

## PROJECT

### Access2Heritage

#### Pathways of accessible heritage tourism

(Subsidy Contract B2.6c.06/15.12.2017)

## CONTRACT DELIVERABLE

### 2.1.1. Development of Communication Plan for Action “Access2Heritage”

<b>Contract</b>	Concluded by the Rhodope Mountain-range Management Body (ΦΔΟΡ) and group of companies “EUROTEC SA – EUROPRAXIS single-member PC”, signed on 24.12.2019, for project “Consulting services for the implementation of actions for Action Pathways of accessible heritage tourism/Access2Heritage” (SUMV006103104 2019-12-24)
<b>Contract works</b>	The deliverable provides a justified and documented framework catering for the idea, the objectives and the integrated approach of the Communication Plan for Action Access2Heritage
<b>Project deliverable</b>	D2.1.1 Head of communication services for the Action & Communication Plan for Action Access2Heritage (Project dissemination strategy & resources)
<b>Delivery date</b>	24.01.2020  (month M01 of the Contract)

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## Introduction

This document is aimed at ensuring that communication efforts support and contribute to the realization of the goals set by the Project **“Access2Heritage”** and to ensure that these are coordinated and effective. It aims to attain an uninterrupted, formalized information flow to stakeholders in order to maximize awareness on the project and establish links with other projects and networks. It also helps to clarify requirements on staff, time and resources and how to utilize 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, its target groups and communication activities; the indicators and achievements, the human and financial resources and finally, the timeline. Also, the Communication Strategy Plan identifies stakeholders and beneficiaries, lists communication channels and provides a framework for disseminating the project’s results.

The elaboration of the Communication Strategy Plan has been based on (a) the ‘Interreg-IPA CBC Greece-Bulgaria, Information & Publicity Guide’; (b) the ‘Application Form’ A2H (Partner Roles, Communication Tools & Activities and Project Objectives) and (c) the Specifications for A2H, the budgeted cost – justification of the estimated cost’. This Communication Strategy Plan has been developed in close cooperation with the Project coordinator and Project Partners, aiming for all partners to be involved in and committed to the communication activities.

## Project history and rationale

### Issues and challenges to be addressed

Today we are aware of the natural and anthropogenic particularities relating to the “Cross-Border Programme Greece-Bulgaria 2014-2020”,

which pose considerable challenges to sustainable development in this particular region.

The key idea behind “INTERREG” is that nations face various challenges which can be better addressed should they collaborate with their neighbors, instead of having each nation confined in its borders.

For this reason, the Programme promotes activities bringing cross-border communities closer. It is a fact that anything happening on one side of the border will affect the other side as well, thus there is a need for common actions.

There are collaborations with state and other bodies on both sides of the borders which can benefit and have a positive effect on the maximum possible number of residents, financing a great variety of actions falling under competitiveness, culture and the environment, transportation, health and social issues.

### **The idea**

The issue of the rights of people with special needs lies in the root of humanitarian efforts and the potential which we must promote and bring to prominence should be equally accessible by all. The tourism ecosystems as well as those offering access to nature in general are usually designed for people whose mobility is not impaired and for whom recreation usually involves walking, running, driving, seeing, hearing and quickly responding to instructions. The needs of people with disabilities or of the elderly were not studied or treated by the current plans for sustainable cultural and tourist development in the CB region.

In accordance with the provisions in article 11 of the UN Convention on the Rights of PwD (UNCRPD) and relevant European Regulations, the A2H Project aims at improving accessibility to tourist and cultural heritage resources for people with special needs in the CB region.

### **The Goals**

The working environment of the Project, in which the offered systems and services will be put in action, is the Rodopi Mountain-range National Park Management Body (FDOR) and the competent departments-services who

are responsible for managing and updating the website, for the development and implementation of promotional activities, etc.

Given that the Management Body possesses specific resources (human, infrastructure, etc.), applies and implements specific procedures and processes, etc, the timely application of specialized techniques, methods and verification procedures is required, in order to ensure the appropriateness and admissibility of the services the Contractor renders (Technical Solution and Service) by the personnel of the Management Body.

The tourist industry, one of the most powerful and rapidly evolving industries of the 21<sup>st</sup> century, draws its potential from fragile sources, such as the environment.

In the wider vicinity of the Greece-Bulgaria CB Programme, many tourist destinations, aiming at the continuous maximization of the financial gains from tourism and the attraction of an ever increasing crowd, became historically oriented towards mass tourism and the promotion of the classic tourist model “sun and sea”, especially on the Greek side of the borders. This was also supported by the particular characteristics of the region (coastal areas with a mild, Mediterranean climate), which are obviously ideal for such a choice.

However, the large population concentration in regions with specific environmental and social capacities creates conditions disrupting the customs of local societies and bringing about dysfunctions, such as overcrowding, pollution (frequently with a cross-border impact), waste or destruction of natural and cultural resources and competition or grievances between the local population and the tourist industry with respect to the use and utilization of necessities (water, fuel, etc.), infrastructure (roads, hospitals, etc.), and recreation areas (museums, parks, beaches, etc.).

Today it becomes clear, more than ever before, that the area for which tourism could be a dynamic economic sector, exhibiting intertemporal development even today and despite the extended financial crisis

plaguing both nations, needs to reassess the expectations it has from mass tourism and to seek the necessary conditions for the development of viable and sustainable models, by investing in tourist activities which:

- (a) are environmentally tolerable in the long term;
- (b) generate sustainable economic benefits in the areas where they are deployed;
- (c) are ethically and socially compliant with local communities, and, finally,
- (d) ensure the preservation of the natural and cultural capital for future generations.

In order for the FDOR intervention region to be able to respond to these challenges and to differentiate and reinforce its position in the global tourist market, especially now that an increased competition from other regions, and especially those in the Mediterranean basin which have also adopted this classic “sea-sun” model, is manifested, is called upon to proceed with sustainable tourist development strategies and practices, able to bring a quality upgrade and expansion of the offered tourist product.

### **The approach adopted by the Project**

Under the light of the contemporary challenges in the tourist sector, as such have been outlined above, the “Access2Heritage” Project regards a cross-border collaboration initiative with a strategic nature, principally aimed at the joint promotion and support, on the cross-border and local level, of the development of an “Heritage Tourism for All”. And this initiative shall function as an important, if not unique, tool for the viable extension of the tourist period and the increase of the carrying capacity and the visits to the region, as it will be concisely documented below.

Heritage Tourism, widely also known as “Natural and Cultural Heritage Tourism”, relates to forms of tourism focusing on the heritage capital of an area, such as: (a) its natural environment, (b) history and (c) culture.

Heritage Tourism has two basic sub-categories:

- (a) **Heritage tourism**, focusing on the culture, history, customs, arts, architecture and the religions in a region, exploiting its historic and cultural reserves;
- (b) **Environmental tourism**, which focuses on the outdoors, watching wild-life and the valuable benefits from outdoor activities. Save for mass 'Nature Tourism', it also includes various alternative forms of tourism, such as Eco-tourism, Agro-tourism, Geo-tourism and 'Sea Tourism'.

**Accessible tourism** (or Tourism for All) regards Tourism resting on the principles of '*all-inclusive design*', emphasizing the quality of accessibility and sharing the experience with everybody, including people with disabilities, the elderly and those with decreased mobility in general (be them families with young children, people suffering from chronic ailments, etc.).

The World Tourism Organization acknowledges that the accessible tourism sector, which is principally aimed at people with disabilities (15% of the population) and the elderly (roughly 20% of the world population, expected to rise to 40% by 2050) constitutes a prime opportunity for development, by approaching and appealing to an ever expanding and developing market, by ensuring the inflow of new customers and the increase of revenues in an era when other segments of the tourist market may weaken. It must be also noted that accessible tourism does not constitute an additional type of tourism, it is not an alternative form of tourism, be it thematic or some other special kind of tourism, but, rather, regards the general platform for tourism, a platform on which all types of tourism and the national tourist product must rest (conventional and alternative or thematic), in the context of a socially sustainable economic development for society focused on the human.

"Heritage Tourism for All", as a new term introduced in the context of the "Straight-Forth" dogma and which essentially regards the specialized application of the accessible tourism model across all forms of Heritage Tourism (traditional or alternative/thematic), encapsulating the philosophy of the proposed project.

Within this context, a key aspect of the Action is to foster close collaboration between beneficiaries towards the development of joint strategies for:



**(a)** the establishment of the National Rodopi Mountain Range Park and the Municipalities of Volvi and Razlog as “reference destinations” for accessible tourism, and

**(b)** the promotion of policies and practices contributing to the development of accessible tourism and senior citizen tourism throughout the cross-border region, utilizing to the maximum extend its natural and cultural heritage.

Overall, such an endeavor would substantially contribute to the branding of the entirety of the cross-border region as a competitive international tourist destination for people with disabilities and reduced mobility and for senior citizens.

### **The partnership**

The partnership comprises of nine (9) cross-border institutions with competence in local development, civil protection and public information and awareness with high level of commitment.

These are: The Rodopi Mountain Range Management Body (LB), the Regional Fund of Central Macedonia (RF CM), the Municipality of Volvi, LEDA Razlog (BG), the National Confederation of Disabled People of Greece, the Union of Disabled People in Bulgaria (BG), the International University of Greece (Economics and Management School), Ecoworld Rhodopes Association (BG), and finally, the Regional Youth Parliament Association of Kardzhali (BG).

## Overall Communication objectives

### Reference to the project

The overall objective of the communication activities is to be open and secure that the A2H key messages reaches all relevant stakeholders and foster their commitment to the project in the long-term and thus the project's capitalization in the CB area. The communication plan is based on the following principles:

- **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.

In addition, and with respect to the Partners of “A2H”, the main goal of the “Communication Plan” is to assist them in promoting, disseminating and successfully communicating the following:

- the project's objectives;
- the plan's activities;
- the expected results of local interventions.

The project's goal, consisting of the support of sustainable development of cultural heritage tourism in the intervention area, is to contribute to the conversion of the region to a friendly international destination for people with disabilities and chronic diseases, the elderly and their families.

It is evident that the main objective of the Communication Plan is to sensitize the public on the project and that this objective serves a two-fold goal:

- ✓ to sensitize the public on the project, and

- ✓ to promote the plan to disseminate the values of accessible tourism.

Thus, the communication activities in the context of such a “Communication Plan” aim to:

- Dissemination of knowledge on the benefits of sustainable and accessible tourism for all, the trends and models for sustainable tourist traffic.
- Promotion of the activities implemented by the project’s partners.
- Publication of short-term, as well as expected, results.

In this context, we deem and promote, the close collaboration of the beneficiaries-partners of our Action, as the Communication Plan’s key element for the development of “common strategies”:

(a) for the establishment of the Rodopi Mountain Range National Park and the Municipalities of Volvi and Razlog as “reference destinations” for accessible tourism, and

(b) for the promotion of policies and practices which will contribute to the development of accessible tourism for the elderly across the entire cross-border region, in order to render it a competitive international tourist destination for the disabled and people with decreased mobility, as well as the elderly.

### Target Groups

This is an issue of critical importance since it regards the collaboration of the Rodopi Mountain Range Management Body and the project’s partners with other local, regional and national bodies (Social Partners, Institutional Bodies, final beneficiaries), who are not under their direct control.

By utilizing these bodies (potential Target Group), provided they maintain systematic cooperative relations, the Management Body and the partners will facilitate the implementation of the Communication Plan, assisting and supporting:

- introduction and contacts;
- facilitating the identification of the suitable groups of people for each task or information and the shaping of the question, on each occasion, as well as to clear the data coming from these bodies;
- the resolution of issues (procedural, bureaucratic, and others), whenever such crop up, and
- the organization of meetings, the setting up of focus groups, etc.

The target groups of “A2H” are the following:

- People with any form of disability, the elderly and their families.
- Organizations engaged or involved in tourist and cultural enterprises.
- Opinion makers on the local, regional and national level.
- NGOs engaged in environmental protection and the tourist promotion of cultural heritage.
- Other volunteer groups supporting the Disabled.
- Educational Organizations.

## SWOT Analysis

### Strengths

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

### Weaknesses

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- Weak sensitization relating to prevention and readiness
- Low ability and capacity of the parties potentially involved in prevention and risk and crisis management.
- Not all interested parties have access to social media.
- Inherent difficulties of direct communication.

### Opportunities

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- Develop common ground for more efficient communication.
- Create consensus among a large number of key organisations
- Build a clear and comprehensive message for all.
- Create the preconditions to share common messages and outcomes

### Threats

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- Change of institutional context and arrangements in both countries and CB area.
- Lack of consistency between messages/ communication means

## Communication Activities

### Communication Manager

The Communication Manager is responsible to coordinate and support the A2H 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.

### Project's Public Events

#### Description & Activities:

The project includes four (4) major public events: the Opening Meeting to be held in Drama, Greece; the organization of a one-day event in the context of the information campaign of the action; the organization of a Festival for the promotion of accessible heritage tourism in the CB region and, finally, the organization of the “1st International Conference and Accessible Heritage Tourism Expo”, also to be held in Drama, Greece.

In more detail, **the opening Meeting of the Project** will take place in the city of Drama. The Meeting aims to publicize the Action and the Project to its specialized audience and the general public.

At the first phase of the preparations for the event, we shall delimit and designate the vision, the mission and the objective of the event and we will develop the goals and its expected results.

We shall prepare an organizational sample and a short communication plan for the publicity of the Event, resting on the principles of the Communication Plan for the Action. Finally, we shall assist the Awarding Authority, both on the level of the organizational preparation for the action, as well as on the level of implementation, documentation/reporting/auditing.

More specifically, the Communications Officer shall develop the content of the project's website (Greek and English) and will attend to the promotion of the actions and dissemination of the project's objectives and results.

The Phases and Outflows of the event are the following:

- Phase 1: Data collection,
- Phase 2: Authoring of texts
- Phase 3: Translation from Greek into English
- Phase 4: Posting on the website
- Phase 5: Review of the Project's deliverables on the month following the completion of the project.

This is followed by the organization of **one (1) single-day informational event**, addressed mainly to the people of local communities and market. It will regard the implementation of an extrovert event aimed to inform, sensitize and develop a positive attitude in favour of the development opportunities that tourism for the disabled and the elderly will bring to local communities.

The event serves a two-fold aim: On the one hand, it has been established that the Disabled and the Elderly are a dynamically emerging segment on the global geographic map of tourist services consumers and are, therefore, not to be commercially overlooked. The "market group" of the disabled and those with mobility issues can prove to be very profitable should the market undertake the improvements and adjustments, frequently requiring minimum to no expense.

With proper promotion and placement of the tourist product in the market, the expansion of the target market of a tourist enterprise is possible even on the global level.

On the other hand, our change of attitude against disability and its presence must become commonplace to us all. As the *Social Model of Disability* advocates, disability is a part of society and it is society that must get used to it in order for there to ultimately be a society without exclusions.

The Meeting in question will take place in the area of Drama, while it has been scheduled for month M6 from the signature of the Contract. The month may change (be postponed) by a decision to be taken by the Action's Beneficiaries. The final date and schedule of the presentations

(with the times for the breaks) for the one-day informational event will be announced at least 15 calendar days in advance.

For the implementation of the event, we need to ensure the availability of one (1) multi-functional hall with a capacity of at least 150, accessible by wheelchair and with a toilet for the disabled in its close proximity, offering WiFi, AV equipment and an overhead video-data projector for presentations/projections using laptop PCs.

During the Meeting the final schedule will be followed and participant kits will be handed out in the reception, where participants register for the event. The reception will be appropriately manned, while there will be technical support for the proper operation of the provided equipment and the smooth serving of participants during talks and breaks, while we will cover the event with video and photographs and at the end of the proceedings there will be a short press interview with local and regional Media.

Moreover, there will be Catering services for at least 150 people, both at the reception and the break (coffee break) with hot drinks, juices/soft drinks, sweet and sour snacks or/and at the End of the proceedings (light buffet): drinks, juices/soft drinks, light snacks (always in collaboration with the Awarding Authority).

Finally, after the end of the Meeting and the cataloguing of the event's material on a CD, DVD or USB drive, which will include the entire materials presented at the Meeting – talks, PowerPoint presentations, video, photographs etc) on a format suitable for possible republication and future reproduction. There will also be a Press Release to mark the end of the proceedings.

Moving on, we refer to the organization of a **Festival** for the promotion of accessible heritage tourism in the CB area, which will run for at least two (2) days and will be organized at the registered address of the Awarding Body at Paranesti in Drama. This event has been scheduled for month M10 of the Contract concluded between us (September 2020).

It is possible for the month of the event to change (be postponed), following the decision by the Action's Beneficiaries. The final dates, location and schedule for the event must be jointly decided with the Awarding Body (Coordinator Beneficiary for the Action) at least three (3) months before the event.

The event will focus on the following:



- To accentuate and promote the importance of Nature in the area of responsibility of the Awarding Body (but also of the Programme in general – area of intervention) for the development of accessible tourism.
- In the context of the Event, various tourist services providers (supported by the Action or not), will be given the opportunity to present their services to the public.
- To exchange and transfer knowledge. Namely, the seminars/workshops offered by the providers and the guest-trainers which will address various sectors for the development of tourism in the region.

The following are of particular importance for success and the attainment of the greater objectives of the Event:

- to promote the common identity of mutual traditions and the natural wealth of the Region, and
- to promote the vision of Action “Access2Heritage”, on one hand through the opportunities offered by means of the rational and proper utilization of the natural and cultural heritage and, on the other hand, in order to encourage the employment and involvement in this field of underprivileged people living in the region and experiencing exclusion, such as, for example, the disabled and their families.

In this context, a further goal of the Festival is to promote the results and activities of the Action, such as its innovative interventions at Paranesti, Volvi, etc., the Cross-Border Tourist Gateway of the Action, the joint tourist guide offering accessibility information for everybody and more. Furthermore, the Festival must be organized in areas without obstacles for the disabled and to include transportation with buses and other facilities for the visitors (disabled or not) coming from the vicinity.

In order to best organize the Festival, the FDOR must provide:

- Its commitment and to make suitable hospitality/organization spaces available.
- Publicity actions (promotion/advertising in the Media, printed matter, etc.).

- Website for the promotion of the Event (WCAG 2.0, AA)
- Preparation / Support of the Event's Schedule.

We, indicatively, recommend the following to be included in the programme:

- ✓ “Traditional Handicrafts School”: Organization of courses, seminars and presentations aimed to transfer practical knowledge (eg craft techniques), where exhibitors-producers will teach interested visitors.
- ✓ “Tradition Village”: Layout of spaces for a bazaar of products, making equipment available to exhibitors (benches, shades, etc.), registration, service/support of exhibitors, cleaning/security services.
- ✓ “The Music of our Land”: Organization of a feast with music and an emphasis on local folklore traditions.
- ✓ “The Coffee Shop”: Organization of catering (local wine, soft drinks/juices, snacks) and layout of a space to serve them, while holding talks and exchanging views.
- ✓ “A Visit to Nature”: Buses to the intervention points of the Action (able to cater for passengers on wheelchairs).

In addition, we feel that the following are important and thus recommend them:

- Transportation service: Buses for visitors from Drama to Paranesti (able to cater for passengers on wheelchairs);
- Interviews with participants and visitors;
- Video and photographic coverage services.

Finally, with respect to the **“1st International Conference – Exhibition on Accessible Heritage Tourism”** to be organized in Drama, our objective is to develop, implement and monitor an appropriate communication plan, tailor-made for the Conference.

Simultaneously we will engage with the production of the appropriate promotional material for the Conference and the organization of the field trips to take place during the event.

In this context and based on the Communication Plan, the following will be performed:

- The Strategic Plan for Informing and Publicity of the Conference will be immediately shaped. The communication strategy of an international conference should be consistent with the general strategy and the communication directions both of “Access2Heritage” Action as well as the INTERREG Greece-Bulgaria 2014-2020 Programme in general.
- The design of the creative aspect of the necessary publicity materials for the Conference, pursuant to the publicity rules of the Programme and communication plan above. This design will include:
  - The creation of the logo and visual identity of the Conference. The creation of the visual identity is important in order to increase awareness of the Conference. The creation of this identity includes the designation of symbols, standards, the colour palette and the other elements of a brand. The Conference’s logo is a material part of its visual identity and will be employed throughout the printed and electronic informational materials issued by and in relation to the Conference.
  - Promotion in websites, search engines and social media (eg. Facebook, Twitter, LinkedIn, Google+, Youtube, Pinterest etc) of relevant announcements and information relating to the International Conference.
  - Design of the internal and external labeling of the conference (banners, badges, signs etc), the printing of which will be undertaken by partner PB2.
  - Conference Posters: At the commencement of the Contract, the Contractor shall assume to design and electronically disseminate posters for the Conference (in 3 languages: Greek, English and Bulgarian). All Beneficiaries-Partners shall place posters at their premises, as well as at events they organize or participate in, but also at the premises of other bodies benefiting from the co-financed Action, for interested parties to be briefed and for public opinion to be informed on

- the role played by the European Regional Development Fund (ERDF) in collaboration with Greek and Bulgarian Authorities.
  - Announcements, Press Releases and entries in the press and the Media: at the beginning of the project, but also after its implementation, we shall announce the Conference by means of press releases or/and an announcement in the press (widely circulating daily & rural newspapers, etc.).
  - Conference Leaflet: based on the information made available to us from the awarding Body and the Action's partners, we will undertake to design and electronically disseminate an informational leaflet containing useful information about this International Conference. The digital format of the informational leaflet will be posted on the Beneficiaries' website and on the Action's webpage, while it will also be promoted in social media.
- Finally, a series of field trips will be organized during the Conference days, offering transportation services, namely leased buses, to transport the visitors/participants of the Conference to the areas of intervention at Paranesti, in accordance with the schedule above.

## Target Groups and Tools

### Target Groups

Moving on to the analysis of the Target Groups, we concluded in the following grouping, aimed to further our understanding of the methods and the tools needed to approach and support them.

We may, thus, distinguish and classify the target groups as follows:

- 1<sup>st</sup> Target Group: Bodies and Authorities (Municipal and regional authorities, Organization and Institutions)
- 2<sup>nd</sup> Target Group: Local stakeholders and interested bodies, local communities
- 3<sup>rd</sup> Target Group: Tourists, the disabled and the elderly

In order to attain the Communication strategy's maximum effectiveness, we feel that it must take account of the different communication activities addressing different target groups.

For this reason, we may further distinguish the target audience into three more groups, depending on the scale of their impact and participation:

- The first target group comprises of the “key players” in the CB region, its main representative being the State Bodies and Authorities (Municipal and Regional Authorities, Organizations, Institutions, etc.). They are responsible for the protection, management and promotion of state assets, cultural and natural for tourist purposes.
- The other target group comprises of local stakeholders and local communities (tourism professionals, various local businessmen, general public) who relate to tourism and pastime.
- Finally, the third target group comprises of tourists, the disabled and the elderly with their families.

### Key communication tools

The key communication tools proposed to be utilized by this Communication Plan are the following:

- Internet tools (website, social media, streaming, informational bulletins)
- Leaflets
- Press Releases - Announcements
- Meetings, Educational Meetings & Scientific Conferences
- TV trailer – advertising spots
- Radio special features
- Publications

## Results of the COMMUNICATION PLAN

### How to attain the expected results

When monitoring the application and observing the impact from the implementation of the cohesive Communication Plan, we shall focus on the following expected results:

- Promotion of the knowledge relating to the value of accessible tourism and its potential for sustainable development;
- change of attitude of local bodies and population;
- publication and dissemination of the new “brand”, a new branding for the CB area, as an area friendly to the disabled and the elderly.

Following the implementation of the Communication Plan, we expect the following results:

- To succeed in promoting knowledge on the value of accessible tourism and the potential it offers for sustainable development and local economy.
- To succeed in changing the attitude of local interested parties and the local population in general.
- To manage to publicize a trade brand for the CB area, as an area friendly to the disabled and the elderly.

It is widely accepted that the promotion of equal opportunities and fighting discrimination, against both locals and visitors, through the development and disposal of tourist services and products without obstacles or barriers, for the disabled and the elderly, is a social obligation in the context of ensuring and safeguarding equal opportunities and the non-discrimination of these groups.

### The effective “communication strategy” of A2H

The communications strategy of “Access2Heritage” focuses on external and internal communication and dissemination activities for the effective and efficient attainment of the project’s goals. The elaboration of a communication strategy is mandated for every project financed by the European Union.

### Why?

To begin with, the goals of a communication strategy should be the increase of the sensitization of the public and / or the specific target-group the project addresses. In addition, they must, as we mentioned above, ensure the transparency of the activities and the disposal of EU funds.

Moreover, the implementation of a communications strategy ensures that the attained results will be widely disseminated and capitalized by Opinion Makers and the Local Actors & Stakeholders in the eligible area of intervention.

Besides these general objectives, the Project identifies specific objectives stemming from its own communication strategy and in-line with the content of its Project.

Thus, the communication strategy of “Access2Heritage” focuses on external and internal communication activities for the effective and efficient attainment of the project’s goals.

A communication plan will, in general, designate the goals for a project’s communication/publicity, will determine the target groups to whom it is addressed and the characteristics thereof, the activities and results of the project, as well as the time schedule for their implementation, in order to optimize the promotion and dissemination of these activities, as well as the benefits of the project.

Finally, a Communication Plan in the context of the co-financing initiatives promoted by EU programmes, must be fully compliant with the information and promotion standards and rules of the Interreg V-A Greece-Bulgaria Programme.

**On this occasion and pursuant to the Cooperation Programme Interreg V-A Greece-Bulgaria for period 2014-2020 with respect to publicity, the project follows the rules and guidelines in: “*Brand Design Manual*” *PROGRAMME LOGO Full Brand Integration Final Version, 18.12.2014***