

Interreg - IPA CBC

Greece - Albania



**Research Committee
University of Western
Macedonia**



**Municipality of
Prespes**



**BASHKIA
DEVOLL**

**Municipality of
Devol**



**Municipality of
Nestorio**

Communication & Visibility plan

**“Sustainable and almost zero-emission communities and the
role of public buildings”
MIS 5042958**

The PROGRAMME is co-funded by the European Union and by National Funds of Greece & Albania



Table of Contents

1. General communication strategy	2
1.1. Internal Communications.....	2
1.2. External communications	3
2. Objectives	5
2.1. Overall communication objectives	5
2.2. Target groups.....	5
➤ Within the country(ies) of the Project where the action is implemented	5
➤ Within the EU (as applicable)	6
2.3. Specific objectives for each target group, related to the action’s objectives and the phases of the project cycle.....	6
3. Communication activities	7
3.1. Multilingual Project Communication Package	7
3.2. Project Website	11
3.3. Seminars & Workshops.....	12
3.4. National Conferences	12
3.5. Media Communication Activities	13
4. Indicators of achievements	15
5. Human Resources	16
6. Financial resources.....	17
7. Timeline	18

1. General communication strategy

The General Communication Strategy of nZCom project contains information on both internal and external communication. Its aim is to optimize the potential impact of knowledge exchange in establishing geothermal heating networks and to raise the public and authorities awareness on the exploitation of sustainable /renewable energy sources towards environmental protection.

The main goal of the nZCom project's communication is to keep an open dialogue within the partnership and with a wider network of actors in the cross border area including neighboring municipalities with similar characteristics and their municipal enterprises, the education and research institutions and centers, the regional planning authorities, the energy and the construction sector, Eco-innovative energy industries, as well as the wider society.

This Strategy will be implemented through both Internal (*Deliverables 1.2 & 1.3*) and External Communications pathways (*WP.2 Communication and Dissemination*).

1.1. Internal Communications

The project management methodology (WP1) has been directly connected to the project communication outputs and results and has been developed so that the sequence of actions is clearly demonstrated.

Deliverable 1.2. Project Meetings. Each project Beneficiary will host a meeting, where the progress of the project will be presented and the next steps will be jointly decided. These meetings (4 in total) will serve as an opportunity to strengthen the beneficiaries' links and establish a fruitful cooperation.

The kick-off meeting will be organized by the Lead Beneficiary in the first 6-month period of the project. During this meeting, important technical, financial and organizational aspects of the project will be determined (i.e. project implementation steps, management issues) and communicational and visibility rules (i.e. Interreg IPA CBC Greece – Albania branding and visibility, Communication Strategy) will be discussed. Each of the subsequent three (3) meetings will be organized by each of the Project's Beneficiaries in time and place decided during the preceding meeting, and in any case before the scheduled progress and financial 6-monthly report.

Deliverable 1.3. Project Management. Constant communication among the partners (telephone, email, skype) will be established to coordinate the sound project's implementation procedure, exchange knowledge and monitor the course of activities and the quality and timely preparation of deliverables. The Lead Beneficiary will create the nZCom DropBox, where all Project Beneficiaries will have access and rights to upload and download useful material, share folders, update partners lists etc. Each partner will engage a contact person to manage its working team and be responsible for the activities' organization, outputs' control and coordination with the other partners.

1.2. External communications

The external communication aims at reaching the relevant target groups in order to fulfil the defined communication objectives and is described in Work Package 2 of the Application Form, as follows:

Deliverable 2.1.: Multilingual Project Communication Package–Promotion Campaign Strategy. Immediately after the project launch, the project logo, slogan & signs will be created. Also, an important number of printed & electronic material (brochures, leaflets, posters, banners, videos, newsletters, etc.) will be produced throughout the project duration, and will be also used as a means of communication for disseminating the project outputs, results & achievements.

Deliverable 2.2.: Website Development. The project's website will be operational soon after the beginning of the project and efforts will be made to provide its link among local, regional, national & international actors & stakeholders. It will be constantly updated with news, events, articles, studies & papers etc.

Deliverable 2.3.: Seminars & Workshops. The organization of 4 seminars & 4 workshops for the local business community, public services personnel, etc. will provide an opportunity for specific target groups to be involved and for the wider society to be informed on the topics & tasks of the project.

Deliverable 2.4.: National Conferences. Two (2) National Conferences, a 2-day National Conference in Albania and a 2-day National Conference in Greece, will also be held. The first one (Greece) will provide the ground & generic dissemination of the scopes & objectives of the project, while the final one (Albania) will provide the opportunity to summarize the results.

Finally, the project's outputs, results, as well as the pilot operation of the whole system will be accordingly promoted among the local & regional press, as well as national media, to attract the attention on the achievements of the project, in favor of the cross-border area. Posts & press releases in newspapers both in Greece & Albania, namely before every Conference, as well as presentations and/or discussions on TV channels and promotion through social media (Facebook, Twitter, etc.) will further improve the local, regional & national dissemination, regarding the content, the course & the project outputs & results to the local, regional & national society, and contribute to the public awareness.

2. Objectives

2.1. Overall communication objectives

The main objective of the nZECOM project's communication is to keep an open dialogue within the partnership and with all actors of the Energy and the Construction sector, Regional planning authorities, Universities and the wider society.

The planned communication activities will help reduce the distance between the planning authorities and local society, with the latter being familiarized with the exploitation of renewable energy sources (i.e. geothermal energy) in energy efficient building networks.

Therefore, the overall communication objectives of the project can be summarized in the following:

- ✓ Raise public awareness about how realistic it is to exploit local energy sources and combine it with energy efficiency.
- ✓ Increase population awareness on energy efficiency.
- ✓ Establish interregional cooperation between partners during the design and operation phases.

2.2. Target groups

The nZECOM project aims at influencing various target groups not only at a regional level, but also within the EU.

➤ **Within the country(ies) of the Project where the action is implemented**

The target groups addressed by the current project within the countries of the IPA CBC Project where the action is implemented are:

- Municipalities and the municipal enterprises,
- Neighboring municipalities with similar characteristics,
- Universities and research institutions and centers,
- Regional planning authorities,
- The Energy and the Construction sector,
- Eco-innovative energy industries,
- The wider society.

- **Within the EU (as applicable)**
 - Universities and research institutions and centers,
 - The Interreg IPA CBC Greece – Albania Project
 - Relevant EU networks

2.3. Specific objectives for each target group, related to the action’s objectives and the phases of the project cycle

The aforementioned groups all have different characteristics and needs. Therefore, different tactics and media will be used in order to reach them. The specific objectives of the nZCom project for each target group, are presented in the following Table 1.

Table 1. Specific objectives for each target group.

Objective	Target Group	Activities
Exchange of information to effectively promote the use of RES in relevant stakeholders.	<ul style="list-style-type: none"> • Municipalities • Municipal enterprises • Universities & Research Centers • Regional planning authorities • The energy and the construction sector • Eco-innovative energy industries • The wider society 	<ul style="list-style-type: none"> • First & Final Conferences • Workshops / Seminars • Study visits the Pilot Plants • Press releases / Press Conferences • Newsletters • Brochures / leaflets • Information available on project website • Social media
Dissemination of the knowledge and experience gained through the project and share of results to other public authorities in Europe.	<ul style="list-style-type: none"> • Policy-makers • Universities & Research Centers • Relevant EU networks 	<ul style="list-style-type: none"> • Final Conference • Video • Study visits in the Pilot Plants • Press releases / Press Conferences • Newsletters • Information available on project website

3. Communication activities

3.1. Multilingual Project Communication Package

Immediately after the project launch, the project logo, slogan & signs will be created. Also, an important number of printed & electronic material (brochures, leaflets, posters, banners, videos, newsletters etc.) will be produced throughout the project duration, and will be also used as a means of communication for disseminating the project outputs, results & achievements. All printed and electronic material will comply with the IPA CBC Greece –Albania visibility rules.

Project Logo

The nZCom logo will be designed by the Lead Beneficiary according to the instructions provided in the “*Information & Publicity Guide*” of the IPA CBC Greece –Albania Project, and will be distributed to all partners.

Communication tools: The nZCom logo will be placed in all printed and electronic material produced by the Project Beneficiaries (i.e. Deliverables, Formal Documents, Newsletters, Banners, Leaflets) and will be visible in Videos, project Website and Social Media.

Responsibilities: Lead Beneficiary (**LB**) will provide all Project Beneficiaries (**PBs**) with the nZCom logo. **All PBs** will use the same logo in all the material produced by the project.

Slogan

The project slogan will be simple and indicate clearly and directly the nZCom aim which is to protect the environment and its resources through the establishment of local geothermal energy networks of energy efficient buildings. It will be simple, clear, credible, memorable, positive and easily identifiable and adoptable in different communication tools.

The slogan will be developed in the English, the Greek and the Albanian languages. The Greek and Albanian versions can be slightly modified from the English one in order to appoint local dissemination peculiarities, without failing to fulfil the aforementioned requirements.

Communication tools: The nZCom slogan will be used throughout the project communications on the occasions of events (seminars, workshops, conferences and final event), social media updates, videos, news and articles on

websites and media. The slogan together with the project logo will be the backbone of the project communication plan.

Responsibilities: The **PBs** will jointly decide the English version of the nZCom slogan. This cost will be claimed by the **LB**. Modifications to the English version will be appointed by the Greek and Albanian Beneficiaries in their mother tongue.

Billboards & Boards of Gratitude

Considering the infrastructure character of the nZCom project, the Project Beneficiaries will mark the buildings financed from the Project funds with Billboards and Boards of Gratitude. Their specifications are described in detail in the “*Information & Publicity Guide*”, Version 4, of the Interreg IPA CBC Greece – Albania Project and include:

Billboards: The Billboards will be set up in a place visible by the public that is in close proximity to the building where infrastructure works took place and will correspond to the following conditions:

- ✓ Present the Interreg IPA CBC Project logo
- ✓ Made of durable and weatherproof material (if placed outdoors)
- ✓ Provide project title, name of the project Beneficiary,
- ✓ Provide Description of activity / deliverable, deliverable budget, contractor, Project website.

Boards of Gratitude: The Boards of Gratitude will be set up in a visible place that is located on the object, in close vicinity or at a location connected to it and will correspond to the following conditions:

- ✓ Present the Interreg IPA CBC Project logo
- ✓ Made of durable and weatherproof material (if placed outdoors)
- ✓ Present the Completion date of the object.

Communication tools: For the nZCom project, Public Buildings have been selected for infrastructure activities. They are in central places of the corresponding areas and therefore accessible to a wide number of locals. Press releases in regional media and uploading of photos on the nZCom website and the social media will communicate these activities to a wider audience.

Responsibilities: PB2, PB3 and PB4 are responsible for placing Billboards and Boards of Gratitude on the buildings of their region where infrastructure works will take place. More specifically, **Billboards** will be installed immediately after starting the activities in close proximity of :

- The City Hall and the Kindergarten in Laimos- Prespes, by **PB2**. Considering that the Kindergarten is adjacent to the City Hall, one (1) Billboard is adequate for both buildings.
- The Cultural Center of Devol, by **PB3** and
- The City Hall of Nestorio, by **PB4**,

and **Boards of Gratitude** will be placed on each of the aforementioned buildings by the **corresponding PBs** within six months after completing the works.

Brochures & Leaflets

Leaflets will be designed in order to clearly reflect the objectives and tasks of the nZCom project while Brochures to clearly demonstrate the results accomplished and their link to specific objectives and tasks of the project. They will be created in the three Project's languages and will be available in both printed and electronic format. They will also contain the Interreg project logo, a textual reference to the sources of financing with the flags of EU and the two participating countries, as well as a proper Disclaimer (*Information & Publicity Guide, V.4*).

Communication tools: The printed brochures and leaflets will be distributed to the participants of seminars and workshops, international conferences and press conferences in order to raise interest in the project. Their electronic format will be uploaded to the project website as well as to local press (printed & electronic).

Responsibilities: The original versions will be created in English and Greek by the **LB** and the materials can be then translated to the Albanian language by **PB3**. Each Beneficiary will print at least 500 copies of the offered materials.

Posters & Banners

Within seven months after the approval of the project at least one poster with information about the project will be placed by each Beneficiary at their premises, at a location that is readily visible to the public. It will be of minimum A3 size and will be created through an online tool, provided by the Managing

Authority. A banner will be also developed presenting the nZCom logo, Budget, Duration and sources of financing.

Communication tools: The poster will stay visible at the premises of each Beneficiary for the whole duration of the project. During seminars, workshops, International Conferences and press conferences, both the nZCom poster and banner will be placed at the location of the venue.

Responsibilities: All Beneficiaries will bear the cost of their own poster(s) and banner production.

Video

A project video with interviews from the authorized persons and end users will be developed, focusing primarily on the improvements brought by the nZCom project (i.e. the elements that the project provided and made a difference, the improvements received compared to the situation before the project, the situation/problems that would arise if the project was not implemented). The nZCom video will clearly show the joint cooperation, will highlight the role of EU in increasing energy efficiency and the use of RES and will engage –as much as possible – most of the people involved in the project, to give a more complete overview and understanding of the project.

Communication tools: The interviews will be given in the Greek and Albanian languages; however the official video will be developed in English with subtitles in Greek and Albanian languages. English subtitles will be also available for the people with disabilities. It will be available in the website of the project while it will be presented during the Final Conference. It will aim to ensure that the beneficiary population is aware of the roles of the Beneficiaries and of the EU in the activity.

Responsibilities: **LB** will be responsible for the video development in the Greek and English languages. **PB3** will provide the LB with the translations of the Albanian interviews in English.

Newsletters

The newsletters will be created 2 times per year. The newsletter will inform the interested persons and relevant actors, stakeholders, authorities, locals about the project process, results and news as well as events. It will be produced in electronic version in all the three languages of the Project (English, Greek,

Albanian). The electronic version of the newsletter will be uploaded to the nZCom website as well as to the website of each Beneficiary.

Communication tools: All project partner contacts, institutions, local/regional/ national/ European stakeholders, experts, etc. will be included in a mailing list, in order to always receive the online newsletter with updated information about the Project. The newsletters will be also sent to the Interreg IPA CBC Project “Greece – Albania 2014 – 2020” Joint Secretariat

Responsibilities: The English newsletters will be created by **LB** and shared after with **PBs** to translate them in their own languages and share them with their stakeholders.

3.2. Project Website

Following the corresponding recommendations of the “*Information & Publicity Guide*”, *Version 4*, of the Interreg IPA CBC Program, the project website will be developed and functional within the first six (6) months after the Subsidy Contract is signed. It will be launched at the English language that is the Project’s official language, and will provide information on the Project, its progress, deliverables and results, as well as details for Project Beneficiaries.

More specifically, it will present a short description of the nZCom project including Financial Data, Overall Objectives, Workpackages and Results foreseen. A description of Project Partners together with links to their official sites will be also available. Project news, completed and upcoming events, photos taken during the events, articles, results and deliverables will be constantly uploaded. Photos of the buildings “before and after” the infrastructure works will be also uploaded. Finally, it will include a short description of the Interreg IPA CBC Project, providing also a link to the Project’s official web page. The aforementioned information will be also accessible to people with disabilities.

Communication tools: In order to deliver the project website to the selected target groups (municipalities and the municipal enterprises, the education and research institutions and centers, the regional planning authorities, the energy and the construction sector, as well as the wider society) and multiply its reach, the nZCom website is linked with the project’s social media channels (facebook and Instagram). Moreover, all project beneficiaries will provide a link to the nZCom website on their institutional website.

The project's website (<https://nzecom.eu>) is developed and functional since the 6th of April and will be kept online at least two years after the project closure.

Responsibilities: The **LB** will be responsible for the development of the nZCom website. **All Beneficiaries** (including the LB) will appoint staff members or external experts responsible for updating news, events and articles on the nZCom website.

3.3. Seminars & Workshops

One (1) workshop and one (1) seminar will be organized consecutively per area – Kozani, Prespes, Nestorio and Devol- providing an opportunity for specific target groups (local business community, public services personnel etc.) to be involved and for the wider society to be informed on the topics & tasks of the nZCom project. Their frequency will depend on the participation interest. At least 2 seminars, one at each region, will be held during the last month of the project.

Communication tools: The results of Seminars & Workshops will be posted to local & regional press, will be uploaded to the nZCom website and promoted through social channels in order to attract the attention on the achievements of the project, in favor of the cross-border area.

Responsibilities: **LB** will prepare the seminars material and be responsible for the Seminars' and Workshops' coordination. He will also organize the consecutive Seminar & Workshop to be held in both Kozani and Prespes. **LB3** and **LB4** will organize the consecutive Seminars & Workshops to be held in their region (Devoll and Nestorio, respectively). Each Seminar & Workshop includes expenses for coffee break for 30 people, folders and prints of program for 30 people, hiring of equipment for projection-pc.

3.4. National Conferences

Two (2) National Conferences, one at each country, will be held. The first one (Greece) will provide the ground & generic dissemination of the scopes & objectives of the project, while the final one (Albania) will provide the opportunity to summarize the results. The following aspects will be considered for the Conferences organization:

- ✓ Visibility of EU funds and IPA CBC Project: The Project's logo and the sources of financing will be used on any agendas, list of participants, related handouts and presentations.
- ✓ Duration: Two (2) days. An additional day may include a visit to the pilot installations. The workshop is proposed to be attached to the conference program.
- ✓ Timing: Will be defined through the PB meetings.
- ✓ Venues: Will be in close proximity to the involved municipalities and the pilot installations. For the Greek side, the best site is the UOWM facilities.
- ✓ At least three keynote speakers are invited.

Communication tools: The Conferences will be launched in the national language of the place to be held, targeting at local/regional/national authorities, universities, innovative energy industries, neighboring municipalities with similar characteristics. Provisions for translation in the English language will be also available, since participants from both countries will attend. One TV and radio spot will be prepared and released for each of the Conferences promotion. Additionally, a Press conference prior to the conference date will occur and will be covered by local TV and radio media. Project's website and social channels will also contribute to the promotion of the Conferences. Finally, the nZCom leaflets/brochures will be distributed to all participants.

Responsibilities: **LB** and **PB3** will cover the organization expenses of the First and Final Conferences, respectively. These include catering for up to 100 people - dinner for 20 people, light lunch for 100 people, two coffee breaks for 100 people, folders for 100 people, hiring of equipment for projection, translation in English, promotion of the event to the media, press conference, reimbursement of invited speakers (for the Final Event).

3.5. Media Communication Activities

The project's outputs, results and the pilot operation of the whole system will be accordingly promoted by **all PBs** among the local & regional press, as well as national media, to attract the attention on the achievements of the project, in favor of the cross-border area. Posts & press releases in newspapers both in Greece & Albania, namely before every Conference, as well as presentations and/or discussions on TV channels and promotion through social media

(Facebook, Twitter, etc.) will further improve the local, regional & national dissemination, regarding the content, the course & the project outputs & results to the local, regional & national society, and contribute to the public awareness.

4. Indicators of achievements

The following Indicators of achievement correspond to the Communication & Visibility Activities chosen:

- ✓ 1 project logo
- ✓ 1 slogan in 3 languages (English, Greek, Albanian)
- ✓ 3 billboards
- ✓ 4 Boards of Gratitude
- ✓ Leaflet (1 electronic format and approximately 150 hardcopies)
- ✓ Brochure (1 electronic format and approximately 350 hardcopies)
- ✓ 1 project poster to be hanged at visible places of the facilities of 4 Beneficiaries
- ✓ 4 banners (1 per Beneficiary)
- ✓ 1 video in English with Greek, Albanian and English subtitles disabilities
- ✓ 4 newsletters
- ✓ 1 project website
- ✓ 4 Seminars
- ✓ 4 Workshops
 - Number of applicants at the workshops: 30
- ✓ 2 National Conferences
 - Number of keynote speakers at each conference: 3
 - Number of registered participants at each Conference: 200
- ✓ 1 appearance in media (e.g. press) per reporting period

5. Human Resources

Each Project Beneficiary will appoint a Communication Manager as follows:

Beneficiary	Name & Position	e-mail
RC/UoWM	Krestou Athina	akrestou@uowm.gr
Municipality of Prespes	Karagiannis Vangelis	karpresp@gmail.com
Municipality of Devol	Kutrolli Remzi	rkutrolli@yahoo.com
Municipality of Nestorio	Raptopoulos Konstantinos	kosraptopoulos@yahoo.gr

6. Financial resources

The Budget required for implementing the communication activities is described in the AF. A summary of the expenses as well as their percentage to the total budget are shown in the following Table 2.

Table2. Financial Resources for Project Communication

	Staff Costs	Office and Administration	Travel and Accommodation	External Expertise and Services	TOTALS
WP 2	5.000,00 €	1.000,00 €	7.788,00 €	24.000,00 €	37.788,00 €
% TOTALS	3,30%	14,29%	67,43%	13,26%	3,24%

7. Timeline

The timeline is defined by:

- 1) The timetable of the project,
- 2) The restrictions set by the *Information and Publicity Guide of the Interreg IPA CBC Greece – Albania Project, Version 4.0, December 2019*. The following Table 3, shows the forecasted timeline of the project’s Communication & Visibility plan.

Table 3. Forecasted timeline of the nZCom’s Communication & Visibility plan.

Start Date: 01/12/2019
End Date: 30/11/2021

		2019		2020										2021													
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24		
Internal Communications	D1.2. Project Meetings						LB							PB2						PB4						PB3	
	D1.3. Project Management	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	
External Communications	D2.1.: Multilingual Project Communication Package–Promotion Campaign Strategy																										
		project logo				LB																					
		slogan					ALL (cost by LB)																				
		posters							ALL																		
		banners							ALL																		
		leaflets							LB & PB3																		
		brochures																								LB & PB3	
		billboards														PB2, PB3, PB4											
		boards of gratitude																			PB2, PB3, PB4						
		videos																								LB & PB3	
		newsletters							LB & PB3					LB & PB3							LB & PB3						LB & PB3
	D2.2.: Website Development																										
		development					LB																				
		update						ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL
	D2.3.: Seminars & Workshops																										
		seminars													PB4						LB						LB & PB3
	workshops													PB4						LB						LB & PB3	
D2.4.: National Conferences																											
	first																			LB							
	final																									PB3	

The project’s outputs, results and the pilot operation of the whole system will be accordingly promoted by **all PBs** among the **local & regional press**, as well as **national media**. **Posts & press releases in newspapers before each Conference**, as well as **presentations and/or discussions on TV channels and promotion through social media (Facebook, Twitter, etc.)** will be realised.

The PROGRAMME is co-funded by the European Union and by National Funds of Greece & Albania

