

# Interreg – IPA CBC



CCI 2014 TC 16 I5CB 009

**ZEFFIROS**

## **Zero-waste energy-efficient agricultural communities in the GR-MKD cross-border area - ZEFFIROS**

### **DELIVERABLE 2.1**

---

#### **Communication Plan**

**Version 1  
10/2019**

---

Authors: Dr. Alexandra Michailidou, Dr. Christos Vlachokostas, Prof. Charisios Achillas, MSc. Eleni Feleki

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

## Table of contents

1. Background.....	2
2. Aims and objectives.....	2
3. Communication principles.....	4
4. Target groups.....	4
5. Communication tools .....	5
5.1. Internal communication tools .....	5
5.1.1. Emails.....	5
5.1.2. Skype calls/conferences .....	5
5.1.3. Free online storage and transfer tools .....	5
5.2. Both internal and external communication tools .....	5
5.2.1. Project website .....	5
5.2.2. Social Media campaign.....	6
5.3. External communication tools.....	7
5.3.1. ZEFFIROS banners .....	7
5.3.2. ZEFFIROS posters .....	7
5.3.3. ZEFFIROS brochures.....	7
5.3.4. ZEFFIROS video .....	8
5.3.5. ZEFFIROS promotional material.....	8
5.3.6. ZEFFIROS public events.....	8
5.3.7. ZEFFIROS capacity building workshops .....	8
5.3.8. Conferences and meetings .....	9
6. Evaluation .....	9
7. Activities and deliverables .....	10
8. Budget .....	10
9. Rules and procedures .....	11

## 1. Background

Communications of the ZEFFIROS project will be carried out in accordance to the legal requirements of the European Commission, as well as, the overall strategy and aims of the 2014 - 2020 Programme. Specifically, it will be applied based on the framework for Programme Communication in the 2014 - 2020 programming period (articles 115 - 117 of Regulation 1303/2013 of the European Parliament and Council).

It should be noted that the development of this Communication Plan forms part of WP2 (Communication & Dissemination), whereas it will serve as a tool for determining the way of communicating with both internal and external groups inside the project and to make the different partners speak a common language through the different stages. The Aristotle University of Thessaloniki will be leading this WP, yet the other partners will be involved as well through different activities and it will result in the use of the different languages involved in the project.

Whilst the communication strategy is transversal to all the project WPs, it is intimately related to WP3 (Analysis, Certification and Technical Specifications Development), WP4 (Awareness Raising and Capacity Building) and WP5 (Pilot Implementation & Sustainability) in which the pilots will be carried out and data will be collected for future implementation. The Communication Plan will support the actions taken in those different WPs and will guarantee the sustainability and perdurability of the project's results.

## 2. Aims and objectives

Communication Plan aims to ensure that the ZEFFIROS objectives, actions and deliverables are clearly communicated and accessible to stakeholders and decision makers. It includes the uptaking of 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 a two-way exchange. ZEFFIROS Communication Plan's objectives are:

### **1. Disseminate the message of Zero-waste energy-efficient agricultural communities of ZEFFIROS**

One of the main objectives of the Communication Plan is to disseminate the project's key message to the target audiences, adapting it to specific local characteristics (linguistic and cultural barriers). This message must be clear at all times and has to be present during all dissemination activities, and should be shared by all partners in their respective languages, preserving its meaning.

### **2. Make sure there is a good collaboration system**

Partners have to be aware of the purpose of the project and their role in increasing the impact and visibility of it. At an internal level, all the partners must be involved in every communication action, to share or merge activities, and develop a system in which methods and tools are shared.

### **3. Reach and motivate all important target groups**

An important part of a Communication Plan is the identification of the different target groups that will be addressed during the course of the project. If these target groups are not identified at the start of the project, the dissemination activities carried out will not be as effective, and important audiences could be missed out. Furthermore, it is of up most importance that the project team understands the different needs of the target groups. For example, the type of communication means and content used when communicating with Sectoral Agencies will be different from the one used with the local and regional institutions and the citizens and farmers and breeders in both regions, even if some of the tools for communicating overlap (the partners should have access to the content shared with external targets in every area).

#### **4. Select efficient and cost effective communication tools**

There is a wide range of communication tools available for dissemination activities in a EU project. The selection of the right communication tools will optimize the involvement and motivation of the targeted groups as well as maximize the use of financial and human resources by a project partner. With the boom of the Internet over the last decade and the more recent widespread use of social media and networking sites, the cost of carrying out an effective communication plan can be greatly reduced and the impact achieved increased. However, these tools need to be used correctly to achieve the aforementioned impact.

More traditional and expensive communication means such as TV, radio etc. should still be used, but only with the support of the local and regional institutions, so as to generate informative content that is interesting for these media and not as a form of advertising that might be perceived as aggressive by the audience.

#### **5. Ensure close interaction between all parties involved in the project**

In the different communication activities that are carried out, especially the events and conferences, it is important that all key players and actors are involved in discussions, debates and exchanges of ideas. The interactions between these groups are essential in order to obtain opinions and points of view from various different standpoints.

Internal communication between the partners in an INTERREG IPA Cross Border Cooperation Programme's project is also extremely important to ensure the smooth execution of the tasks and to guarantee the participation of all project partners and avoid repetition of work. Through this Communication Plan, a variety of tools will be put in place to ensure that this communication is frequent and that it is carried out in the most cost effective way.

#### **6. Ensure communication of the positive contributions of European funds**

A final objective of the Communication Plan for the ZEFFIROS project is to make sure that in all the dissemination activities that take place, there is a clear indication that the project has been co financed by the INTERREG IPA Cross Border Cooperation Programme "Greece-Republic of North Macedonia 2014-2020" and the European Union. These logos will be included on all material developed (e.g. posters, leaflets, power point presentations, etc.) following the guidelines of

INTERREG IPA Cross Border Cooperation Programme "Greece-Republic of North Macedonia 2014-2020".

All communication materials developed need to display the project logo and when necessary add reference to the European Regional Development Fund.

### 3. Communication principles

Defining a set of tactical principles is necessary before moving on to defining specific communication activities. These principles for communication are:

- **Transparency:** All communication carried out in ZEFFIROS will be as transparent as possible.
- **Consistency:** The messages delivered about the ZEFFIROS project, its results and outcomes will be clear and consistent and as such made as easy to understand as possible.
- **Simplicity:** The tone of communication should be simple and easy to understand.
- **Targeted:** In order to maximise impact the communication efforts carried out will be targeted to its relevant target audience as identified for the individual circumstances and specific messages.
- **Cooperation:** All project partners are encouraged to take an active role in ensuring that the ZEFFIROS project is accessible to relevant national stakeholders and media.
- **Tangible and relatable:** Using visual means such as infographics, videos and photo material to facilitate better understanding of the Programme and the project.
- **Demand-oriented:** Making relevant information and guidance material available in smaller packages users can consume when they need it.

### 4. Target groups

The key target groups of the ZEFFIROS communication plan are:

- Representatives of all the local, regional, and national authorities in the eligible area.
- Educational and research institutions.
- Networks and potential multipliers, such as, members of relevant groups and/or non-governmental organisations related to waste management.
- Citizens of local communities in the cross border area.

## 5. Communication tools

### 5.1. Internal communication tools

These tools will be used for communication within the project teams. Project partners and Programme bodies will permanently be interconnected through the use of these different and specific tools.

Partners should share project's objectives, processes and results and commit to Programme's communications obligations, and each of them should attend and be near strategic stakeholders and respect the aspects of their local cultural environment.

#### 5.1.1. Emails

Email will be used as the most frequent form of contact between the projects partners due to its widespread use, low cost and effectiveness. A process will be set up to ensure that the distribution list is updated on a regular basis. This ensures that the spreading of the communication messages is shared and that everyone is updated about the communication tools used and their messages.

#### 5.1.2. Skype calls/conferences

Skype calls and/or conferences will be used to hold discussions between various different project team members regarding specific issues or to clarify a difficult aspect.

A skype meeting of all project partners will take place among the coordinator of WP2 (Aristotle University of Thessaloniki) and the rest of partners to go over communication activities, and updates will take place every month to assure a good communication flow.

#### 5.1.3. Free online storage and transfer tools

Google Drive will be used for free storage of ZEFFIROS' deliverables and necessary documents in order to be shared with all project partners.

Free online transfer tools (e.g. Mega, WeTransfer) will be used to rapidly share project documents between project partners that are particularly large and cannot be sent by email, before the upload of the final versions of the documents to the ZEFFIROS' Google Drive

### 5.2. Both internal and external communication tools

These communication tools are going to be used for communication within a broader audience as well as to keep all the partners informed about the actions and points of view of their colleagues.

#### 5.2.1. Project website

The ZEFFIROS' website and the online content management system will be the main platform for communication and interaction between partners (partners reserved area), targeted audiences

(farmers, professionals, teachers, etc) and the general public. It will contain relevant information on project's idea and objectives, activities and newsletters, the expected results and different achievements, forthcoming events, project deliverables, results etc.

The main scheme for the ZEFFIROS project website is the following:

**About:**

- Project description
- Objectives
- Project structure (WPs+ description of each one)

**Team:**

- Logos + info on each of the project partners including a link to their web pages.
- Links to other related projects.

**News and events:**

- List of ZEFFIROS news
- List of ZEFFIROS events

**Documents:**

- Public project deliverables and documents (flyers, brochure, posters, reports, articles, etc.)

**Media:**

- On the home page, icons linked to the ZEFFIROS' social media channels will be placed in order to allow synergy of the different platforms (Facebook, Twitter, and YouTube).

**Contact:**

- Lead beneficiary
- Project partners

### **5.2.2. Social Media campaign**

The Social Media campaign can be both an external and internal communication tool since it can be used to spread information about events and actions made by all partners.

Social media campaign must cover the 4Cs:

- Contribute to share the content produced by ZEFFIROS.
- Converse, listen and respond to the different audiences addressed in a short period of time.
- Connect, prioritise and come together with other friendly projects and audiences.
- Community: build a sense of community and establish online relations between stakeholders.

All of the different media platforms publications will be supervised by the same partner (Aristotle University of Thessaloniki), so as to ensure an editorial coherence to the different messages published, even if other partners have also access to making publications on them. The main social platforms that will be used are Facebook, YouTube and LinkedIn. YouTube was selected as a more suitable communication channel and the proposal for a Twitter account was abandoned as redundant. The above channels have been chosen because they are the most used by Internet users around the world and are more relevant to the partners and their activities. A good update and synergy among them is needed, so linking up the different profiles, being an active publisher and sending traffic between the different social media platforms is needed.

Should readers or users have any doubts or comments, the people in charge of social media platforms (especially Youtube, Facebook and LinkedIn) should be ready to answer to users' questions and inquiries about the project, in order to satisfy the engagement expectations. The accounts in these social media will be in English.

### **5.3. External communication tools**

#### **5.3.1. ZEFFIROS banners**

The project banner will display the title, the acronym and the logo of ZEFFIROS, the reference to the European Regional Development Fund, the logos of project partners, and the website of ZEFFIROS project. The banner will be designed in English and it will be delivered in digital format to all project partners for reproduction and use. The banner will be used in the events and activities related to the ZEFFIROS project, such as workshops, conferences and seminars.

#### **5.3.2. ZEFFIROS posters**

The poster will be a way of delivering the key message of the campaign and information about the project to the different target groups in the different areas. It will be designed in a simple and attractive way, so that the main information will be understood by all partners and targets. It will display the title, the acronym and the logo of ZEFFIROS, the reference to the European Regional Development Fund, the logos of project partners, the project budget, the website and the key message of the ZEFFIROS project. The poster should be available in the different platforms (social media, project's website) and should be available for download on the ZEFFIROS website. According to the application form are going to be printed by each partner (with own allocated budget) to be used in ZEFFIROS events (public events and workshops).

#### **5.3.3. ZEFFIROS brochures**

The brochure will give information about the project, i.e. its aims, objectives and pilot activities. It will also present the title, the acronym and the logo of ZEFFIROS, the reference to the European Regional Development Fund, the total budget, the logos of project partners, the website and the key message of ZEFFIROS project. The brochure design will be delivered in digital format to all project partners for reproduction. Brochures are going to be produced by each project partner to be



distributed during ZEFFIROS communication and dissemination events (public events and workshops).

#### **5.3.4. ZEFFIROS video**

One video of approximately 3 to 5 minute duration with information related to the ZEFFIROS project and the pilot bio-gas units is going to be produced. The video will be in English and will be subtitled in the two national languages of the project area. The video will present project objectives and achievements, including short interviews. The video will include, as needed, graphics, animations, live video shoots and possible interview shots. The video will be uploaded in YouTube and the other social media accounts of ZEFFIROS, as well as in the ZEFFIROS website. The video could be created toward the end of the project, once the pilot units have been installed and possibly when pilot operation has already started to demonstrate the achievements of the project through testimonials, interviews, live video shooting of units' operation, but also of the home-compost pilot implementation in the CB area.

#### **5.3.5. ZEFFIROS promotional material**

Promotional material will be distributed to the participants of project events, such as pens from ecological and recycled material, notebooks (A4 size) and project fact sheet page that includes the main information about the ZEFFIROS project. Promotional material will be produced by each partner hosting an event in the expected volume and will be disseminated during the ZEFFIROS communication and dissemination events (public events and workshops).

#### **5.3.6. ZEFFIROS public events**

During ZEFFIROS implementation the following public events are going to be organised:

- One public event addressed to citizens and professionals and one event for school teachers and students in each cross border region will be organised for the general public awareness raising on bio-waste management, zero-waste agriculture and the circular economy. These events are foreseen in WP4 (Awareness Raising and Capacity Building).
- One open pilot launch event in each cross border region will be organised in order to demonstrate the pilot units in operation and present project tangible results. These events are foreseen in WP5 (Pilot Implementation and Sustainability).
- A 2-day conference will be organised as the ZEFFIROS closing event for the presentation of the project results and achievements in Thessaloniki by Aristotle University of Thessaloniki. This closing event is foreseen in WP2 (Communication & Dissemination).

#### **5.3.7. ZEFFIROS capacity building workshops**

Two capacity-building workshops on bio-waste management, zero-waste agriculture and the circular economy will be organised in each region: one for municipalities' public staff, framers, livestock breeders, owners/workers in food processing units, other professionals associated with

food-product treatment and one for teachers in local schools. These capacity building workshops are foreseen in WP4 (Awareness Raising and Capacity Building).

### 5.3.8. Conferences and meetings

Each project partner will participate in international and/or national relevant conferences/workshops/roundtables/meetings and publish scientific papers, press releases or articles in media, actively promoting and communicating project objectives, progress and expected benefits, in and outside the programme region. An event report is going to be drafted by each partner for each conference/workshop/roundtable/meeting according to the template that is going to be provided by Aristotle University of Thessaloniki.

## 6. Evaluation

Every communication strategy requires an evaluation plan to ensure that all activities are achieving the impact that was expected. In order to establish this plan, a set of indicators have been developed in order to monitor the impact the project is having. Information for these indicators will be collected via the Event Report that the other partners (especially the ones responsible for pilots) have to fill out and send to Aristotle University of Thessaloniki every time a communication event or activity takes place at a local level or the project is mentioned in the media. The result from these indicators will help the lead beneficiary (Municipality of Serres) and the leader of WP2 (Aristotle University of Thessaloniki) make decisions as to any adaptations or modifications that need to be made to the Communication Plan (e.g.: if a certain communication tool is not proving to be effective enough). The following table presents the indicators that have been selected for the ZEFFIROS project.

**Table 6.1:** Indicators for the evaluation of ZEFFIROS Communication Plan.

Indicators	Estimated target value
Number of communication tools developed as described above: website, social media accounts (Facebook, YouTube and LinkedIn), banner, poster, brochure, video.	8
Communication activities as described above: public events, workshops, conferences.	20
Number of visitors of the project website	1000
Likes on Facebook account	1000
Number of views of ZEFFIROS' video on YouTube	1000
Number of articles published (Local media, TV)	10
Number of networks (European or national) informed about the project's progress	4
Number of participants in public events, workshops and closing event (conference)	300

## 7. Activities and deliverables

Table 7.1 presents the work packages, deliverables numbers and titles relevant to communication and dissemination activities.

**Table 7.1:** Work packages, deliverables' numbers and titles related to communication and dissemination activities.

Work Package	Deliverable number	Deliverable title
WP2	2.1	Communication Plan and design of C&D materials
WP2	2.2	Project website & online CMS
WP2	2.3	Project Newsletters
WP2	2.4	Report on C&D activities
WP2	2.5	Project closing event
WP4	4.1	Public campaign on bio-waste management and the circular economy
WP5	5.2	Open pilot launch events

## 8. Budget

The budget for WP2 (Communication & Dissemination), deliverable 4.1 of WP4 and deliverable 5.2 of WP5 (which are related to communication and dissemination activities) is detailed described in the application form of ZEFFIROS' project. The total amount available is 116550,9 €, that represents 8,61% of the total budget of this project. Table 8.1 presents the budget related to the communication and dissemination activities per project partner.

**Table 8.1:** Communication's and dissemination's budget per project partner (in euros).

Work Package/ Deliverable number	Lead beneficiary (Municipality of Serres)	PB2 Aristotle University of Thessaloniki	PB3 Slaughterhouse Municipality of Strymona S.A. Regional and Local Authorities	PB4 Municipality of Dojran	PB5 Municipal primary school "Koco Racin" Dojran
WP2/2.1	450	11080	340	5768	4538,5
WP2/2.2	250	12500	250	600	0
WP2/2.3	250	6600	0	1260	430
WP2/2.4	2030	10005	652,4	800	1000
WP2/2.5	790,4	11570	105,2	692	102
WP4/4.1	2356	6537,9	406	5052,5	21500
WP5/5.2	3906	2785	396	1548	0

## 9. Rules and procedures

There are rules and procedures regarding communication activities that need to be taken into account during the project. These include:

1. All communication material generated and distributed during the project should be sent to Aristotle University of Thessaloniki (leader of WP2) to ensure that they comply with the rules and standards of INTERREG IPA Cross Border Cooperation Programme "Greece-Republic of North Macedonia 2014-2020".
2. Any communication events or activities that take place in partners' territories should be communicated in English to Aristotle University of Thessaloniki (leader of WP2) and Municipality of Serres (lead beneficiary).
3. The WP2 leader will centralize all inputs of project partners regarding communication and dissemination activities.
4. When a project partner receives news from other territories, a brief translation should be made and shared with the whole organization.
5. All partners should assign a person in charge of communication activities for their organization and give the contact to the communication leader of Aristotle University of Thessaloniki.
6. Municipality of Serres (lead beneficiary) should be informed of every new step taken in the communication process.
7. An Event Report (submitted according to the event template provided by Aristotle University of Thessaloniki) should be drafted by each partner every time they organise public events, workshops and the ZEFFIROS' closing event as described above and every time they participate in external conferences/workshops/roundtables/meetings.