

Interreg - IPA CBC 



CCI 2014 TC 16 I5CB 009

TRAP

DEL.2.1 COMMUNICATION PLAN

**Transboundary Air Pollution
Health Index Development and
Implementation - TRAP**



Lever
Development Consultants

May 2019



CONTENTS

CONTENTS	1
I. INTRODUCTION	4
1. Outline of the Project	5
2. Partnership	8
.....	9
3. Role and Responsibilities of Partners	9
II. GENERAL COMMUNICATION MANAGER.....	13
III. OBJECTIVES.....	14
1. Overall Communication Objectives.....	14
2. Target Groups.....	16
3. Specific Objectives for each target group, related to the action’s objectives and the objectives and the phases of the project’s timetable	20
4. Equal Opportunities and non-discrimination	22
5. Incorporating corporate social responsibility in the projects’ I&P strategy.....	23
IV. COMMUNICATION ACTIVITIES	26
1. Communication Budget.....	28
V. COMMUNICATION TOOLS CHOSEN	29
1. Project Logo.....	29
2. Project Website	31
3. Partners Institutions Websites	33
4. Promotional Material- Publications	35
5. Implementation of Communication Strategy.....	36
5.1 Air Quality and Health Sensitization Campaign.....	36
a. Media Relation	38
5.2 Public Relations Activities.....	39
5.3 Newsletters.....	40
5.4 Leaflet	40
5.5 Reports	41
5.6 Meeting and Events.....	41



5.7 Photo and Video	42
5.8 Other Communication tools and activities	42
5.9 Information Exchange	43
5.10 Checklist of Publicity Requirements	43
6. Evaluation	44
6.1 Reporting on output	44
7. Internal Communication	46
7.1 Internal project communication as regards day to day management	46
7.2 Ways of project communication	48
VI. ANNEX 1: INDICATORS ACHIEVEMENT	51
VII. ANNEX 2: HUMAN RESOURCES PERSON/DAYS REQUIRED TO IMPLEMENT THE COMMUNICATION ACTIVITIES MEMBERS OF THE MANAGEMENT TEAM RESPONSIBLE FOR COMMUNICATION ACTIVITIES	53
VIII. ANNEX 3: FINANCIAL RESOURCES BUDGET REQUIRED FOR IMPLEMENTING THE COMMUNICATION ACTIVITIES	54
IX. ANNEX 4: TIMELINE	56
X. ANNEX 5: EVENT ORGANISATIONAL CHECKLIST	57
XI. ANNEX 6: EVENT BRIEF	59
XII. ANNEX 7: EVENT SCRIPT	62
XIII. ANNEX 8: EVENT PLANNING CHECKLIST	63
XIV. ANNEX 9: REFERENCE LIST OF TRAP PRIMARY TARGET GROUPS	64

Disclaimer:

“The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”



Revision history			
Version	Date	Modified by	Comments
0.1	15/05/2019	Municipality of Florina - LEVER	Draft
0.2	28/5/2019	Municipality of Florina- LEVER	Draft
0.3	03/7/2019	Municipality of Florina- LEVER	Draft
...			
1.0			Final



I. INTRODUCTION

In order to communicate with the external environment and promote the project results and achievements, communication plays an important role during the TRAP project lifetime and beyond (legacy). The main goal of the current study stands on the design and the elaboration of an effective, comprehensive and complete methodology for the successful implementation of a communication plan.

The TRAP Project Communication roadmap for the communication of results and experiences beyond the limits of the project partnership into the maximum amount of potential beneficiaries, stakeholders and Policy Makers in the participating areas and the whole TRAP region is of significant importance. The communication strategy structure is focused on informing/publicity activities and dissemination of the achievements and results to the project stakeholders and a wider relevant audience at local, regional, national, programme and EU levels, through local dissemination events with citizens and businesses, press and media, participation at EU events, as well as the launch and final event of the project.

The ultimate purpose of the activities is to foster broad knowledge of the project and disseminate its results and achievement. In essence to:

- ✓ Raise awareness/responsibility
- ✓ Inform
- ✓ Promote
- ✓ Share experience and expertise, Exchange views and ideas
- ✓ Increase skill level
- ✓ Develop a common understanding
- ✓ Set up the basis for future collaboration
- ✓ Better Project's organization
- ✓ Contribute to the capitalization of the project



Dissemination includes the public disclosure of the results of the project in any medium. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organizations, policy makers) in a targeted way to enable them to use the results in their own work.

Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public and possibly engaging in two-way exchange. Based on that definition, the TRAP project has divided its dissemination and communication efforts in a way where dissemination activities will focus on promoting scientific results to scientific target groups, whereas communication will mainly focus on non-scientific target groups such as general media and public, however also addressing specific audiences whenever appropriate.

Dissemination of the results and achievements should be supported by produced information and communication materials, and specifically:

- Project Identity (1 website in English)
- 1 Communication Plan
- Promotional Material: 1300 leaflets, 300 brochures, 300 notebooks, 75 USB stick, 5 Banners (3 GR , 2 EN)
- 6 Layman Reports
- 2 Newsletters
- 2 Final Conferences
- 4 Air Quality and Health Sensitization Campaigns

1. Outline of the Project

Information on real time air pollution levels is now more necessary than ever before. At present, air pollution is one of the most significant factors posing threat to the health of individuals worldwide. It is associated with a range of diseases, symptoms and conditions that impair health and quality of human life. According to the WHO, outdoor air pollution was responsible for the deaths of some 3.7 million people under the age 60 around the world in 2012, representing 6.7% of the global disease burden while outdoor



air pollution combined are among the largest risks to health worldwide. Apart from habitants air quality impacts natural environment and biodiversity. The main sources of air pollution at both countries are mainly caused by industrial activities, transportation and heating.

Air Pollution has been recognized as of the most pressing problems in both Greece and the Republic of North Macedonia, following the economic and social development of the two countries the sources of air pollution are mainly industrial activities, transport and central heating. The major challenges of transport in urban areas are the rising number of vehicles, their increased average age and traffic congestion. Air quality problems from industrial sources mainly concern areas with thermos-electrical power stations and industrial units located close to residential areas. Air quality is strongly influenced by pollutants trapped due to thermal inversions caused by from land local breezes and thermal internal boundary layers.

TRAP developed on the necessity for developing ICT applications in environmental protection, monitoring and management of the eligible areas. Environmental initiatives is a privileged field for developing cooperation in the cross-border area contributing significantly to economic and social development of the population and public health, therefore, the opportunity for mutual cooperation and understanding between public authorities, scientific institutions and residents of the area. The major challenge is the development of an integrated approach including air quality monitoring with providing health indicator for vulnerable groups of the population. Through TRAP project a series of issues will be addressed:

- Identification of the emission sources and development of regional and CB emission for vulnerable groups of the population
- Assessment of each emission source
- Development of air quality plans
- Monitoring data, validation and analysis
- Basic demographic, health and public health profile
- Air quality and Health Indicators
- Joint CB comparative analysis



- Capacity Building at user level (Health and authority stakeholders)
- Air quality and health sensitization campaigns
- Protection of human health
- Citizen involvement
- Implementation of air quality directives

Through trap project partners will improve management and protection of areas at both countries by establishing air quality monitoring networks. The measurements of all station in areas involved in this project will create a system that will display real-time measurements through the internet. Moreover, epidemiological indicators and indicators of air quality, based on the effects of air pollution on human health, will be calculated and displayed on the web. The best way for someone to use an Air Pollution Health Indicator (APHI) is to regularly check the current index value, to pay attention to personal symptoms and self –calibrate to personal symptoms and self-calibrate to the report current APHI value. Therefore, the strategic objective of TRAP project is the creation of an ICT application integrating Air Quality Monitoring with Air Pollution Health Indicator) (APHI) in CB area.

The specific sub-objectives of the project are to:

- ✚ Develop and evaluate emission inventories at partner areas
- ✚ Assess the health risk related to air quality measurements
- ✚ Create integrated ICT tool including air quality information correlated to possible health impacts and providing emergency mechanism to policy makers and vulnerable groups
- ✚ Evaluate the CB conditions regarding air quality and transported pollution in CB areas
- ✚ Engage relevant stakeholders in order to inform them on the created tool operation and indexes
- ✚ Disseminate and communicate the project results to key stakeholders as well as to the general public and vulnerable groups

TRAP project results will positively affect and contribute to the programmes result indicator for ecosystems with improved protection status for the eligible areas of Florina, Axlada, Bitola and Gevgelija where the monitoring stations will be placed. The



innovative character of TRAP is served by its approach that favours the interaction and exchange of ideas as well as the knowledge diffusion and integration among the targeted stakeholders. Many of the projects activities will be jointly implemented creating unified framework for problem resolutions and providing added value to the CB area as a total. The expected results are focused on the development of an ICT tool for better air quality monitoring in CB area integrated with Air pollution Health Indicator.

2. Partnership

The Consortium will jointly work on the enrichment of this categorization, by identifying the key actors of each category and analyze their characteristics and requirements, which they will provide essential input in the design of the Communication Strategy Plan. The audience consists of all the potential stakeholders in the project and target beneficiaries from dissemination of the project results.

TRAP consortium has been constructed to ensure balance and complementarities between highly competent and experienced partners. The adequate choice of key actors with complementary types of knowledge (administrative, scientific and practical) is reflected in the consortium and will be utilized in order to bridge the gap between research results and policy planning.



PARTNER No.	PARTNER TITLE	COUNTRY
LB	ENVIRONMENTAL CENTER OF WESTERN MACEDONIA (KEPE)	Greece
PP2	Municipality of Florina	Greece
PP3	European Regional Framework For Cooperation (E.R.F.C)	Greece
PP4	Center for Climate Change (C.C.C)	Republic of North Macedonia
PP5	Ministry of Environment and Physical Planning (MoEPP)	Republic of North Macedonia

3. Role and Responsibilities of Partners

TRAP comprises a total 5 partners from both countries (Ministry, Municipality, Environment Enterprise and NGO), the composition is based on the multi-actor approach through the genuine and sufficient involvement all along the project from participation in the planning of work, execution, until dissemination of results, covering the whole chain. TRAP project is the outcome of a consultation phase between the 5 partners from the Republic of North Macedonia and Greece. The partners are very experienced in project s topic. The co sortium complementarities give the partnership the necessary experienced to implement antiquely the projects work packages with the maximum scientific integrity and on time. Indeed, partnership was formed in order to provide the most effective response to the area’s needs, as well as to expand on existing resources of its members. TRAP takes advantage of previous activities and can therefore propose an ambitious yet focused program that will create tangible results that are already presented via LB’s activities in real mode to the public. Also very importantly, the project provides the basis for further work in the partner territories.

Specifically, all the partners according to their role have already completed all necessary preparatory activities to ensure that “TRAP” will be safely and successfully



implemented. TRAP consortium is comprised by **KEPE, MoF, ERFC, CCC and MoEPP.**

- **KEPE** is a Regional Enterprise operating as the Strategic Consultant of the Regional Government of Western Macedonia regarding environmental issues and sustainable development policies. Scope of KEPE is the enhancement of the environmental quality in the Region of Western Macedonia. KEPE operates at its premises an Air quality laboratory providing online measurements from 14 monitoring stations (10 established by PPC SA and 4 by KEPE) and is certified with ISO 9001:2000 employees 10 executives- 8 of higher education (3 Ph. D. and 4 MSc.) and 2 of secondary education, during its operational years implemented more than a dozen of EU and national projects.
- **Municipality of Florina** is located in northwestern Greece about 13 km south of the international border of Greece with Republic of North Macedonia with population 16,771 people. As a local authority municipality has access to policy instruments and decision making, can promote through its policies projects results and to represent the project to policy makers. The implementation of several national and EU projects and the external help the municipality will receive from external experts to administrative management of the project reassure projects adequate implementation.
- **ERFC** is a NGO best example of bottom up Institution Building effort towards EU Integration and regional competitiveness, playing a key role, contributing in the implementation of EU Regulations and Directives through its participation in EU funded networks & projects, at interregional level. Mainstreaming EU project recommendations into National & Regional policies is its ultimate goal. Territorial Co-operation is enhanced as ERFC's members and associates are key EU Integration executive persons, Public Bodies, Academic Institutions and Civil Societies, primarily from EU but also from the rest of the world. ERFC implemented more than 20 projects during its operational years.
- **CCC** is nongovernmental organization aiming to protect environment and implement activities combating climate change and improving the environment. CCC activities are



related to raising public awareness and undertaking initiatives for combating climate change, support industry in improving their energy and environmental performance, suggesting measures for improving and amendment the legal framework in the field of energy, climate change and environment, as well as strengthening the capacities of the local and national level. CCC has team of five people that represent the core of the organization, good cooperation with many professionals and consultants in the field of energy and environment that are engaged in the CCC activities. CCC has offices in Gevgelija, Skopje and Ohrid and resources for continuous implementation of project activities. CCC is securing funds mainly through donor organization and EU funded projects.

- **MoEPP** is the environmental authority in the country established since 1998, with responsibilities in all sectors and environmental media including air pollution and monitoring of ambient air quality. It has around 200 employees working in 9 departments and 3 administrations that are part of the Ministry. Part of the Ministry is the MEIC which is responsible for monitoring ambient air quality. The Department is established in April 1998 and its work is carried out through four units: Unit for Air Quality monitoring, Unit for analysis and reporting, Unit for cadasters and modeling and Unit for information technology. Unit for ambient air quality manages the State Automatic Ambient Air Quality Monitoring System (SAAQMS). The main function of MEIC is to provide relevant and properly processed (systematized and standardized), comprehensive, precise, transparent and easily accessible information on the state, quality and trends in all segments of environment (water, air, noise, waste).



Also very importantly, the project provides the basis for further work in the partner territories. Specifically, all the partners according to their role have already completed all necessary preparatory activities to ensure that “TRAP” will be safely and successfully implemented. The equipment specifications of all the stations already identified, also partners that will install stations KEPE (Axlada, MoF (Florina) and MoEPP (Bitola and Gevgelija) identified the areas in both countries that the stations will be installed. Partners already examined the licensing procedures and there is no need for receiving installation permit.



II. GENERAL COMMUNICATION MANAGER

The Communication Strategy seeks to use the most efficient means to capitalize information and dissemination project's results. This communication strategy has established a bottom-up approach that seeks to gather local data to disseminate it all targeted levels.

TRAP Communication Strategy, being based on general principles set by the Information and Publicity Guide in the framework of the INTERREG – IPA CBC PROGRAMME CCI 2014 TC 16 I5CB 009 aims to implement a Communication Roadmap Strategy with the following key characteristics: Audience driven, pro-active, targeted and focused with measurable performance and European visibility. The proposed Communication Strategy roadmap is designed professionally to ensure that the project effectively communicated results to the widest possible audience by using the appropriate channels and tools, targeting specific groups and key actors, promotes networking and establishes a coordinated approach to maximize impact. Communication will be implemented right from the project start and throughout the projects life-cycle, differentiated in terms of actions tools and target groups addressed, according to the projects stage of implementation.

The objective of these activities is to disseminate the project on a European regional and local level in order to make this initiative known. The dissemination of the results will focus on the key target groups described below and happen on different levels of interest. Standard dissemination channels will be set up at every project levels (website, newsletter, public transnational and local events, print information material etc.). The main objective of this component is to increase the project impact and to ensure its wildest exploitation, through several activities.

Basic TRAP goals can be listed as follows:

- To communicate the current project status and forward planning
- To communicate the reasons for and background to the project, including its likely impact and implications



- To provide practical and technical guidance to promote participation in a successful implementation
- To promote dialogue at all stakeholder levels on issues related to the project to help ensure involvement and support for it
- To make available the information that stakeholders need to understand the project, and to contribute to it so as to derive the benefits originally foreseen by its implementation.

III. OBJECTIVES

The overall communication objectives are to reach out to the broader public including decision and policy makers, interest organizations, health industry etc. in order to promote project actions and impact.

1. Overall Communication Objectives

Raise Awareness

In order to ensure a broad awareness and acceptance of TRAP aims to audiences who do not need a detailed knowledge of the work and results, but activities and outcomes of TRAP could be useful to them. Creating such an awareness of the project's work will help the "word of mouth" type dissemination and help us build an identity and profile within the community. For TRAP awareness includes:

1. What TRAP project is about
2. Who is involved
3. What is the work being carried out
4. Where to find information about the results of the work

Enhance the stakeholders'/audience's understanding

There will be a number of groups/ audiences and individuals who need to have a deeper understanding of the TRAP's work. Project will build knowledge platform to ensure updated information and present trends. Mentioned activities will be reinforced with website, organizing events, promotional material and social media. Objective's main aims will be supported by project knowledge platform and presented interested audience⁴ on project events. For TRAP understanding includes:

1. Why TRAP is important
2. Why the objectives are relevant for the stakeholders
3. How to get involved in the Community of Interest
4. How to benefit from the project

Mainstreaming: Feeding results and experiences into policy

This level of dissemination is targeted at policy makers. However, to be effective there is the need to engage with individuals whom we will need to offer the full knowledge and understanding of the project's work in order to establish a close relation with, allowing their future involvement with the project. TRAP identifies potential problems through investing in skills of civil servant, promoting public participation procedures and public awareness. TRAP will strengthen competitiveness of CB area by triggering its transition to more open, user-center orientation that favors innovation and boost cross-sector collaboration. Its ambition is to bring innovative ideas that encourage stakeholders to think "out of the box".

The development upon local strategy plans in the framework of pilot projects will ensure concrete use of planned practices in real-life environment. Project results will be presented through events, promotional material and knowledge platform to ensure transferability of practices.

Establish an efficient communication between the consortium partners



The communication strategy also aims to promote the project's approach, results and achievements to wider fora. The knowledge and experience, gained by the Project Partners through the implementation of the project will be shared and disseminated.

The Communication Strategy of the Project is based on several channels targeting key stakeholders, local and regional authorities, relevant agencies, boards and groups, as well as EU institutions.

The target is to offer the expertise, results, methods and knowledge of the project to a wider audience of relevant institutions and stakeholders for further policy learning and capacity building.

The communication strategy will outline the global aim and specific objectives of the communication measures, the key target groups, the key messages to be conveyed and the strategic approach, together with the roles and responsibilities of each project partner regarding the information and publicity activities, the evaluation criteria, indicators and measures, the timeframe and the necessary financial and human resources.

2. Target Groups

Communication and dissemination activities will focus on the key target groups and happen on different levels. General public and vulnerable groups, scientists and technology providers, policy makers (Local, Regional, National, EU), health providers. Early in the project, dissemination aims to ensure that the project is addressing the needs of its target groups and that is creating awareness and understanding. During the project dissemination is about to identifying lessons, particularly in receiving feedback from target groups and stakeholders and adjusting the project's strategy.

The main target groups are the beneficiaries of the project and their stakeholders, identified for each communication objective that need to know about the project and its work. These target audiences should reflect the goal of the project and stakeholders who have the ability to add more value to the project.



Target Audience are divided:

- **Primary** target group consists from “key players” with high influence to which is a main focus of communication activities
- **Secondary** target group consists from audience with lower influence and engagement.

Exhaustive list of the identified target groups and their communication details is presented at ANNEX I “Table of identified target groups of the project” of the communication plan.

Internal Public

- Representatives of Trap partnership
- The staff of the management bodies of INTERREG – IPA CBC PROGRAMME CCI 2014 TC 16 I5CB 009
- Cross border Cooperation INTERREG – IPA CBC PROGRAMME CCI 2014 TC 16 I5CB 009 (Managing Authority of European Territorial Cooperation Programmes, Joint Secretariat in Thessaloniki).

Policy makers and Health Providers

Policy makers on different levels, from local and regional to national and international hold decisive power in the process of implementing or upscaling healthcare services as their decisions and recommendations form the basis for new developments in health and care. Their willingness to provide new healthcare solutions is essential and may be impacted by their knowledge of new, effective methods for increasing uptake and normalization. The Consortium will exploit its existing contacts to policy making bodies as well as explore new opportunities for contact to be made in order to gain influence on policy areas and specific policies relevant to the project’s goals. Health organizations are often powerful and capable of influencing policy makers. The Consortium will exploit its existing contacts to policy making bodies as well as explore new opportunities for contact to be made in order to gain influence on policy areas and specific policies relevant to the project’s goals. Health organizations are often powerful



and capable of influencing policy makers. The Consortium will be in contact with health organization.

Policy makers contribute in day-to-day communication regarding project management and coordination internal reporting activities with time frame to project management team by using defined joint communication tools (email, skype, TRAP website etc.).

The regional healthcare authorities are also regional healthcare providers in the sense that they own delivery network. Thus, regional and local health authorities play a leading role in the project as they have the responsibility for the provision and implementation of epidemiological healthcare to their resident's population in relation to air quality index, and it is therefore important to raise their awareness of new, evidence-based methods for increasing uptake and normalization. This also makes them a key stakeholder for both communication and dissemination efforts, as they will play a key role in adapting their structure to a new way of delivering care to citizens. First contacts will be established with relevant departments in charge of healthcare provisions and research, as they can mediate between project partners and the departments responsible for healthcare management. This contact will be established locally by project partners.

Scientists and technology providers

Research partners and technology providers are in the periphery of target audiences for communication purposes. The communication efforts will not focus directly on researches, as this group will be targeted by the dissemination activities, including presentations and posters at scientific conferences and events. However, the messages will be spread at scientific and non-scientific events, where research organizations are partners to the project will be present. New technology opportunities can create growth.



New opportunities can create growth, which is one, the overall goals for EC funding programs. Furthermore, the focus on implementation processes can be of potential benefit for scientists and the implementation of their products, services and solutions.

General Public and Vulnerable Groups

TRAP project focuses on epidemiological indicators and indicators of air quality, and the aim of the project is to safeguard human life and upgrade the level of public health. Thessaloniki is suffering severe air pollution problems during the last decades, mostly related to PM 10 levels. The air quality, combined with the strong hot season of the Mediterranean climate, is known to be one the worse in Europe, especially in summer and leads to serious sanitary concerns.

Gevgelija is town with almost no heavy industry but big increase of economic activities mainly due to the big flow of the Greek population in the cross border area. The town has no district heating system and wood burning is one of the main sources for heating.

These type of group of people, the most of times are not key target groups for communication purposes. Generally, these groups may not necessarily be the recipient or end users of your communication (ie householders) they are more likely to be people or organizations that can lend their support to help deliver the campaign and its messages. Some will belong to a number of different groups at the same time, where a campaign is taking place belongs to both internal and external groups.

The local community is a potential resource with a complex web of organisations and individuals that need to be considered carefully in order for you to gain their support and help in delivering your communications successfully. These networks may not be immediately obvious so take time and consult with local communities to investigate them thoroughly. Opportunities may include: Peer pressure eg. Neighbourhood, watch, family and friends, cultural groups or local societies.

Press Media



The press and media are linked to the above “general public” target groups and represent an important stakeholder group as they play a key role in shaping public opinion and informing the public about new initiatives and in healthcare. Press and media are also the channels through which the project will communicate how EU funding contributes to tackling societal challenges. They can assist communication of the new system and provide PR opportunities. The media is a particularly important group and you should have an existing and ongoing media relations programme with additional, dedicated PR activities as part of your communications in order to generate positive media coverage for communication campaign and the issues your communications are addressing.

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

❖ **Objective:** To raise the awareness about the project (objectives, activities, results and achievements within each of the partner regions, including regional policy makers)

❖ **Activities:**

- ✓ Participation in relevant events
- ✓ Information and dissemination materials
- ✓ Social Media (Facebook)
- ✓ English, Greek and in the language of Republic of North Macedonia
- ✓ Press releases
- ✓ Links of the project web in the partner and stakeholders websites social media
- ✓ Leaflets, Posters
- ✓ Articles in newsletters and relevant magazines/ newspapers that partners are able to access free of charge

❖ **Objective:** Enhance the stakeholders’/ audiences understanding

❖ **Activities:**

- ✓ e-newsletter (2)
- ✓ Organization of (5) training workshops on air quality and health (2 GR/ 3 IPA)
- ✓ Synergies with similar initiatives. A list of projects with similar objectives will be developed
- ✓ Active participation in the INTERREG policy platform

❖ **Objective: Mainstreaming: feeding results and experiences into policy**

❖ **Activities:**

- ✓ Organization of (5) training workshops on air quality and health (2 GR/ 3 IPA)
- ✓ Organization of (4) air quality and health sensitization campaigns
- ✓ 5 ICT Tool for Air Quality and Health Indicators
- ✓ 4 Air Quality Public Health Index
- ✓ 1 Joint comparative analyses
- ✓ 2 Final Conferences (1 per country)

❖ **Objective: Establish an efficient communication between the consortium partners**

❖ **Activities:**

- ✓ Day to day communication regarding project management and coordination internal reporting activities with timeframe to LP/PM team
- ✓ Using defined joint communication tools (email, skype, documentations and information exchange etc.)
- ✓ Establishment of communication managers from each partners project management team-Development of an area which will act as a common project document repository

STRENGTHS

WEAKNESSES



<p>Strong TRAP partnership with clear roles and responsibilities of all project partners; Mutual understanding and willingness to develop fruitful communication between the project and relevant stakeholders; Common Visual ID and branding; Use of various communication tools including the Social media tools; Funds available for communication actions; Motivated actors/stakeholders; Strong tradition of cooperation in the cross-border region;</p>	<p>Different level of commitment among project partners and/or stakeholders; Strong public resistance to changes in habits Lack of commitment of relevant decision makers to support the action.</p>
OPPORTUNITIES	THREATS
<p>Improve internal communication; Develop TRAP webpage and social media to create interest among TRAP target groups; Develop and adopt clear key messages to address relevant stakeholders; Follow up on results – transforming to change in policies and practices.</p>	<p>The partners and/or relevant stakeholders show lack of interest in TRAP results; Lack of significant input/feedback from stakeholders; Low level of involvement of multipliers that could “open up” the strategy to a wider audience.</p>

The above SWOT analysis shows that there is a good basis to build upon. There is an outspoken need to focus on the communication, as project results are closely connected with the involvement of relevant stakeholders and the general public as well.

4. Equal Opportunities and non-discrimination

The communication strategy also takes into account the principles regarding discrimination and gender equality. This will be reflected in the composition of speakers at events, imagery used to illustrate communication material, etc. The objective of non-discrimination refers to the prohibition of any discrimination based on any ground as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation. Moreover, TRAP promotes the equality principles between men and women and non-discrimination. Besides the legal obligations there is a strong economic argument, also linked to the achievements of the Europe 2020 targets, to work towards a more equal and diverse society.



TRAP project address issues of equal opportunities and non-discrimination positively. On the grounds of project implementation TRAP will ensure that staff with mobility, vision or hearing disability is able to fully participate in project meetings and activities without any accessibility issues rising.

On practical level the dietary requirements (based on any religion, origin, or belief of all participants will be catered for. All partners are committed that any event run by them will accessible by individuals with disabilities and that issues of ethnicity and language are not barriers to participation. TRAP *ICT Application* will be created in order to accessible by disabled users.

TRAP proposed activities are in line with the principle of equality between men and women and do not generate discrimination of any kind between genders. Originally, and by nature TRAP project promotes equality between men and women since does not exclude anyone from participating based on gender. TRAP consortium is actively promoting gender mainstreaming. The participation of men and women is equally balanced to all partners project working teams and there are no activities of the project that might create participation difficulties due to staff's gender.

5. Incorporating corporate social responsibility in the projects' I&P strategy

Project beneficiaries shall integrate social and environmental concerns in their project implementation, I&P execution and in their interaction with their stakeholders and target groups. By way of illustration, sustainable event management is the process used to produce an event with particular concern for environmental, economic and social issues. Sustainability, in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of and participation in, an event.

The development of a strategy in this project, for the sustainability and transferability of project results is critical in order to bridge the common gap between existing knowledge, project results and policy formation. Regarding the monitoring stations



functionality after the end of the project the partnership already investigated and determined their establishment positions. The stations will be purchased by partners that already by own means operate air quality networks. This guarantees that the network established will be operational after the end of the project, provide time series information, and creating opportunities for follow-up projects, also boosts communication results by providing continuous dissemination and greatest replicability potential to regional, national and international level. Stations, operational cost is considered low since as already mentioned partners already are operating air monitoring networks. The website will be maintained even after the project ends; it will enable the ongoing communication between partners and interested and thematically directly involved third parties.

On the grounds of project implementation TRAP will travel, minimizing the number of travels to those important. Short distance travelling will be with the public transportation and project meetings will be combined with dissemination events. Communication, hard copy promotion material will be printed in small numbers. Appropriate venues will be used for less energy consumption. In case of procurements, are aligned to EU Green Procurement, graphic paper, promotional material and deliverables will be printed double on recycled paper. Equipment purchased will meet the ENERGY STAR label for energy rating and waste hierarchy will be followed for disposal.

This document should be considered. Partners are always welcomed to make suggestions or comments for the improvement of TRAP Communication as a live and dynamic instrument in the hands of TRAP aiming to the most effective and wide communication and publicity of the project itself as well as of its main objectives and goals Plan in order to be more realistic and easy to apply in their day-to-day project implementation.

TRAP Partnership will ensure that the implementation of the project will follow the information and publicity requirements according to the INFORMATION AND PUBLICITY GUIDE FOR FINAL BENEFICIARIES and will also ensure that all information and/or publicity actions are regularly reported to Communication & Technical Assistance Officer from the Joint Secretariat in Thessaloniki.



Contact person for TRAP communication activities:

Mr. Theodoros Stavrakas, TRAP Communication Officer

E-mail: research-studies@kepekozani.gr



IV. COMMUNICATION ACTIVITIES

(Main activities that will take place during the period covered by the communication plan. Include details of: the nature of the activities the responsibilities for delivering the activities)

The plan for communication activities and outputs helps achieve the overall project objective of improving policy instruments tackled in the project.

	Communication and Dissemination	LP (KEPE)	PB2 (MoF)	PB3 (E.R.F.C)	PB4 (C.C.C)	PB5 (MoEPP)
WP2	Communication Plan		E.E.in organization of Communication Plan	Project Manager, Technical Staff in organization of Communication Plan	Project Assistance in organization of Communication Plan	
	Project Identity	Creation and operation of the website	E.E creation, operation, update of the website	Project Manager and Technical Staff in contribution of the website's content	Project Manager and Project Administrator in contribution of the website's content	Project Manager and Project Administrator in contribution of the website's content
	Promotional Material		E.E in preparation of promotional material	creation of 2 newsletters layouts of promotional materials (leaflets, final brochure, banner)	Project Manager in preparation and printing of promotional material	Project Manager for the creation of 2 newsletters layouts of promotional materials (leaflets, final brochure, banner)
	Layman Report		E.E creation of Layman Reports templates	Design and printing of Layman Reports	Project Administration for engagement for the coordination of the preparation of Layman Report	Project Management and Project Administrator for the preparation of Layman Reports
	Final Conferences	Preparation of presentations and any other documents of Final Conferences	Organisation of Final Conferences	Project Manager engaged in preparation and participation of Final Conferences	Project Manager prepare and participate to Final Conferences Technical Staff prepare	Project Administrator in organization of Final Conferences



					details of Final Conferences	
--	--	--	--	--	------------------------------	--

1. Communication Budget

Each project partner has their own budget for communication activities under external expertise and staff costs and services budget line.

The partners should organize their own communication by their own staff and cover external expertise and staff services costs by the respective budget item (as listed in Part E of the approved application form).

		LB	PB2	PB3	PB4	PB5	TOTAL
#	Type of Costs	1	2	3	4	5	
1	Air quality and health sensitization campaigns	-	3.000	10.000	11.790	1.470	26.260
2	Communication Plan	-	3.000	500	5.250	-	8.750
3	Project Identity	2.000	1.000	1.500	1.810	280	6.590
4	Promotional Material	-	3.000	1.500	2.260	730	7.490
5	Layman Report	-	2.000	3.000	2.760	610	8.370
6	Final Conferences	2.460	4.440	2.824	4.755	920	15.399
	TOTAL Budget	4.460	16.440	19.324	28.625	4.010	72.859

V. COMMUNICATION TOOLS CHOSEN

INTERREG – IPA CBC PROGRAMME CCI 2014 TC 16 I5CB 009 uses a common programme visual identity. Common branding is instrumental to the programme communication strategy. The project supports the corporate design guidelines for the developing the project communication tools.

TRAP branding is based on the INTERREG – IPA CBC PROGRAMME CCI 2014 TC 16 I5CB 009 branding, incorporating the most relevant elements from the programme branding. The project is provided with the standard elements for branding: logo types and template suggestions thus help the logo and other elements correctly.

1. Project Logo

The project will enable its visual identity by using the logo (2 versions) created according the instructions of Joint Secretariat.

TRAP logo will be consisted of:

- INTERREG – IPA CBC PROGRAMME CCI 2014 TC 16 I5CB 009 logo
- The acronym of the project TRAP

Font type: Chillit; Font size: 36; Color data: RGB: 166/ 213/ 23 (hexadecimal: A6

Transboundary Air Pollution Health Index Development and Implementation



The project logo comes complete with the European Union emblem and reference to the European Regional Development Fund.

The project logo set is provided by the INTERREG – IPA CBC PROGRAMME CCI 2014 TC 16 I5CB 009 and according to the Interreg Brand Design Manual. The two versions of the new logo clarify that it is an EU funded Programme (EU flag), in the framework of the



Instrument of Pre-Accession Assistance (IPA) and part of the European Territorial Cooperation (Interreg).

The logo must always be visible in a prominent place (on the first/landing page, visible, without scrolling, on all electronic and mobile devices) and of a comparable size to other logos used.

During organised events, the project and each project partner should ensure visibility of the EU and the programme. The project logo set has to be used on any agendas, list of participants, related hand-outs and presentations and templates.

The project is obliged to use logo in all their communication materials (both hard copy & electronic), including letters.

To highlight the interregional cooperation all the project partner logos and the project logo must be included, together with the full project title and the partner areas (according to the policy instruments).

Project. logo, enclosed with the textual reference of the sources of financing “The project is co-funded by the European Union and by National Funds of the participating countries” will be used in all outputs and tender notices, thus increasing project’s visibility and recognition among target groups and general public

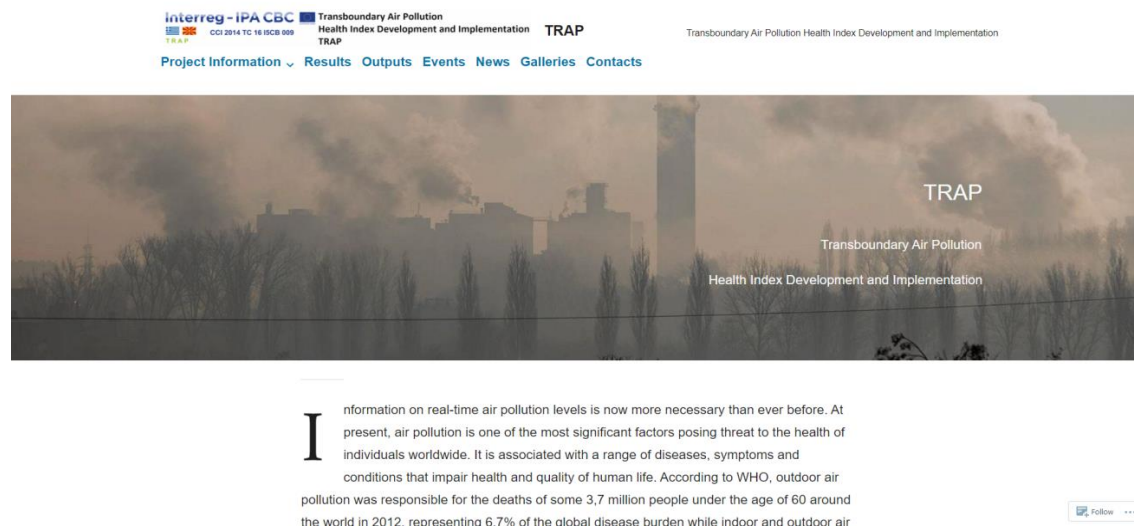


Министерство за животна средина и просторно планирање

2. Project Website

Website, as a communication tool is a core element for the coordination of communication activities and the dissemination of information and outputs of the project.

Official website of the project is: <https://trap-project.eu/>



All developed digital communication tools (e.g. newsletter, leaflet) is linked or integrated in the pre-defined structure. The integrated system of programme and TRAP website is intended to ensure a more efficient interconnection between the project activities and the programme. The programme ensures that the information published by the project is searchable in a database comprising data from all Interreg Europe Projects.

The Regulation EU) No 1303/2013 requires all project partner institutions to provide a short description of the project on their own website, where such a website exists. The description should include the project's aims and results, also highlight the financial support from the Union (see section 'Institutional/organisational website').

Project partners should consider establishing a link between the institutional website of their point of contact organizations and their project website (s). The programme



encourages the projects to make the points of contact a part of their stakeholder groups and to keep them in the loop with the most up-to-date information about the project's work and achievements.

It is noted that website will be available in three languages, the official language of the Programme; but also in the languages of the participating countries in order to facilitate the dissemination of the information. At the same time, it will provide a detailed list of deliverables, progress and project's results.

The average number of sessions at the project pages per reporting period is one of the indicators that they are predefined by the programme.

Project partners should consider establishing a link between the institutional websites of their point of contact organizations and their project website (s). The programme encourages the projects to make the points of contact a part of their stakeholder groups and to keep them in the loop with the most up-to-date information about the project's work and achievements.

The average number of sessions at the project pages per reporting period is one of the indicators that are predefined by the programme.

Each project partner should inform Environmental Centre of Western Makedonia which his staff is responsible to contribute on behalf of LB to the creation and operation of the website hosted by JTS, regularly update s of the website from contributions from PP'as.

The website regularly should be updating with content designed to attract visitors during the whole the project (both phases, at least once every 6 months) within:

- Publish news about the project's implementation and achievements
- Publish information about main project events (no later than two weeks before the event)
- Publish pictures, videos about the project's work
- Publish digital project outputs
- Manage the social media section



Each project partner inform the website about activities intended or done in the frame of and related to TRAP and provide brief description/ article with supporting materials, photos, video etc.

3. Partners Institutions Websites

All project partners must publish information about TRAP project on their institutional/organizational website.

Project partners should provide a short description of the project, its aims and results, partnership, and highlight the financial support from the European Union.

The information about the project has to include full project logo (with EU emblem) in a visible place, meeting the general visibility and publicity requirements of the programme.

A link to the project website should be added for more information about the project's activities.

Proposed main information about at the project partners website (partners may wish to enrich this information): TRAP's strategic objective is the creation of an ICT application integrating air quality monitoring with health impact indexes in CB area,. The project aims to evaluate current situation regarding air quality in partner's area, install monitoring stations and create public health indexes for assessing air quality impact on human health and natural environment.

The website (PB2) will be hosted by JTS, partnership will be fully collaborate with JTS and provide newsfeed from Day 1. The website will be operated by JTS according to their rules; partnership will provide newsfeed and any additional details asked by JTS.

TRAP project is made possible by the financial support from the European Union-



All project partners must publish information about TRAP project on their institutional/organizational website.

Project partners should provide a short description of the project, its aims and results, partnership, and highlight the financial support from the European Union.

The information about the project has to include full project logo (with EU emblem) in a visible place, meeting the general visibility and publicity requirements of the programme.

A link to the project website should be added for more information about the project's activities.

Proposed main information about at the project partners website (partners may wish to enrich this information):

Partner	Project link to Partners Website
Environmental Centre of Western Macedonia	http://www.kepekozani.gr/
Municipality of Florina	http://www.cityoflorina.gr/
European Regional Framework for Cooperation	http://www.erfc.gr/
Center for Climate Change	http://www.ckp.org.mk/
Ministry of Environment and	http://www.moep.gov.mk/



Physical Planning	
-------------------	--

4 Promotional Material- Publications

TRAP project poster is designed by the INTERREG – IPA CBC PROGRAMME CCI 2014 TC 16 I5CB 009 and available to download in various formats.

External expert will print on behalf of PP2 the promotional material for all. The material includes 200 leaflets and brochure for each GR PP and 1 Banner in EN for each GR PP. In total 600 leaflets and brochures (300 and 300) and 3 banners in both languages. Also will print 100 notebooks for GR PP (3300 total) and 25 USB sticks for GR PP (75 total).

Overall, in the promotional material is concluded:

- 1300 Leaflets
- 300 Final Brochure
- 3 GR and 2 EN Banners
- 300 Notebooks (notebooks, pens and folders)
- 75 USB stick (25 GR and PP)

All electronic or printed material such as leaflets, newsletters, studies, good practice guides, guidelines or presentations must display the project logo set.

5 Implementation of Communication Strategy

The implementation of the strategy is started since the project was approved. The minimum requirements for communication activities and reporting procedures for project activities are described below.

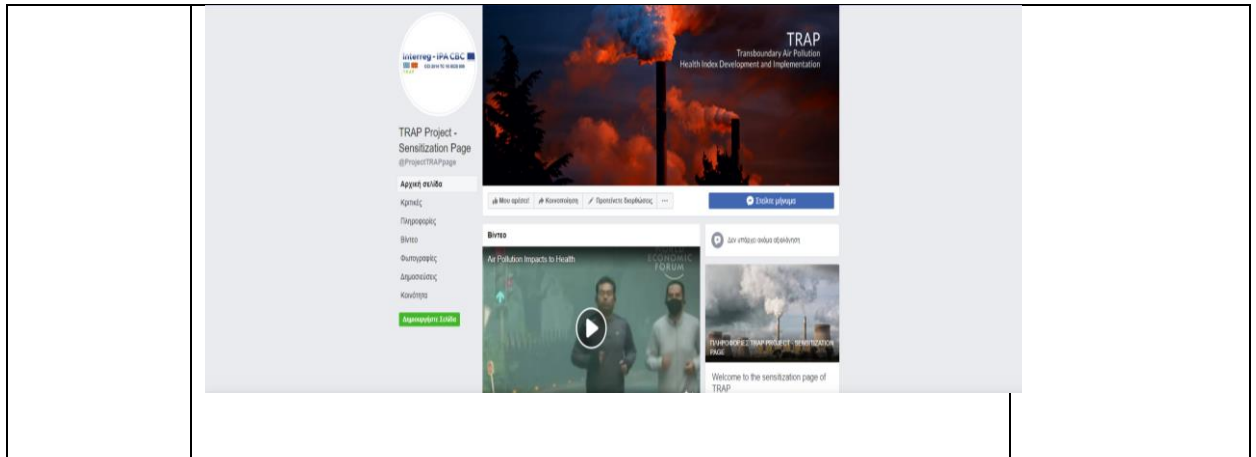
During the project, the communication should focus on informing and involving all the relevant stakeholders that can help to the project activities in Phase 1 and Phase 2 are described below. The communication should follow the implementation of the Action Plans and inform others about it. At the end of the implementation phase, the project achievements will presented at two (2) Final Conference with high-level political participation to illustrate policy maker’s active involvement in the project work.

For the implementation of the Strategy, the main communication channel for the project partners is provided.

5.1 Air Quality and Health Sensitization Campaign

Social Media

Social Media	Link	Name
Facebook Republic of North Macedonia	https://www.facebook.com/TRAPproject/ 	TRAP Transboundary Air Pollution Health Index Development and Implementation
Facebook GR		



All the partners are the responsible partner for the regular updating accounts with news and evaluation of activities done. Project partners should provide. Partner's organisations and their stakeholders should make a link with their organizational/ institutional social media accounts, which are part of the Air Quality and Health Sensitization campaign and inform LB about activities done for the project. So

All partners are advised:

- To use social media and digital tools by taking into consideration their target group: assess the digital engagement of the relevant people and choose wisely the appropriate channel or tool to reach them,
- To put an effort into online community: build, grow and manage the online community. Just posting information is not enough. It is necessary to pay attention the feedback received and adapt the project messages to the expectations and needs of the target group.
- To monitor the project's online presence: number of views/users for digital products, statistics for social media. This helps the projects to get to know the audience better and improve their communication methods over time.
- To provide dynamic, engaging and interesting content: follow the storytelling principles with the target group and their expectations in mind. The content should bring some benefit to the followers.



a. Media Relation

The programme expects all projects to inform the general public about their activities and achievements. The m

ain information channel for this purpose is the media (mainly the press-both online and printed).

The number of appearances in media is one of the communication-related indicators predefined by the programme, in order to succeed in reaching any target value set for this indicator, the project need to include active work with the media. When preparing material for the media, TRAP partners need to pay special attention to emphasise the name of the project, the programme and the co-funding statement. The published articles should contain all three.

Each project partner should to prepare their own press kit for journalists and emphasise the names in any material provided to the media, sufficiently mention them during the project events/communication activities and display them on all publicity material.

Partners should ensure their presence in the media using creative and cost-efficient means. The programme does not pay for articles. The media presence of a project is a result of a successful communication. Media monitoring is a part of the evaluation of the communication strategy. While reporting on the success of media relations, the project needs to keep a copy of any articles (scanned article with a visible date and source, image clip of an online article with a link and date, or similar).

The programme recommends that projects liaise with the national points of contact in their partner countries. The contact points can serve as relays to disseminate more widely on an event or achievement; they may also appreciate receiving the news about their partners work and activities.



5.2 Public Relations Activities

Apart from the online presence and work with the media, the project can plan other public relations activities to engage with their target groups and convey the project's messages in order to reach the communication objectives.

Other activities/ events can be organised by the project or the partners can decide to participate in an activity organised by someone else for example to get in contact and network with the relevant people from their target groups.

The project is encouraged to develop partnerships with other projects working on similar issues and pool resources for the organising of their public relations activities when deemed relevant for the strategy, as this can increase the project's visibility and also reduce costs.

The project can take part in external events, that is, activities organised by someone else, which can give the project an opportunity to come face-to face with people from the target groups and tell them about the project. The project should look for people who would endorse the project and work for it as ambassadors and speak about it to the public. Project should prepare and circulate briefing documents to make sure that supporters also understand relay the same core messages.

Active participation in such external activities –as a speaker on an exhibitor can help partners to become visible, promote the project and reach out to the target groups. Partners need to think about the needs and expectations of their target groups when preparing their presentations. Project should think about the added-value the project presentation can bring to the audience, the project's target group. Specific examples and stories of project's successes can make the presentations more interesting. The importance of European cooperation should also be stressed.

5.3 Newsletters

Project’s newsletter is mandatory of the project. The name of the project newsletter is “TRAP e-newsletter”

All Newsletters are available in the project website in e-format with subscription to the newsletter provided.

Responsible partner for Newsletter production and the dissemination to the project partners is the external partner on behalf of PB2 “Municipality of Florina”. External Expert is obliged to disseminate newsletters to their stakeholders at local regional and national level.

5.4 Leaflet

	Name
	<p>TRAP</p> <p>Transboundary Air Pollution Health Index Development and Implementation</p>

The leaflet is mandatory in the Project.

It is available in e –format for download on the project website and will be created on behalf of PB2 for all in two languages (EN and GR).

External expert will print on behalf of PP2 for all. It includes 200 leaflet for each GR PP in EN for each GR PP. In total 600 leaflets (300 and 300) in both languages.

5.5 Reports

PB1 requirements include office and administration costs for the preparation, the implementation and the development of the progress reports and certification of expenses, including office supplies. Moreover, external expert will evaluate periodic measurement and create periodical evaluation date reports (4 in total/ 3 months).

External expert will provide assistance and knowledge to PB2 for reporting and certification procedures in order partner to manage the project adequately. 4 Progress and financial Reports will be created.

5.6 Meeting and Events

Project Meetings

PB1 will be participate to 1 SC meeting organized by LB. The participation to other meeting is organized by all project partners.

External expert will participate in 5 project meetings representing PB2 and prepare presentations and any other document needed for successful and adequate representation.

Project manager will be engaged for the purposes of preparation and participation to the Steering Committee Meetings and other coordination activities.

Conferences and Events



The consortium members will attend 2 final conferences, in Florina and Ohrid respectively. Participation of staff to final conferences in GR and Republic of North Macedonia representing LB preparation of presentations and any other document needed for. The objective of the Final Conferences is to present results of the whole cooperation to as wide as audience as possible. The final event should attract a large audience, high level policymakers relevant to the projects topic, as well as to attract representatives of the press or other media as well as the general public. Representatives from the stakeholder group institutions should come to show their continuous support.

5.7 Photo and Video

Multimedia materials will enhance the visual quality of the communication tools, but only if the quality of this material is good. All project partners should have photos and video recording of the events what they are organize or where they are participate (workshops, seminar, study tour, conference etc). The multimedia material should be delivering to the LP.

Partners must to mention the copyrights related to each material, the place and the date of the subject, as well as a short description of the subject.

Minimal size (especially important for printed communication product), shoot details of large plans, no group bigger than 3 or 4 people, ensure brightness (prefer outdoor pictures), action (do not hesitate to ask you subject to pose for you when doing this action), faces (no back heads, hands shakings etc).

5.8 Other Communication tools and activities

There are no specific programme requirements with regard to other communication tools and activities. The Strategy can vary depending on the specific topic tackled by the project hence the appropriate selection of communication tools and activities can also vary.



5.9 Information Exchange

Cooperation with the communication officer appointed in each country for the Structural Funds can also provide the project with a powerful channel for relaying the information that the partners want to share with their local audiences. It could help the project persuade the press of the relevance and utility of their work and entice journalists to publish more news about the project's activities and achievements. In turn, the communication officer at the national level may require regular contact with the project partners from their country in order to collect region-and country-specific information about the programme through the project activities.

5.10 Checklist of Publicity Requirements

- Logo set used
- All partners institutions inform about project on their website
- All partner institutions websites linked to INTERREG – IPA CBC PROGRAMME CCI 2014 TC 16 I5CB 009
- All partner institutions place the A3 project poster at a readily visible place at their premises
- ERDF support mentioned on all documents used for the public or the participants in the project operations activities
- Project website updated at least once every 3 months

6. Evaluation

The measuring the impact of the communication outputs and results enable project partners to propose effective result indicators and to measure them throughout the TRAP lifetime.

A certain number of indicators are predefined at programme level and they need to be reported through each progress report.

The project has own indicators, based on their specific communication objectives, to be monitored internally by TRAP, which help the project to reach its goals.

Evaluation from on communication activities is provided to the project partners for reporting purposes.

6.1 Reporting on output

Average number of sessions at the project pages per reporting period

This indicator measures the performance of the TRAP website. A session is the period of time a website user is actively engaged with the project pages. The target value for this indicator estimates how many sessions on average take place at the project website during a reporting period (over six months). There are high and low points in a website performance, so an average number over the lifetime of a project should allow projects to increase their online activity if the performance is lower than the estimate average in any of the reporting periods. The analytics tool provided with the project website, hosted on the programme's website, helps project measure this indicator. For example, if users come the project pages on average 20 times each day, this indicator's value would be around 3500 sessions per one reporting period.

Number of appearances in media (for example the press)



The number of appearances in media is one of the communication-related indicators predefined by the programme. In order to succeed in reaching any target value set for this indicator, TRAP project partners need to include active work with the media.

This indicator estimates the media coverage for the project (e.g. project appearances in the press, radio, television, websites, on line portals, blogs etc.

The appearance of the project on the partners websites and in own publications should not be counted under this indicator.



7. Internal Communication

The project's internal communication language is English, Greek and IPA language. All project publications, data base and other info will be English language. Partners can communicate at their level for the purpose of local/region and national information dissemination about the project in their respective language.

7.1 Internal project communication as regards day to day management

General internal project communication in relation to day to day management tasks is led by the **Lead Partner (KEPE)** closely with Communication Manager (PB2- Municipality of Florina) and Technical Coordinator provided by the LP staff. KEPE (LB) will lead WP1 and WP4 of the project. Will be responsible for the overall good performance of the project:

- Communication Manager (responsible for the proper implementation and monitoring of the communication strategy, in close cooperation with Project Coordinator and Partners)
- Cover day to day project management and administration, technical and scientific coordination, as well as the financial management (including the co-ordination of the necessary audits)
- Act as Secretariat of the Steering Committee, by preparing the agenda, meetings, minutes, action plans, workshops. Communications will be by email, online and by teleconferences as required. LP will undertake all the communication with the partner's executive body, Joint Secretariat and MA of the Programme.
- On the first level LP contacts the partners –Project Managers, who will forward the respective information to the suitable persons in the Partners' Project Management Team (PPMT). Similarly, in case the PMs have to deal with management task, their first level contact is the LP.

Project Manager will be responsible for the overall coordination, the internal and external communication and the elaboration of the Management Guide. Moreover, PM



will maintain communication with MA and JTS on behalf of the consortium and report to them every 6 months according to manual.

Technical Coordinator (Municipality of Florina) will lead WP2 and be responsible for:

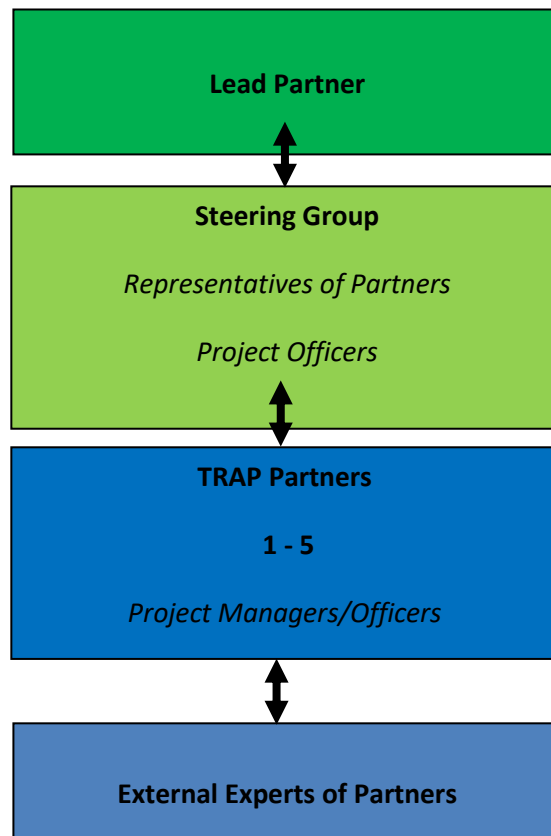
- Prepare projects communication plan
- Create projects identity including document templates and support projects trilingual website uploads managed by JTS
- Prepare the layout and print for Greek partners the promotion material in Greek and English (leaflet, banners for events per partner in Greek and English)
- Organize workshops and Final Conferences

PB4 (CCC) will lead WP5 of the project in organizing 3 training workshops and the final Conference for IPA partners at Ohrid. Also will print promotion material for Ohrid. Also will print promotional material for IPA partners.

ERFC (PB3) will lead WP6 to create templates for health sensitization campaigns.

Communication with external experts for the project implementation is taken by LP (KEPE) which is also responsible for the coordination of exchange of experience.

The dissemination actions of the project are designed to make tangible use of the project results in other sectors, regions or countries. The knowledge generated will be transferred in 2 countries and 4 different regions. Project not only foresees dissemination of results to participating areas, but also the expansion of TRAP echo nationally and internationally during project meetings, organization of workshops, 2 final Conferences and ICT tool integrated to already establish monitoring networks which will boost their recognition from general public. All the tasks of the proposed actions are extrovert and targeting wider audience than project participants.



7.2 Ways of project communication

Project partners technically use three ways for internal communication:

- Via email, using the mailing list that includes the emails of all Partners. All questions, remarks, suggestions should be initially posted to this mailing list to make sure that all partners are aware of ongoing discussions and to benefit from solutions to questions other Partners may raise
- Via skype. Partners can collaborate in real time with LP, face to face with video and save on calls and time.
- Using the website



- Partners may use to upload information to share or to fill in on line forms. All communication materials and materials produced within the project are available online for access at any time download.
- Face to face project meetings: Project partners meet at an agreed frequency to evaluate their activities, plan the next steps, discuss and exchange experiences on the implementation of the project activities including project communication.



ANNEXES



VI. ANNEX 1: INDICATORS ACHIEVEMENT

Completion of the communication objectives. Include indicators of achievement for the different tools proposed. Provisions for feedback (when applicable).

Give details of assessment forms or other means used to get feedback on the activity from participants.

The indicators, stated within the table, need to present the progress of the project regarding communication activities e.g. to determine whether the project is on a good way to achieving its objectives and goals.

#	ACTIVITY	INDICATOR	TARGET VALUE
1	TRAP Communication Plan	Number of documents	1
		Number of reviews	4
TRAP VISUAL ELEMENTS			
2	TRAP (power point, agenda, invitation, minutes, letter, deliverables, newsletter, layman report, list of participants)	Number of templates	9
3	TRAP Information and communication materials: TRAP general and targeted leaflets	Number of leaflets	1300
		Number of Roll Ups	5 (3GR and 2 EN)
4	TRAP Information and communication materials: Roll Ups (banner and stands)		
5	TRAP Information and communication materials: Final Brochure	Number of distributed copies	300
6	TRAP Information and communication materials: TRAP Website	Number of website/Maintance period	3 years after project closure



7	TRAP Information and communication materials: Targeted Audience (Florina, Bitola, Gevgelija)	Number of population to be reached	100.000 over
8	TRAP Information and communication materials: Trainings to local stakeholders	Number of trainings	5 training workshops on air quality and health 2GR/ 3 IPA
9	TRAP sensitization events to local stakeholders	Number of sensitization events	4 air quality and health sensitization campaigns
9	Newsletters (multilingual distributed to TRAP)	Member of newsletters	2

VII. ANNEX 2: HUMAN RESOURCES PERSON/DAYS REQUIRED TO IMPLEMENT THE COMMUNICATION ACTIVITIES MEMBERS OF THE MANAGEMENT TEAM RESPONSIBLE FOR COMMUNICATION ACTIVITIES

PARTNER No.	PARTNER TITLE	Foreseen period of engagement to implement communication activities (in days)
LB	ENVIRONMENTAL CENTER OF WESTERN MACEDONIA (KEPE) TRAP Management Team Members: Sofia Vasileiadou TRAP External Experts: Not foreseen TRAP Implementation Team: Sofia Vasileiadou	88 person/days
PP2	MoF Municipality of Florina TRAP Management Team Members: Stefanopoulos Daniil TRAP External Experts: Proikaki Marina TRAP Implementation Team: Stefanopoulos Daniil, Proikaki Marina	125 person/days
PP3	EUROPEAN REGIONAL FRAMEWORK FOR COOPERATION TRAP Management Team Members: Antonis BOURDALAS, Nikolaos PETROPOULOS TRAP External Experts: Paris FOKAIDIS TRAP Implementation Team: Antonis BOURDALAS, Niki IATROU, Dimitris THRASSIDIS	62.35 person/days
PP4	CENTER FOR CLIMATE CHANGE TRAP Management Team Members: Bojana STANOJEVSKA PECUROVSKA, Filip STOJANOVSKI TRAP External Experts: TRAP Implementation Team: Bojana STANOJEVSKA PECUROVSKA, Filip STOJANOVSKI	352 person/days
PP5	MINISTRY OF ENVIRONMENT AND PHYSICAL PLANNING TRAP Management Team Members: Svetlana Gjorgjeva, Aneta STEFANOVSKA TRAP External Experts: TRAP Implementation Team: Svetlana Gjorgjeva, Aneta STEFANOVSKA	96.8 person/days

VIII. ANNEX 3: FINANCIAL RESOURCES BUDGET REQUIRED FOR IMPLEMENTING THE COMMUNICATION ACTIVITIES

(IN ABSOLUTE FIGURES AND AS A PERCENTAGE OF THE OVERALL BUDGET FOR THE ACTION)

TRAP budget, as stated with Justification of the Budget file together with the Application Form that are integral parts of the Subsidy Contract, determines the amount and allocation of funds dedicated for the implementation of the project's communication activities.

From the total amount of 969.331, e.g 5% of the overall project budget will be dedicated to the implementation of WP2: Communication and Dissemination. The following table presents the allocation of total WP2 budget per deliverable and as a percentage of the total WP2 budget for the action:

TRAP budget, as stated within Justification of the Budget file together with the Application Form that is integral parts of the TRAP, determines the amount and allocation of funds dedicated for the implementation of the project's communication activities.

The total amount of 969.331€ e.g. 5% of the overall project budget will be dedicated to the implementation of WP2: COMMUNICATION & DISSEMINATION.

The following table presents the allocation of total WP2 budget per deliverable and as a percentage of the total WP2 budget for the action:



#	ACTION	ACTION BUDGET in €	% OF OVERALL TRAP BUDGET
	Air Quality and sensitization campaigns	26.260	2.70%
	Communication Plan	8.750	0.90%
	Project Identity	6.590	0,67%
	Promotional Material	7.490	0.77%
	Layman Report	8.730	0,90%
	Final Conference	15.339	1.58%
		73.159	5%



IX. ANNEX 4: TIMELINE

	2018												2019												2020												
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	
Main Coordinator: PB2 (MoF)																																					
Air Quality and Health Sensitization Campaign																																					
Communication Plan																																					
Project Identity																																					
Promotional Material																																					
Layman Report																																					
Final Conferences																																					



XI. ANNEX 6: EVENT BRIEF

WORK PACKAGES	DELIVERABLES	RESPONSIBLE PR	OUTPUTS	TARGET GROUPS	OBJECTIVES	TIMELINE 2018		TIMELINE 2019		TIMELINE 2020	
						A	B	A	B	A	B
WP1 Project Management & Coordination LB	1.3.3	KEPE(LP)	5 Committee Meetings (1/partner)	All target groups	-Monitor and evaluate project progress, validate project action plan, share information and experiences related to project implementation	Kick off Meeting		2nd SC	3d SC	4 th SC	5th SC
WP2 Communication and Dissemination	2.3.1	MoF (PB2) E.E Lever S.A	1 Communication Plan	TRAP Partnership	TRAP Communication Plan defines and describes in details the information and publicity activities that will be implemented by all project partners during the entire project implementation. This document organizes the efficient communication among project partners, the project target groups and the general public.		Communication Plan		Communication Plan		



	2.3.2 Project identity	MoF (PB2) E.E Lever S.A	1 Website, 2 Newsletters	All target groups	<p>-Obtain domain name within Programme's I&P Guide</p> <p>-Include all visual identity elements according to the visual guidelines</p> <p>-provide general information of project partners, including contact data of partners representatives</p> <p>- Newsletter is a frequent and continuous source of information towards project stakeholders about the project progress, the possibilities that this project offers, the results achieved</p>		WEBSITE	WEBSITE NEWSLETTER			NESWLETTER
	2.3.3 Promotional Material	MoF (PB2) E.E Lever S.A	-1.300 Leaflets -300 Brochures -5 Banner (3GR, 2EN) - 300 Notebooks -75 USB stick (25GR, PP)	All target groups	Enables close cooperation with the target groups and works on the effort to get positive feedback from relevant stakeholders during the realization of each planned action		PROMOTIONAL MATERIAL	PROMOTIONAL MATERIAL			
	2.3.4 Layman Reports	MoF (PB2) E.E Level	2/country		Layman report represents the results of TRAP with the hope to inspire further action				LAYMAN REPORT		LAYMAN REPORT



	2.3.5 Final Conferences	CCC (PB4), MoF (PB2) E.E Level	2 Final Conferences (M22 and M24) - 1/ country	All target groups	Importance of coverage for the successful implementation of the project and get useful contribution to the communication activities and will enable efficient dissemination of information and adequate promotion of its achievements to a wider audience				FINAL CONFERENCE		
WP6 Cross Border Networking ERFC	6.3.3 Air quality and health sensitization campaigns	ERFC (PB3)	5 Air quality and health sensitization campaigns (jointly developed 1/partner)	All target groups	to ensure widespread, ongoing, and meaningful participation of the key stakeholders with a focus on the poor and the vulnerable groups. The "reach" and "sustainability" of development initiatives are improved when all stakeholders, including the poor and the vulnerable groups,		CAMPAIGN		CAMPAIGN		



XII. ANNEX 7: EVENT SCRIPT

At least two major events must be organised by the project to create awareness and disseminate the project results. One kick off meeting event in the starting period of the project has been implemented as well as 4 additional steering committee events in the project implementation and 2 final dissemination events (2 Final Conferences) should be organised at the end of the implementation period. To these events not only project partners but key stakeholders/ final beneficiary's decision makers should attend and the audience should be as wide as possible. During the events, project participants are encouraged to place the EU flag and ensure visibility of the project logo.

Project Beneficiaries will participate in activities organised by others if relevant for the project implementation. Participation in external events is a good way to promote the TRAP project as well as of the institution or region involved and it can be useful as it gives projects an opportunity to come face to face with their target audiences.

Project beneficiaries would participate in other events with the purpose of presenting/ discussing and developing TRAP results and creating synergies with other projects and relevant organisations.

One of the major promotional events organised in the European arena where programmes and projects can take part in is a Europe wide campaign called European Cooperation Day where TRAP beneficiaries are about to participate with the aim of highlighting results of European Cooperation across borders to the general public.

XIII. ANNEX 8: EVENT PLANNING CHECKLIST

Before the event

- Tasks are allocated to all organisers
- Invitations and registration
- Budgeting
- Welcoming participants
- Venue, coffee breaks and catering
- Agenda (Speakers? Moderator?)
- Photographer
 - Set up script or roadmap of all details of the event
 - Invitations sent out in time (speakers, media and participants)
 - Make a block reservation at a recommended accommodation, that are included in practical information for participants
 - Upon registration, participants receive a confirmation email with the final version of the agenda + practical information
 - All organisers are briefed to answer frequently asked questions
 - Speakers (and the moderator) are briefed
 - All presentations are compiled and checked
 - Check technical equipment

During the event

- A reception desk is available for registration
- Registration sheets
- Name badges arranged in alphabetical order
- Conference packs (if applicable) and promotional materials
- Place labels and water are available for speakers
- Conference room equipment is checked
- Laptops with presentations
- Multimedia Projectors and screens
- Cables and electricity sockets
- Microphones, sound system; persons available for handing out microphones

Air conditioning and lights

- Enough toilet facilities are available
- There are recycle bins in the conference room
- Access for people with disabilities is ensured
- All activities comply with the publicity requirements (e.g. EU flag on display)

After the event

- Event documents and photos are uploaded to your website
- Thank you notes sent to all participants and guests
- Conclusions made based on feedback forms and debriefing
- All costs and fees are taken care of

XIV. ANNEX 9: REFERENCE LIST OF TRAP PRIMARY TARGET GROUPS

TRAP Project mailing list				
a/a	ORGANIZATION	Name/Surname	e-mail	tel
1	Laboratory of Heat Transfer and Environmental Engineering - AUTH	Nikolaos Mousiopoulos	moussio@eng.auth.gr	2310996011
2	Laboratory of Hygiene, Social-Preventive Medicine and Medical Statistics - AUTH	Nikolaos Papadakis	npapadak@auth.gr	2310999158
3	University of Thessaly	Andreas Tsakalof	atsakal@med.uth.gr	-
4	PPC Renewables	Dimitrios Kanellopoulos	dkanellopoulos@ppcr.gr	2111139371
5	General Direction of Ministry of Macedonia-Thrace	Georgios Emmanouil	g.emmanouil@mathra.gr	2310379381 - 474 -360
6	AUT, School of Agriculture / Lab of Applied Soil Science - AUTH	Georgios Zalidis	zalidis@agro.auth.gr	2310991779
7	Enve-Lab / Department of Chemical Engineering, Aristotle University of Thessaloniki - AUTH	Dimosthenis Sarigiannis	denis@eng.auth.gr	2310.994562
8	kart ECO	Apostolos Karteris	info@karteco.gr	2310365441
9	Laboratory of Heat Transfer and Environmental Engineering - AUTH	George Tsegas	gtsegas@auth.gr	-
10	Municipality of Thessaloniki Environmental Physicist, PhD Head of the Department of Environment	Voula Tzoumaka	tzoumaka@envdimosthes.gr	2313318378
11	Municipality of Thessaloniki. / Department of Public Health	Stamatis Boutsoukias	-	2310509054
12	Department of Environment Municipality	Kelesis Apostolos	kelesis@envdimosthes.gr	2313318375



13	Region of Central Macedonia	Maria Piperidou	m.piperidou@pkm.gov.gr	2313330889
14	Region Western Macedonia Environment	Zisis Pitselis	d.ap@pdm.gov.gr	2461052734
15	Region Western Macedonia Public Health	Charisios Govedaros	gd.dykp@pdm.gov.gr	2461052727
16	EMISIA	Giorgios Mellios	giorgos.m@emisiam.com	2310473352
17	European Interbalkan Medical Center	Iraklis Titopoulos	ir_titop@otenet.gr	2310400363
18	Bodosakio Hospital	Georgios Chiotidis	noskoz@mamatsio.gr	2461352619
19	Med School / AUTH	Athanasia Pataka	patakath@auth.gr	-
20	Med School / AUTH	Christos Savopoulos	csavvopo@auth.gr	2310994783
21	Hospital Papanikolaou	Chloros Adamantios	pnevmonologiki.esy@n3.syzefxis.gov.gr	-
22	Region of Central Macedonia	Agathagelidou	E.Agathagelidou@pkm.gov.gr	-
23	Region of Central Macedonia	Ioannis Touloumidis	i.touloumidis@pkm.gov.gr	-
24	Region of Central Macedonia	Tsagarlis	G.Tsagarlis@pkm.gov.gr	2313325550
25	City of Thessaloniki	George Dimarelos	g.dimarelos@thessaloniki.gr	-