

Project Title:
“Evaluating Energy Efficiency Measurements”
Project Acronym: 3Em

Deliverable: D2.1.1 Communication Plan



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I. INTRODUCTION

Communication is a key to promoting sustainable development. A communication plan defines the approach that a program will use to communicate with communities. It helps ensure systematic information sharing and two-way communication.

Communication is important not only to ensure transparency and knowledge sharing but also to raise awareness amongst citizens of the benefits accrued from cross-border projects. Disseminating project outputs ensures the sustainability of project results, while having the added benefit of inspiring others to take part in the cooperation.

The project entitled "Evaluating Energy Efficiency Measurements", with an acronym "3Em", is a co-financed project within implementation of the INTERREG IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009, while the total Programme budget amounts 45.470.066,00 €. The project 3Em has been selected for funding with funds provided by the European Union under the Instrument for Pre-Accession Assistance (IPA II), as well by the national funds of the participating countries within the published 1st Call for Proposals and approved for funding on March 31, 2017. The relevant Subsidy Contract No. SC NO.020 was signed with the Lead Beneficiary, Municipality of Valandovo on 22.06.2018 with an approved budget of 1,432,375.80 EUR.

From the total Project budget of 1,432,375.80 EUR, i.e. 676.733,00 € corresponding for the project partners from Republic of North Macedonia for their project activities and 750.642,80 EUR corresponding to Greek partners for their project activities that will be implemented. Partners budget is as follows: Municipality of Valandovo 388,213.00 €, Municipality of Serres 401.840,00 €, Municipality of Radovich 288,520.00 €, the Music Conservatory of the region of Western Macedonia 217.982,80 and CERTH 135.820,00 €. The project duration is 20 months.

Project Title:	Evaluating Energy Efficiency Measurements
Project Acronym:	3Em
Period of implementation:	20 months / 22.06.2018 – 21.02.2020
Reference No:	3Em-CN1-SO2.1-SC020
Subsidy Contract No:	Subsidy contract No.020

Funding source / Programme:	INTERREG IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009
Lead Partner:	LB - Municipality of Valandovo
Project Partners:	PP2 – Municipality of Serres PP3 - Municipality of Radovich PP4 - Music Conservatory of the Region of Western Macedonia PP5 - Centre for Research and Technology Hellas/ Chemical Process and Energy Resources Institute

1. The main project objective

Buildings consume more than 40% of Europe's energy use and are responsible for 36% of EU CO2 emissions and this percentage in the Republic of North Macedonia is even higher. Given that EE is one of the most cost-effective ways to enhance security of energy supply and to reduce energy demand and emissions of greenhouse gases, the overall objective of the "3Em" project is implementation of energy efficiency measures in the public buildings run by the local government units in the border region between Republic of North Macedonia and Greece.

The overall objective of the project "3Em" is implementation of energy efficiency measures in the public buildings run by the local government units in the border region of both countries. The overall objective is closely linked and directly contributes towards Priority Axis 2. Protection of Environment-Transportation, the Programme's Specific objective 2.1 Upgrade public infrastructure to improve road travel time, safe border crossing and promote energy efficiency towards green transport.

2. Specific project objectives

Specific objectives of the project "3Em" are:

1. To undertake set of reconstruction measures of public buildings (kindergarten, schools and municipality building) towards improving their energy efficiency.
2. To strengthen capacities of employees in public buildings (municipal administration, employees of education centres and kindergarten) in designing

and implementing EE measures in the border region between Republic of North Macedonia and Greece

The 1st component directly contributes towards improving the energy performance of the selected public buildings by implementing pilot reconstruction measures. Two sets of activities will be implemented:

- a) Preparatory activities or situation analysis (assessments of current status on EE of public buildings, SEAP for Municipality of Valandovo, EE Program and Action plan + determination of priority sectors, Greenhouse emissions inventory).
- b) Direct EE infrastructure measures in the kindergarten in the municipality of Valandovo, Provatas Lyceum in the municipality of Serres, primary school of the municipality of Radovich and music school of Florina.

The 2nd component focuses on implementing of the following soft intervention measures:

- a) Capacity building program for employees in the public buildings aiming at increasing their knowledge about EE with regard to mitigation of climate change.
- b) Organizing summer camp for children, where children up to 18 years will be introduced to the topics of environmental protection, climate change, renewable energies, EE, etc.
- c) Developing E-learning platform for knowledge transfer, sharing best practices, lessons learned.

Project will settle existing problems with bad condition of the kindergartens and schools in the CBC region, characterised of asbestos roofs causing cancer to children and employed, leaking roofs, cracked walls, damaged and not efficient carpentry, old and not functional floors, dysfunctional heating systems, low heat retention due to poor insulation. This poses a problem for the pupils from the village of Injevo and the surrounding villages who attend the school building that does not possess functional characteristics for safe and uninterrupted education for children.

Replacement and repair of the previous issues will lead towards improvement of conditions for the operation of the kindergarten and schools in the CBC region, improved health condition of the children and students, improved quality of the life in the local communities.

3. Project expected results

Project expected results are:

- Improved EE efficiency of the reconstructed public buildings in the municipalities of Valandovo, Radovich, Serres and Florina by 30%;
- Reduced emissions of greenhouse gases (CO₂) from the reconstructed public buildings by 5%;
- Increased capacity of municipalities' administration in promoting EE and use of renewable energies (based on pre-test and post-test training evaluation);
- Increased awareness among the local population about the benefits of improving EE of the public infrastructure as a result of promotional activities;
- Improvement of the cooperation and living environment in CBC area;
- Establishment of efficient monitoring system for energy consumption with appropriate measures towards improving the fuel consumption;
- Replacement of traditional non-renewable and polluting energy sources with more ecological and renewable ones;
- Prepared SEAP enabling the local administrations to be involved in further actions towards energy efficiency and sustainability actions and available financial resources;
- Better benchmarking and more effective knowledge transfer and sharing best practices as a result of e-learning platform;
- Improved conditions for operation of the kindergarten leading to creation of new groups and hiring nannies and tutors;
- Improved conditions for lectures in the schools and the conservatorium enabling more healthy and efficient studying;
- Fulfilment of the economic side related to the creation of new jobs, educators and staff involved in new energy efficiency systems;
- Improved quality of life for the citizens in the CBC area, reduced pollution and healthier environment;

Although the EE measures in public building do not necessarily require joint collaboration between partner institutions from both sides of the border, joint cooperation produces additional cross border effects, mainly through knowledge transfer of the processes of implementation of EE measures, legal requirements with regard to meeting environmental standards in construction of buildings and possibilities for improvement of energy performance of public buildings. In addition, the improved professional communication and cooperation between partner institutions, can lead to strengthening the relation and increasing the trust as a base for developing other, not exclusively environment related initiatives.

II. GENERAL COMMUNICATION STRATEGY

Purpose of the Communication Plan within the implementation of the project 3Em is

to elaborate the strategy and provide guides for visibility and promotion actions of the planned activities and results to the wider auditorium, as well to other relevant stakeholders directly or indirectly engaged or connected with the project implementation. Effective communication is the basis of cross-border cooperation and has vital role for the successful implementation of project “3Em”. In addition, it is a prerequisite for the project to deliver meaningful results not only to project partners but also to relevant authorities, stakeholders, audiences and communities within the targeted cross-border area.

Communication takes place between project partners, between project partnership and its audience outside the project community, between the project itself and Joint Secretariat, Managing Authority and different national bodies. The funding for this communication strategy and activities is provided by the INTERREG IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009.

This Communication plan is a strategic tool with the purpose of raising awareness about the project, disseminating its results and ensuring an efficient communication among the project partners. In addition to project specific target groups, the communication activities shall also be addressed, to the media and the general public, in order to disseminate to wider audience interesting information about the project.

For implementation of the communication strategy, the proper methodologies and tools are identified in order to help the project partners in order most efficient publicity effect to be achieved. The Communication plan determined the respective target groups and what media channels are most appropriate to reach the identified target groups. The communication tools are developed in phases like identification, development, implementation and monitoring. It is expected that all project partners implement them, as they actively contributed in their development according the identified needs and availabilities. The project partners will try through the evaluation of the actions to express the impact of the actions carried out.

All project partners, Municipality of Valandovo (LB), Municipality of Serres (PB2), Municipality of Radovich (PB3), Music Conservatory of the Western Macedonia (PB4) and Centre for Research and Technology Hellas (CERTH) (PB5) will be fully dedicated and committed for the implementation of the communication activities. The Lead Beneficiary, Municipality of Valandovo will have main coordination role in the implementation of the Communication activities, but the project partners will have fully independence for their implementation in accordance with the relevant local conditions.

Communication Plan is deliverable from the Work Package 2 of the project. The Communication Plan is covering the budget deliverables as content of the whole

communication strategy identified and approved after the negotiation and budget clearance of the project 3Em with the representatives of the Programme bodies. Timeframe of the activities is closely linked with the actual implementation of the actions, which will produce concrete results for which should be increased the awareness and to be distributed to the identified target public.

The positive results from the implementation of the project must be addressed and multiplied in order the target beneficiaries to be familiar and to understand the impact of the cross-border cooperation and the benefits from environmental actions towards protection of the environment and increasing the quality of the life of the population in the cross-border area. The positive results must be exchanged as good environment practices and to lead to new similar sustainable actions. It is natural the appropriate promotion of the main source of project funding – the European Union and relevant national contributions in both countries participating in the relevant INTERREG IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009.

In the design of the Communication Strategy and Communication Plan were followed the directions provided in the “INFORMATION AND PUBLICITY GUIDE FOR FINAL BENEFICIARIES” available at http://www.ipa-cbc-programme.eu/gallery/Files/news/programme/12.09.2018/Information-%26-Publicity-Guide_September2018.pdf, as well the Communication and Visibility Manual for European Union External Actions², particularly for the beneficiaries from the potential member state and the rules for external assistance to the IPA beneficiaries. Communication Plan will ensure that the actions carried out comply with the Regulation (EC) 1303/2013 and Regulation (EU, Euratom) No 966/2012.

Each project beneficiary shall point out in the framework of any public relations measures and project activity that the project was implemented through financial co-financing from the Cooperation Programme.

III. COMMUNICATION OBJECTIVES

1. Overall communication objectives

The overall communication objectives will be focused on:

- 1.1 Internal Communication among the project partners of “3Em” contributing to the correct implementation of project’s activities (mailing, emailing, Skype conference etc.);
- 1.2 External Communication with other relevant stakeholders, who are directly or indirectly related to the project implementation raising the awareness on the importance and the potential of energy efficiency through major demonstration

projects situated in the eligible cross border area.

The above benefits will take place via the publication of concrete results. The stakeholders should become aware of the project's scope and agenda and how these are connected to their own needs and priorities.

1.1 The objectives related with the Internal communication within the project 3Em will:

- Ensure a clear understanding of the project 3Em;
- Ensure fulfilment of the foreseen objectives, considering human and financial resources available;
- Ensure an integrated approach of all communication tools and thus will enable transparent flow of information among the partners;
- Ensure effective knowledge transfer among all participating partners;
- Stimulate partners' commitment to project goal through the involvement of all partners in the same time encouraging increased partner teamwork;
- Support the successful implementation of project 3Em by ensuring an effective and on time communication system.

1.2 The objectives related with the External communication within the project 3Em will:

- Ensure that communication is designed in a way to promote the main idea of project 3Em and to reach relevant stakeholders and target groups;
- Ensure an integrated approach of all communication tools available thus enabling proper dissemination of key information about the project to the relevant stakeholders and target groups;
- Raise awareness among stakeholders and target groups about the benefits that the project 3Em can provide to them and to the communities;
- Create visual identity of the project 3Em and make sure all information and publicity activities comply to the Information and Publicity Guide for Final Beneficiaries;
- Ensure visibility for project 3Em and the INTERREG IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009 at local and national level;
- Ensure the cooperation and full support of the media;

The communications objectives within the project 3Em are compliant with the SMART criteria: S – Specific; M – Measurable; A – Appropriate; R – Realistic; and T – Timed.

2. SWOT Analysis

The communication and dissemination strategy within the project 3Em is an analysis of the goals, messages, target-groups, time-horizons, and Strengths, Weaknesses, Opportunities and Threats (SWOT), which will determine the success or failure of the communication & dissemination plan.

<h3>Strengths</h3> <ul style="list-style-type: none"> • Participation of the relevant local authorities as stimulation factor for energy efficiency actions by the relevant stakeholders. • Involvement of regional authorities as support to the reconstruction activities. • Proper scientific knowledge and experience by specialized partner CERTH. • Long and positive experience of project partners in implementation of various EU and other donor's funded projects. • Qualified staff with the project partners committed to successful and fruitful implementation and joint cooperation. • Financial stability of the project partners and foreseen sustainable activity in the future. • Strong ability to widely distribute project information to specified audiences. • Work in an interdisciplinary environment. 	<h3>Weaknesses</h3> <ul style="list-style-type: none"> • Partners can face with bureaucratic problems as state organizations and local authorities. • Differentiation among partners, particularly as few of the partners are with no proper project implementation experience. • Different languages, particularly the use of English language in technical view could be sometimes serious constraint. • As the project partners heavily rely on pre-financing by the EU and national funds, there are possible delays and difficulties to cooperate and communicate effectively. • Limited familiarity with latest technology achievements in the energy efficiency with some of the partners. • The energy efficiency and technical issues are not regular activity of all project partners, so there is a need for technical support by experienced and skilled external experts.
<h3>Opportunities</h3> <ul style="list-style-type: none"> • Energy efficiency as supporting field of activities identified in the Programme objectives. • Participation of the relevant National Authorities in both neighboring countries for energy efficiency measures. • Interest by the European Commission for environmental protection and energy efficiency policies. • Financial support by the EU and the participating countries • Administrative-technical support provided by the Programme bodies and 	<h3>Threats</h3> <ul style="list-style-type: none"> • Differentiated legal environments for the project partners. • Economic crisis and eventual low interest of the local stakeholders and investors for full engagement in the energy efficiency actions. • Limited summer timeframe for construction of the schools and kindergartens (most of the construction activities will be during the summer holidays, 2-3 months). • Different monetary environments within which the project partners act could cause difficulties in the cash

<p>Joint Secretariat in Thessaloniki.</p> <ul style="list-style-type: none"> • Familiarize experts and non-experts in the field of using sustainable energy resources, energy efficiency construction and energy use, environmental protection from both side of the border. • Clear interest of the community and wider public, particularly the various media sources, for contribution towards improved quality of living. • Easy access for dissemination of visibility actions through internet and presence at the social media platforms. • Opportunity for financing of various energy efficiency actions through the membership at the Covenant of Mayors. 	<p>flow.</p> <ul style="list-style-type: none"> • Limited possibilities for monitoring of the energy consumption and sustainable involvement of the local staff in monitoring. • Limited funds for numerous similar actions will reduce the further financing opportunities.
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3. Communication principles

Moreover, the principles of communication are:

- **Transparency:** All communication carried out in the project 3Em will be as transparent as possible.
- **Consistency:** The messages delivered about the in the project 3Em, its results and outcomes will be clear and consistent and as such made as easy to understand as possible.
- **Simplicity:** The tone of communication should be simple and easy to understand.
- **Targeted:** In order to maximize impact, the communication efforts carried out will be targeted to its relevant target audience as identified for the individual circumstances and specific messages.
- **Cooperation:** All work package leaders and members are encouraged to take an active role in ensuring that the in the project 3Em is accessible to relevant national stakeholders and media.
- **Interactivity:** The project will develop two-ways communication with its target audiences, will listen their findings and opinions, and will try to incorporate in the project implementation, if they are relevant.
- **Tangible and relatable:** Using visual means such as infographics, videos and photo material to facilitate better understanding of the Programme.

- **Accountability:** This Communications Plan has been updated throughout the launch and first half of the in the project 3Em to ensure its continuing applicability to project goals and developments.

In more detail, the communication and dissemination goal of “3Em” project in Greece is to accomplish the following:

- ✓ Attract the major stakeholders to events and activities organized by partners.
- ✓ Create a strong community of interest in project outcomes and findings that will last also after the end of the project activities;
- ✓ Increased awareness of project beneficiaries on the existing situation regarding building's energy efficiency;
- ✓ Promote project activities and outcomes;
- ✓ Provide a strong identity to the 3EM project to stress its importance in supporting energy policies in Greece;
- ✓ Focus from the beginning on maintaining a favorable reputation for the 3EM project;
- ✓ Widely communicate the project through relevant network on the themes;
- ✓ Improved accessibility and visibility by the relevant stakeholders;
- ✓ Ensure the effectiveness and efficiency as a partner in the project;
- ✓ Encourage support and participation in project activities beyond the lifetime of the project;
- ✓ Ensure an effective internal communication in the implementation of the project.

4. Target groups

- Within the country(ies) of the Programme where the action is implemented
- Within the EU (as applicable)

The Communication plan clearly identifies the project target audiences and is focused towards efficiency and effectiveness of the communication activities. In its implementation, it will be implemented different specific communication strategies and tools in order the delivered messages to be reached by identified target beneficiaries in most suitable and effective way.

The project 3Em identified as main target beneficiaries:

1.1 At the Internal Communication - Project partners through:

- Representatives and involved staff of the project partners;
- Engaged project experts supporting the implementation of the project 3Em;

1.2 At the External Communication:

- Local authorities which can benefit for increasing of the life quality of their citizens, as well who could enter the SEAP network and provide additional funds from planned environment actions in the future;
- Local decision makers, public and civil servants engaged in every day's social and economic activity in the municipalities covered by the project;
- Companies and staff engaged in the construction of public and private facilities, which have to focus in their activities as well on energy efficiency and environmental protection;
- NGOs and other environment groups who are engaged in the environmental actions and support for sustainable natural resources;
- General public and municipality citizens having a possibility to use the benefits of the norms for energy efficiency measures and construction stimulations. The general public as indirect beneficiary should be aware of the existence of the 3EM project, its goals and expected results as a whole, as well as of the results and benefits achieved by the projects implemented;
- Particularly the children and students which will directly benefit from the reconstruction of their kindergartens and schools;
- National authorities and national agencies responsible for balanced environmental development and supports of the environmental protection;
- The staff of the Programme bodies as Managing Authority of European Territorial Cooperation Programmes, National Authority (Ministry of Local Self Government), Joint Secretariat, Audit Authority, etc.

5. Specific objectives for target groups

Specific objectives for each target group, related to the action's objectives and the phases of the project's timetable.

Examples of specific communication objectives for the target groups are:

- ensure that the beneficiary population is aware of the roles of the partners within the project;

- ensure that population and wider auditorium is aware of the EU support and concrete Interreg IPA CBC Programme to the local communities, as well in the implementation of the environmental policies and improving the quality of life;
- raise awareness of the need for well-planned and coordinated implementation environmental actions, improved construction standards and taking care of sustainable energy resources;
- ensuring wide involvement of the specialists and beneficiaries, working together in implementation and promotion of the project results and quality living;
- provide proper visibility and promotion through relevant media at local, as well national level;
- contribute to sustainable actions in the future, through further development of environmental actions and providing favourable climate for the donor's community;
- increase the interest and readiness of the business sector, particularly in the construction sector, for deeper and continuous engagement in carrying out environmental protection;
- raise awareness of how the EU and the partner work together to support education, construction, environment protection, policy decisions making, etc.

IV. COMMUNICATION ACTIVITIES

The partners in the project "3E" shall implement the communication and publicity activities and measures in accordance with the project application and Article 25 of the implementing Regulation (EU) 447/2014, Article 115 and Annex XII of Regulation (EU) 1303/2013 EU Regulation on information and publicity measures to be carried out by the participating countries and relevant beneficiaries.

Project beneficiaries are going to play an active role in any actions organised to disseminate the results of the project. The Lead Beneficiary will coordinate the public relations and relevant publicity and visibility actions and measures for the project.

1. The nature of the activities

With purpose of realization of the Communication Plan, the main activities that will take place during its implementation period are:

- 1.2.2 Quality Assurance Plan in communication and promotion activities;

- 2.1.1 and 2.2.2 Production of Project Communication and Dissemination material (printed and electronic). Dissemination material contribute to the whole communication strategy, in this way stressing the existence and initiating the interest of the target beneficiaries for the project results;
- 2.1.2 Design and operation of the project official website;
- 2.1.4, 2.2.3, 2.4.1 and 2.5.3 Information and dissemination events (Conferences, Info days, workshops);
- 5.5.1 Development of E-Learning platform;
- 5.2.3 and 5.5.2 CBC Best Management Practices in EE in Public Buildings (e.g. content management of E-learning);
- 5.1.4 and 5.2.2 Training program promoting energy efficiency and use of sustainable energy resources;

The visibility and promotional activities will be in full compliance with the Interreg IPA CBC Programme and EU guide for visibility actions. Beside the development of the Communication Plan will be carried out dissemination activities through design and continuous operation of the project official website, production of 3-fold 600 leaflets, 600 folders, 600 pens, 600 notebooks with project & Programme logos, development of 9 e-Newsletters, 6 banners, production of Final Project Brochure including project results and achievements, as well organization of 4 Info day-events, Guidebooks for Training programs, Cross-border Best Management Practices in Energy Efficiency in Public Buildings through 3 round tables, 4 workshops and final events and 2 conferences.

The project implementation started officially by organizing two promotional events (press conferences), held in Valandovo and Serres. The press conference with the LB was related to the organization of the Kick-off meeting. The project invited all the stakeholders, as well as journalists from national and local media in order the project objectives and expected results will be presented to a wider audience.

For any planned press even during the project implementation, it is planned to be prepared appropriate informational and educational materials that will be given to the journalists and all interested parties within the project.

In the fourth quarter of the first implementation year a project website will be developed, for providing information on all project related activities.

A Multilingual Project Information Material will be produced for increasing public awareness about benefits of increased use implementing EE measures in the public buildings.

Informative material will be prepared in printed and electronic versions. Until the end of the project, two promotional events will be held in Valandovo and Serres, for

promotion of the achieved results. Appropriate informative material will be prepared and distributed to the journalists and other participants and the events will be covered by local media.

Partner institutions will use their regular stationery in letterheads or fax headers sheets, but will also add the phrase "This project/Programme is funded by the Interreg IPA Cross-Border-Cooperation Programme CCI 2014 TC 16 I5CB 009 as well as the EU flag when communicating on matters related to the action

2. Communication activities with the partners from Republic of North Macedonia

Type of activity	Partner responsibility	Participation of the Region of Western Macedonia	Target group	Deadline
Organization of the Kick-off meeting and project start press conference	LB	Municipality of Valandovo in July 2019 organized Kick-off meeting with the project partners, where were present the relevant stakeholders, and local media. It was organized press conference where the project objectives, planned activities and outputs, as well impact was elaborated by the project officials.	All target groups	1-st Quarter of the project duration
Project Communication Plan	LB	The LB initiate the process of development the project Communication Manual in the cooperation with CErTH, which will guide the communication, visibility and promotion activities of the partners during their implementation.	All target groups	May 2019

Information & Promotional material	LB	Taking into consideration the needs of the Lead Beneficiary, Municipality of Valandovo is responsible to provide the publicity materials which include leaflets, stationery and folders with the project's logo, etc.	All target groups	Within the duration of the project
Organization of the Final Conference in Valandovo	LB	Municipality of Valandovo will organize Final Conference in order to inform all target groups about the results and their impact, as well to provide important information concerning energy efficiency and implementation of SEAP	All target groups	Within the duration of the project
Informative sessions with the public and civil servants, investors and construction activities about SEAP	LB	Lead Beneficiary with support of the serviced provider for preparation of EAP and SEAP will organize consultative meetings with purpose of fine tuning of the strategic documents before their approval by the municipality council and submission to the Covenant of Mayors.	Relevant local stakeholders	January-June 2019
2 training programmes will be organized in Valandovo	LB	Municipality of Valandovo will organize 2 training programmes in Valandovo, in order to increase awareness for energy efficiency.	2 target groups: 1 st target group: representatives from municipality administration, employees in	Within the duration of the project: September-December 2019

			the education sector 2nd target group children up to 18 years	
Development and launching of the project website	LB	Municipality of Valandovo will develop and maintain the project web site where all relevant project actions, events and results will be posted. It will be connected with the e-platform developed by CERTH, as well with the Programme website.	All target groups	Within the duration of the project
Publicity for the tendering process of the reconstruction projects	LB	Publicity concerning the tendering procedure for the reconstruction of the kindergarten "Kalinka" in Valandovo, on the website of the National Bureau for public procurements, municipal website, as well at the Programme website.	Relevant web sites of the official national and local government	January-June 2019
Press releases and information directed to the media	All partners	Municipality of Valandovo is responsible for the communication with and via the mass media in order to reach the general public.	All target groups	Within the duration of the project
Project meetings - Teleconference	All partners	Municipality of Valandovo will participate at the project meetings organized by project partners, like in Serres and Florina, if any. It will be used Skype or other	Partnership	Within the duration of the project

		teleconference applications in order to communicate with the other partners.		
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3. Communication activities with the Greek partners

Type of activity	Partner responsibility	Participation of the Region of Western Macedonia	Target group	Deadline
Development of web-based E-platform	BP5	CERTH is responsible for the development of web-based E-platform having two roles a) visualization of smart meters signals sent from buildings in Florina, Serres, Radovich and Valandovo b) training tool for people working in these buildings and visitors of the site	All target groups	Within the duration of the project
Information & Promotional material	BP2	Taking into consideration the needs of Greek Partners, Municipality of Serres is responsible to provide the publicity materials which include leaflets, stationery and folders with the project's logo, etc.	All target groups	Within the duration of the project
2 info days will be organized in Serres	BP2	Municipality of Serres will organize 2 info days in Serres. The first one will take place in the school, informing students and teachers about the project, the interventions and the expected results. The second info Day will take place in a venue in the city of Serres, informing the public about the project and the results.	All target groups	Within the duration of the project

2 training programmes will be organized in Serres	BP2	Municipality of Serres will organize 2 training programmes in Serres, in order to increase awareness for energy efficiency.	2 target groups: 1 st target group: representatives from municipality administration, employees in the education sector 2nd target group children up to 18 years	Within the duration of the project
Dissemination & awareness training actions	BP5	CERTH is responsible for the various dissemination actions that are going to take place, such as designing the guidebook etc.	All target groups	Within the duration of the project
Project activities and results will be published on international journals dealing with energy efficiency sector.	BP5	CERTH will participate on 2 relevant conferences in order to present the project results.	All target groups	Within the duration of the project
Publicity for the tendering process of the reconstruction projects	BP2, BP4	Publicity concerning the tendering procedure in Serres and Florina for the reconstruction projects in order to attract more attention to it.	Media, enterprises	Within the duration of the project
Press releases and information directed to the media	All partners	All Greek partners are responsible for the communication with and via the mass media in order to	All target groups	Within the duration of the

		reach the general public.		project
Project meetings - Teleconference	All partners	Municipality of Serres will organize a meeting in Serres. All Greek partners will participate in all meetings and will use Skype or other teleconference applications in order to communicate with the other partners.	Partnership	Within the duration of the project

The Project's background and co-funding sources (the Project is co-founded by the European Union and by National Funds of the participating countries, Greece and Republic of North Macedonia under the IPA CBC Programme CCI 2014 TC 16 I5CB 009) will be highlighted in any information and publicity action.

4. The responsibilities for delivering the activities

The communication activities mentioned above will be carried out in accordance with the approved project budget and justification of budget per each partner. However, these activities will be not isolated actions by the project partners, but it will be carried in full coordination and cooperation among the partners. This action will be continuous activity carried with participation of all partners, with an aim of having maximal dissemination of useful information for the relevant stakeholders, as well for the wider public. The information about carried activities and achieved results has to justify the donor's funding and planned cross-border cooperation policy.

It is useful to note that almost all project actions have strong information & promotional character and are expected to have a remarkable impact or influence on most of the target groups. The popularization of the project and its results will be aimed at raising awareness of local authorities, civil and public servants, investors and construction companies, students and citizens on the cross-border territory covered by the project.

The partners are deeply aware that the implementation of communication strategy is dynamic process, which also require updating and modification when the circumstances require modifications towards more efficient and effective implementation of the communication actions. The project is implemented in permanent development of the communication tools and media, particularly of the digital technology as consisting part of the modern communication. Therefore, the project partners will provide appropriate attention to the newest communication

trends, like the role and importance to be present at the social media and relevant web platforms dealing with the environmental issues.

The project partners are responsible for carrying out well-developed, integrated and coordinated actions by:

- Constructive and coordinated participation at the organized kick-off and technical meetings by the project partners, for which appropriate publicity and visibility actions will be prepared and carried out (interviews, press releases, conferences, etc.);
- Traditional ways of dissemination information through multilingual Project information material as leaflets, newsletters, banners, training guides and Final Project Brochure including project results and achievements;
- Production of traditional publicity and visibility materials as folders, pens, notebooks and other promotional material containing the Project & Programme logos;
- Innovative methods as publishing e-newsletter, setting an online library increasing public awareness about benefits of increased use implementing EE measures in the public buildings, launching social media profile, Development of E-Learning platform and Design and operation of the project official website.

In electronic format as content management will be developed and launched E-learning platform for CBC Best Management Practices in EE in Public Buildings.

- Invitation to local authorities and public/civil servants to training workshops.
- Presentation of outputs at the launching info-days, round tables, conferences including project final conference targeting the relevant stakeholders and wider public;
- Regular participation in policy meetings and workshops organized by key organizations and public agencies

V. COMMUNICATION TOOLS CHOSEN

The communication tools were selected taking into account the details of advantages of particular tools (media, advertising, events, etc.) in the local context, and in the context of covering the relevant cross-border area.

The project is going to develop an integrated publicity and communication strategy incorporating the actions carried out by the project partners with a purpose of promoting the project objectives and disseminating its results. The identified target audiences above will be addressed through following tools:

1. Internal communication. In order to achieve efficiency of the external communication activities it is important that everyone within the project implementation team, including the engaged external experts knows what is going on and what their role is within the project. It is important to define responsibilities to ensure the communication tasks of the project are managed effectively.

It is also important to establish proper communication channel that will allow both partners to know always what kind of information is already available, what are the attitudes and opinions of the staff at the moment and what would interest them the most.

The internal communication must respect the principles of consistency in communications between the project partners, solid Interaction must take place, sharing of best practices and that the reporting is performed in the required way and in a timely manner.

The internal communication procedure will be held principally by the email and by Skype, phone and fax when necessary.

2. Kick-off meeting organized by the municipality of Valandovo with wider participation of the project partners, relevant stakeholders from the region and wider public, as well with proper coverage by the mass media;
3. Technical meetings and conferences. Support through organization of project meetings and teleconferences will be used to speed up the process and strengthen the relationship between partners;
4. Info-days, including the Final Project Event (by the municipality of Valandovo) and 2 info-days by the municipality of Serres D2.2.3). Conferences, workshops and training actions will be used in order to inform all target groups about the progress and the results of the project and to provide important information concerning energy efficiency etc.;
5. Guide for CBC Best Management Practices in Energy Efficiency in public building in Greek language through D5.2.3 with the municipality of Serres and D.5.5.2 with CETH;
6. Project public final event will be organized with purpose of communicating the results and the impact of the project "3Em", in which each partner will present the developed activities and their achievements. The final conference will be continuation of the project activities focussed on sensitization of the investors and local communities towards the promotion of use of energy efficiency measures and sustainable energy resources, which is the core element of the project implementation.

In order the Organizer, the municipality of Valandovo, to carry out this activity successfully will take care about various tasks as sending Invitations and

registration of the participants, budgeting, renting event facility and appropriate equipment, prepare presentations engagement of speakers, welcoming participants, refreshment, taking photos and taking minutes. The actions will be accompanied by briefing the media with relevant information for the project implementation and the impact achieved. The conference results, reports and presentations, and photos will be uploaded to the project's website and social media profiles of the project, as well of the project partners.

At the event, also relevant visibility and promotional packs will be distributed.

7. Press-releases and information about all the events organized and essential activities in the frame of the project will be prepared and sent to the relevant regional and national media in both countries. Press releases are one of the most important tools to inform all relevant target groups about the current issues related to the project. The aim is to convey information in a structured form and volume to minimize the risk of wrong or inaccurate interpretation. All project partners will use press releases to inform the media about events implemented during the project.

The project foresees press releases to a wide range of news media, which has to bring additional value. Therefore, at the planning of these tools, the project partners must define which media are most appropriate for reaching the target beneficiaries, and which media can provide quality dissemination of the relevant information. Having in mind the limited budget for this purpose, it must be established non-formal connections with the various types of media as national and local newspapers, magazines, and local and national TVs and radios, news agencies and internet news. The establishment of long-term cooperation with the representatives of this media, providing in time relevant information should be included in planning of every day's communication tasks. However, the dissemination of information for the project news must be immediate and to cover the ongoing activities. The practice of distribution old information can only bring bigger damage to the project visibility, what is evident today in the digital media and internet news.

This Communication Plan recommends the following tips for a successful communication with the media:

- Development of relationships with reporters.
- Sending a letter to the editor;
- Writing opinion editorials;
- Link the project "3Em" to other on-going news and events from related area;
- Position people involved in the project as industry experts;

8. Production of banners (D2.1.1 municipality of Valandovo and municipality Serres D2.2.2) increasing the awareness and visibility of the sponsored project by the EU and the participating countries;
9. Project website will be developed providing useful information about the activities and environmental/energy efficiency measures carried and performed, as well plans and directions towards use of sustainable energy resources. The project website is the key tool base chosen for the non-media communication. This tool should be used for dissemination of all other e-tools such as E-newsletters, photos and information materials.

The Project's website will use the Programme's official language i.e. in English language.

The project website will contain useful links for energy efficiency and learning platforms, as well to the Programme official website <http://www.ipa-cbc-programme.eu>, from where relevant information about funded projects and implementation experiences will be collected.

10. In addition, and connection to the project website will be development of web-based E-platform. The creation of a web-based E-platform is a dynamic, transparent and flexible tool for internal and external information users providing information related to the project that are presented in a structured way which is easily accessible and always up to date. The E-platform has two roles:
 - a) visualization of smart meters signals sent from buildings in Florina, Serres, Radovish and Valandovo;
 - b) training tool for people working in these buildings and visitors of the site;

Development of E-platform for retrieving transmitted values through smart energy meters and sensors together with development and maintenance of a database for benchmarking and suggesting potential improvements.

11. Launching of e-newsletters (4 numbers through the Deliverable D2.1.1 with the Municipality of Valandovo). The e-newsletters will be uploaded to the project web site, as well at all the project partners' web sites. At well, the e-newsletters will be printed in certain hard copies and distributed at the events organized by the project. In order the published e-newsletters to efficiently met the target beneficiaries they have to satisfy following criteria:
 - The articles must be easy to read and understand;
 - The right information about the project and actions to be available. The right and quality information is more appreciated than the expensive design and layout;
 - The information must be consistent with the project objectives;

- The content can be in various designs consisted from lists, bullets, graphics and pictures, and useful links.
- The content of the e-newsletters must be realistic and not over crowded, with enough empty spaces around for easier catch by the target's eyes;
- The quality of the pictures is strong requirement, at the same time to incorporate project action, relevant view and useful information;

The e-newsletters will inform readers regularly about recent changes, new initiatives and events that are to be organized during the project implementation. They also provide a written record of project's activities and can create interest in upcoming events. Project partners will develop a new theme for every issue and focus a number of articles on this theme. All partners are encouraged to write articles. They could also ask local stakeholders, public servants, NGOs or other organizations to contribute articles or editorials.

It is planned to be published 4 e-newsletters by the municipality of Valandovo which will be available on the project portal. The e-newsletters also can be sent by email to the registered visitors of the web site, as well to other related stakeholders. It is recommended to use the HTML code for the newsletter, which will be readable as well on mobile devices, which will be automatically adjusted at the mobile device screen facilitating the reading and overview of the articles. Particularly as the HTML could be easily stored on the Internet. However, the layout must be kept simple, and appropriate balance between text, pictures and color backgrounds to be achieved.

E-Newsletters are an information and promotional tool distributed over e-mail to the beneficiary population listed in the internal database and project stakeholders periodically. An electronic version will be made available on the Web based E-platform. The newsletters will inform readers about initiatives, events, and partner's news in the framework of the project implementation. In addition, the publishing of articles referring to the results of the project on international journal dealing with the energy efficiency sector etc., is a valuable communication tool that will inform all European and National stakeholders.

However, the e-newsletter must meet the publicity requirements, and to be distributed at relevant events and relevant stakeholders. It is good to be prepared a distribution plan, and to record the dissemination activities. This will also help in the process of monitoring in order to be identified the eventual feedback and to measure if the information provided useful benefit and provoke reaction by the target audience.

12. Social media. The project partners and the Programme bodies see the importance of the social media tools in visibility and promotion actions for the project and the Programme. The use of the social media through posting and monitoring tools

have to identify how the investors and wider public accept the energy efficiency actions. The social media tools are very effective and powerful means for external communications.

The project partners in the use of social media must respect following principles:

- Committed engagement and active two-ways communication with the relevant stakeholders and wider auditorium;
- Regular posting and blogging, using influencers, practicing storytelling techniques, tweeting and creation followers on LinkedIn and Tweeter, creation of fan pages on Facebook, launching project photos on Instagram and etc.
- Continuous monitoring of the activities at the social media and taking relevant responses in time at various channels available online like Facebook, Twitter, Instagram, Pinterest, YouTube and more.
- When it is possible to involve Facebook and Google analytics, and the Search Engine Optimization (SEO). These tools will enable proper planning of the visibility actions at the project and Programme website, the project web platform and at the social platforms, as well an easier access by the wider auditorium to these mediums.

13. Production of dissemination promotional material: folders, pens, notebooks, and other visibility and promotion materials. The development and reproduction of the dissemination material are the basic project communicative elements and include printed and electronic material. Most friendly usable and practical solutions are printing pens, folders, notebooks, and etc. They will be used in order to raise awareness and recognition of the project. Primarily distributed at educational trainings as well as information sessions; containing visual identity of the project and prepared in accordance with the IPA visibility guidelines.;
14. Final Project Brochure (D2.1.1 municipality of Valandovo) will contain all project activities carried out, objectives and goals achieved with all the partners. Text of the Brochure will be prepared in English and based on the information that will be prepared by the project partners and will be consisted from the data for all project partners. The Project Brochure will be distributed at the project events to the wider public and mass media to the relevant stakeholders, local and national authorities, as well to the donors;
15. Trainings (2 target groups with 1 training day by the municipality of Valandovo, and 5 target groups with 1 training day by the municipality of Serres);

VI. INDICATORS OF ACHIEVEMENTS

Communication activities primarily are directed to stakeholders to ensure that they are properly and in time informed about the objectives and results of the project and simultaneously to make sure that they are familiar to green tourism and environmental protection projects.

Achieving of specific project objectives will be evaluated through following indicators:

- **Quantitative indicators** number of: printed info material produced and distributed; average monthly/yearly visits on the website; number of articles/appearances in media; press releases and training actions realized.
- **Qualitative indicators:** questionnaire distributed both to the partnership members and to all the relevant stakeholder of the project.

The project management of the WP1 and WP2 will monitor the progress and delivery of this Communications Plan. With realization of the activities mentioned in this Communication Plan, the achievement of the following communication indicators will be monitored:

- Organized Kick-off meeting;
- Organized 2 info-days;
- Organized 1 Final Project Conference;
- Organized 7 trainings for different target beneficiaries in the cross border area;
- Guide for CBC Best Management Practices in Energy Efficiency in public building;
- Organized 5-7 press releases;
- Launched project web site and E-learning platform;
- Published and printed 4 e-newsletters;
- Designed and published Final Project Brochure;
- Produced 4 visibility banners (LB and PB2);
- Produced promotional materials (pens, notebooks, folders);
- Completion of the communication objectives. Include indicators of achievement for the different tools proposed.

The baseline for the above-mentioned indicators is 0.

Indicator	Target value for partners from Republic of North Macedonia
No of publications (newsletters, leaflets, ...)	At least 5 for whole project duration
No of promotional materials (folders, pens,	min. 200 of each kind

notebooks with the project's logo	
No of published project brochure	1 at the end of the project
No of banners printed	2 pcs within the project
No of web site visitors	min. 800 per year
No of info days performed	2 within the duration of the project
No of conferences organized	1 within the duration of the project
No of training actions realized	2 within the duration of the project
No of training actions participated	2 within the duration of the project
No of press releases	min. 1 per event
Indicator	Target value for Greek partners
No of publications (newsletters, leaflets, ...)	At least 3 per year
No of promotional materials (Leaflets, stationery and folders with the project's logo, etc.)	min. 100 of each kind
No of web-based E-platform visitors	min. 500 per year
No of banners printed	2 pcs within the project
No of info days performed	2 within the duration of the project
No of conferences participated	2 within the duration of the project
No of training actions realized	1 within the duration of the project
No of press releases	min. 1 per event

The realization of communication indicators, as well the project indicators will ensure the energy efficiency impact from the actions in the cross-border region carried out by the relevant stakeholders. Following impact is expected to be happen:

1. Awareness raising with the population and relevant stakeholders for benefits from the use of energy efficiency measures;
2. Improved interest with the state and private investors for construction respecting the guides for use of sustainable energy resources;
3. Guides with the construction companies and other relevant stakeholders in construction and environmental protection actions;
4. Trained and improved capacity of the public and civil servants at the management of the energy efficiency politics through their design and implementation of EE measures, as well in preparation of projects towards realization of approved SEAP and requests for the funding to the national and international donors;
5. Regular monitoring of energy efficiency measures taken, proposing corrective actions and planning of use of sustainable energy resources;
6. Improved living and working conditions of the population in the cross-border regions, particularly with the kids and students which will be covered with the project pilot actions (reconstruction of the kindergarten “Kalinka” in Valandovo, Provatas Lyceum in Serres, Primary school in v. Injevo and Music Conservatory School in Florina).

VII. HUMAN RESOURCES

1. **Responsible communication officer and days required to implement the communication activities**

The project doesn't have particular budget deliverable for recruitment of Project Communication Officer. However, following the instructions received at the negotiation project meeting in Thessaloniki, as well following communication with the MA/JS, the project will establish informal structure with appointed persons who will be in charge for the communication activities.

At the level of the project, for the communication with the Programme bodies of the Programme, is nominated the representative from the Lead Beneficiary, the Municipality of Valandovo, Mr. Gligorije Djilvidjiev to be responsible Communication Representative for the project.

2. **Members of the management team responsible for communication activities.**

In agreement among the project partners following the Kick-off meeting, the responsible people for communication from each project partner within the project “Evaluating Energy Efficiency Measurements” under acronym „3Em“ are as in the table below:

Partner	Name and Surname	Organization	Email	Phone
LP1	Gligorije Djilvidjiev	Municipality of Valandovo	gligorije@consultant.com	+38971610561
PB2	Athina Kokkinidou	Municipality of Serres	kokkinidou@serres.gr	+302321350134
PB3	Verica Gazepova	Municipality of Radovich	verica.gazepova@gmail.com	+38975493132
PB4	Thomas Varveris	Music conservatory of the Region of Western Macedonia	msurmuletus@hotmail.com	+306977125959
PB5	Nikolaos Margaritis	CERTH	margaritis@lignite.gr	+306947529803

Furthermore, in the Partnership Agreement signed among all partners it is clearly stated that successful management of the partnership and the operations will be supported by established Project Management Team (PMT) who will be also responsible for monitoring of the project activities.

Partner	Organization	Role within the Project	Contact	E-mail
LB	Municipality of Valandovo	Project Responsible	Gligorije Djilvidjiev Slavica Tajtaeva Katerina Karakoteva	gligorije@consultant.com tajtaeva@yahoo.com katerina.karakoteva@gmail.com
BP2	Municipality of Serres	Project Responsible	Eirini Vasilopoulou Athina Kokkinidou Christos	e.vasilop@serres.gr kokkinidou@serres.gr pallas@serres.gr

			Pallas Aikaterini Marinaki Theodora Zdoumpa Eleni Varnalidou Elisavet Gougouska	katmarinaki@serres.gr dora@serres.gr evarnal@serres.gr typos@serres.gr
BP3	Municipality of Radovich	Project Responsible	Verica Gazebova	verica.gazepova@gmail.com
BP4	Music Conservatory of the region of Western Macedonia	Project Responsible	Thomas Varveris	msurmuletus@hotmail.com
BP5	Centre for Research and Technology Hellas/Chemical Process and Energy Resources Institute	Scientific Responsible	Panagiotis Grammelis	grammelis@certh.gr
		Technical Experts	Nikos Margaritis Maria Christidou Petros Dallas	margaritis@lignite.gr christidou@lignite.gr dallas@lignite.gr

The established Project Management Team will delegate some specific tasks to working groups, including as well communication activities within the project implementation. In this view, any activity regarding communication actions must be implemented in cooperation with the JS.

3. Responsible project officers at the Programme bodies

Within implementation of the project, and particularly the communication activities stated in the Application Form in force, as well in this Communication Plan, the representatives from the project partners responsible for communication actions will develop active and direct communication and coordination with the project officers from the Joint Secretariat in Thessaloniki.

The responsible project officers for the project “3Em” at the Joint Secretariat of the Interreg IPA Cross Border Programme between Greece and Republic of North Macedonia 2014-2020 in Thessaloniki, are:

R. No.	Officer	Role	Phone	E-mail
1.	Zhupan Martinovski	Project Officer	+302310469652	zmartinovski@mou.gr
2.	Eleftheria Votsari	Communication Officer	+302310469644	evotsari@mou.gr

VIII. FINANCIAL RESOURCES

The budget for communication activities has been planned in the application phase as costs required for implementing of the Work Package: WP2 “Information and Publicity”. According to the revised application form during the project negotiation process, the overall financial resources dedicated to the project communication actions, are estimated at approximately 15,751.40 Euro or at 1.10 % of the overall project budget of 1,429,375.80 Euro.

The largest part of the total budget for Information and Publicity activities is occupied by the External Expertise and Services category, while the minority of the budget belongs to the category of Travel and Accommodation. The budget for Information and Publicity Activities is allocated in 4 actions, namely production of Project Communication and Dissemination material, Design and operation of the project official website, Information and dissemination events (Conferences, Info days, workshops) and Multilingual Project Information Material (printed and electronic). However, also the activities from other packages and deliverables planned contain significant visibility and promotion actions and deliverables, like the organized sessions for SEAP and Action Plan, and training events for the awareness raising for energy efficiency measures.

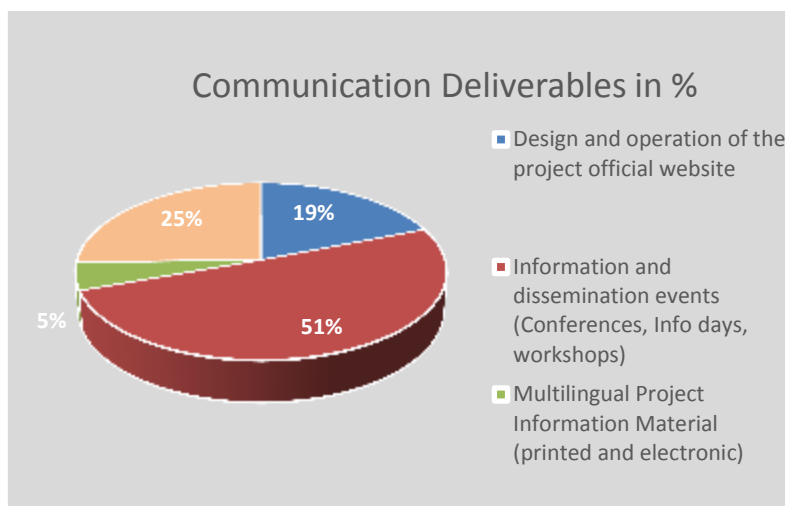
The WP2: “Information and Publicity” is covering the clear communication activities, and the allocated funds per activity are presented in the following table, both in absolute figures and per category, as well as a percentage of the overall budget as follows:

Travel and accommodation in WP2	External Expertise and Services in WP2	Total WP2	WP2 in % from the Total Project budget
2,841.40 €	12,910.00 €	15,751.40 €	1.10 %

The WP2 is allocated per partner as follows:

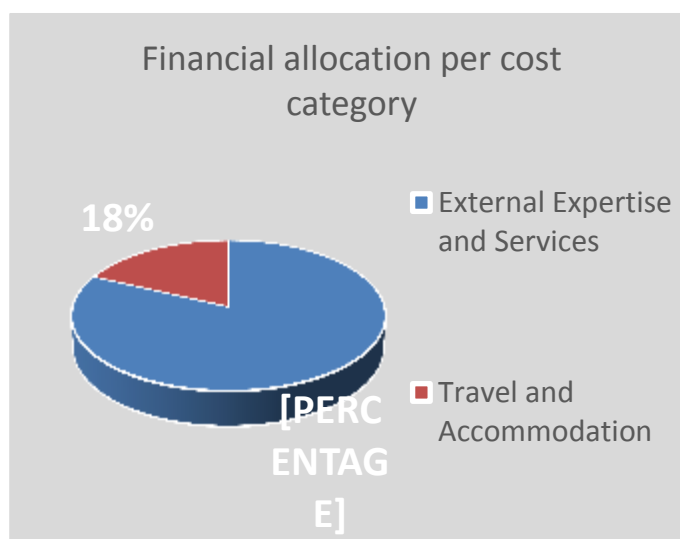
Partners	Description of the deliverable	Travel and Accommodation	External Expertise and Services	TOTALS
Municipality of Valandovo				
D2.1.1	Project Communication and Dissemination material		4,000.00 €	4,000.00 €
D2.1.2	Design and operation of the project official website		3,000.00 €	3,000.00 €
D2.1.4	Information and dissemination events (Conferences, Info days, workshops)		2,760.00 €	2,760.00 €
Total Municipality of Valandovo			9,760.00 €	9,760.00 €
Municipality of Serres				
D2.2.2	Multilingual Project Information Material (printed and electronic)		800.00 €	800.00 €
D2.2.3	Information and dissemination events (Conferences, Info Days, Workshops)		2,350.00 €	2,350.00 €
Total Municipality of Serres			3,150.00 €	3,150.00 €
Music Conservatory of the Region of Western Macedonia				
D2.4.1	Information and dissemination events (Conferences, Info days, workshops)	1,141.40 €		1,141.40 €
Total Music Conservatory		1,141.40€		1,141.40€
Centre for Research and Technology Hellas				
D2.5.3	Information and dissemination events (Conferences, Info Days, Workshops)	1700.00 €		1,700.00 €
Total Centre for Research and Technology Hellas		1700.00€		1,700.00 €
TOTAL PROJECT COMMUNICATION ACTIONS		2,841.40€	12,910.00 €	15,751.00 €

The following graph presents the allocated funds per deliverables as percentage of the total cost of Information and Publicity activities:

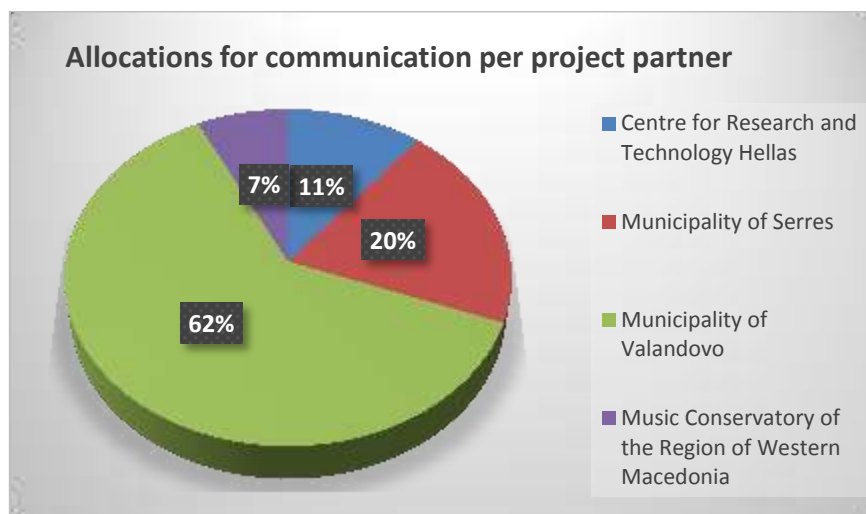


Respectively the project communication costs of each category are represented as part of the whole budget for the actions of Information and Publicity activities with the following graph.

As most of the expenditures have been allocated in the category of external expertise, all project partners will have to plan very carefully their procurements and to pay attention to the communication tasks that are to be designated to the awarded contractors.



The next graph presents the proportions of allocated funds for communication per partner. Most of the allocated funds are with the municipality of Valandovo, as Lead Beneficiary of the project. However, the significant participation and contribution will be performed carried by the project partners, Municipality of Serres, who will develop the Quality Assurance Plan, and organize 2 Info-days, Training events and Guide for CBC Best Management Practices in Energy Efficiency in public building in Greek language, as well with the Centre for Research and Technology Hellas, who will prepare the educational and monitoring project e-platform.



IX. TIMELINE

Below is presented the planned timeline of Publicity and Visibility activities:

Deliverable	Description				
		RP1	RP2	RP3	RP4
D2.1.1; D2.2.1;	Project Communication and Dissemination material				
D2.1.2;	Development of Project website				
D2.1.4; D2.2.3; D2.4.1; D2.5.3;	Information and Dissemination events (Opening conference, Info days, Presses and Final conference)				
D5.5.1;	Development of e-learning platform				
D5.1.4; D5.2.2;	Training events				
D5.2.3;D5.5.2;	CBC Best Management practices in EE in public buildings				

X. REPORTING AND MONITORING

The Lead Beneficiary, municipality of Valandovo and the project partners, municipality of Serres, Municipality of Radovich, Music Conservatory of Western Macedonia and CERTH are obliged and committed the project results to be made available to the public and they agree that the results of the project will be available to all interested parties.

Furthermore, thy commit to actively participate in any actions organised to capitalise on and disseminate the results of the project.

The Lead partner, municipality of Valandovo, has to inform the Managing Authority and Joint Secretariat on the progress of implementation of the communication plan, of communication activities carried out and of the communication tools used. However, having in mind that the implementation of the Communication Plan is joint activity of all project partners, they will develop specific evaluation tools to monitor completion of the communication objectives and impact achieved. The part of the Communication plan for Greek partners is prepared with contribution by the project partner 5, CERTH and it will be approved as well as monitored by the Lead partner. The monitoring of the indicators from the Application form and this Communication Plan should provide relevant feedback on the communication activities of the project partners and reaction of the relevant stakeholders, including the local administration, civil and public servants, investors and construction companies, students and citizens, as well rest of the relevant auditorium.

It is recommended the findings for the implementation of this communication plan to be presented at the technical meetings, as well summary of the communication activities for every six-months period to be prepared by all project partners. Lead Beneficiary has the task to collect feedback from each partner, if needed to plan jointly with other partners how the challenges to be overcome and improved visibility and communication solutions to be provided.

XI. ANNEX I – Communication Activities within other Project Deliverables

The communication activities regarding visibility and promotion are also consisting part of the other work packages like: WP 1 Programme Management, WP3 Energy Efficiency Assessment, WP4 Energy Efficiency Actions and WP5 Training & CBC Best Practices, which have in smaller and bigger portion relevant visibility and information content. In the following table, there is overview how other deliverables contribute to the general project communication actions, with appropriate visibility and promotion impact:

Deliverable	Deliverable title	Partner	Brief justification of the expenditure (Max 350 Characters)
D1.1.3	Project Management and Coordination	LB	<p>Within this deliverable are foreseen following items:</p> <ul style="list-style-type: none"> - Project Coordinator responsible for project Management and Coordination, but also involved in coordination and carrying out the communication activities, as well the monitoring of the communication. - Project Manager assisting the Project Coordinator, who is actually operational expert dealing widely with the internal and external communication, as well deeply involved in the promotion and visibility actions of the project. He will be also responsible for timely delivery of information to the customer on the course of fulfilment of the activities that are important for the implementation of the project. - Organization of the Kick-off Meeting, Technical Meeting, Final Project event, and workshops, as well participation at the workshops and technical meetings organized by the project partners including operational costs.

D2.1.1	Project Communication and Dissemination material	LB	<p>Within this deliverable are foreseen following items:</p> <ul style="list-style-type: none"> - Project Communication Plan - Development of Communication Plan including Communication & Dissemination Activities; - Production of Communication/Dissemination material through printing of 200 folders, 200 pens, 200 notebooks with project & Programme logos, Production of 2 banners, design of 5 e-Newsletters and reproduction of total 300 pcs, design of Final Project Brochure including project results and achievements
D2.1.2	Design and operation of the project official website	LB	The Lead Beneficiary will design, operate and maintenance of the project official website
D2.1.4	Information and dissemination events	LB	Organization of 2 Info-day's events, catering and lodging for 40 participants including 2 experts, expert's fee, hall rent, development of communication material
D3.1.1	External Expertise and Services	LB	Scientific Studies - Elaboration of Energy Efficiency program and action plan and determination of priority sectors
D3.1.2	External Expertise and Services	LB	Technical or scientific Expertise - Assessment of current status of energy efficiency of public buildings in Projects' sites (SEAP, Green house emission inventory, EE measurement, etc.)
D5.1.4	Training program	LB	<p>Training program for 2 target groups will be organized:</p> <ul style="list-style-type: none"> - 1st group: municipality administration, education and kindergarten employees, - 2nd group children up to 18 years,
D1.2.2	Quality Assurance Plan Development	PB2	Project Coordinator who will be engaged in Quality Assurance Plan Development, but as well in communication and promotion activities

D1.2.3	Project Management and Coordination	PB2	Project Manager, who alongside the project management will be actively involved in the communication and promotion activities. Here are also included costs for organization of technical meeting and participation at the Kick-off and technical meetings organized by the partners, as well relevant workshops.
D2.2.2	Multilingual Project Information Material (printed and electronic)	PB2	Within this deliverable will be produced 100 3-fold leaflets, 100 folders, 100 pens, 100 notebooks with project & Programme logos, development of 2 e-Newsletters, Production of 2 banners, development and reproduction of 100 pcs Final Project Brochure incl. project results and achievements
D2.2.3	Information and dissemination events	PB2	It will be organized 2 Info day's events, catering for 30 participants at each event, invited experts covering travel & accommodation costs, hall rent, development of communication material
D5.2.2	Training Program	PB2	2 Training programs will be organized for 5 target groups: 1 program for municipality administration, employees in the education sector, kindergarten employees, professionals, and another one for children up to 18 years – 4 target groups * 1 training days and 1 target group * 2 training days
D5.2.3	CBC Best Management Practices in EE in Public Buildings	PB2	Cross-border Best Management Practices Guidebook will be developed
D1.3.3	Project Management and Coordination	PB3	Beside the management activities, from this deliverable will be covered communication activities of the partners, as well for participation at the project events, technical meetings and relevant workshops.
D1.4.3	Project Management and Coordination	PB4	Beside the management activities, from this deliverable will be covered communication activities of the partners, as well for

			participation at the project events, technical meetings and relevant workshops.
D2.4.1	Information and dissemination events	PB4	Organization of project meetings, and participation at the project events and meetings organized by the project partners
D1.5.3	Project Management and Coordination	PB5	Beside the activities of the project management, this deliverable will cover also in the communication and promotion activities. Here are also included costs for organization of technical meeting and participation at the Kick-off and technical meetings organized by the partners, as well relevant workshops.
D2.5.3	Information and dissemination events	PB5	Participation at the workshops organized by the project partners.
D3.5.1	EE program and action plan and determination of priority sectors	PB5	For this deliverable as consisting part it will be organized appropriate visibility actions
D3.5.2	Assessment of current status of energy efficiency of public buildings in projects' sites	PB5	For this deliverable as consisting part it will be organized appropriate visibility actions
D4.5.1	Pilot implementation report	PB5	Within this deliverable appropriate visibility part will be developed
D5.5.1	Development of e-learning platform	PB5	Beside the development of the e-learning platform, within this deliverable appropriate visibility part will be carried out
D5.5.2	CBC Best Management practices in EE in public buildings"	PB5	Within this deliverable appropriate visibility part will be developed about best practices