

Project **River Plus**:
STRYMONAS COOPERATION COORDINATION
του προγράμματος Interreg V-A Cooperation
Programme 'Greece - Bulgaria 2014-2020'

Communication Strategy Plan

Version 1.1 • September 20, 2021

Serres Development Company s.a.



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Document Name	Author
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Visual Identity Guidelines	contractor company
Programme & Project Manual	contracting authority
RIVER PLUS Partnership Agreement	All RIVER PLUS Partners

Distribution List

This document has been distributed to:

Name	Position
LB1. Municipality of Simitli,	Project Lead Partner
PB2. Municipality of Strumyani	Project partner
PB3. Municipality of Heraklion	Project partner
PB4. Municipality of Sintiki	Project partner
PB5. Municipality of Emmanuel Pappas	Project partner

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1. Introduction

This document aims to ensure that communication efforts help to achieve the RIVER PLUS's goals and that they are coordinated and effective. Its purpose is to achieve a continuous formalized information flow to stakeholders in order to maximize awareness on the project and to establish links with other projects and networks. It also helps to clarify what staff, time and resources are needed and how to use them.

The Communication Strategy Plan provides an overall view on communication objectives and how the Project plans to meet them whereas the annual plans describe how, when and by whom the activities will be implemented.

The Communication Strategy Plan revolves around the communication objectives, the target groups, the communication activities, the indicators and achievements, the human and financial resources and finally, the timeline. Also the Communication Strategy Plan identifies stakeholders, lists communication channels and provides a framework for disseminating project's results.

The elaboration of the Communication Strategy Plan has been based on (a) the 'Interreg V-A Cooperation programme Greece-Bulgaria 2014-2020 Information & Publicity Guide,

(b) the 'RIVER PLUS' Application Form' (Roles of the Partners, Communication Tools & Activities and Project Objectives)

and

(c) the 'RIVER PLUS' Specification of Budget Costs (Deliverables, Justification of the estimated costs).

This Communication Strategy Plan has been developed in close cooperation with the Project coordinator and Project Partners, aiming all partners to be involved and committed in the communication activities.

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2. Project's Background and Rationale

2.1 Problems & Challenges to be addressed

The cooperation is based on common goals because the Cross-Border area face common problems. Both territories are underdeveloped, suffer depopulation, lack of basic infrastructure, low incomes and narrow business opportunities. The project's Beneficiaries have already understood these difficulties and they have tried to take over the internal potential at maximum extent.

However, some negative processes are still in progress, consequently, the challenges remain. The internal potential is very limited and it must be "open" for markets and flows outside the Cross-Border Region. The Beneficiaries have already agreed that there is need for an effective and applied smart specialization strategy, which can transform the underdevelopment into a smooth growth. RIVER PLUS combines efforts to plan and implement actions that will boost sustainability and attract as many visitors as possible in the Cross-Border area of Greece-Bulgaria.

2.2 The idea

The area of the River Plus project is characterized by a rich cultural and natural heritage. The municipalities of Simitli and Strumyani in Bulgaria as well as the municipalities of Heraklion, Sintiki and Emmanuel Pappas in Greece, crossed by the river Struma or Strymon, have large areas with rich natural environment or protected areas.

In addition, they belong to rural and remote areas with low growth and have favorable conditions for the development of eco-tourism, thematic tourism and opportunities for the development of cross-border cooperation.

The similarities in the physical and social environment of the partners are reflected in common problems, issues, challenges and opportunities that focus on the protection, management and utilization of natural and cultural resources and local traditional activities.

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2.3 The partnership in RIVER PLUS project

The corporate form of the proposal consists of the following partners:

Lead Partner (LB1): Municipality of Simitli

PB2: Municipality of Strumyani

PB3: Municipality of Heraklion

PB4: Municipality of Sintiki

PB5: Municipality of Emmanuel Pappas

PB6: Serres Development Company S.A.



2.4 Objectives

General objective of the project: Enhancing the tourist attractiveness of the region through cross-border cooperation, for the protection and promotion of local natural and cultural heritage and natural resources.

The project approach focuses mainly on three topics:

- ✓ The first concerns the need to create infrastructure to improve the conservation and promotion of cultural and natural resources and activities in the region. The project includes the implementation of projects in recreational areas, projects to increase the hospitality of themed tourists, activities in sports facilities, information centers and a museum of local traditional activities.
- ✓ The second, which addresses new approaches and tools with a cross-border character for the region and highlights the cross-border approach, refers to the strengthening of a common tourist identity through studies, seminars for civil servants, professionals and residents, as well as thematic workshops for innovative approaches.
- ✓ The third part of the project consists of the development of a network for professionals and stakeholders in the area through the exchange of know-how and the exchange of best practices and joint tourism campaigns.

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2.5 Project's approach

The project focuses as we mentioned on tourism and cultural "products" that create an area more desirable to visitors. In this context, promotion and awareness actions will be carried out (deliverable of the project), in order to promote in the best way the sights of interest (sights, monuments, nature trails, environment, alternative tourism).

The project emphasizes the integration of sustainable tourism and culture, the promotion of the multifaceted nature of tourism and the creation of innovative tourism activities with the environment and culture as a basis. In addition, through technological approaches (social media, mobile applications) it will try to deal with the low "traffic" of visitors, as well as the low popularity and choice of the area as a destination.

The actions of the project, however, due to the fact that they are directly related to technology, will be able to penetrate more directly to the audience we are referring to and create demand for the area and points of interest, which is required, since the project does not stop with its implementation and its effects will continue to be seen over time.

2.6 The partnership

The partnership is consisted of the 6 cross-border partners with competence in local development, tourism and public information and awareness with high level of commitment.



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3. Overall Communication objectives.

The overall objective of the communication activities is to be open and secure that the RIVER PLUS key messages reach all relevant stakeholders and foster their commitment to the project in the long term and thus the project's capitalization in the Cross Border area.

The communication plan is based on the following principles, forming the 'T-A-C-I-T' proposed methodology (from the first letters of the target-words):

- **Targeted**, the communication will be open and targeted to the relevant audience, as well as identified for the individual circumstances and specific messages.
- **Awareness**, with respect to the role of the EU and the Structural Funds of the EU for the general public and the promotion of the added value of the project.
- **Consistency**, the project's messages, results and outcomes to be open, clear and consistent
- **Interactiveness**, the project will listen to the views of its target audiences and as far as possible will incorporate them into the communication efforts carried out
- **Transparency**, as far as access to the funds is concerned.

3.1 method of writing of the Communication Plan

The drafting strategy of the Communication Strategy Plan follows a cycle of steps, which are summarized in the following:

- ✓ Analysis and collection of data and information about the project and the object that concerns it by the Contracting and the collaborating bodies
- ✓ Design of materials (and deliverables of the project) according to the rules of publicity of interreg and the quality assurance process of the company
- ✓ Contact the Contracting Authority and send the "materials - deliverables" for (any) corrections and the necessary 'approval'
- ✓ Checking and corrective moves according to the instructions of AA.
- ✓ Collection of new data and information and feedback on the process

*) The methodology is essentially a cycle of supply - feedback of actions - procedures - information, so that each time we reach the desired result, which is also project's deliverable

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3.2 Target groups.

The **Direct Target Groups** of RIVER PLUS are the following:

- Visitors to cross-border and local areas
- Local people – visitors interested in nature
- Visitors of the alternative tourism & nature area
- Lovers of nature and Lovers of exploration

The **Specific Target Groups** of RIVER PLUS are:

- Public organizations dealing with tourism
- National, Regional & Local stakeholders involved in tourism
- SMEs tourism-related
- NGOs involved in environmental protection
- NGOs involved in alternative forms of tourism

The **Specific objectives for each target group** are presented here:

- ❖ Public organizations dealing with tourism
 - Raising awareness among public authorities in the CB area of how project partners work together to promote the area's cultural and natural heritage and support tourism.
 - Communicating the results of the project
- ❖ National, Regional & Local stakeholders involved in tourism
 - Raising awareness among actors involved in tourism regarding the valorization of the CB area's cultural and natural heritage for tourist purposes
 - Communicating the results of the project
- ❖ SMEs tourism-related
 - Ensuring that the SMEs in the CB area are aware of the RIVER PLUS project and its activities, with respect to the benefits derived by being involved in its activities and through its results.
 - Communicating the results of the project
- ❖ NGOs involved in environmental protection
 - Raising awareness among actors of the civil society regarding the environmental dimension and impact of RIVER PLUS towards a sustainable tourism development.
 - Communicating the results of the project

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- ❖ NGOs involved in alternative forms of tourism
 - Raising awareness among actors of the civil society regarding alternative forms of tourism
 - Communicating the results of the project
- ❖ Visitors of border areas and local people
 - Raising awareness among the visitors in the CB are aiming to the effective enhancement and promotion of the current tourist image of the area.
 - Raising awareness among the local people towards the development of place branding.
 - Communicating the results of the project

3.3 SWOT Analysis

Strengths

- Clearly defined target audience/groups
- Clearly defined communication objectives
- Innovative project concept
- Rich cultural heritage of the regions
- Motivated and experienced team of experts
- Well established contact network

Weaknesses

- The CB area carries a weak image compared to other EU areas
- The CB area suffers from depopulation, lack of basic infrastructure, low incomes and narrow business opportunities
- Cultural heritage and potential of the CB area needs to be widely communicated

Opportunities

- Develop common ground for more efficient communication.
- Create consensus among a large number of key organizations
- Promote the cultural events of the area
- Create a network of Cultural exchanges among events

Threats

- The discontinuity of cultural events
- Groups of people unwilling to support the cultural exchanges and the conservation of cultural events

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4. Communication Activities

4.1 Communication Manager

The Communication Manager is responsible to coordinate and support the RIVER PLUS Project Partners towards monitoring and evaluate the communication activities in relation to each communication objectives and indicators set in the present Communication Strategy Plan.

These procedures aim to feed both the periodic reporting of each Project Partner as well as into the larger process of the Project evaluation.

In case there would be shortcomings in reaching certain goals, an analysis of why this happened and what could be done to overcome the challenges will be provided in order to improve the respective activities during the implementation of the project.

4.2 Communication Strategy (D2.6.1)

Bodies responsible for the implementation: PB6

Description of Activities:

D 2.6.1 Study for the dissemination & communication strategy of the project

The maximization of the communication result must be ensured, through the utilization of synergies, the complementarity, the maximum possible homogeneity as well as the possibility of coordination in the implementation of its actions (deliverables). The compilation and organization of the communication strategy is done in such a way that it is in line with the mentioned activities and objectives of the 'River PLUS' project as well as with the instructions for creating a communication strategy and disseminating the results of the program in which it is part!

PP6 will use an external contractor for technical assistance for the elaboration of a study for the dissemination & communication strategy of the project, including logo, statement, the content of the rest of dissemination actions (Printed & electronic material, website etc.). (in three languages: EN, GR, BG).

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The Study includes:

- Introduction & Description of the project
- Project Environment - Swot Analysis
- Target group analysis and their identification
- The Communication Strategy - actions and areas
- Communication goals
- The deliverables in detail
- Schedule of actions & Cost of actions
- Evaluation of actions and actions - Measurements of effectiveness

Audience:

PB6: Serres Development Company S.A.

Budget: €6.855,00

Time & Place: with the start of the project and with the renewal of its content depending on its development and, if necessary, every three months

After the deliverable's completion (Follow-up):

Informing the contracting authority, uploading information on the project

Target groups: all target groups mentioned

Location: the registered office of the partner responsible for the present action, PB6: Serres Development Company S.A.

Indicator: the written issue-text (study) for the communication strategy of the project that concerns all its partners

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4.3 Dissemination Materials (D2.2.1, D2.4.1, D2.5.1)

Bodies responsible for the implementation: PB2, PB4, PB5

Description of Activities:

D2.2.1 – D2.4.1 – D2.5.1 Dissemination & communication Materials

PP2 will use an external contractor for the production of dissemination material, for use in BG, based on D2.6.1 (in BG): production of leaflets (7.000 per BG partner).

PP2 will use an external contractor for the production of dissemination material, for use in BG, based on D2.6.1 (in BG): production, reproduction of a CD – DVD will also be produced with visual presentation of the entire CB area, for distribution at schools and public services: 350 DVDs per BG Partner will be produced

PP6 will use an external contractor for technical assistance for the elaboration of a study for the dissemination & communication strategy of the project, including logo, statement, the content of the rest of dissemination actions (Printed & electronic material, website etc.). (in 3 languages: EN, GR, BG)

PP4 will use an external contractor for the production of a booklet with project results (in three languages: EN, GR, BG): 3.000 items will be produced (500 for each partner, $500 * 6 = 3.000$) at a cost per unit rate of 0,90 €.

PP5 will use an external contractor for the production of 500 booklets - guides for each partner ($500 * 6 = 3.000$) for the promotion of the project area (in three languages: EN, GR, BG)

PP4 will use an external expert for the production of dissemination material, for use in GR based on D2.6.1 (in GR); 15.000 leaflets will be produced (5.000 per GR Municipality).

Audience:

PB2: Municipality of Strumyani

PB4: Municipality of Sintiki

PB5: Municipality of Emmanuel Pappas

Budget: €12.080,00

Time & Place: on the dates set by the lead partner, in accordance with the whole development of the project actions

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After the deliverable's completion (Follow-up): informing the contracting authority, uploading information on the project website through the responsible partner, sending data for promotion on social media

Target groups:

- Public organizations dealing with tourism
- National, Regional & Local stakeholders involved in tourism
- SMEs tourism-related
- NGOs involved in alternative forms of tourism
- Visitors of border areas and local people

Location:

PB2: Municipality of Strumyani

PB4: Municipality of Sintiki

PB5: Municipality of Emmanuel Pappas

Indicator: 7.000 per BG partner – 5.000 per GR Municipality

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4.4 Communication/Dissemination: website, social media, mobile-tablet application (D2.6.2, D2.6.3, D2.6.4)

Bodies responsible for the implementation: PB6: Serres Development Company S.A.

Description of Activities:

D 2.6.2 Development and operation of the official website of the project

PP6 will use an external contractor for the construction and operation of the official website of the project. The content will rely on the Deliverable D2.6.1 and shall provide information about the project, its progress, deliverables and results (in three languages: EN, GR, BG)

The deliverable concerns the development and graphic design of a fully dynamic website for the promotion and promotion of the project, its actions, its course and its results. The content will provide information about the project, its progress, deliverables, actions and results of the project, while it will be based on the general framework specified by the deliverable D2.6.1.

The website will be created with the specifications mentioned in the publicity guide of the program and will have a short url, ending in ".eu", will be autonomous and in 3 languages (English, Greek, Bulgarian). The contractor will still be responsible for the technical support of the website for at least two (2) years from the closure of the project and at least three (3) years of total operation. Printed instructions for use will be prepared for its implementation and its management and information by the contractor

D 2.6.3 Development and operation of SOCIAL MEDIA pages

Technical higher education, responsible for the construction and operation of pages at social media (Facebook etc.). The content will rely on the Deliverable D2.6.1 and shall provide information about the project, its progress, deliverables and results (in three languages: EN, GR, BG)

PP6 will use an external contractor for technical assistance for the construction and operation of pages at social media (Facebook etc.). The content will rely on the Deliverable D2.6.1 and shall provide information about the project, its progress, deliverables and results (in three languages: EN, GR, BG)

The projection is simultaneous in both Media, Facebook & Instagram, with the aim of multiplying its communication dynamics and its effectiveness. The 2 media are connected and provide us with this feature. The creations in each Media will be "unified" and adapted

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to the characteristics of each. 10-day promotion campaigns will be implemented in each of the 2 Media, which will be spread throughout the implementation of the project. In total, in each medium we will have (at least) a 3-month screening which will be divided into "topics-categories". At least 2 topics per week will be posted, so that a total of about 50 posts are made on each medium (Facebook & Instagram).

Posts will be adapted to creative for 'Stories' and will be forwarded to the followers while a campaign will be formed in the 1st month with the aim of attracting friends-followers. The dialogues and comments on the pages will be answered in consultation with the contracting authority of the project, with the consent of which the entire promotion campaign will take place.

Campaign 1: Echo

See as many users as possible to spread our message directly and effectively to the public. Expected result per 10-day campaign: approach up to 350,000 users

Campaign 2: Interaction

Let the user of the medium interact with our message. Expected result per 10-day campaign: up to 2,000 interactions

Campaign 3: Site Entries

Aim for users to click on the link and be taken to the landing page of the site. Expected result per 10-day campaign: 1,000 (approximately) site entries

D 2.6.4 Development and operation of a mobile-tablet application

The application offers a unique touring experience in the points of interest of the area of Strymon, through mobile devices (mobile - tablet). Visitors have access to digital material (photos, videos).

The application for mobile devices (APP Android & iOS) will utilize functions and tools of the information system (Action D.2.6.2) appropriately adapted to the requirements of these devices (smartphones, tablets etc.) the application can be run by popular platforms of modern mobile devices, such as Android, iOS.

This way, some of the information contained in the portal is available to users at all times, even without access to the internet. Once the user has access this information will be automatically updated. The application also offers a user-friendly and easy way of navigation /navigation (Intuitive Navigation Logic) so that it can be fully used with a limited number of keys and using one hand.

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PP1 will use an external contractor for the construction and operation of a mobile-tablet application for information & promotion of the project. The content will rely on the Deliverable D2.6.1 (in three languages: EN, GR, BG)

Audience: PB6: Serres Development Company S.A.

Budget: €29.225,81

Time & Place: Throughout the project duration, especially before and after important events of the project

After the deliverable's completion Follow-up: The relevant material will be uploaded on the Project's site and social media.

Target groups:

- Public organizations dealing with tourism
- National, Regional & Local stakeholders involved in tourism
- SMEs tourism-related
- NGOs involved in alternative forms of tourism
- Visitors of border areas and local people

Location: PB6: Serres Development Company S.A.

Indicator:

- Total number of Leaflets' recipients: 19.000,00
- Total number of Booklets' recipients: 6.000,00
- Total number of DVDs' recipients: 700,00

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4.5 Events organization: Publicity events and conferences (D2.1.2, D2.5.2)

Bodies responsible for the implementation: PB1 & PB5

Description of Activities:

PP1 will use an external contractor for implementing 2 international 1-day conferences, one kick off and a final one about the results of the project: For the 2 conferences (6partners * 25persons) 150 persons per conference x 2 conferences = 300 participants. To include catering, material for participants, fees and expenses of speakers, total cost per participant.

PP5 will use an external contractor for implementing one thematic 1-day conference, promoting project's objectives (for example conference: 250 participants, in total, catering, material for participants, fees and expenses of speakers, total cost per participant 10,0€)

Audience: PB1: Municipality of Simitli & PB5: Municipality of Emmanuel Pappas

Budget: €4.642,00

Time & Place: On the dates set by the lead partner, in accordance with the whole development of the project actions

After the deliverable's completion (Follow-up): Informing the contracting authority, uploading information on the project website through the responsible partner, sending data for promotion on social media

Target groups:

- Public organizations dealing with tourism
- National, Regional & Local stakeholders involved in tourism
- SME's tourism-related
- NGOs involved in alternative forms of tourism
- Visitors of border areas and local people

Location: PB1: Municipality of Simitli & PB5: Municipality of Emmanuel Pappas

Indicator: seminar for civil servants with transnational experts (photographic material, list of participants, invitation and program, material distributed, presentations by speakers)

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4.6 Capacity building trainings (D3.1.1, D3.2.1)

Bodies responsible for the implementation: PB1, PB2

Description of Activities:

PP1 will use an external contractor for the implementation of seminar for public servants with transnational experts. Main objective: improving their capacities on the sustainable exploitation of cultural and natural resources and the promotion of the common identity of the area. 20h * 20 participants = 400

PP1 will use an external contractor for the implementation of seminar for public servants with transnational experts. Main objective: improving their capacities on the sustainable exploitation of cultural and natural resources and the promotion of the common identity of the area (5*4) 20hours * (20*2) 40 participants (20 from each municipality) = 800

PP2 will use an external contractor for the implementation of seminar for touristic guides and professionals with transnational transportation. Main objective: improving their capacities on the sustainable exploitation of cultural and natural resources and the promotion of common identity of the area. 20h * 20participants = 400

Audience: PB1: Municipality of Simitli, & PB2: Municipality of Strumyani

Budget: €27.600,00

Time & Place: on the dates set by the lead partner, in accordance with the whole development of the project actions

After the deliverable's completion (Follow-up):

Informing the contracting authority, uploading information on the project website through the responsible partner, sending data for promotion on social media

Target groups:

- Public organizations dealing with tourism
- National, Regional & Local stakeholders involved in tourism

Location: PB1: Municipality of Simitli, & PB2: Municipality of Strumyani

Indicator: Seminar for civil servants with transnational experts (photographic material, list of participants, invitation and program, material distributed, presentations by speakers)

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4.7 Know-how and Best Practices Exchange (D4.6.1)

Bodies responsible for the implementation: PB6

Description of Activities:

PP6 will use an external contractor for organizing two meetings (1 BG - 1 GR) including travel, catering etc for 4 persons per municipality, 80,645 euro/person * (5*4) persons * 1meeting = 1.612,9 euro, 2meetings * 1.612,9 = 3.225,8 for the implementation of the Know-how and best practices exchange

Audience: PB6: Serres Development Company S.A.

Budget: €3.225,80

Time & Place:

On the dates set by the lead partner, in accordance with the whole development of the project actions

After the deliverable's completion (Follow-up): informing the contracting authority, uploading information on the project website through the responsible partner, sending data for promotion on social media

Target groups:

- Public organizations dealing with tourism
- National, Regional & Local stakeholders involved in tourism
- SMEs tourism-related
- NGOs involved in alternative forms of tourism

Location: PB6: Serres Development Company S.A.

Indicator: written report on the exchange of know-how and best practices for the two meetings

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4.8 Participation in touristic expeditions (D4.3.2)

Bodies responsible for the implementation: PB6

Description of Activities:

PP3 will use an external contractor for organizing six common touristic business expeditions (3 in BG and 3 in GR) including travel, catering etc for 15 persons for enhancing networking between tourism professionals.

Audience: PB6: Serres Development Company S.A.

Budget: €3.600,00

Time & Place: On the dates set by the lead partner, in accordance with the whole development of the project actions

After the deliverable's completion (Follow-up):

Informing the contracting authority, uploading information on the project website through the responsible partner, sending data for promotion on social media

Target groups:

- Public organizations dealing with tourism
- National, Regional & Local stakeholders involved in tourism
- SMEs tourism-related
- NGOs involved in alternative forms of tourism

Location: PB6: Serres Development Company S.A.

Indicator:

Written report for common touristic business expeditions: 3 in BG - 3 in GR

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5. Overview of the Communication Activities

5.1 Target Groups and Communication Objectives in relation to Communication Activities

		Communication Activities					
Target Groups	Communication Objectives	Study for the dissemination & communication strategy including logo, statement, the content of the rest of dissemination actions	Development and operation of the project's website	Development and operation of SOCIAL MEDIA	Development and operation of a mobile-tablet application	Material production	Implementation of meetings, conference, seminar, workshops, etc.
Direct Target Groups	Raising awareness among public authorities		✓	✓	✓	✓	
	Communicating the results of the project		✓	✓	✓	✓	
Public organizations dealing with tourism	Raising awareness among actors involved in tourism	✓					✓
	Communicating the results of the project	✓					✓
National, Regional & Local stakeholders involved in tourism	Raising awareness among SMEs in the CB area	✓	✓		✓		✓
	Communicating the results of the project	✓	✓		✓		✓

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SMEs tourism-related	Raising awareness among actors of the civil society	✓	✓		✓		✓
	Communicating the results of the project	✓	✓		✓		✓
NGOs involved in environmental protection	Raising awareness among actors of the civil society	✓	✓		✓		✓
	Communicating the results of the project	✓	✓		✓		✓
NGOs involved in alternative forms of tourism	Raising awareness among actors of the civil society	✓	✓		✓		✓
	Communicating the results of the project	✓	✓		✓		✓

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6. Human Resources

6.1 Human Resources & Responsibilities in relation to Communication Activities

WP	Partner	Description	Del.	Responsibility
WP1	LP1	Technical coordinator	D1.1.2	responsible for technical aspects regarding PP1 actions' physical implementation, following the aims of the project and the relevant technical guidelines, legislation etc. Specific tasks: plan, organize and coordinate the activities set up under the project; (etc)
WP1	LP1	Procurement law expert	D1.1.2	Will be responsible for preparation and implementation of all tender procedures, observing the restrictions and legislative frame of Public procurement law. Specific tasks: prepare tender procedures and tender dossier (requirements for the applicants and all supporting documents); prepare evaluation reports; (etc)
WP1	LP1	Accountant – financial administration	D1.1.2	Of all activities and expenses, observing the national law and specific program's restrictions. Specific tasks: compile, collect and store primary and secondary accounting documents; classify the costs of the project; carry out bank transactions related to the realization and implementation of the project;
WP1	LP1	technical assistance	D2.1.1	PP1 will contract technical assistance for the needs of overall project's management actions and implementation. Specific tasks: overall project's management and implementation, following program's guidelines; preparation of interim and final project progress reports; observation of activity's deadlines; observation of project's timeframe; (etc)
WP2	LP1	implementing	D2.1.1	PP1 will use an external contractor for implementing 2 international 1-day conferences, one kick off and a final one about the results of the project: For the 2 conferences
WP3	LP1	implementing	D3.1.1.	PP1 will use an external contractor for the implementation of seminar for public servants with transnational experts. Main objective: improving their capacities on the sustainable exploitation of cultural and natural resources and the promotion of the common identity of the area.

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WP3	LP1	Implementing	D3.1.1	PP1 will use an external contractor for the implementation of seminar for public servants with transnational experts. Main objective: improving their capacities on the sustainable exploitation of cultural and natural resources and the promotion of the common identity of the area.
WP3	LP1	Implementing	D.3.2.1	PP2 will use an external contractor for the implementation of seminar for touristic guides and professionals with transnational transportation. Main objective: improving their capacities on the sustainable exploitation of cultural and natural resources and the promotion of common identity of the area.
WP5	LP1	Implementing	D5.1.1	PP1 will implement the construction of an adventure sports and Information Centre. It includes the works, the construction design, the construction supervision and investment control, according to the attached Bill of Quantities
WP5	LP1	Implementing	D5.1.1	PP1 will implement the provision of equipment for an adventure sports and Information Centre, according to the attached Bill of Quantities
WP2	PB2	Production Communication/ Dissemination material	D2.2.1	PP2 will use an external contractor for the production of dissemination material, for use in BG, based on D2.6.1 (in BG): production of leaflets (7000 per BG partner)
WP2	PB2		D2.2.1	PP2 will use an external contractor for the production of dissemination material, for use in BG, based on D2.6.1 (in BG): production, reproduction of a CD – DVD will also be produced with visual presentation of the entire CB area, for distribution at schools and public services
WP1	PB3	Office supplies	D1.3.2	Expendables and utilities for the needs of the project management. 100 Euro per month
WP1	PB3	technical assistance	D1.3.2	PP3 will contract technical assistance for the needs of overall project's management actions and implementation. Specific tasks: plan, organize and coordinate the activities set up under the project; to organize and control the document flow of the project; preparation of interim and final project progress reports; (etc)
WP3	PB3	implementing	D3.3.1	PP3 will use an external contractor for the implementation of seminar for general public with traditional experts.

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				Main objective: improving their capacities on the sustainable on the sustainable exploitation of cultural and natural resources and the promotion of the common identity of the area.
WP4	PB3	Elaboration	D4.3.1	PP3 will use an external contractor for the elaborator of a study for identification of best practices in the CB area, with the purpose to highlight practices proper for sharing and at the same time enable the sharing – exchanging procedure through networking activities
WP4	PB3	Organizing	D4.3.2	PP3 will use an external contractor for organizing six common touristic business expeditions (3 in BG and 3 in GR) including travel, catering etc, for 15 persons for enhancing networking between tourism professionals
WP5	PB3	Implementing	D5.3.1	PP3 will implement the construction of supplement works of a recreation area on the coast of Kerkini lake, according to the bill of quantities
WP2	PB4	Production Communication/ Dissemination material	D2.4.1	PP4 will use an external expert for the production of dissemination material, for use in GR based on D2.6.1 (in GR)
WP2	PB4		D2.4.1	PP4 will use an external contractor for the production of a booklet with project results (in three languages: EN, GR, BG)
WP2	PB4	Event implementing / communication	D2.4.2	PP4 will use an external contractor for implementing one thematic 1-day conference promoting project's objectives
WP2	PB5	Production Communication/ Dissemination material	D2.5.1	PP5 will use an external contractor for the production of 500 booklets - guides for each partner (500*6 = 3.000) for the promotion of the project area (3 languages: EN,GR,BG)
WP2	PB5	Event organizing / communication	D2.5.2	PP5 will use an external contractor for implementing one thematic 1-day conference, promoting project's objectives (for example conference: 250 participants, in total, catering, material for participants, fees and expenses of speakers, total cost per participant
WP1	PB6	Project Coordinator	D1.6.2	responsible for monitoring implementation of all deliverables, responsible for administrative aspects regarding PP6 actions physical implementation (progress reports, final report, implement the actions within the time schedule etc)

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WP1	PB6	Financial Manager	D1.6.2	Responsible for the sound financial management of the allocated budget, responsible for technical aspects regarding PP6 actions' physical implementation, following the aims of the project and the relevant technical guidelines, legislation etc.
WP1	PB6	technical assistance	D1.6.2	PP6 will contract technical assistance for the needs of overall project's management actions and implementation, everyday communication in English, new procedures etc.
WP2	PB6	technical assistance /communication	D.2.6.1	Technical higher education, responsible for the elaboration of a study for the dissemination & communication strategy of the project, including logo, statement, the content of the rest of dissemination actions (Printed & electronic material, website etc.). (EN, GR, BG)
WP2	PB6	technical assistance /communication	D.2.6.1	PP6 will use an external contractor for technical assistance for the elaboration of a study for the dissemination & communication strategy of the project, including logo, statement, the content of the rest of dissemination actions (Printed & electronic material, website etc.). (EN, GR, BG)
WP2	PB6	Event organizing / communication	D4.6.1	PP6 will use an external contractor for organizing two meetings (1 BG - 1 GR) including travel, catering etc for 4 persons per municipality, for the implementation of the Know-how and best practices exchange
WP2	PB6	Technical education/ communication	D2.6.3	Responsible for the construction and operation of pages at social media (Facebook etc.). The content will rely on the Deliverable D2.6.1 and shall provide information about the project, its progress, deliverables and results (EN, GR, BG)
WP2	PB6	technical assistance /communication	D2.6.3	PP6 will use an external contractor for technical assistance for the construction and operation of pages at social media (Facebook etc.). The content will rely on the Deliverable D2.6.1 and shall provide information about the project, its progress, deliverables and results (EN, GR, BG)
WP2	PB6	construction and operation /communication Dissemination material	D2.6.4	PP1 will use an external contractor for the construction and operation of a mobile-tablet application for information & promotion of the project. The content will rely on the Deliverable D2.6.1 (in three languages: EN, GR, BG)

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WP2	PB6	construction and operation /communication Dissemination material	D2.6.2	PP6 will use an external contractor for the construction and operation of the official website of the project. The content will rely on the Deliverable D2.6.1 and shall provide information about the project, its progress, deliverables and results (EN, GR, BG)
WP2	PB6	Elaboration /communication Dissemination material	D3.6.1	Technical higher education, responsible for the elaboration of a study for the development of a common touristic identity for the area
WP3	PB6	technical assistance /communication	D3.6.1	PP6 will use an external coordinator for technical assistance for the elaborator of a study for the development of a common touristic identity of the area.
WP3	PB6	Implementing /communication	D3.6.2	PP6 will use an external coordinator for the implementation of seminar for touristic guides and professionals with transnational transportation. Main object to improve their capacities on the sustainable exploitation of cultural and natural resources and the promotion of the common identity of the area
WP3	PB6	Event organizing / communication	D3.6.3	PP6 will use an external coordinator for organizing two workshops on innovative touristic language (2 in GR – 1 in BG)
WP3	PB6	Event organizing / communication	D4.6.1	PP6 will use an external coordinator for organizing 2 meetings

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7. Financial Resources

7.1 Financial Resources & Responsibilities in relation to Communication Activities

	Staff Costs	Office and Administration	Travel and accommodation	External Expertise and Services	Equipment	Infrastructure and Works	Total
WP1	27.550,00 €	7.400,00 €	0,00 €	55.432,71 €	0,00 €	0,00 €	90.382,71 €
WP2	2.700,00 €	0,00 €	0,00 €	51.802,81 €	0,00 €	0,00 €	54.502,81 €
WP3	1.700,00 €	0,00 €	0,00 €	88.825,66 €	0,00 €	0,00 €	90.525,66 €
WP4	0,00 €	0,00 €	0,00 €	15.325,80 €	0,00 €	0,00 €	15.325,80 €
WP5	0,00 €	0,00 €	0,00 €	0,00 €	113.069,60 €	647.931,00 €	761.000,60 €
WP6	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Total	31.950,00 €	7.400,00 €	0,00 €	211.386,98 €	113.069,60 €	647.931,00 €	1.011.737,58 €

	Staff Costs	Office and Administration	Travel and accommodation	External Expertise and Services	Equipment	Infrastructure and Works	Total
LB (PB1)	17.000,00 €	200,00 €	0,00 €	25.786,00 €	93.725,00 €	182.431,00 €	319.142,00 €
PB2	5.150,00 €	0,00 €	0,00 €	14.630,00 €	19.344,60 €	35.500,00 €	74.624,60 €
PB3	0,00 €	2.400,00 €	0,00 €	51.100,00 €	0,00 €	165.000,00 €	218.500,00 €
PB4	0,00 €	2.400,00 €	0,00 €	26.000,00 €	0,00 €	120.000,00 €	148.400,00 €
PB5	0,00 €	2.400,00 €	0,00 €	30.000,00 €	0,00 €	145.000,00 €	177.400,00 €
PB6	9.800,00 €	0,00 €	0,00 €	63.870,98 €	0,00 €	0,00 €	73.670,98 €
Total	31.950,00 €	7.400,00 €	0,00 €	211.386,98 €	113.069,60 €	647.931,00 €	1.011.737,58 €

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	Staff Costs	Office and Administration	Travel and accommodation	External Expertise and Services	Equipment	Infrastructure and Works	Total
Greece	9.800,00 €	7.200,00 €	0,00 €	170.970,98 €	0,00 €	430.000,00 €	617.970,98 €
Bulgaria	22.150,00 €	200,00 €	0,00 €	40.416,00 €	113.069,60 €	217.931,00 €	393.766,60 €
Total	31.950,00 €	7.400,00 €	0,00 €	211.386,98 €	113.069,60 €	647.931,00 €	1.011.737,58 €

	WP1	WP2	WP3	WP4	WP5	WP6	Total
LB (PB1)	21.044,00 €	2.142,00 €	19.800,00 €	0,00 €	276.156,00 €	0,00 €	319.142,00 €
PB2	8.900,00 €	3.080,00 €	7.800,00 €	0,00 €	54.844,60 €	0,00 €	74.624,60 €
PB3	17.400,00 €	0,00 €	24.000,00 €	12.100,00 €	165.000,00 €	0,00 €	218.500,00 €
PB4	16.400,00 €	4.500,00 €	7.500,00 €	0,00 €	120.000,00 €	0,00 €	148.400,00 €
PB5	16.400,00 €	7.000,00 €	9.000,00 €	0,00 €	145.000,00 €	0,00 €	177.400,00 €
PB6	10.238,71 €	37.780,81 €	22.425,66 €	3.225,80 €	0,00 €	0,00 €	73.670,98 €
Total	90.382,71 €	54.502,81 €	90.525,66 €	15.325,80 €	761.000,60 €	0,00 €	1.011.737,58 €

	WP1	WP2	WP3	WP4	WP5	WP6	Total
Greece	60.438,71 €	49.280,81 €	62.925,66 €	15.325,80 €	430.000,00 €	0,00 €	617.970,98 €
Bulgaria	29.944,00 €	5.222,00 €	27.600,00 €	0,00 €	331.000,60 €	0,00 €	393.766,60 €
Total	90.382,71 €	54.502,81 €	90.525,66 €	15.325,80 €	761.000,60 €	0,00 €	1.011.737,58 €

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8. Timeline

8.1 Timeline in relation to Communication Activities

PARTNER	PARTNER' S NAME	Del.	Start Date	End Date
PB2	Municipality of Strumyani	D2.2.1	July 2021	July 2021
PB4	Municipality of Sintiki	D2.4.1	July 2021	July 2021
		D2.4.2	July 2021	July 2021
PB5	Municipality of Emmanuel Pappas	D2.5.1	July 2021	July 2021
		D2.5.2	July 2021	July 2021
PB6	Serres Development Company S.A.	D1.6.2	-----	-----
		D2.6.1	July 2021	September 2021
		D2.6.2	July 2021	November 2021
		D2.6.3	July 2021	November 2021
		D2.6.4	September 2021	November 2021
		D3.6.1	July 2021	August 2021
		D3.6.2	July 2021	August 2021
		D3.6.3	July 2021	August 2021
		D4.6.1	July 2021	August 2021

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Project River Plus:

STRYMONAS COOPERATION COORDINATION

Interreg V-A Cooperation Programme 'Greece - Bulgaria 2014-2020'

Communication Strategy Plan



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