project by its Contractor. It will use any appropriate means to increase the visiting's of these social media profiles.

Deliverables: Create and update profiles on social media / create at least 6 newsletters

D2.1.4 Planning and organizing a campaign to collect public opinion and expectations

Description: An online campaign to target groups to be defined by the project partners in order to collect public opinions and expectations, as well as an evaluation report and a campaign's results.

Results: Immediacy and communication with the target group of the project will give a transnational and successful course. In addition, the participating project partners as well as the target group will feel the security and safety of communication tools.

Remarks: The online campaign can be made either through the project website or through the social media used in the implementation of the project or by any other appropriate means chosen by our company and the contracting authority (DYOPP - NETWORK FOR SUPPORT OF FUNCTIONING AND EDUCATION OF VOLUNTARY POLICY PROTECTION GROUPS IN NATURAL DISASTERS).

In any case, a minimum stake should be ensured, which may include at least 100 opinions collected - views.

Deliverables: at least 100 opinions collected - views/valuation and results report

D2.1.4 Organize the open conference of the project

Description: It concerns the holding of a two-day open conference in Themi, in a conference room of 100 or more people, with a microphone installation and a focus of 100 participants for the 2 days conference.

Remarks: The selected room should be in an easily accessible location and preferably with parking space. The service of participants at the conference includes catering for a total of 100 people for two days. Specifically, during the event, a buffet will be held outside the conference hall, where coffee and beverages will be offered half an hour before the start of the event, while at the end of the event a light meal will be offered in the form of a buffet.

The contractor (our company) undertakes the provision and transportation of the necessary equipment for the participants to and from the venue (tables, tablecloths, dinnerware, glasses etc.) as well as the configuration of the area where the catering services of the event will be provided.

Deliverables: Organize a conference with the above specifications

D3.1.1 Design and publication of the guide for organizational and operational cooperation and compatibility of civil protection volunteers in the cross-border area in Greek and English language.

Description: The contracting authority is obliged to deliver texts and photographic material for the realization of the brochure

Specifications: 17x24cm dimension, 30-40 pages, βιβλιοδεσία καρφίτσα, 150gr paper illustration, in 3.000 items

Deliverables: 3.000 printed items of the brochure

D3.1.1 Design and publication of the guide to environmental value, biodiversity and awareness of civil protection volunteers in the cross-border area in Greek and English language.

Description: The contracting authority is obliged to deliver texts and photographic material for the realization of the brochure

Specifications: 17x24cm dimension, 30-40 pages, βιβλιοδεσία καρφίτσα, 150gr paper illustration, in 2.000 items

Deliverables: 2.000 printed items of the brochure

D3.1.1 Design and publication of the rural fire management guide by civil protection volunteers in the cross-border area in Greek and English language.

Description: The contracting authority is obliged to deliver texts and photographic material for the realization of the driver's brochure

Specifications: 17x24cm dimension, 30-40 pages, βιβλιοδεσία καρφίτσα, 150gr paper illustration, in 2.000 items

Deliverables: 2.000 printed items of the brochure

D3.1.1 Design and publication of the flood management by civil protection volunteers in the cross-border area in Greek and English language.

Description: The contracting authority is obliged to deliver texts and photographic material for the realization of the brochure

Specifications: 17x24cm dimension, 30-40 pages, βιβλιοδεσία καρφίτσα, 150gr paper illustration, in 2.000 items

Deliverables: 2.000 printed items of the brochure

D3.1.1 Design and publication of the personal safety guide of civil protection volunteers in Greek and English language

Description: The contracting authority is obliged to deliver texts and photographic material for the realization of the brochure

Specifications: 17x24cm dimension, 30-40 pages, βιβλιοδεσία καρφίτσα, 150gr paper illustration, in 2.000 items

Deliverables: 2.000 printed items of the brochure

D3.1.1 Design and publishing of the equipment and tools guide of civil protection volunteers in Greek and English language

Description: The contracting authority is obliged to deliver texts and photographic material for the realization of the brochure

Specifications: 17x24cm dimension, 30-40 pages, βιβλιοδεσία καρφίτσα, 150gr paper illustration, in 2.000 items

Deliverables: 2.000 printed items of the brochure

D3.1.3 Livestreaming services during the five-day training in Thermi and Komotini

Description: Live broadcast of five-day training in Thermi and Komotini via web using 1 camera and full equipment with slide show synchronization.

Specifications: Outdoor workshop with wireless equipment for outdoor events even when there is no wired Internet. Recording of the events and deliver the material into DVD.

Deliverables: 2 live web-casting and deliver the material into DVD

D3.1.3 Livestreaming services during the two annual (one-day) training seminars in Greece

Description: Live webcasting through internet connection with 1 camera and full equipment and slideshow synchronization will take place. Record the events and deliver of the material into DVD

Deliverables: 2 live web-casting and deliver the material into DVD

D3.1.3 Translation services during the five-day training in Thermi and Komotini

Description: The presence of an interpreter and any required equipment (headphones etc.), whenever required, within the framework of the five-day training in Thermi and Komotini will take place for the project.

Schedule: year of 2018 in Komotini and year of 2019 in Thermi.

The Contractor will be informed by the Contracting Authority of the exact dates of the training, at least one month earlier.

Deliverables: Translation services

V. Schedule of the project

Number	Description of the action	June 18	July 18	Aug 18	Sept 18	Oct 18	Nov 18	Dec 18	Jua 19	Feb 19	Mar 19	Apr 19	May 19	June 19	July 19	Aug 19	Sept 19	Oct 19	Starting Date	Ending Date
	Communication with the contracting authority of the project																		1/7/2018	30/10/19
Promotion & Advertising of the project																				
D2.1.1	Drafting a special publicity plan and projection of the project																			
D2.1.2	Design of the visual identity, the publicity logo and phrases of the project "eOUTLAND"																		1/7/2018	30/7/2018
D2.1.2	Design and development of the project's website																		1/7/2018	31/7/2018
D2.1.2	Create the publicity videos and producing DVD for the volunteer of the civil protection																		1/5/2019	31/7/2019
D2.1.2	Design and print of posters / banners of the project																		1/7/2018	31/7/2018
D2.1.3	Designing and printing leaflets for Greek civil protection volunteers (7.000 items)																		1/7/2018	31/7/2018
D2.1.3	Creating press releases and publicity articles on the project																		1/9/2018	1/10/2019
D2.1.3	Design and publication of regular project newsletters and general coordination of project's activities																		1/9/2018	1/10/2019
D2.1.4	Planning and organizing a campaign to collect public opinion and expectations																		1/9/2018	1/10/2019
The final meeting of the project																				
D2.1.4	Organize the open conference																		1/9/2019	1/10/2019
Design & publishing of GUIDES																				
D3.1.1	Design and publication of the guide for organizational and operational cooperation and compatibility of civil protection volunteers in the cross-border area in Greek and English language																		1/10/2018	31/12/2018

D3.1.1	Design and publication of the guide to environmental value, biodiversity and awareness of civil protection volunteers in the cross-border area in Greek and English language																		1/10/2018	31/12/2018
D3.1.1	Design and publication of the rural fire management guide by civil protection volunteers in the cross-border area in Greek and English language																		1/10/2018	31/12/2018
D3.1.1	Design and publication of the flood management by civil protection volunteers in the cross-border area in Greek and English language																	1/10/2018	31/12/2018	
D3.1.1	Design and publication of the personal safety guide of civil protection volunteers in Greek and English language																	1/10/2018	31/12/2018	
D3.1.1	Design and publishing of the equipment and tools guide of civil protection volunteers in Greek and English language																	1/10/2018	31/12/2018	
LiveStreaming & trasnlations for the project																				
D3.1.3	Livestreaming services during the five-day training in Thermi and Komotini																	1/9/2018	1/10/2019	
D3.1.3	Livestreaming services during the two annual (one-day) training seminars in Greece																	1/9/2018	1/10/2019	
D3.1.3	Translation services during the five-day training in Thermi and Komotini																	1/7/2018	1/10/2019	

COMMUNICATION PLAN
thank you!

SIMA A.E.