

D.2.1.1.

Project Communication Plan & Visual ID
(Information and Publicity Handbook)

Contract ID

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Author(s):	Papaioannou Ioanna Tsekeridis Vasileios Argyropoulou Kiriaki Papaioannou Christos Gkiouzepas Giorgos

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Description:	<p>The current document is the Deliverable D.2.1.1. Project Communication Plan & Visual ID (Information and Publicity Handbook) of the Heart Safe Cities project.</p> <p>The Information and Publicity Handbook constitutes a main deliverable for all projects under the INTERREG IPA Cross Border Cooperation Programme CCI 2014 TC 16 I5CB 009 as a strategic tool aiming to the wide dissemination and sensitisation concerning the project and its results. Furthermore, it contributes to the effective communication between the project partners, in accordance to the guidelines of the Information and Publicity project partners Guidebook provided by the programme.</p>
Keywords:	Heart Safe Cities, Information, Publicity, Dissemination Plan, Visual Identity, Cross-border Health, Healthcare, IPA Cross Border Cooperation Programme, cross-border cooperation, European Union, Thessaloniki, Kalamaria, Ohrid

Target Audience

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

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Project Partners

Role	Partner name	Country
Lead Beneficiary	4th Health District of Macedonia Thrace	Greece
Partner Beneficiary 2	Municipality of Kalamaria	Greece
Partner Beneficiary 3	Institute for prevention, treatment and rehabilitation of cardiovascular disease St.Stefan Ohrid	Republic of North Macedonia
Partner Beneficiary 4	PUBLIC HEALTH INSTITUTION Health Home Ohrid	Republic of North Macedonia

Short presentation of the programme

The Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009 was approved by the European Commission on August 6, 2015 by decision C (2015) 5655. The total budget allocated to the Programme is 45.470.066,00€, out of which 38.649.552,00€ (85%) is Union Support and the 6.820.514,00€ (15%) the National Counterpart. The eligible area of the Programme consists of the NUTS III regions along the border of the two countries: Florina, Pella, Kilikis and Serres, Thessaloniki on the Greek side and Pelagonia, Vardar and Southeast and Southwest from the Republic of North Macedonia. The Programme is built upon the following three Priority Axes: (1) Development and Support of Local Economy, (2) Protection of Environment – Transportation and (3) Technical support

Abbreviations

AF: Application Form

CB: Cross Border (area)

JoB: justification of Budget

JS: Joins Secretariat

LB: Lead Beneficiary

MA: Managing Authority

PB: Partner beneficiary

STPP: Start-up Time Plan and Procurement Plan

WBS: Work breakdown structure

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1 Introduction

The following deliverable D.2.1.1. Project Communication Plan & Visual ID (Information and Publicity Handbook) is part of the contract No 109/2019 Technical Assistance to the 4th Health District of Macedonia Thrace for the Project "Cross Border Heart Safe Cities" - Heart Safe Cities, within the framework of the Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009, between the 4th DYPE (Health District of Macedonia Thrace) and the planO₂ Consulting Private Company.

The Information and Publicity Handbook constitutes a main deliverable for all projects under the Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009 as a strategic tool aiming to the wide dissemination and sensitisation concerning the project and its results. Furthermore, it contributes to the effective communication between the project partners, in accordance to the guidelines of the Information and Publicity project partners Guidebook provided by the programme.

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

The objective of IPH is the organisation of the information and dissemination, as well as the dissemination of activities and outputs of the Heart Safe Cities project. The main objective of the project is the improvement of preventive health care and social services of children and elderly population in the intervention area of the Project.

2 Strategy of the information and Publicity Handbook

The communication plan (Information and Publicity Handbook) is a key deliverable for all projects that are embedded in the Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009 as a strategic tool aiming to increase the awareness regarding the project and to the dissemination of its results as well, targeting both the community as well as specific groups.

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

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

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

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

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

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

3 Objectives

3.1 General Communication Objectives

The communication objectives are in line with the specific objectives of Heart Safe Cities project and in line with the strategy of Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009, as follows:

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

3.2 Target Audience

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

- Stakeholders for the improvement of preventive health care in local, regional, national level
- Representatives of all the local, regional and national authorities in the cross-border area
- Local, regional, national, European, but also specialized media
- Medical and nursing staff
- The general public

3.3 Specific Objectives

In order to promote the general objective of the project Heart Safe Cities, being the increase of the number of out-of-hospital cardiac arrest incidents that are effectively managed & the patient is saved from permanent effects or even death some specific objectives are set.

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

In terms of Awareness	<p>To promote the role of the project in the Cross-Border Area of Greece-Republic of North Macedonia</p> <p>To promote the benefits for the people of the Cross-Border area as a result of the project implementation</p>
In terms of promoting the EU role	<p>To promote the role of European Funding to the everyday problems of the citizens</p> <p>To identify the contribution of the Heart Safe Cities project in improving the preventive health care and social services of the Cross border area.</p>

Taking these into consideration, the communication strategy must:

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

3.4 Activities per target audience

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

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

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

4 Communication Activities

4.1 Intervention Categories

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

I. Institutional communication

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

II. Public Relations

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

III. Marketing communication

- Advertising
- Videos, tributes
- Promotional material

4.2 Available tools

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

The main communicational tools which will be used are:

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

4.3 Recommended communication tools

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

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

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

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

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

Informational Material (Posters, Booklets, Information Packages)

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

Press Releases and Articles

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

tributes in specialized newspapers that are mainly aimed at professionals. Press releases are a form of periodic public information on the progress of the project and its activities.

Audiovisual material

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

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

Social Media

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

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

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

4.4 Information and Publicity Tasks

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

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

Additionally, Work Package 2 aims to:

- Highlight the role and the added value of the Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009 and the European Union to the improvement of high quality provision of preventive health care in the cross border area.
- ensure transparency
- promote a positive public disposition towards the acceptance of the project and the mobilization of the target audiences, in order to increase the participation in the interventions and actions of the Heart Safe Cities project.

The WP2 includes the following actions:

- detailed planning and implementation of the communication strategy of the project, and most importantly the development of a Communication Plan (Information and Publicity Handbook)
- develop a visual identity for the project
- plan and develop multilingual project information material that will target the local population in the intervention area and will include: 1,000 informational card-postals, as well as 100 in the Braille system targeting visually impaired people, 600 information kits, consisting of a folder, notebook, pen, and a bi-lingual brochure, 6 roll-up banners, 300 8-page trilingual brochures concerning the project results
- Distribution of the above mentioned informational material
- Planning and organization of a series of open informational activities. In particular,
 - Two (2) open info-day (1-day) at Greece
 - One (1) 1-day closing conference for the promotion of the project results to the wide public at Thessaloniki

- One (1) opening press-conference at Thessaloniki
- One (1) opening press-conference at Ohrid
- One (1) 1-day closing conference for the promotion of the project results to the wide public at Ohrid
- One (1) open info-day (1-day) at Ohrid
- Development and update of the project webpage that will be uploaded in 3 languages, to inform the general public about the implementation of the plan, actions etc, throughout its duration.
- Production of a 5 minute video, for the promotion of the project outcomes and results in the overall CB area, as well as an 1' 20' - 2' teaser video.
- Authoring and publishing ten (10) articles at local press for the promotion of the project idea, activities, results and outcomes, emphasizing on the creation of HSC (six in Greece and 4 in Republic of North Macedonia)

Objectives and expected results

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

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

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

Task 1 Communication Plan (Information and Publicity Handbook)

Brief description	The Communication Plan (Information and Publicity Handbook - hereinafter IPH) constitutes a dynamic tool adjusted to the effectiveness of the project information and publicity activities, as well as to its internal and external environment. The adjustments vary depending on the modifications of the budget or the addition/removal of activities in the framework of the wider objective of the Handbook.
Involved partners	LB
Beneficiaries /target groups	Project team
Estimated timetable	20.06.2019-05.07.2019

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

Role of the Beneficiaries	LB will be responsible to develop and communicate the Communication Plan the project partners
Role of the Beneficiaries in relation with the deliverables	LB Develop and communicate the D2.1.1. Communication Plan

Key Points

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

Task 2. Development of the Visual Identity of the Heart Safe Cities project

Brief description	The design of the information and publicity material of the project Heart Safe Cities requires the design and development of the project visual ID, which includes the logo design, graphic philosophy and generally the identity (brand) of the project. However, considering the fact that all projects implemented under the European Territorial Cooperation Programmes must comply with a set of communication rules, which brings a limited framework of options, but significantly enhances its visibility. This activity includes the logo design, the slogan and the presentation of the guidelines for the project graphic philosophy.
Involved partners	LB
Beneficiaries /target groups	Project team
Estimated timetable	20.06.2019-05.07.2019
Review of the Role of the Partners and their contribution to the activity planning and implementation	
Role of the Beneficiaries	LB will be responsible for designing the logo, proposing slogans and stating the guidelines of the design philosophy of the project.
Role of the Beneficiaries in relation with the deliverables	D.2.1.1.B Visual Identity Guidelines for the graphic design and philosophy
Key Points	
Success factors	Immediate execution of the deliverable, compliance with the communication design and attractiveness of the concept idea and the design philosophy will ensure the long-term visibility of the project
Milestones	- Timely preparation of the visual identity of the project
Evaluation indicators	- Presentation of strategy at the inaugural partner meeting -Compliance with the program's information and publicity guide and development of a common, modern, promotional and effective visual identity -Month of design completion -The Project' s strategy will be presented in the partner' s kick off meeting
Multipliers	- Exploitation of the project' s identity from all partners and project team

Task 3 Design and production of Multilingual Project Information Material

Brief description	The action includes the preparation and production of multilingual communication material in both countries, aiming at promoting and publicizing the project as well as its actions and results in the cross-border area, using both traditional and modern tools. The activity includes card-postals, an information package (folder, notebook, pen, brochures), roll-up banners, trilingual project results form).
Involved partners	LB
Beneficiaries /target groups	<ul style="list-style-type: none"> -Stakeholders for the improvement of preventive health care in local, regional, national level -Representatives of all the local, regional and national authorities in the cross-border area -Medical and nursing staff -The general public
Estimated timetable	20.06.2019-20.02.2020
Review of the Role of the Partners and their contribution to the activity planning and implementation	
Role of the Beneficiaries	<p>LB</p> <p>will be responsible for the preparation of the information and publicity material of the project</p>
Role of the Beneficiaries in relation with the deliverables	<p>LB</p> <p>D.2.1.2.A Card-postals (1,000)</p> <p>D.2.1.2.B Card-postals in Braille (100)</p> <p>D.2.1.2.C Information kits (600)</p> <p>D.2.1.2.D Roll-up banners (4)</p> <p>D.2.1.2.E Booklet about the project results (300)</p>
Key Points	
Success factors	Immediate design and production of materials, compliance with the communication design and attractiveness of the concept and the design philosophy (content and visualization) will ensure the long-term visibility of the project.
Milestones	<ul style="list-style-type: none"> - Timely preparation of project information and publicity material. - Timely preparation of information packages for scheduled events

Evaluation indicators	<ul style="list-style-type: none">- Compliance with the program's information and publicity guide and common visual identity of the individual deliverables- Number of recipients-Dissemination Points
Multipliers	<ul style="list-style-type: none">- Points of dissemination to facilities of other stakeholders

Task 4 Organization of project information and dissemination events

Brief description	The activity concerns the organization of two opening press conferences for the presentation and the promotion of the project through the local media, two 1-day closing conference for the promotion of the project results to the wide public and three (3) open info-day (1-day) titled "Creating Heart Safe Cities" addressing to all groups targeted by training activities and stakeholders. These events will aim to stimulate public interest in the project, but also to inform the public, authorities, organizations, etc. on the idea of the program, the planned activities, the objectives and the expected results.
Involved partners	LB PB2, PB3,
Beneficiaries /target groups	-Stakeholders for the improvement of preventive health care in local, regional, national level -Representatives of all the local, regional and national authorities in the cross-border area -Medical and nursing staff - Media -The general public
Estimated timetable	20.06.2019-TBD

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

Role of the Beneficiaries	<p>LB will be responsible 1 open info-day (1-day) at Thessaloniki 1 1-day closing conference 1 opening press-conference</p> <p>PB2 1 open info-day (1-day) at Kalamaria</p> <p>PB3 will be responsible for 1 open info-day (1-day) at Ohrid 1 1-day closing conference</p>
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	1 opening press-conference
Role of the Beneficiaries in relation with the deliverables	<p>LB</p> <p>D.2.1.3.A Organization of 1 open info-day (1-day) at Thessaloniki titled "Creating Heart Safe Cities" addressing to all groups targeted by training activities and stakeholders.</p> <p>D.2.1.3.B: Organization of an 1-day closing conference for the promotion of the project results to the wide public</p> <p>D.2.1.3.C: Organization of one opening press-conference for the presentation and the promotion of the project through the local media</p> <p>PB2</p> <p>D.2.2.3. Organization of 1 open info-day (1-day) at Kalamaria titled "Creating Heart Safe Cities" addressing to all groups targeted by training activities and stakeholders</p> <p>PB3</p> <p>D.2.3.3.A Organization of one opening press-conference for the presentation and the promotion of the project through the local media</p> <p>D.2.3.2.A Organization of an 1-day closing conference for the promotion of the project results to the wide public</p> <p>D.2.3.2.B Organization of 1 open info-day (1-day) at Ohrid titled "Creating Heart Safe Cities" addressing to all groups targeted by training activities and stakeholders</p>
Key Points	
Success factors	<p>The broad and targeted advertising of each event.</p> <p>The choice of attractive and project-related topics.</p> <p>The invitation of speakers with high awareness and / or profound and up-to-date knowledge of the topics to be presented.</p> <p>Scheduled events will take into account working days and hours, national and local holidays,</p> <p>The possibility of a combination of project events with other popular events in the region.</p>
Milestones	<p>Completion of the initial planning and announcement of each event agenda at least 15 days before of each event.</p> <p>Print and distribution of the events invitations by any means (by post, by e-mail, by fax) fifteen days before the beginning of each event.</p>

	The promotion of a final press release one day before the beginning of each event, and one on the day of the event (after its completion) to disseminate the main results.
Evaluation indicators	<ul style="list-style-type: none"> - Number of participants - Intensity of dissemination by the media
Multipliers	<ul style="list-style-type: none"> - Mass Media - Social Media

Task 5 Project Webpage

Brief description	<p>The activity concerns the development of a trilingual project website and the regular updating of its content in order to keep the general public informed about the progress of the project, its actions etc.,</p> <p>The website will:</p> <ul style="list-style-type: none"> • Allow broad visibility of the project and its concept without geographical constraints. • Direct information about the project in real time to better promote the activities and events of the project. • Maintain the interest not only in the health sector at local level but also across the border and after the end of the project. • Inform the public, authorities, organizations, etc. regarding the project idea, the activities planned, the objectives and the expected results.
Involved partners	<p>LB</p> <p>PB2, PB3,</p>
Beneficiaries /target groups	<p>-Stakeholders for the improvement of preventive health care in local, regional, national level</p> <p>-Representatives of all the local, regional and national authorities in the cross-border area</p> <p>-Medical and nursing staff</p> <p>- Media</p> <p>-The general public</p>
Estimated timetable	20.06.2019-20.07.2019
Review of the Role of the Partners and their contribution to the activity planning and implementation	
Role of the Beneficiaries	<p>LB</p> <p>will be responsible for developing and regular updating of the project' s website.</p> <p>PB2</p> <p>Will be responsible for contributing to the update of the webpage through providing critical op-ed pieces about the implementation of the project</p> <p>PB3</p> <p>Will be responsible to provide updated material for the project website translated in the national language of Republic of North Macedonia</p>

Role of the Beneficiaries in relation with the deliverables	<p>LB D.2.1.4 Trilingual webpage for the Heart Safe Cities project</p> <p>PB2 D.2.2.4.A critical op-eds about the implementation of the project</p> <p>PB3 D 2.3.3.B Translation and updating of the Website in the national language of Republic of North Macedonia D.2.3.4. Provision to the LB audiovisual and other material relevant to informing the public about the project, in order to update project website</p>
Key Points	
Success factors	Timely upgrading of the site so that it can be exploited by partners.
Milestones	The scheduled and timely delivery of the translated content.
Evaluation indicators	Number of visitors
Multipliers	- Social media

Task 6 Production of five-minute video spot

Brief description	<p>The activity concerns the design and production of a 5-minute video and an 1' 20' -2' teaser that will promote the project's deliverables and results on both sides of the border</p> <ul style="list-style-type: none"> • Production will include Video shootings from project interventions and actions. • The material will be in HD resolution and will be used as presentation material (presentations, video clips) and for the promotional purposes of the Project. • Deliverable will be given in dvd (unmodified), but also in a 5 minute video clip and an 1' 20' -2' teaser, with script, speech and free music and minimal features: • Format: QuickTime Movie (.mov), Apple ProRes 422, 25fps, 1920x1080, Stereo, 48.000 kHz in hard disk, sound high definition.
Involved partners	LB
Beneficiaries /target groups	<p>-Stakeholders for the improvement of preventive health care in local, regional, national level</p> <p>-Representatives of all the local, regional and national authorities in the cross-border area</p> <p>-Medical and nursing staff</p> <p>- Media</p> <p>-The general public</p>
Estimated timetable	20.06.2019-28.02.2020
Review of the Role of the Partners and their contribution to the activity planning and implementation	
Role of the Beneficiaries	<p>LB</p> <p>will be responsible for the design and production of a five-minute television video that will promote the outcomes, deliverables and the results of the project on both sides of the border.</p>
Role of the Beneficiaries in relation with the deliverables	<p>LB</p> <p>D.2.1.5.A 5-minute video and an 1' 20' -2' teaser that will promote the project's deliverables and results on both sides of the border</p>
Key Points	
Success factors	Timely production of video spot encompassing all the project main deliverables and results on both sides of the border
Milestones	<p>Video production</p> <p>Video publication</p>

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

Task 7 Authoring and publishing of newspaper articles and Press Releases

Brief description	Preparation, publishing and authoring of ten (10) 280-350 word articles in the local press, Media to promote and publicize the project as well as its actions and results (6 in Greece and 4 in Republic of North Macedonia), as well as the issuing of 10 press releases by PB2. Through the planned activities of the project the target groups and the beneficiaries will be informed about the actions, objectives and expected results of the project. This is expected to increase the interest of the community in the project.
Involved partners	LB, PB2, PB3
Beneficiaries /target groups	<ul style="list-style-type: none"> -Stakeholders for the improvement of preventive health care in local, regional, national level -Representatives of all the local, regional and national authorities in the cross-border area -Medical and nursing staff - Media -The general public
Estimated timetable	20.06.2019-28.02.2020
Review of the Role of the Partners and their contribution to the activity planning and implementation	
Role of the Beneficiaries	<p>LB will be responsible for the writing and publication of 6 articles in the local press</p> <p>PB2 will be responsible for issuing 10 press releases through its available channels</p> <p>PB3 will be responsible for the writing and publication of 4 articles in the local</p>
Role of the Beneficiaries in relation with the deliverables	<p>LB D.2.1.5.B Six (6) 280-350 word articles in the local press for the promotion of the project idea, activities, results and outcomes, emphasizing on the creation of HSC (specs, training, participation, benefits) in each territory: Thessaloniki, Kalamaria, Ohrid and intermediate areas</p> <p>PB2 D.2.2.4.B. Ten (10) press releases through PB2' s available channels</p>

	<p>PB3</p> <p>D2.3.5 Four (4) articles at local press for the promotion of the project idea, activities, results and outcomes.</p>
Key Points	
Success factors	<p>Selection of simple, understandable and clearly communicated messages (messages should be related to the content of the project and be simple and understandable).</p> <p>Selecting Mass Media with the greatest influence on the target groups and the beneficiaries mentioned above.</p> <p>Timely delivery of the TV spots to maximize as possible their impact, and to contribute to the effective dissemination of the results of the project</p>
Milestones	Timely publication of press releases
Evaluation indicators	The number of article entries
Multipliers	<p>Mass Media</p> <p>Social media</p>

Task 8 Social Media Campaign	
Brief description	<p>Activity 2.8 aims in the implementation of a plan of specialized online advertisements and activities to further publicize the Heart Safe Cities project. The activity includes a series of high intensity actions in social media. Through the schedules posts about the project the target audiences and the beneficiaries will be informed about the actions, objectives and expected results of the project and therefore increase the interest about the project. The activity will include</p> <ul style="list-style-type: none"> - Development of a Facebook, Twitter and Google+ Account - Regular informational posts about the implementation of project.
Involved partners	LB
Beneficiaries /target groups	<ul style="list-style-type: none"> -Stakeholders for the improvement of preventive health care in local, regional, national level -Representatives of all the local, regional and national authorities in the cross-border area -Medical and nursing staff - Media -The general public
Estimated timetable	20.06.2019-28.02.2020
Review of the Role of the Partners and their contribution to the activity planning and implementation	
Role of the Beneficiaries	<p>LB</p> <p>Selection of simple, understandable and clearly communicated messages (messages should be related to the content of the project and be simple and understandable).</p> <p>Selecting of Social Media with the greatest influence on the target groups and the beneficiaries mentioned above.)</p> <p>Timely and regular posts, in order to contribute to the dissemination of the project</p>
Role of the Beneficiaries in relation with the deliverables	<p>LB</p> <p>D2.1.4.B Development of Social Media Accounts</p>
Key Points	
Success factors	<p>Selection of simple, understandable and clearly communicated messages (messages should be related to the content of the project and be simple and understandable).</p> <p>Selecting Social Media with the greatest influence on the target groups and the beneficiaries mentioned above.</p>

	Timely and regular posts, in order to contribute to the dissemination of the project
Milestones	Creation of social media accounts
Evaluation indicators	The number of posts
Multipliers	Project' s website Partners' websites

4.4.1 Task 1 Communication Plan

Task 1 refers to the current Deliverable which is the "Communication Plan – Information and Publicity Handbook". The communication plan (Information and Publicity Handbook) is a key deliverable for all projects that are embedded in Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009.

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

4.4.2 Task 2 Development of the Visual Identity of the Heart Safe Cities project

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

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

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

- Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009" .
- Information and Publicity Guide for the Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009 of the European Territorial Cooperation Program.
- Brand Design Manual of the Operational Programmes of the European Territorial Cooperation Objective (final version 18.12.2014).
- Relevant declaration of the 4th Health District of Macedonia Thrace.
- Heart Safe Cities project webpage concerning the project, the events and the partners in the website of the Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009 projects of the European Territorial Cooperation Program.
- Press Releases of the 4th Health District of Macedonia Trace about the Heart Safe Cities project

And they are reviewed by the following:

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

The new framework for the visual identity of Interreg projects.

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

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

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

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

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



The brand

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

The logo

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

The new Interreg logo



Reference to the Instrument for Pre-accession Assistance II

For programs funded by IPA II (Instrument for Pre-Accession Assistance II), it is necessary to refer to the IPA as part of the Project and Program logo.



Logo Colours

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

The logo of the Interreg IPA Cross-Border Cooperation Programme CCI 2014 TC 16 I5CB 009 is presented below, and the three colours that make up this are analysed in all colour chart systems.

The Programme Logo Colours



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

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

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

Fond

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

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

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

Project Logos



Thematic Objectives

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

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

The general Thematic Objectives of the Interreg Programmes

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

IPA CBC thematic objectives

In May 2017, INTERACT developed an alternative set of color schemes and icons of the eight (8) thematic priorities for Cross-Border Cooperation Programs that are integrated and funded by the IPA II Pre-Accession Mechanism to better respond to the Priority Axes and the Thematic Priorities Objectives of these Programs.

P/N appearance	Thematic objective/Θεματικός στόχος	Pantone	CMYK	HEX	RGB	
 	Employment, labour mobility and social inclusion Απασχόληση, εργασιακή κινητικότητα και κοινωνική ένταξη		1665 U	2/71/72/0	#ea6647	234/102/71
 	Environment, climate change and resource efficiency Περιβάλλον, κλιματική αλλαγή και αποδοτική χρήση πόρων		382 U	49/0/99/0	#98c222	152/194/34
 	Sustainable transport Βιώσιμες μεταφορές		Cool Gray U 9	46/37/34/15	#8a898c	138/137/140
 	Tourism, natural and cultural heritage Τουρισμός, φυσική και πολιτιστική κληρονομιά		513 U	60/90/0/0	#82358b	130/53/139
 	Education and skills Εκπαίδευση και δεξιότητες		515 U	11/44/0/0	#e0a6cc	224/166/204
 	Better public administration Αποδοτική δημόσια διοίκηση		3145 U	87/32/35/16	#3c7486	60/116/134
 	Competitiveness Ανταγωνιστικότητα		3115 U	71/0/19/0	#1cb8cf	28/184/207
 	Research and innovation Έρευνα και καινοτομία		109 U	0/24/93/0	#fdc608	253/198/8

Colours of the thematic objectives

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

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

Custom appearance

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

The 11 icons for the thematic objectives



Negative

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

The 11 thematic objectives icons in negative



Interreg logo as a project logo

The name (acronym) of the project is written under the name of the Program. The color of the name (acronym) of the project corresponds to the color of the thematic objective of the project. In this Program, the logo appears necessarily by referring to the IPA II Pre-Accession Mechanism, which is on the same line as Interreg. Use of this case is necessary in all project actions that display the Heart Safe Cities logo.

The Heart Safe Cities logo

According to the above, the Heart Safe Cities logo is shaped as follows:

Figure 1: The proposed Heart Safe Cities project logo with IPA reference



Figure 2: Grid and colour analysis for the proposed Heart Safe Cities project logo.



The design philosophy of Heart Safe Cities™

Having already defined the project's main logo, the basic fonts to be used, and the basic colour of the corresponding thematic target, the basic directions and extensions of the visual identity design of Heart Safe Cities" project are outlined below. One of the first issues that need to be finalized is the visualization of the central message of the project in a as simplified as possible form in order to be clear, understandable and easily memorable.





The project addresses to the bottom-up improvement of first aid, enhancing the skills and knowledge of citizens and healthcare professionals, while also upgrading the medical equipment in the Program area. This is achieved by training the citizens of the Kalamaria and Ohrid municipalities (including the executive staff of the Municipality, Municipal Police, teachers, local clubs, etc.) in order to be capable of providing Basic Life Support (BLS) until the arrival of Instant Help.

Utilizing the Heart Safe Community Program, which is also a captive venture for the Heart Safe Cities project, there is a graphic depiction and memorization of the survival chain provided by the Cardiopulmonary Resuscitation protocol. As shown below, the six icons of the chain transformed in order to be simple, understandable and memorable. The proposed arrangement is presented below:



The colours

The colours that have been chosen fits perfectly into the theme of the project and fits with the colors of the project logo and the EU flag. The color palette with its shades can effectively represent the issues of basic life support and health in general.

	Pantone	CMYK	HEX	RGB
	513 U	60/90/0/0	#81358B	130/53/139
	129 U	0/36/82/0	#F8B03C	248/176/60
	632 U	74/24/15/2	#3197BF	49/151/191
	166 U	1/74/77/0	#E95F3C	233/95/60

Observance of publicity rules

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

1. the location and size of the logo in each version,
2. reference to the Instrument for Pre-accession Assistance II as part of the logo or as a separate reference,
3. stamping the flag of the European Union,
4. use only of the appropriate fonts,
5. the reference to the sources of project, co-financing, and
6. responsibility disclaimer.

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



1

2

3

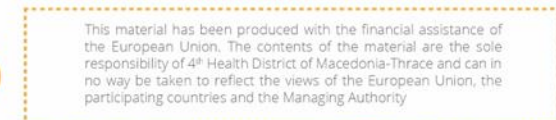
4

5

6



Typeface	Typeface Application
Montserrat Regular	logo extensions (programme names, project names, ERDF)
Open Sans Font Family	overall communication (body text, headlines etc.)
Open Sans Bold	
Open Sans Semibold	
Open Sans Regular	
Open Sans Italic	
Vollkorn Font Family	alternative font for overall communication (body text, head lines etc.)
Vollkorn Bold	
Vollkorn Regular	
Vollkorn Italic	



4.4.3 Task 3 Design and production of Multilingual Project Information Material of the Heart Safe Cities project

Card-postals

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

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

Figure 3: mock-up postcard for the Heart Safe Cities project

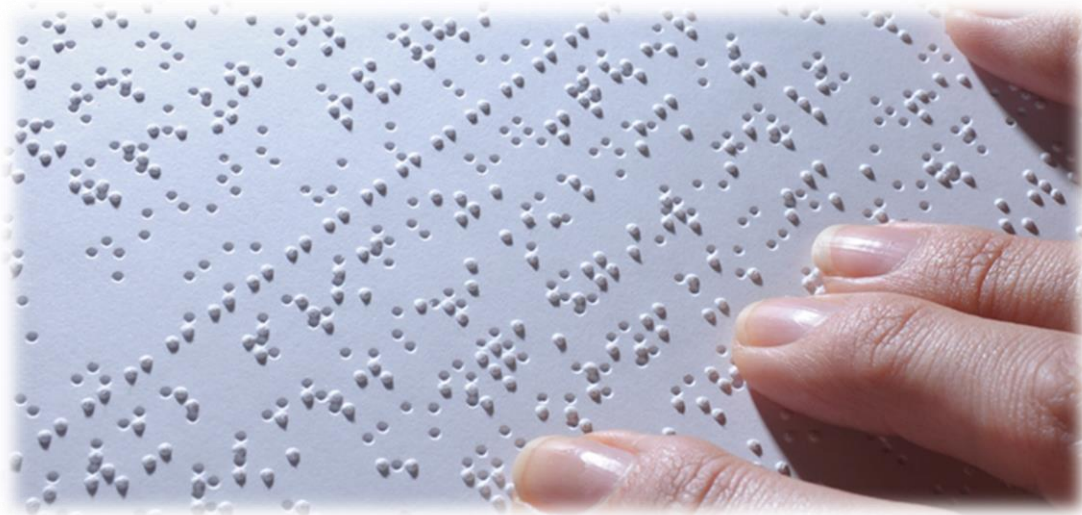


Card-postals in Braille

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

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

Figure 4: Braille postcard



Information kits

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

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

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




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

- Interviews and feedback meetings from the partners' personnel

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


In the following section, the proposals are presented.

Figure 5: Poster proposal for the Heart Safe Cities Project

Interreg - IPA CBC 
  **CCI 2014 TC 16 I5CB 009**
Heart Safe Cities

**Cross Border
Heart Safe Cities**

Priority axis: Development and Support of Local Economy
Specific Objective: Improvement of preventive health care and social services of children and elderly population
Project budget: 1.231.160,94 €

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

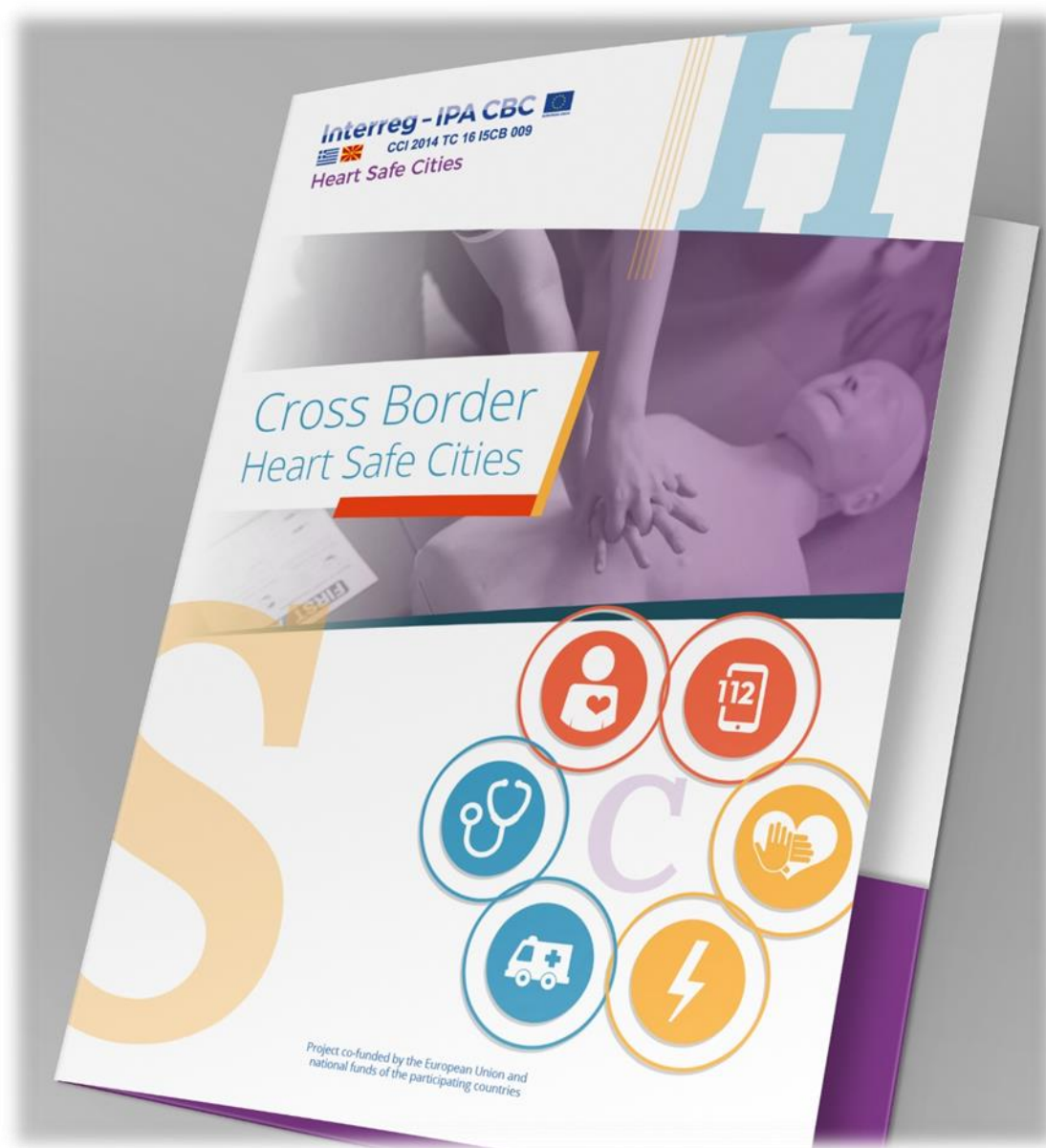
Partner Beneficiaries
 2. Municipality of Kalamaria
www.kalamaria.gr
 3. Institute for prevention, treatment and rehabilitation of cardiovascular disease St.Stefan Ohrid
www.en.cardioohrid.mk
 4. Public Health Institution Health Home Ohrid

www.heartsafecities.eu

Project co-funded by the European Union and national funds of the participating countries

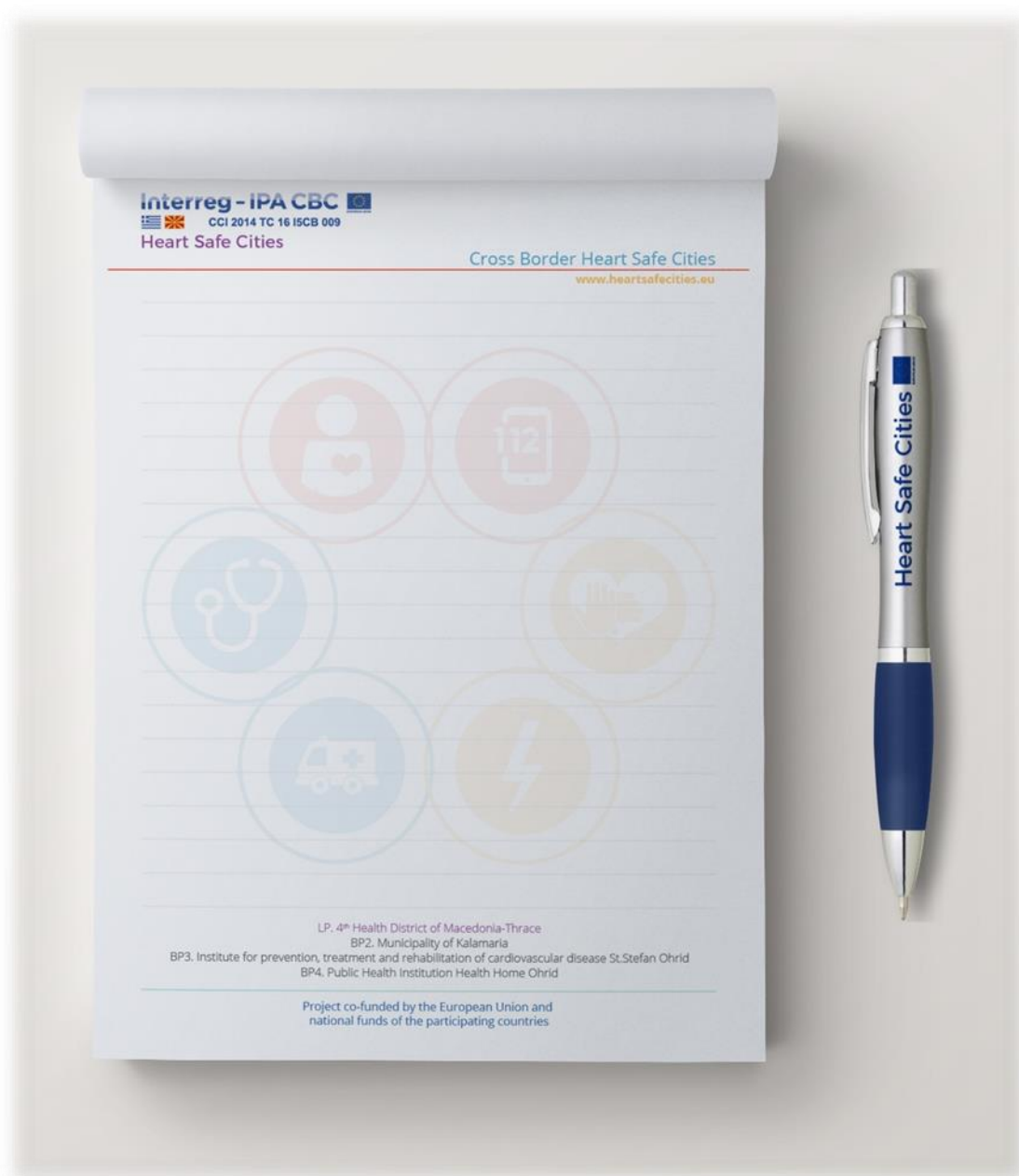
Folder

Figure 6: Folder proposal for the Heart Safe Cities project



Notepad

Figure 7: Notepad proposal for the Heart Safe Cities project



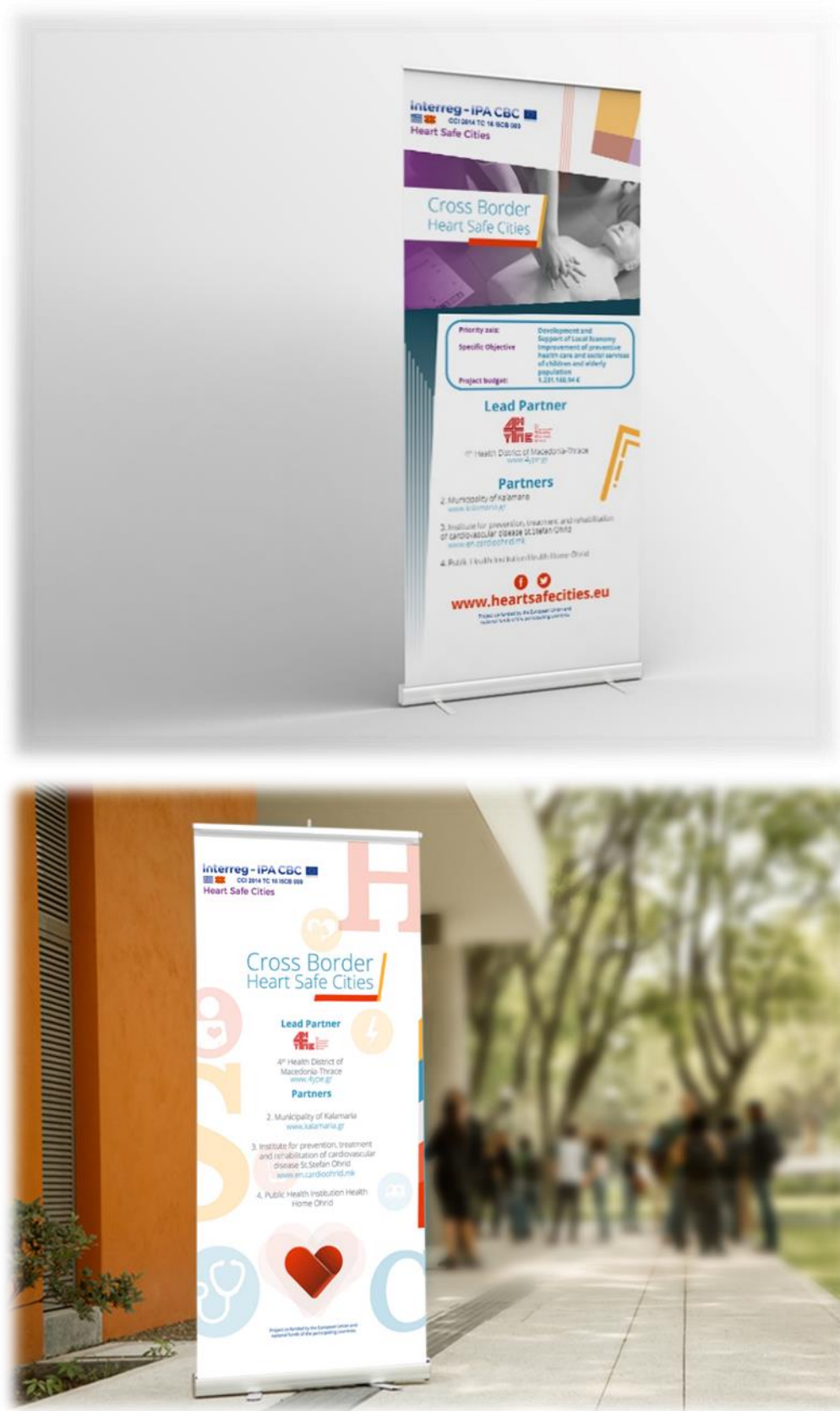
Brochure

Figure 8: Bilingual brochure for the Heart Safe Cities project



Banner

Figure 9: Two (2) Banner proposals for the Heart Safe Cities project



Trilingual Booklet (8 pages)

Figure 10: Trilingual booklet proposal for the Heart Safe Cities project



4.4.4 Task 4 Organization of project information and dissemination events

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

- Organization of 2 open info-days (1-day) at Thessaloniki and Kalamaria titled "Creating Heart Safe Cities" addressing to all groups targeted by training activities and stakeholders
- Organization of an 1-day closing conference for the promotion of the project results to the wide public at Thessaloniki
- Organization of one opening press-conference for the presentation and the promotion of the project through the local media

The following events will take place in Republic of North Macedonia

- Organization of one opening press-conference for the presentation and the promotion of the project through the local media at Ohrid
- Organization of an 1-day closing conference for the promotion of the project results to the wide public
- Organization of 1 open info-day (1-day) at Ohrid titled "Creating Heart Safe Cities" addressing to all groups targeted by training activities and stakeholders

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

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

- Promotion of the event in the local mass media and issuing of press releases for the event
- Archiving local press articles
- Submission of an implementation report in the local and English language.

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

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

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

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

Figure 11: Mock-ups concerning the invitation – agenda and poster of a Heart Safe Cities events



4.4.5 Task 5 Project Webpage

The Project webpage should be developed based on aesthetics, user-friendliness and functionality. The overall design of the webpage will follow the functionality and

accessibility rules, as they are defined by the Nielsen Norman Group (<http://www.nngroup.com/articles/ten-usability-heuristics>) and the W3C (<http://www.w3.org/TR/WCAG10>).

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

- The user interface elements e.g. buttons, scroll bars etc should not be images
- All webpage layouts should be consistent (e.g. design, colours etc).
- All terms in use should be consistent (e.g. menu)
- All heading, titles etc. should be consistent
- The font size and format should be easily readable
- The layout should be automatically adjustable to the screen size visible by the user
- The texts and background should have a reader-friendly contrast between them
- Thumbnails for photos and/or other graphic elements should be provided.

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

Content Management System

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

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

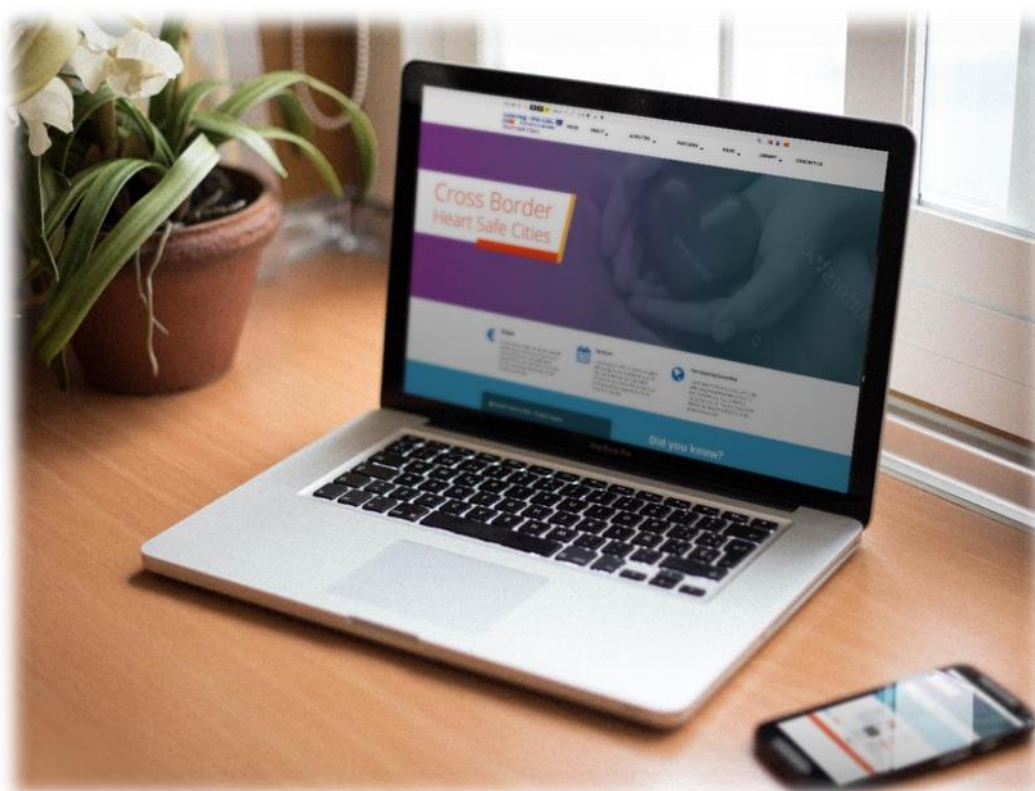
Communication form

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

Disability Friendly Website

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

Figure 12: A Mock-up for the Heart Safe Cities project Website





4.4.6 Task 6 Production of five-minute video spot

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

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

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

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

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

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

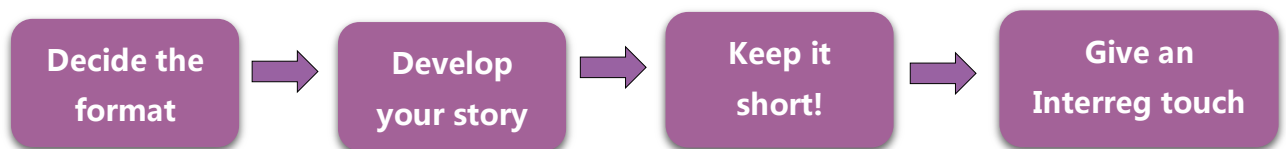
1. Who' s the target audience and the main messages? What needs to be accomplished through the video? Is a video the proper way to achieve your goals?
2. What will be the format? Animation or recorder material?

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

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

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

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



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

A total of 10 local press articles will be issued during the implementation period of the Heart Safe Cities project (6 in Greek and 4 in the national language of Republic of North Macedonia). Moreover, a total of 10 press releases will also be issued by PB2 through its available channels.

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

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

Figure 13: Mock-ups for local press publications.



4.4.8 Task 8 Social Media Campaign

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

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

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

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

Content Promotion Media

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

- **Website**

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

- **YouTube**

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

- **Facebook**

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

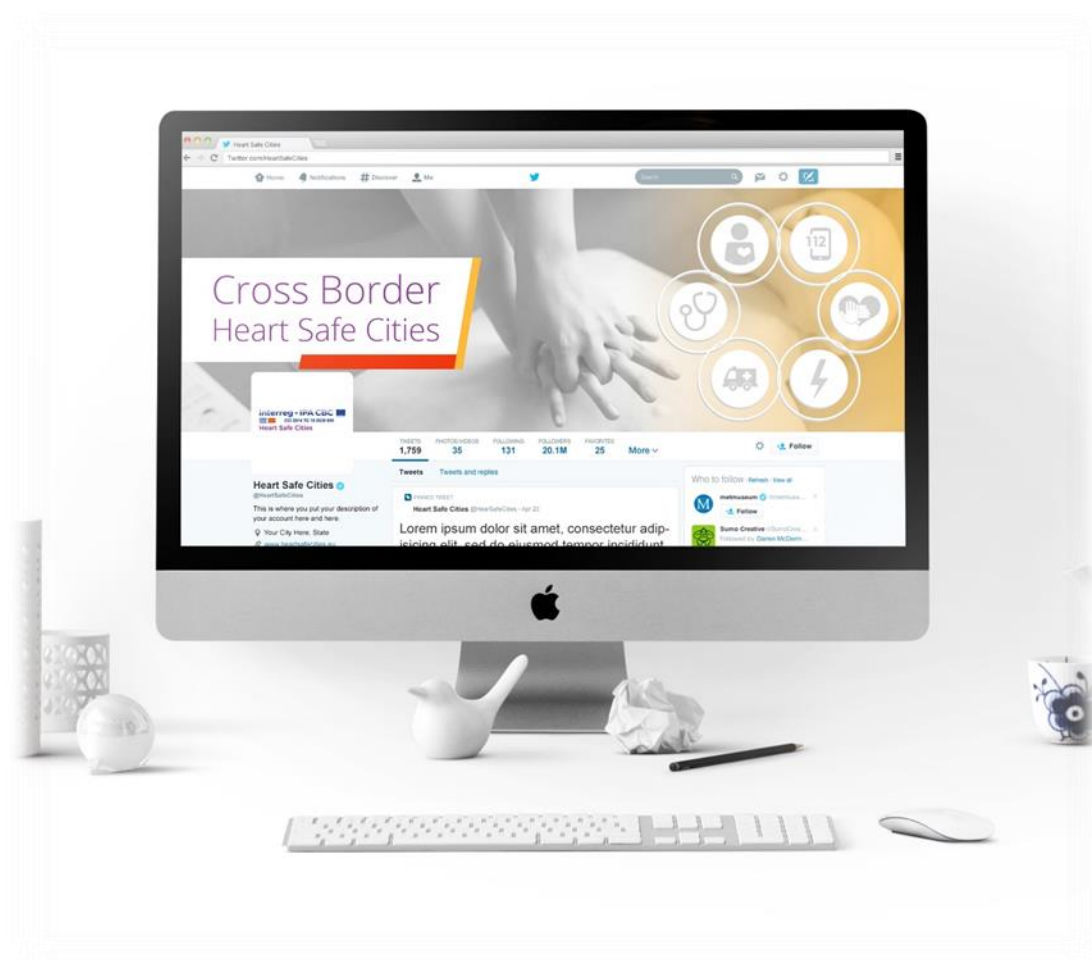
- **Twitter**

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

Heart Safe Cities project

Figure 14: Mock-ups for social media accounts.





5 Effectiveness indicators

The success of the communication strategy objectives will provide:

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

Index	Target value
Information Kit	600
Project Posters	10
Newspapers articles	10 (6 in Greece, 4 In Republic of North Macedonia)
Press Releases	10 (In Greece)
Project Events	3 open info-day (2 in Greece, 1 In Republic of North Macedonia)

	2 1-day closing conference (1 in Greece, 1 in Republic of North Macedonia) 2 opening press-conferences (1 in Greece, 1 in Republic of North Macedonia)
Participants in Events	600
Website development	1
Unique visitors in website	1,000
Accounts in Social Media	3
Followers in Facebook	100
Followers in Twitter	100
Views in YouTube	300

5.1 Indicators' Feedback

The achievement of the objectives of the Heart Safe Cities dissemination strategy will be evaluated by assessing the dissemination effectiveness indicators in comparison with the predefined target values. Regular updates of the project achievements will be communicated, including results (presentations, press releases, participation in events, etc.) which will be highlighted on the Heart Safe Cities website, social media groups/accounts, etc.

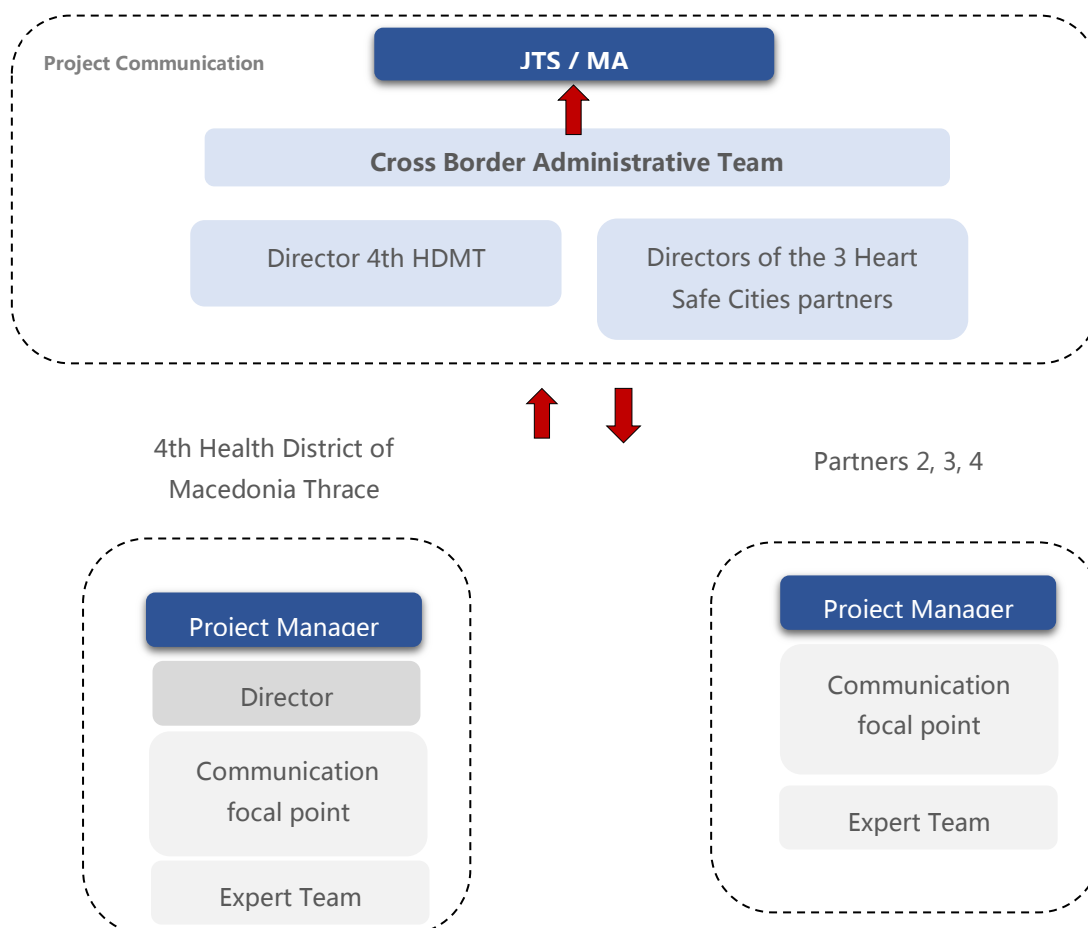
For each of the dissemination activities, one or more measurement or feedback mechanisms will be used to measure the effectiveness of the dissemination. Indicatively:

- Website: Setup Google Analytics and measure the number of visitor/ traffic to the website/ amount of time spent on the site
- Facebook: Number of "likes"
- Twitter, YouTube: Number of group memberships
- Project events: Number of events organised by the consortium; number of participants proved by participants lists
- Project printed material: Distribution
- Press releases/ articles: Coverage (number of media), frequency (positive or negative media evaluation)

6 Resources

6.1 Communication team and Human Resources

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



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

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

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

- IT specialist
- Local and Program Languages specialist

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

6.1.1 Work Effort Breakdown

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

Communication & Dissemination	Working Hours	Times	Total working Hours
LB			
D.2.1.1. Project Communication Plan & Visual ID			
Task 1 Communication Plan			
D.2.1.1.A Communication Plan	40	1	40
Task 2 Development of the Visual Identity of the Heart Safe Cities project			
D.2.1.1.B Visual Identity	40	1	40
D.2.1.2 Multilingual Project Information Material			
Task 3 Design and production of Multilingual Project Information Material			
D.2.1.2.A Card-postals (1,000)	64	1	64
D.2.1.2.B Card-postals in Braille (100)			
D.2.1.2.C Information kits (600)			
D.2.1.2.D Roll-up banners (4)			
D.2.1.2.E Booklet about the project results (300)	124	1	124
D.2.1.3 Information and dissemination events			
Task 4 Organization of project information and dissemination events			
D.2.1.3.A Organization of 1 open info-day (1-day)	160	2	320
D.2.1.3.B: Organization of an 1-day closing conference	160	1	160
D.2.1.3.C: Organization of one opening press-conference	144	1	144
D.2.1.4. Project official website design & operation			
Task 5 Project Webpage			
D.2.1.4A Trilingual webpage for the Heart Safe Cities project	1760	1	1760
Task 8 Social Media Campaign			

Communication & Dissemination	Working Hours	Times	Total working Hours
D2.1.4.B Development of Social Media Accounts	3	10	30
D 2.1.5. Media campaign			
Task 6 Production of five-minute video spot			
D.2.1.5.A 5-minute video and an 1' 20' - 2' teaser	1760	1	1760
Task 7 Authoring and publishing of newspaper articles and Press Releases			
D.2.1.5.B Six (6) 280-350 word articles in the local press	16	6	96
PB2			
D.2.2.3 Information and dissemination events			
Task 4 Organization of project information and dissemination events			
D 2.2.3. Organization of 1 open info-day (1-day) at Kalamaria	160	1	160
D.2.2.4 Project official website design & operation			
Task 5 Project Webpage			
D 2.2.4.A critical op-eds about the implementation of the project	150	1	150
D.2.2.4.B. Ten (10) press releases through PB2' s available channels	8	10	80
PB3			
D.2.3.2 Information and dissemination events			
Task 4 Organization of project information and dissemination events			
D 2.3.3.A. Organization of one opening press-conference	144	1	144
D.2.3.2.A Organization of an 1-day closing conference	160	1	160
D.2.3.2.B Organization of 1 open info-day (1-day)	160	1	160
D 2.3.4. Project official website design & operation			
Task 5 Project Webpage			
D 2.3.3.B Translation and updating of the Website in the national language of Republic of North Macedonia	160	1	160
D.2.3.4. Provision to the LB audiovisual and other material relevant to informing the public about the project, in order to update project website	176	1	176
D.2.3.5 Media campaign			
Task 7 Authoring and publishing of newspaper articles and Press Releases			

Communication & Dissemination	Working Hours	Times	Total working Hours
D2.3.5 Four (4) articles at local press for the promotion of the project idea, activities, results and outcomes.	16	4	64

6.2 Budget

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

WP 2 Communication & Dissemination	Staff		Office & Administration		External Services		Total	
LB	amount	% in total	amount	% in total	amount	% in total	amount	% in total
							35,431.60	61.95%
D.2.1.1. Project Communication Plan & Visual ID					2,356.00	4.12%	2,356.00	4.12%
D.2.1.2 Multilingual Project Information Material					5,701.20	9.97%	5,701.20	9.97%
D.2.1.3 Information and dissemination events					13,974.00	24.43%	13,974.00	24.43%
D.2.1.4. Project official website design & operation					3,000.00	5.25%	3,000.00	5.25%
D.2.1.5. Media campaign					10,400.00	18.18%	10,400.00	18.18%
PB2							13,883.60	24.27%
D 2.2.3. Information and dissemination events					6,518.00	11.40%	6,518.00	11.40%
D.2.2.4 Project official website design & operation					7,365.00	12.88%	7,365.00	12.88%
PB3							7,880.00	13.78%
D.2.3.2 Multilingual Project Information Material					5,000.00	8.74%	5,000.00	8.74%

WP 2 Communication & Dissemination	Staff		Office & Administration		External Services		Total	
D.2.3.3 Information and dissemination events					2,100.00	3.67%	2,100.00	3.67%
D 2.3.4. Project official website design & operation	300.00	0.52%					300.00	0.52%
D 2.3.5. Media campaign Project official website design & operation					480.00	0.84%	480.00	0.84%
TOTAL	300.00				56,895.20	99.48%	57,195.20	100.00%

7 Dissemination strategy for project' s sustainability

This chapter includes the proposal of the Heart Safe Cities project communication strategy for the viability and sustainability of project results after completion

7.1 Policies to promote networking and partnerships

Within project implementation is foreseen the development of Policies to promote networking and partnerships between:

- Partner organizations
- Partner staff
- Project' s beneficiaries
- Trainers and trainees

Actions that lead to the creation of networking and the development of partnerships include the signing of a Memorandum of Cooperation between the partners and after the end of the project, information and awareness-raising actions for the local population and further cooperation through the development of the "Heart Safe Cities" model in Kalamaria and Ohrid and beyond.

At the end of the project it is proposed to implement a series of actions to maintain the relationships and partnerships that will be created during implementation. Specifically recommend:

- Promoting the network that will be created through the project and partners' websites and social media with the aim of informing about project results and attracting new members.
- Posting targeted messages on social media to attract local communities
- Organizing an annual meeting of network members
- E-mail targeted newsletter

7.2 Develop a strategy to capitalize on project results

The Sustainability Plan of the project concerns the assessment of the impact of the project actions on health in the cross-border area as well as on the target groups.

Although knowledge, facts and information on program planning, implementation, and evaluation are common, those on health promotion program sustainability are less abundant and tend to be fragmented. The concept of sustainability refers to the continuation of programs and therefore accordingly a sustained program is defined as a set of durable activities and resources aimed at program-related objectives. There are at least four reasons why sustainability concerns public health decision makers and practitioners. First, sustained programs can maintain their effects over a long period

allowing for the study of long-term effects. Second, there is often a latency period between the beginning of program-related activities and their effects on population health so the program has got to be able to live through the latent period for it to realize its effects. In addition, if a program were perceived as being beneficial for the health of targeted populations, the absence of sustainability would lead to an investment loss for the organizations and people involved; and yet a discontinued community program brings disillusion to participants and therefore poses obstacles to subsequent community mobilization. For these reasons which are by no means exhaustive, sustainability is crucial for any intervention considered beneficial to the population.

The identification and assessment the capitalization of knowledge from the project implementation will be based on the primary data acquired throughout the implementation of the project. The approach will utilize memos and notes from all the different meetings that took place during the implementation of the project, as well as relevant documents and assessments concerning the project' s different actions. The scope of this process is to identify the knowledge as well as its possible capitalization and not to develop a theoretical understanding about knowledge development in Interreg projects.

The strategy for the capitalization of the project' s results and their sustainability should be governed by the following principles:

- Ensure the economic viability
- Be measurably efficient and effective
- Use and promote using e-health services, utilising technology for better access to health services.
- Have a competent, experienced and well trained staff at all levels and specialties
- Contribute to increasing the active population of the area of responsibility
- Enhance the protection of citizens
- Utilise social and health infrastructures to ease the inequalities among the population
- Prioritise the protection of health and not just the management of the disease
- Be effective and combine the quality of the provided services with the efficiency of the system.
- Be flexible with customisation and continuous upgrading without being hampered by cumbersome bureaucratic procedures.
- Be complete - including all levels - and utilise the entire health care staff to the benefit of citizens.

- Ensure workers in the healthcare sector, decent and safe working conditions and adequate remuneration.

The capitalization of project results will be achieved through:

- The development of a database of BLS and ILS trainers
- The organization of demonstrative actions
- The training of a bigger part of the local population in future
- The documentation of existing financing tools and submission of a relevant project proposal
- The uploading of all relevant material to project website in order to be available to anyone is interested.
- Presentation of the project and practices in workshops and conferences as good practice