

Grant number: B2.6d.06
Programme: **Cooperation Programme “INTERREG V-A Greece-Bulgaria 2014-2020”**
The Cooperation Programme is co-financed by the European Regional Development Fund (ERDF) and State budgets of Greece and Bulgaria
Project acronym: **FORPRO**
Project full title: Common Cross-Border Policies For Forestry Protection
Start of the project: 6.10.2017
Duration: 24 months
Project Coordinator: Vasko Raychinov
Project website: pending

DELIVERABLE 2.1.1 Communication Plan

Deliverable type: Report
Dissemination level: Restricted
Work Package: WP2
Responsible partner: Lead Beneficiary (LB) - RFD Kardzhali

| Version | Status | Date | Author(s) |
|---------|--------|-------------|--|
| 1.0 | Final | March, 2018 | Krastina Galova Luba Zivkova Euro Link & Co Ltd. |

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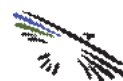


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I. INTRODUCTION

The Communication plan is developed in implementation of Public Procurement under art. 20, paragraph 3 from the Public Procurement Act with subject: "Implementation of activities from Work Package 2 Information and publicity with the purpose of ensuring the publicity of project "Common cross-border policies for forest protection" (FORPRO), co-financed by the European Fund for Regional Development (EFRD) and the national budgets of Greece and Bulgaria.

The activity is part of project "Common cross-border policies for forest protection" with acronym FORPRO, financed by Cross-border Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020.

The aim of project "Common cross-border policies for forest protection" with acronym FORPRO is exchange of experience and good practices such as regional policies for protection of the biodiversity and constant monitoring of the endangered plant and animal species in the cross-border protected territories. Since the regional policies from the point of view of protection of the environment and prevention of dangers is a question of great significance for all EU member states, the local and regional authorities of the EU need to work for a more effective cooperation on these matters.

As se out in the program Greece – Bulgaria 2014 – 2020, the cross-border area is one of the most ecologically vulnerable in the Mediterranean. It includes important ecosystems with ecological value and biodiversity, as well as 76 subjects of NATURA 2000, coastal areas, protected by the Ramsar Convention, including National Park "Dadia-Lefkimi-Soufli" and region "Kardzhali and Haskovo" with 89 protected territories. The Mediterranean territory faces common problems, caused by abiotic and biotic factors. The activities under project "Common cross-border policies for forest protection" with acronym FORPRO are concentrated on

the two factors, however, special attention is paid to some important insect pests that are a serious threat to the forests. They lead to enormous economic losses, and today the implemented control measures often rely on chemical pesticides. The chosen species are: *Lymantria dispar* (L.), one of the most important pests from the broad-leaved forests; *Thaumetopoea pityocampa* (Den. & Schiff) is naturally spread in pine ecosystems (*Pinus* spp.) in the Mediterranean region.

The latter is deemed the most dangerous defoliant in the Bulgarian and Greek forests. The project is aimed towards the use of the entomopathogenous fungus *E. maimaiga* which is a safe biological agent for the protection of the environment and the program shall lay out the concept for Integrated pest management through securing: significant reduction of economic losses, caused by the selected pests at the border of the forestry; increased flexibility of the forest ecosystems to biotic and abiotic factors, much lower risks for the environment and human health; instruments for risk assessment and management that minimize the use of chemicals.

The common aim of the project ***is fast and effective protection*** and preservation of the flora and fauna from biological and human danger and prevention and minimizing the negative impact of potential disasters – in compliance with Priority Axis 06 – Protection and Preservation of the environment and encouragement of recourse effectiveness. It will be reached by fulfilling a group of interconnected specific targets immediately after the end of the project.

Specific aim 1 is: ***Integrated innovative methods for forest protection*** through the use of natural pest control and developed common cross-border cooperation policies for combating biological dangers;

Specific aim 2 is: ***Improvement of the qualification and instrumentation of the competent authorities*** for implementing measures for preservation, protection and monitoring of the biodiversity systems;

Specific aim 3 is: ***Raised awareness of the public about the problems and policies*** for a balanced protection of biodiversity.

The Forestry Institute has unique scientific knowledge about forests, and RFD Kardzhali and the Managing organ of the National Park "Dadia – Lefkimi – Soufli" has valuable practical skills in the area and can put into practice the findings and innovation of the scientists from BAS. The whole information and scientific research and innovation are important for all forestry directorates, ecological organizations, municipalities, national authorities and academic institutions on a local, national and European level.

II. SHORT REVIEW OF CROSS-BORDER COOPERATION PROGRAM INTERREG V-A GREECE – BULGARIA 2014 - 2020

On September 9th 2015 the European Commission adopted Cross-border Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020, as the main priority is to increase competitiveness of small and medium-sized enterprises and to assist them to expand outside of local markets. It amounts to 129 million euro, as the contribution of the European Union exceeds 110 million euro from the European Fund for Regional Development.

When adopting the program, the commissar on regional policy Corina Cretu said: *“This program will aid the border areas of Greece and Bulgaria to work together and tackle common challenges. This program is obviously oriented towards results and will make real change on site, transport infrastructure to new job opportunities.”*

The Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020 is focused on the following four priorities:

1. Competitive and innovative cross-border area.
2. Sustainable and adaptive to the climate cross-border area.
3. Better interconnected cross-border area.
4. Cross-border area with social inclusion.

The Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020 also aims:

- **improvement of cross-border cooperation** for better protection of the local population from the risk of floods;
- development and popularizing the **cultural and natural heritage** of the border area;

- improvement of **management of water resources and cross-border connectivity** (meaning decreasing the amount of time for commuting, improving the safety of travel);
- expanding the **social entrepreneurship in the border area** that leads to increase of employment in social enterprises and increase in the offering of social services of vulnerable communities;

The 11 regions participating in the program are:

- **Greece**: Regions (NUTS III) на Evros, Xsanti, Rhodopes, Drama, Kavala, Thessaloniki and Seres.
- **Bulgaria**: Regions (NUTS III) Blagoevgrad, Haskovo, Smolyan and Kardzhali.

The common budget of the program is 129,695,572.00 EUR, and the total contribution of the EU is 110.241.234,00 EUR from the European fund for regional development (EFRD).

III. LEGISLATIVE FRAMEWORK

The Communication plan and the Policy for its distribution are in compliance with **REGULATION (EU) No 1303/2013 OF THE EUROPEAN PARLIAMEND AND THE COUNCIL from December 17th 2013** laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006; **Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014** laying down rules for the application of Regulation (EU) No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data and Guidelines for beneficiaries for project Information and publicity under Program Cross-border Cooperation INTERREG V-A Greece – Bulgaria 2012 – 2020.

The regulations define the communication as strategically important activity for the programs, together with their financial management, the rest of the activities related to management and implementation. Article 115 from Regulation No 1303/2013 obliges the managing organs to provide information about the operative programs, the operations and co-financed projects.

The Regulation requires the development of a communication plan for each operative program, and according to Appendix XII of the Council Regulation No 1303/2013 it needs to include a strategy, definition of target groups, planning of measures for information and communication, indicative budget, definition of administrative structures responsible for the implementation of these publicity

measures, guidelines regarding the broadcast of information. We have complied with these requirements of Council Regulation № 1303/2013 when developing the Communication Plan and the Policy for its dissemination under project “Common cross-border policies for forest protection” with acronym FORPRO.

The Communication Plan and the Policy for its dissemination under project “Common cross-border policies for forest protection” with acronym FORPRO are in compliance with the developed **Communication strategy of cooperation program INTERREG V-A Greece – Bulgaria 2014 – 2020**, which defines in detail the necessary publicity measures of Cross-border Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020, set out in REGULATION (EU) № 1303/2013 OF THE EUROPEAN PARLIAMEND AND THE COUNCIL. Moreover, it defines the content of the activities for information and publicity, having in mind the value of the program (129,695,572 euro).

For the development of the Communication Strategy under Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020 the following elements have been taken into account:

- **REGULATION (EU) № 1303/2013** OF THE EUROPEAN PARLIAMEND AND THE COUNCIL from December 17th 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006
- **Commission Implementing Regulation (EU) No 821/2014** of 28 July 2014 laying down rules for the application of Regulation (EU)

No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data

- **Cooperation Program INTERREG V-A Greece - Bulgaria 2014-2020** (hereinafter referred to as "Cooperation Program"), approved by the European Commission with Decision C (2015) 6283, Decision dated 09-Sep-2015.
- **The experience gained through the Communication plan** of the European territorial cooperation program "Greece – Bulgaria 2007 – 2013.
- **The experience gained through the implementation of the Media Campaign** of the European territorial cooperation program "Greece – Bulgaria 2007 – 2013.
- **Guideline Document for Brand Design** (Full Brand Integration, Final Version, 18.12.2014), developed by INTERACT and approved by Directorate "Regional and urban policy".

An important document, with which all measures, included in the communication plan will be in line, under project "Common Cross-Border Policies for Forest Protection" with acronym FORPRO is the Guideline "**Information and Publicity – Guideline for the project partners**" under Cooperation Program INTERREG V-A Greece - Bulgaria 2014 – 2020 CCI: 2014TC16RFCB022.

The Guideline "Information and Publicity – Guideline for the project partners" is developed so that the end beneficiaries, participating in the project financed by

the cross-border cooperation program INTERREG V-A Greece - Bulgaria 2014, co-financed by the European Fund for Regional Development (EFRD) and the national funds of the participating countries, to be capable to comply with Regulation 1303/2013 of the Commission. The Guideline is developed to guarantee that the projects financed by the European Union include information and communication activities, targeted to raise the awareness of a specific or general public about the co-financed activities and the support of the EU in the country or region, as well as the results and impact of that support.

This document includes the way in which the EU and project identities are to be popularized. It defines the requirements for briefings, written materials, press conferences, presentations, invitations, brands, information tables, etc.

The common aims in the area of information and publicity regarding the EU financing are:

- To emphasise the role and support of the European funds for the separate member states;
- To encourage the understanding of the aims and achievements of the interventions, co-financed by the EU.

Apart from this, the common targets of all activities in the area of information and publicity, connected to the projects co-financed by INTERREG, are to be as follows:

- **Awareness:** Emphasis on the role of the European Union and the structural funds of the EU for the general public and encouraging the added value of the participation of the EU in co-financed projects.
- **Transparency:** Guarantees for transparency regarding the access to the funds.
- **Equal opportunities and non-discrimination:** Guarantees for accessibility and visibility.

IV. AIMS OF THE COMMUNICATION PLAN

Main aim

The Communication plan under project “Common cross-border policies for forest protection” with acronym FORPRO, guarantees that the absorption of the contribution by the European Fund for Regional Development is in compliance with the principles for accessibility and transparency before the general public, the current and potential beneficiaries and all stakeholders. The plan targets to contribute to the better awareness of society regarding the positive role that the Policy for convergence of the community plays.

The main aim of the Communication plan is the *raising awareness about the project* “Common Cross-border Policies for Forest Protection” under Cross-border Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020, attracting of interest, guaranteeing transparency of the process of implementation, as well as equal access to information for all that may be interest and raising awareness about the positive impact of the program.

Specific aims

The main aim of the Communication plan shall be reached through the following specific aims:

1. Attracting interest and raising awareness of the scope, aims and results of FORPRO and the contribution of the EU.
2. Provision of information to the target groups at local level regarding the project priorities, while taking into account the needs and specifics of the respective region.
3. Encouraging communication and cooperation in the area of Integrated pests management between different local structures (local authorities,

branch organizations, economic organizations, non-profit organizations, etc.).

4. Enforcement of the interest of potential beneficiaries of the program INTERREG V-A Greece – Bulgaria 2014 – 2020, in the context of the opportunities that the program offers and their aid in the preparation of quality project proposals.
5. Encouragement of public discussions regarding the priorities connected to Integrated pest management.
6. Use of contemporary information technologies in order to present updated information about the cross-border cooperation program INTERREV V-a “Greece – Bulgaria 2014 – 2020”.
7. Organizing of information days and press conferences with the participation of representatives of the mass media in order to disseminate information about the cross-border cooperation program INTERREV V-a “Greece – Bulgaria 2014 – 2020”.

V. TARGET GROUPS THAT WILL BE REACHED BY THE COMMUNICATION PLAN MEASURES

In order to achieve effective communication about the project results, the target auditory needs to be clearly defined. Depending on this, the project partners identify the respective target groups. Moreover, specific target groups need to be reached by different activities. The Communication Plan and the Policy for its dissemination show full compliance between the target groups and the activities for their awareness.

The target groups to which the information and publicity measures are intended are:

- **The general public.** The aim is raising the awareness regarding the targets and results of project “Common cross-border policies for forest protection” with acronym FORPRO, financed by Cross-border Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020 and its financial contribution; attracting the interest of the general public and guaranteeing transparency of the process of implementation of the program; guaranteeing equal access to information to all that may be interested, as well as raising the awareness of the public about the positive role of the program.
- **Local, regional and national authorities that are involved in the management of the forest fund.** This is the main project target group which the information about the planned events and the results in the area of Integrated pest management need to reach. This is the target group that can lead to multiplying the effect of the Integrated innovative methods for forest protection through the use of natural control on pests and the use of the developed common cross-border policies for combating biological threats.

- **Universities and scientific institutions.** This is the other very important target group which the information about the planned events and the results in the area of Integrated pests managements need to reach. This is the target group that can lay the scientific foundation of solving the problems and lead to the development of Integrated methods for forest protection through the use of natural control on pests and the use of the developed common cross-border policies for combating biological threats.
- **Non-profit organizations** – In both countries there is a number of functioning non-profit organizations dealing with preserving the environment and forests which have a broad net not only in the cross-border area, but throughout the countries. They need to be acquainted and well informed regarding the results of the project and the opportunities for use of innovative methods for forest protection through the use of natural control on pests and use of the developed policies for combating biological threats. The aim is that these organizations have the possibility to distribute the good practices in other regions of both countries, because the problem that the project FORPRO is combating, is present in all forest territories.
- **Local, regional, national, European and specialized media,** which contribute to the popularization of the project – Media is our main target group which can distribute information to all other target groups most effectively. A large portion of the measured in the policy for dissemination faces namely the media, because it is the main channel for dissemination the results of the project.

VI. MESSAGES

When implementing the information and publicity measures **the main messages of the project need to be emphasized at all times**. They need to be present in all messages intended to the general public and the media.

For this purpose, the Management Committee of the project partners needs to discuss and define the main messages that will carry information about the aims and the expected results of the project. These messages are an integral part of the communication plan and are to be used in all press-releases, conferences, brochures and informational materials. They are to be provided to all project partners with instructions to be used at all times when implementing measures for publicity.

VII. COMMUNICATION MEASURES AND CHANNELS;

For accomplishing the aims of the Communication plan diverse communication measures are implemented for the different target groups. The choice of the right activities, methods and channels depends on the specifics of the target groups, their expectations and predispositions. It is of great significance to use means through which there is the highest probability that the message will impact the chosen auditory in the right way.

The activities are targeted in three main directions:

- raising awareness in the target groups about the opportunities that the Cross-border Cooperation Program offers;
- reporting of the results from the activities, financed with funds from the Cross-border Cooperation Program, while distributing them as good practices and a means of exchange of experience;
- denoting the contribution of the EU for reaching the aims of the program – improving the quality of life, creating conditions for the development of a competitive economy and sustainable development of the regions.

1. Communication methods for attracting the interest of the target groups

1.1. Media campaigns

The main informational events that will target raising awareness in the general public and attracting the attention of potential beneficiaries are:

- **Press conferences** for large-scale events (the start of the program, annual review and final reporting of the project);
- **Press releases** for the media, including detailed information about specific topics, pictures, review of the program, best practices.

1.2. Printed materials

The Managing Committee of the project partners will present a variety of printer materials. They will include brochures, press-releases and copies of presentations made at the conferences. At first general information about the project will be presented and it will consequently be updated.

1.3 Internet information

- **Web page of the project**

The web page of the project will be developed so as to show updated information to the general public through which the main messages of the project will reach the Bulgarian and Greek citizens. The web page will contain information about the aims of the project, the expected results and information about each conducted event.

- **Official websites of the project partners**

The websites of the project partners will also present updated information about the project. They will include a link to the project web page.

1.4. National and local television and radio

Short reports, as well as the developed film about the project will be broadcast in specialized national televisions, as well as in local televisions in the cross-border area.

1.5. Video film, videoclips

A video film containing the results of the project will be created. It will be presented for broadcast to a number of specialized national televisions, as well as to some regional televisions.

1.6. Visual depiction

A project logo and slogan have been created to be used in all advertising and printed materials.

When implementing the treaties under the Cross-border Cooperation Program "Greece – Bulgaria 2014 – 2020" INTEREG V-A, the general public will be acquainted with the contribution of the EU. This will be reached in the following ways:

- The use of the Cross-border cooperation program logo;
- The use of the EU flag;
- The use of co-financing informational text: *"The cooperation program is co-financed by the European Fund for Regional Development (EFRD)."*

2. Communication channels

The communication channels, aimed for the target groups, are as follows:

| Representatives of the target groups | Communication channels |
|---|--|
| Internal target group | |
| The project partners | <ul style="list-style-type: none"> - Official correspondence, - email correspondence, - personal contacts and informal correspondence |
| External target groups | |
| General public | Electronic media, promotional video recordings, web pages, printed press, local televisions and radio stations |
| Local, regional and national authorities that are involved in the management of the forest fund | Electronic media, promotional video recordings, public events – press-conferences, project brochures, information in the press, web pages, email correspondence |
| Universities and scientific institutions | Electronic media, promotional video recordings, public events – press-conferences, project brochures, information in the press, web pages, email correspondence |
| Non-profit organizations | messages for the press, electronic media, information in websites |
| Local, regional, national, European and specialized media | Electronic correspondence, press-releases, press conferences, briefings, websites |

VIII. Means of communication to be used

The means of communication have been selected in compliance with the aims of the Communication plan, namely attracting the interest of the public, guaranteeing transparency of the process of implementation of the program securing equal access to information to all that may be interested, as well as raising the awareness of the public about the positive role of the program.

In order to reach the aims of the Communication plan the following means of communication, detailed in the **Dissemination Policy** have been selected:

1. Creation and use of a project logo
2. Development and use of project slogan
3. Development of a web page of the project;
4. Development of an online platform with access of each partner to upload good practices and project results;
5. Strategy for the use of social media
 - 5.1. Facebook
 - 5.2. Twitter
 - 5.3. Instagram c
6. Publishing of brochures
7. Development of publicity materials
8. Development of a DVD film about the project
9. Organization, preparation and conducting of press-conferences.
10. Preparation of periodical press-releases.
11. Organization of conferences.
 - 11.1. A two-days intermediate conference for 50 participants

- 11.2. A two-days final conference for 50 participants, Greece
- 11.3. A two-days final conference for 50 participants, Bulgaria
- 12. Provision of the DVD film to local televisions.
- 13. Provision of the DVD film for broadcast by the show “Furrows” on the Bulgarian National Television.
- 14. Provision of the DVD film for broadcast by “Agro-TV”
- 15. Uploading of parts of the DVD film about the project on YouTube
- 16. Broadcast of reports about the project in the show “Furrows”.
- 17. Broadcast of reports about the project in “Agro-TV”.
- 18. Publishing of electronic messages about the project results on the partners’ websites
 - 18.1. RFD - Kardzhali
 - 18.2. Forestry Institute at BAS
 - 18.3. National Park Dadia – Lefkimi - Soufli

IX. Indicative financial recourses

Project “Common cross-border policies for forest protection” with acronym FORPRO has been approved by Cross-border Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020, while in its budget the expenses for information have been included.

| No | Means of communication | Indicative value in EUR |
|--------------------------|--|-------------------------|
| For RFD Kardzhali | | |
| 1 | Creation of a Communication plan and Policy for its dissemination | 11 000,00 € |
| 2 | Design and printing of brochures | 1 200,00 € |
| 3 | Creation of a DVD film about the good practices | 2 800,00 € |
| 4 | Design, pre-printing and development of publicity materials – 100 sets | 1 000,00 € |
| 5 | Creation of a website and its maintenance | 5 000,00 € |
| 6 | Organization, preparation and conducting three press conferences | 500,00 € |
| 7 | Organization, preparation and conducting of a two-days final press conference for 50 participants | 4 500,00 € |
| 8 | Development of an online platform with access of all partners for uploading good practices and project results | 20 000,00 € |

| No | Means of communication | Indicative value in EUR |
|--|---|-------------------------|
| For Forestry Institute, BAN | | |
| 9 | An external examiner will be contracted to create a Communication plan | 3 000,00 € |
| 10 | Design and printing of brochures | 1 200,00 € |
| 11 | Creation of a DVD film about the good practices | 2 800,00 € |
| 12 | Design and development of publicity materials for project FORPRO – T-shirts, bags, notebook, calendars and pens | 1 000,00 € |
| 13 | Creation of a website and its maintenance | 5 000,00 € |
| 14 | Organization, preparation and conducting of a two-days intermediate press conference for 50 participants | 5 000,00 € |
| 15 | An external contractor will be acquired to carry out all provisional campaigns and activities of the Communication plan | 8 000,00 € |
| For National Forest Park “Dadia – Lefkimi – Soufli” | | |
| 16 | Design and printing of brochures and publicity materials | 2 500,00 € |
| 17 | Organization, preparation and conducting of a two-days final press | 2 000,00 € |

| No | Means of communication | Indicative value in EUR |
|----|--|-------------------------|
| | conference for the general public for 60 participants | |
| 18 | Information campaign for students, schools and volunteers (target group 2000 students between the age of 9 and 15) | 6 500,00 € |
| | Total value of the budget of project FORPRO for measures for information and publicity | 83 000,00 € |

For all other publicity measures, detailed in the Policy for dissemination of the Communication plan and have not been set out in the table above, the activities will be implemented without expenses thanks to the high interest of the media and the public regarding the project.



X. Schedule for implementation of the events set out in the Plan

SCHEDULE

FOR THE IMPLEMENTATION OF THE ACTIVITIES IN THE COMMUNICATION PLAN AND THE POLICY

| PHASES AND STAGES | PROJEQR QUARTERS (October 2017 - October 2019) | | | | | | | |
|--|--|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1. Creation and use of a project logo | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 2. Creation and use of a project slogan. | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 3. Development of a project web page | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 4. Development of an online platform | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 5. Creation of a project profile in Facebook | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 6. Creation of a project profile in Twitter | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 7. Creation of a project profile in Instagram | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 8. Printing brochures | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 9. Creation of publicity materials | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 10. Creation of a project DVD film | | | | | | | ■ | ■ |
| 11. Organization, preparation and conducting of press conferences | | | ■ | | ■ | | | ■ |
| 12. Preparation of periodic press-releases | | | ■ | ■ | ■ | ■ | ■ | ■ |
| 13. Organization of conferences | | | | ■ | | | | ■ |
| 14. Provision of the DVD film to local televisions | | | | | ■ | ■ | ■ | ■ |
| 15. Provision of the DVD film to the show "Furrows" of BNT for broadcast | | | | | ■ | ■ | ■ | ■ |
| 16. Provision of the DVD film to "Agro TV" for broadcast | | | | | ■ | ■ | ■ | ■ |
| 17. Uploading of parts of the DVD film in YouTube | | | | | | ■ | ■ | ■ |
| 18. Broadcast of reports in the show "Furrows" | | | | | ■ | ■ | ■ | ■ |

| PHASES AND STAGES | PROJECR QUARTERS (October 2017 - October 2019) | | | | | | | |
|--|--|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 19. Broadcast of reports in "Agro TV" | | | | | | | | |
| 20. Publishing electronic messages about the project results in the website of RFD – Kardzhali | | | | | | | | |
| 21. Publishing electronic messages about the project results in the website of the Forestry Institute at BAN; | | | | | | | | |
| 22. Publishing electronic messages about the project results in the website of the Managing Organ of the National Forest Park "Dadya – Lefkimi – Sufli". | | | | | | | | |

Legend:  Creation, publishing
 Use, maintenance, broadcast

XI. Coordination and responsibilities

1. Coordination

In order to implement the measures for information, set out in the Communication Plan and the Policy for its dissemination, it is necessary to have good coordination between the partners, as well as with the media and other government and non-government organizations. Good connections need to be maintained with the media, encouraging two-way communication. This exchange of information will create more opportunities for popularizing the project activities.

The project coordinators of each project partner will be responsible for coordinating the activities for information. For the overall coordination of all communication activities the responsible entity is the project manager. The coordinators shall consult with him all common information events. The manager shall report to the Managing Committee of the project partners.

2. Responsibilities

Project manager:

- Coordinates the joint activities regarding the information and publicity in project level;
- Coordinates the implementation of the Communication plan;
- Organizes and manages the institutional and intra-institutional communication activities;
- Coordinates and guides the coordinators of the separate project partners regarding the information and publicity activities on a local level;
- Participates in the creation of the project messages, the speeches of the managers, press-releases, publications, etc.;

- Responsible for the updating of the project web page;
- Responsible for publishing materials connected to the project – bulletins, brochures, reports, etc. and approving their content;
- Manages press conferences and briefings, participates in television and radio shows and gives interviews;
- Informs the media and the general public; answers questions.

Coordinators of the project partners:

- Monitor the compliance with the EU requirements regarding the visual depiction when implementing the project financed under Cross-border Cooperation Program INTERREG V-A Greece – Bulgaria 2014 – 2020;
- Responsible for the organization of the information campaigns and events (lists of attendees, invitations, venue, deadlines, documentation) and provide information for dissemination;
- Maintain contacts and provide information to the media on national and local level;
- Comply with the EU legislation for information and publicity;
- Organize press conferences;
- Organize the advertising on national media;
- Prepare and distribute publicity materials (brochures, bulletins);
- Monitor the correct use of the logo of the program, the EU flag, the project logo and slogan and all requirements of the graphic depiction of the EU symbols.

XII. Monitoring and assessment

In order to check the effectiveness of all information and communication activities, they need to be assessed prior to, during and after their implementation. Progress of the implementation of the Communication plan will be monitored by the Managing Committee of the project partners throughout the project and it will be assessed based on the set aims.

Monitoring is a systematic and constant collecting, analyzing and use of information for the purposes of day-to-day management and decision making. Assessment is periodic and is connected with the effectiveness and impact of the information in light of the aims of the Communication plan. Monitoring of the implemented communication activities is necessary in order to help better organization of the project events (conferences, press conferences); to make sure that the digital platform (the website) is being maintained and updated; to develop adequate press-releases to the media; video/documentary films for the television and/or dissemination.

The Communication plan is subject to assessment. The team managing the project will analyze the results of each separate communication activity. This will make it possible for the team to target its efforts to activities that prove to be effective and help reach the aims of the Communication plan.

The assessment needs to:

- Monitor the communication;
- Reflect the needs of the auditory;
- Assess if the information has been received and understood by the target group;
- To allow the possibility to impact the expectations.

The assessment will be held at different stages and through different channels such as:

- Review of the email correspondence;
- Attendance of the website;
- Attendance of the vents;
- Desire and enthusiasm of the general public for future participation in the program.

XIII. Changes of the Communication Plan

When developing the Communication Plan, it was noted that it should be a flexible and dynamic document. If unforeseen circumstances arise, it can be amended and the communication activities can be organized in a different way in order to reach the aims.

The content of the Communication Plan may be amended by the Managing Committee of the project partners after a proposition by any of the partners. The Managing Committee shall approve the amendments of the documents and the measures for information and publicity. For each amendment of the Communication Plan a protocol shall be drawn up that will contain information about which partner made the proposition, the reasons behind the change and the change itself.