



Central Union of Municipalities in Greece

**PROVIDING SUPPORT SERVICES IN THE DESIGN AND
IMPLEMENTATION OF PROJECT ACTIVITIES**

**“Joint Water Resources management System for Long-term Efficiency -
WRESTLE”**

In the framework of the implementation of the "INTERREG V-A Greece -
Bulgaria 2014-2020" Cooperation Program



Deliverable 2.2.1: Communication & Dissemination Plan

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1. The Wrestle Project

1.1. Project overview

A large number of surface water bodies remain at less than Good Ecological Status and the adaptation of the Water Framework Directive requirements in the field of environmental objectives and efficient use has not yet fully proceeded in the CB area. Most of the problems mainly concern the control of the water quality, the water loss within the networks, the health hazards in cases of polluting incidents and the irrational use of water, mainly for irrigation. Since the CB area shares the same water resources and water management problems are of cross-border character, they require common approaches.

The overall objective of the project WRESTLE is to design and implement a Joint System in Greek -Bulgarian CB area for the sustainable management of the CB water resources available. The Joint System will facilitate protection of water quality/quantity and ensure efficient use in response to EU Directives and National legislative acts.

In the context of the project new methods related to water management will be jointly developed and adapted to the CB area conditions. Already developed and available information technologies will be exploited in order for project beneficiaries to implement a Joint system for monitoring water resources efficient use in order to minimize misuse/overuse of the resources or network leakages and prevent any other unpredictable failures of the current system that lead to a huge waste of resources at a yearly basis.

Moreover, providing a holistic approach, beneficiaries will work together in order to analyze the cross-border existing conditions and jointly develop a common cross-border approach for sustainable water management contributing to the adaptation of the Water Framework Directive requirements. The project will provide CB competent authorities and involved stakeholders with a detailed policy guide both for short-medium term and long term achievements.

Project activities will include also the integration of successful approaches and best practices in water management by both sides.

1.2. The Aim of the Project

Aiming at enhancing sustainable attitude towards water resources the project will promote “green behavior” to targeted stakeholders and actors of the CB area through the

implementation of an information and awareness raising campaign. The Campaign which aims at cultivating a responsible behavior both in terms of efficient use of water resources as well as preventing pollution and quality/quantity deterioration will be addressed both to the general public as well as to specific target audience.

The project's expected benefits include the conservation of water resources through the use of new technology, the reduction of operational and managerial costs of the drinking water and irrigation networks, the prevention of potential accidents and the increased citizens' sense of security and safety.

Water resources efficiency and the use of innovative technologies aiming at protecting the environment have been identified as longstanding strategic priorities for the CB area. However, a large number of surface water bodies remain at less than Good Ecological Status and the adaptation of the Water Framework Directive (WFD-2000/60/EC) requirements in the field of environmental objectives and efficient use has not yet fully proceeded in the CB area. Most of the problems mainly concern the control of the water quality, the water loss within the networks, the health hazards in cases of polluting incidents and the irrational use of water, mainly for irrigation.

In the context of the project WRESTLE, new methods related to water management will be jointly developed and adapted to the CB area conditions.

Already developed and available information technologies will be exploited in order for project beneficiaries to implement a Joint system for monitoring water resources efficient use in order to:

- minimize misuse/overuse of the resources or network leakages
- prevent any other unpredictable failures of the current system that lead to a huge waste of resources at a yearly basis
- providing a holistic approach in order to analyze the cross-border existing conditions
- develop a common cross-border approach for sustainable water management contributing to the adaptation of the Water Framework Directive (WFD-2000/60/EC) requirements in the field of environmental objectives and efficient use.

To this end, 3 Water Management competent organizations (water company of Alexandroupolis, Municipality of Xanthi and Kresna Municipality), 1 policy making and

mainstreaming organization (Central Union of Municipalities in Greece) 1 scientific organization (Democritus University) and an active NGO from Blagoevgrad decided to work together in order to design and implement an integrated and effective plan towards sustainable water management ensuring the efficient use and protection of the CB water resources available.

The project consists of six (6) partners, four (4) Greek partners and two (2) Bulgarian partners.

Beneficiary No	Beneficiary Institution (Full Name)	Country	NUTS III
LB (P1)	Municipal Enterprise for Water and Sewage of Alexandroupoli	Greece	Evros
PB2	Central Union of Municipalities in Greece	Greece	Evros
PB3	Democritus University of Thrace - Department of Economics - Special Account for Research Funds	Greece	Rodopi
PB4	Municipality of Xanthi	Greece	Xanthi
PB5	NGO "South West Public Information Center"	Bulgaria	Blagoevgrad
PB6	Municipality of Kresna	Bulgaria	Blagoevgrad

1.3. Project objectives

The project assists the implementation of multiple policies supported and promoted by the European Union and funded by the Operational Plans in both participating countries of the cross border Programme.

The project directly contributes to the delivery of Resource Efficient Europe – one of the two flagship initiatives for sustainable growth under Europe 2020 Strategy. Moreover, at the level of the economy the scope of the project is in connection with both the objective "Smart Growth» and with the objective of "Sustainable Growth" of the Strategy.

In the context of the policies carried out in the program eligible areas, the Regional Operation Plan 2014-2020 of the Region of East Macedonia and Thrace (ROP – REMTH) includes among its top priorities in the sector of environment and infrastructure: "improved implementation of environmental obligations, exploitation of new environmental monitoring

and measurement technologies based on the principles of sustainability" and "promoting efficient technology to reduce water losses". The proposal is coherent with the strategy of the ROP, as well as with the priorities of the Common Strategic Framework (CSF), the Partnership Pact (NSRF 2014-2020) and the National Reform Programme (NRP) and the Commission's recommendations (Position Paper).

According to the Strategy for Development and Management of the Water Supply and Sanitation sector in the Republic of Bulgaria 2014-2023, the main weaknesses in the implementation of the Directive requirements (98/83/EC) on the Quality of Drinking Water in the EU reported are the frequency of the performed monitoring. In the technical reports related to the big water supply zones it is stated that "Water supply services generally meet the standards, but water losses are very high (60%)".

1.4. Overall Project objectives

The overall objective of the project WRESTLE is to design and implement a Joint System in Greek - Bulgarian CB area for the sustainable management of the CB water resources available. The Joint System will facilitate protection of water quality/quantity and ensure efficient use in response to EU Directives and National legislative acts.

Through the implementation of the Joint Monitoring System of water resources, the activities related to policy integration and the awareness raising actions, the project contributes to the programme specific objective by promoting "green behavior" to the public and all involved stakeholders and actors "to enhance water management" and the adaptation of the Water Framework Directive requirements in the field of environmental objectives and efficient use. The project will provide competent authorities with the appropriate tools and guidance in order to achieve the short and long term objectives and requirements related to sustainable management of the CB water resources as defined in the respective EU policies and Directives. The project will provide CB competent authorities and involved stakeholders with a detailed policy guide both for short-medium term and long term achievements. Project activities will include also the integration of successful approaches and best practices in water management by both sides.

All project outputs are of high transferability potential making implementation expansion to the whole CB area possible. Every competent authority (municipality, Water Company) can be integrated into the Joint Monitoring System that will have been developed and pilot tested.

Moreover, policy guidelines are specific oriented for the CB area making them a useful tool for every involved authority and stakeholder. Awareness raising material will be available for authorities and organization to be reproduced.

Main project target groups are water management bodies and utilities (as end users), farmers, industrial zone management bodies, residents and businesses in the areas of intervention.

The objectives of the project are summarized as follows:

- To design and implement an integrated and effective plan towards sustainable water management ensuring the efficient use of the CB water resources available.
- To provide guidance and enhance capacity of CB competent authorities in order to meet WFD requirements and objectives.
- To establish a cross border supporting mechanism for the sustainable and wise use of municipal water.
- To provide an early warning tool for the early identification of leakages and other failure incidents of the network.
- To enhance protection and achieve efficient and wise use of water resources across the CB area.
- To promote “green behavior” to the public and all involved stakeholders and actors.

1.5. Expected outputs

The project directly contributes to the programme output indicator “Surface water resources under joint monitoring” since the joint monitoring system will be established at 4 water management authorities (Water Companies of Alexandroupolis and Blagoevgrad, Municipalities of Xanthi and Kresna) which manage around 1,50 hm³ on a yearly basis.

The main outputs of the project are:

- A Joint Strategy towards sustainable management and WFD requirements which integrates the evaluation of the current status, adaptation of good practices, jointly defined strategic objectives and an action plan to achieve short-medium term strategic objectives.
- Policy Implementation Guidelines for all involved authorities of the CB area in order for the long-term strategic objectives to be achieved.

- A Joint Monitoring System for the conservation of water resources through the use of new technology that can reduce operational and managerial costs of the drinking water and irrigation networks and prevent potential accidents and failures.
- A training programme for involved stakeholders and authorities of the CB areas in order to reinforce their capacity in water resources management in terms of both policy implementation, according to the policy guidelines produced, and capacity building in dealing with the CB challenges.
- An Information & Awareness Raising Campaign which aims at cultivating a “responsible behaviour” both in terms of efficient use of water resources as well as preventing pollution and quality/quantity deterioration. It will be addressed both to the general public as well as to specific target audience.

Project outputs:

- Project Management (coordination, reporting)
- Project coordination meetings
- Audits
- Communication & Dissemination Plan
- Project website
- Information & promotional printed material (2 leaflets, 1 poster, 1 banner)
- Information Events (2 transnational, 5 local)
- Entries, e-newsletters, internet promotion
- Mapping & identification activities - data collection
- Good Practices identification & assessment
- Joint Strategy towards sustainable wrestle management
- Policy Implementation Guidelines for achieving long-term objectives
- Implementation study
- Installation of Equipment
- Application/Software Development
- Integration, parameterization and testing
- Pilot implementation report
- Training sessions

- Information & awareness raising campaign - Expanding policy integration on sustainable wrestle management

1.6. Expected results

WRESTLE project is expected to contribute to programme related result indicator “% of characterized surface water bodies in GES” since 4 organizations who manage a large share of CB water resources are going to adopt the requirements and principles of WFD contributing to meeting Good Ecological Status standards.

The expected results of the project can be described as follows:

- ✓ The increase of the CB water resources which are jointly monitored.
- ✓ The increased adoption WFD requirements and standards.
- ✓ The sustainable management and the conservation of water resources through the use of IT technology.
- ✓ The reduction of operational and managerial costs of the drinking water and irrigation networks.
- ✓ The early warning and identification and/or prevention of potential accidents and failures (leakage, pollution etc.)
- ✓ The increased citizens’ satisfaction from water services.
- ✓ The increased capacity of the involved authorities and stakeholders in water management.
- ✓ The cultivation of responsible behaviour towards efficient use and protection of water.

2. Communication objectives and target groups

The Campaign which aims at cultivating a responsible behaviour both in terms of efficient use of water resources as well as preventing pollution and quality/quantity deterioration will be addressed both to the general public as well as to specific target audience (children, young students, residents, farmers, businesses, industries, authorities etc.)

The project’s expected benefits include the conservation of water resources through the use of new technology, the reduction of operational and managerial costs of the drinking water and irrigation networks, the prevention of potential accidents (leakage, pollution etc.) and the

increased citizens' sense of security and safety and the development of required maturity for the future financing of infrastructure projects.

Main project target groups are water management bodies and utilities (as end users), farmers, industrial zone management bodies, residents and businesses in the areas of intervention.

The external project communication plan aims to structure all project activities that promote the WRESTLE project as well as the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme and disseminate the project outputs to all stakeholders and the general public. It contains information on the project target groups, the communication objectives, the communication channels and tools that will be used, the budget and the time plan.

2.1. Overall communication objectives

The overall communication objectives of this project conform to objectives stated in the Information and Publicity Project Partners Guidebook of Interreg V-A Cooperation Programme Greece – Bulgaria 2014-2020, namely:

- To acknowledge the role and support provided by the EU Funds; and
- To promote an understanding of the objectives and achievements of interventions co-funded by the EU.

In addition, the following principles will be observed:

- Awareness: Highlighting of the role of the European Union and the Structural Funds of the European Union for the general public and the promotion of the added value of EU participation in the co-funded Projects;
- Transparency: Ensuring transparency as far as access to the Funds is concerned.
- Equal opportunities and non-discrimination: Ensure accessibility and as far as visibility implementation is concerned.

2.2. Project communication target groups

WRESTLE project communication target groups are divided into two major groups: external and internal. External target groups include:

- Final beneficiaries of the Project's outputs and results
- Local, regional, national authorities and European institutions
- NGOs

- Scientific and educational institutions
- Water management bodies and utilities
- Industrial zone management bodies
- General public (citizens)

The internal project communication concerns Project partners, the Joint Secretariat, the Managing Authority, and the National Bodies responsible for the Programme.

All of the defined target groups are within the countries of the Greece – Bulgaria Programme where the project will be implemented. Since water management problems are of cross-border character, they require common approaches. To this end, 3 Water Management competent organizations (water company of Alexandroupolis, Municipality of Xanthi and Kresna Municipality), 1 policy making and mainstreaming organization (Central Union of Municipalities in Greece) 1 scientific organization (Democritus University) and an active NGO from Blagoevgrad decided to work together in order to design and implement an integrated and effective plan towards sustainable water management ensuring the efficient use and protection of the CB water resources available.

In the context of the project WRESTLE, new methods related to water management will be jointly developed and adapted to the CB area conditions.

3. Project Methodology

The proposed methodology consists of 5 main WPs, the implementation of which jointly contributes to the achievement of the defined project objectives:

In WP1 (Project Management & Coordination) Management structure is composed by a Steering Committee (SC), a project manager (PM), a financial manager (FM), the beneficiaries (PBs) local project managers (LPMs), PBs administrative staff and technical teams. SC is composed by a member for PB having decisional power and a vote in SC meeting. SC is the strategic and the monitoring/decision making body, voting, approving outputs/deliverables, implementation methods, monitoring advancement and corrective measures. LPMs and PBs technical teams are in charge of the project implementation, take part in the technical working groups and in project coordination meetings (CMs). PM is the manager of the overall project, ensures connection and communication among the different levels of the management system (SC, technical teams, FM, working groups), the correct

implementation of activities and project obligations, is the moderator of SC/CM and ensures the communication with TS. FM is in charge of the financial reporting/monitoring and supports PBs to their financial duties. PM and FM are defined by LB. At least 4 SC and project coordination meetings are planned to monitor, coordinate and eventually correct the actions.

In WP2 (Communication & Dissemination), the Communication & Dissemination Plan defines the objectives and the messages that are sought to be promoted through communication activities. Responsibilities among beneficiaries are defined in a way that wide and effective dissemination of project outputs and results to target population is achieved.

The implementation flow of communication activities is being monitored through the Plan and effectiveness level is constantly measured.

In WP3 (Policy Integration), proposed activities will lead into a common cross-border approach for sustainable water management contributing to the adaptation of the WFD requirements in the field of environmental objectives & efficient use. PBs will work together in order to analyze the CB existing conditions and to jointly develop a common strategy so as to meet the WFD specific requirements towards sustainable water management.

LB will provide the specifications for evaluation of current status and will collect the respective data for Alexandroupolis area.

B4, B5 and B6 will collect the respective data from their areas of responsibility so as a concrete analysis to be produced. Best practices and previous experiences will be recorded and properly adapted to the CB specific situation by B2

Having already identified the current situation and opportunities for experience capitalization, B3 and B2 will work together in order to define Objectives of a Joint CB strategy to meet WFD standards and requirements. The Joint Strategy consists of short and medium term accomplishments to be achieved. The strategy will cover: Protection of resources, monitoring quality and quantity, early warning, prevention of pollution sources, efficient and responsible use, cost recovery and pricing strategy, climate change impacts. LB, B4, B5 & B6 will specify the strategy into specific actions and steps to be taken in the short/medium term in order to jointly achieve the defined strategic objectives.

B2 and B3 will take over to elaborate a detailed guide for the coordinated policy implementation for each competent authority and actor of the CB area so as long-term objectives in water management to be achieved.

LB, B4, B5, B6 as competent actors will contribute with content related to territory and scope of responsibility. The Policy Implementation Guide will serve as a guiding tool for every involved authority so as to coordinately contribute towards sustainable water management largely meeting WFD & GES standards.

In the context of **WP4 (Joint Monitoring System)**, PBs will exploit already developed and available ICT technology in order to implement a Joint System for monitoring water usage in order to minimize misuse/overuse or leakages and prevent any other unpredictable failures of the current system that lead to a huge waste of resources at a yearly basis. The proposed system aims at automating measuring processes and services, so as to significantly contribute to the technological upgrading, modernization and service automation. The system will provide constant real time monitoring making efficient use possible and providing the competent authorities with an early warning tool.

B3 will elaborate the implementation study of the system. LB, B4, B5, B6 will purchase the necessary equipment and they will install it to water infrastructure. LB and B5 will take over to develop the necessary software applications. LB will develop the Water Consumption Monitoring Application and system's Web Portal. B5 will undertake the development of the Alerting Application (early warning), Mobile Application for Water Consumption Monitoring, e-Payment Application. B3 with the support of B4 and B6 will get involved into the parameterization, integration and testing tasks in order to ensure that the joint system will be fully functional during the pilot operation period.

B3 will also develop the User Management Application. This application provides user access control functionality to the rest of the software application included in the project. The pilot end-users (public/ municipal buildings) will apply for registration (using the web portal described below) and the system administrator will be able to create the new users, manage their credentials and edit the user parameters, via this application.

It refers to all tasks required for the integration of the different software applications in a single platform. All the users (administrators and pilot end-users) will gain access to the application, using their credentials. Moreover, the final installation and parameterization of

the software at the pilot end-users' environment will take place. Special attention should be paid on the integration of existing software and applications so as compatibilities and synergies to be achieved.

B6 will handle the working tasks to ensure compatibility and integration regarding the subsystems of Kresna and Blagoevgrad, while B4 will handle the working tasks to ensure compatibility and integration regarding the subsystems of Xanthi and Alexandroupolis.

LB, B4, B5 and B6 will fully operate the system and will proceed to any corrective action. B2 in cooperation with B6 will undertake the training of the staff members who are going to operate the system for each organization.

In the end of the pilot operation period, a full report will be elaborated with conclusions and measures taken in order for the system to become fully functional.

In the context of **WP5 (Information, training & awareness raising)**, a multilevel information and awareness raising campaign in all participating CB areas and a training programme for involved stakeholders and authorities will be implemented. The training sessions will be conducted by B2 which acquires the respective experience. The training material will be produced with the contribution of B6 so as to be available in 3 languages.

Training sessions will take place through a distance learning system which is already available by B2.

The Campaign which aims at cultivating a “responsible behaviour” both in terms of efficient use of water resources as well as preventing pollution and quality/quantity deterioration will be addressed both to the general public as well as to specific target audience (children, young students, residents, farmers, businesses, industries, authorities etc.). B2 will design the campaign and will take over to specify the objectives, the target audience, the means, the tools and the methodology for the implementation by the LB, B4, B5 and B6.

Ensuring project expansion and sustainability, B2 will take networking action so as the policy integration will continue in a greater scale after project completion. Policy guidelines will be adopted by at least 4 competent authorities of the CB area and special agreements in the form of MoU will be made.

4. Communication activities

4.1. Nature of the activities

The main goal of wrestle communication activities refers to the active exchange of the project progress with the target groups especially stakeholders. Variety of approaches serves to public participation and all stakeholders' involvement.

As communication and dissemination of the Wrestle project progress and results are essential to make the project visible as widely as possible, a particular weight will be given to communication activities to ensure involvement of the partners, stakeholders and decision makers participation.

KEDE (B2) will be the communication responsible beneficiary for monitoring and coordinating project communication and will inform LB for the implementation progress and any possible modifications. Moreover, it will provide assistance to project beneficiaries delivering their communication tasks within a clear context of responsibilities, specifications and objectives.

B2 will provide the partnership with standard documents, templates and working forms (presentations, press releases, and deliverables) with the proper indications and visual elements.

Moreover, **B2** will develop the project visual identity (logo, message, slogan etc.), the stakeholders list, internal and external communication protocol in accordance with the partnership Internal Procedures guide.

B2 will be responsible to ensure that the principle obligations and conditions in relation to Programme Publicity rules and the policy for equal and free participation, non-discrimination (including provision of accessibility of disabled persons).

A project **website** will be developed and hosted by **Municipality of Kresna (B6)** where all project beneficiaries and stakeholders, objectives, results, deliverables, news and feeds etc will be presented. All project deliverables will be accessible through the project website without any restrictions. The website will comply with WCAG2.0 standard for the support of the disabled people's access to content.

Through **2 transnational and 5 local dissemination events**, PBs will establish open communication and cooperation channels with national, regional and local stakeholders and achieve wide communication of the project results. **2 brochures**, one at the beginning of the project to familiarize target groups with project goals and one in the last half of the project to promote the results contribute to the integrated promotion. **1 poster** will promote project message in participating territories while a printed roll-up **banner** will serve the visual objectives of the dissemination events. Simultaneously, publications and updates in print and electronic media and social media are key promotional tools.

The Information and Awareness Raising which will take place in the context of **WP5** will be implemented in all participating areas and will contribute to the dissemination of project results.

KEDE (B2) will design the campaign and will take over to specify and define the objectives, the target audience, the means, the tools and the methodology for the implementation of the campaign by the LB, B4, B5 and B6.

4.2. Responsibilities for delivering the activities

KEDE (PB2) has the overall responsibility of monitoring and supporting project communication and dissemination activities and is responsible for communication strategy. In addition, each partner will contribute to the communication activities in accordance with the approved Application form.

4.3. Communication tools chosen

The effectiveness of external project communication strongly depends on the right choice of communication channels. This project will employ a diversity of tools to ensure that each target group is reached through the right choice of media and communication message. In summary, the communication tools that will be used fall into five major groups:

1. Online tools.
 - Project website
 - Social media
2. Printed materials.
 - Promotional materials (project leaflets, poster, banner, notepads, folders)
3. Public events.

- Local events
 - Transnational events
 - Training sessions (WP5)
4. Entries & media publications
 - Press releases
 - Publications to local and national media
 - Newsletters
 5. Information & awareness raising campaign (WP5)

4.3.1. Online communication tools

Online communication tools have the broadest reach-out and will be used for targeting the general public. At the same time they have the greatest potential of displaying specialized information from which, local and state authorities, educational institutions and NGOs can benefit. The online tools are the project website and project's social media accounts.

4.3.2. The project website

This is the main and the most widely accessible communication channel of the Wrestle project. It will serve the two-fold purpose: 1) to raise awareness of the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme and inform about the specific objectives and activities of wrestle project; and 2) to provide access to project results to all stakeholders.

The structure of the website is presented in the following table.

Menu	Content / submenu
Home	Brief description of the project, important news and links to other pages or websites.
The project	Background of the project Aims and objectives Project's Work Packages Partnership with brief description of each partner
Project resources	A library of project resources, photo gallery/ video gallery (YouTube)
News	Current announcements and newsletters

Menu	Content / submenu
Contact	Contact details and link to the project social media accounts
Search	Enables search within the website

4.3.2.1. Specific rules to be observed in project website design:

- subdomain on Municipality of Kresna official website to avoid hosting and maintenance costs and ensure viability
- based on a popular cms system i.e Wordpress with the suitable theme
- adapt the graphic layout to the theme
- blog section to update news
- search engine optimization for better results to searches
- social media links
- banners to reference from partners sites
- some budget for google adwords and Facebook AdWords
- social media accounts to reference posts
- upload videos for demonstration via WRESTLE YouTube channel

In order for the information and dissemination needs of the project to be covered a website will be developed where all project beneficiaries and stakeholders, objectives, results, deliverables, news and feeds etc will be presented.

All project deliverables will be accessible through the project website without any restrictions. The website will comply with WCAG2.0 standard for the support of the disabled people's access to content.

Municipality of Kresna will develop and maintain the website. All PBs will contribute with content in periodical basis so as for the website to be enriched and updated continuously and communication – dissemination objectives to be achieved. Moreover, Kresna will take over the promotion through social media.

The project website will be available in the English, Greek and Bulgarian language.

4.3.3. Social Media

Apart from the project website, in order to exploit new methods and techniques of communication social media account will be operate in the following platforms:

- Facebook
- Twitter
- Youtube
- Instagram

These will be a useful channel to reach new audience and keep all stakeholders updated with regular posts on project progress. **Municipality of Kresna** will search for useful contacts in the mentioned social media to make sure all relevant actors are reached. Moreover, partners will be invited to like, share and post news and relevant information on the project through their own pages, linking them to the project pages.

4.3.4. Digital banner

Moreover a digital banner (300x250pixels) will be designed in order to link project beneficiaries' websites and will be hosted at the home page of the main site of the Municipality of Kresna.

4.3.5. Printed materials

The printed material through which the project and its results will be communicated to target groups includes the following:

2 project leaflets

There will be designed and produced 2 types of project leaflet. The first one at the beginning of the project, informing about the aims and objectives and the expected results to all target groups and will be distributed by all partners to key stakeholders and citizens during the public events.

The second project leaflet will be produced during the final phase of the project implementation and will summarize the key elements of the project and the actual deliverables and outputs.

Both leaflets will be printed by Municipality of Kresna (PB6) in total 18.000 items. That is 1.000 items per partner as concerning the 1st leaflet and 2.000 items per partner for the 2nd leaflet.

Regarding the language of the leaflets, KEDE proposes the following option:

- Leaflet A4 with 3 pages in Greek or Bulgarian and last/cover page in English (brief)

Poster

The poster (50cmX70cm) will be designed by KEDE and printed by Municipality of Kresna (PB5) in 100 items per partner. The poster will provide in brief information about the project, containing the project logo, all partners' logos, full name of the project and main contact details. Moreover, information on project funding and duration will also be included. The poster will be delivered in line with the visibility rules of the programme.

The proposed allocation of posters among partners:

- LB: 100 items
- PB2: 100 items
- PB3: 100 items
- PB4: 100 items
- PB5: 100 items
- PB6: 100 items

Banner

KEDE will design and Municipality of Kresna will produce 6 roll up banners for all partners. The roll-ups will contain project logo, all partners' logos, full name of the project and main contact details. Moreover, information on project funding and duration will also be included. The roll-up will be delivered in line with the visibility rules of the programme. Each partner will deliver from Municipality of Kresna one (1) roll-up banner.

Folders and notepads (promotional material)

KEDE will design the folders (promotional material) to be handed over to the audience during project events. The folder will contain the project leaflet and a notepad with the project visual identity (A5/ 25 sheets). The production of the specific promotional material is optional and

depends on the available budget of each partner as it is not foreseen in WRESTLE's Justification of Budget file.

Specific rules to be observed:

- All printed material shall display the project logo in a visible position. The logo shall not be smaller than 4,5 cm.
- All printed material (except pens) will display information on the sources of funding. For this purpose, the reference "Project co-funded by the European Union and National funds of the participating countries" is obligatory. The colour of the text can be White, Black, or Reflex blue.
- There shall be a disclaimer on the bottom of the first/cover page that the material does not necessarily reflect the official position of the EU, the Managing Authority, the Joint Secretariat and the participating countries. This disclaimer should include the following: *"This publication has been produced with the financial assistance of the European Union. The contents of this publication are sole responsibility of project partners and can in no way be taken to reflect the views of the European Union, the participating countries, the Managing Authority and the Joint Secretariat"*.
- Fonts: According to the Programme's brand design manual *"For programme and project logos (programme and project name) and the reference to the European Regional Development Fund, the typeface Montserrat was chosen as it is visually similar to the Interreg logo. The typeface for all other applications from body text to headlines is Open Sans. It has a neutral yet friendly appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. As an alternative serif typeface to Open Sans, Vollkorn was chosen"*.
- The leaflet will contain contact details of all partners. If partners' logos are used, they will not exceed the size of the EU emblem.

4.3.6. Public events

Public promotional events of the WRESTLE project include the following types:

5 Local events: To be organized in Alexandroupoli, Xanthi, Blagoevgrad and Kresna by LB, PB4, PB5 and PB6 respectively. Local dissemination events aim at informing local target

audience in relation to the results and the progress of the project activities. At the same time, during local events, communication channels with local actors and stakeholders will be established so as for dissemination objectives and participatory project implementation to be achieved.

2 Transnational events: To be organized in Alexandroupoli and Blagoevgrad by LB and PB5 respectively. The objective of the transnational events is to extensively promote, inform and make aware of stakeholders and project target groups with the objectives and results of the project. Target audience will be informed in detail about the project work and its results while relations of cooperation with national/ regional/ local authorities and key actors will be established.

Training sessions: A training programme for involved stakeholders and authorities of the cross border areas will be implemented in order to reinforce their capacity in water resources management in terms of both policy implementation according to the policy guidelines produced and capacity building in dealing with the cross-border challenges. The results of the Joint Monitoring System will be used in order to train staff and executives to its functionalities and capabilities.

The training sessions will be conducted by the B2-Central Union of Municipalities which acquires the respective experience in the field. The training material will be produced with the contribution of B6-Kresna Municipality so as to be available in the three languages (English, Greek and Bulgarian). Training session will take place through a distance learning system which already available by the B2.

Specific rules to be observed:

- During the events, the responsible partner will place the EU flag and ensure visibility of the Project.
- The templates for all related documents (agenda, participants list) provided as Annexes to this document will be used.

4.3.7. Entries & media publications

4.3.7.1. Press releases

Press releases will be particularly useful to reach new audiences and to inform the general public of what the project has achieved. Moreover, it will be delivered in the occasion of any

public event to attract as many participants as possible. Therefore, the press release must be written in simple language, without technical terms and abbreviations and provide clear and concise information about the project and its progress (no references to work packages, administrative issues, deliverable numbers, etc.). It is also necessary to provide contact details at the end of the release, to provide additional information if required.

- LB: At least 4 press releases
- B2: At least 4 press releases
- B4: At least 4 press releases
- B5: At least 4 press releases
- B6: At least 4 press releases

Partners will provide PB2 with published press releases that are required for monitoring the project progress and visibility.

4.3.7.2. Publication to Media

Publications to media could contain articles, announcements, entries or even the Wrestle digital banner, in case of electronic media.

- LB: At least 12 entries to printed/electronic media
- B2: At least 6 entries to national printed/electronic media
- B4: At least 12 entries to printed/electronic media
- B5: At least 12 entries to printed/electronic media
- B6: At least 6 entries to printed/electronic media

4.3.7.3. Newsletters

The newsletters are an important tool for collecting relevant project achievements and disseminating it to the selected audience. For this reason partners will be invited to identify who should receive the newsletter and provide contact information to PB2.

- LB: contribution to e-newsletters content.
- B2: compilation of 4 e-newsletters
- B4: contribution to e-newsletters
- B5: contribution to e-newsletters
- B6: contribution to e-newsletters

All media publications should clearly indicate the Project as part of the Greece – Bulgaria programme and must follow the relevant visual guidelines.

4.3.8. Information & awareness raising campaign

Main objective of the campaign is to motivate the target population to adopt green behaviour towards the water resources available of the CB area. Target group of the campaign is principally the cross border population and more specifically:

- The residents of the CB area in order to get informed regarding the green behaviour they should adopt
- The young and children for the consolidation of sustainable attitude of next generations
- Professionals, businesses and their associations in order to enhance social responsibility
- Farmers and their associations in order to adopt sustainable irrigation and cultivation practices
- Industries and Industrial zone management bodies in order to minimize pollution sources
- Volunteers, NGOs and civil society
- Competent authorities and stakeholders for better coordination of planned policies and efforts.

Special printed material will be produced for each target group so as specific objectives of the campaign to be effectively served. The material will get the form of brochures, posters and compact green behavior guides which will be specified by the **Central Union of Municipalities** according to project needs. Moreover, electronic informative material for the promotion of the Campaign messages will be produced and respective promotion will be implemented through printed and social media.

Apart from the material to be produced, a series of targeted awareness raising events will take place in the respective territories:

- Experiential events in schools
- Awareness raising event for civil society, residents-consumers
- Awareness raising event for farmers and their associations
- Awareness raising events for industries, businesses and professionals

All activities and produced material will respect all programme guidelines and obligations according to the respective manual and will promote equal participation of everybody with the provision of the conditions of disabled people accessibility.

4.3.9. The project logo

The project logo is the main visualization tool of the project, which should be displayed on all communication materials and during public events.

The logo has several versions, of which the full colour version is the standard one. This version should be used whenever possible. It is recommended that the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

For single colour reproductions, serigraphy and engraving procedures and/ or on restrictive surfaces of certain materials, a greyscale/ Black & White/ 1-Colour (reflex blue) logo version of the logo should be used.

The minimum usable size of the logo is 45,5 mm. According to the Information and Publicity Project Partners Guidebook of Interreg V-A Cooperation Programme Greece – Bulgaria 2014-2020, “The logo shall be used in ALL I&P material. This includes .doc, .pdf, .ppt or similar documents, as well as information made available by electronic means and audio-visual material. The logo must always be visible. In case it is not possible to mark the produced material with the logo due to distinctive features of this material, at least emblems of and reference to the European Union must be provided”

5. Communication activities per partner

The following table summarizes the activities each partners is responsible for, in terms of project communication.

Activity	LB	PB2	PB3	PB4	PB5	PB6
Communication & Dissemination Plan		Project compilation, constant monitoring and updating of the Communication & Dissemination Plan				
Project website & social media	Project website input	Project website input	Project website input	Project website input	Project website input	Develop and maintain the website and social media accounts
Information & promotional	Available printed material:	Available printed material:	Available printed	Available printed material:	Available printed	Printing material:

Activity	LB	PB2	PB3	PB4	PB5	PB6
printed material (2 leaflets - 1 at project beginning and 1 at project end, 1 poster, 1 banner)	1 st leaflet: 1.000 2 nd leaflet: 2.000 Poster: 100 Banner: 1	1 st leaflet: 1.000 2 nd leaflet: 2.000 Poster: 100 Banner: 1	material: 1 st leaflet: 1.000 2 nd leaflet: 2.000 Poster: 100 Banner: 1	1 st leaflet: 1.000 2 nd leaflet: 2.000 Poster: 100 Banner: 1	1 st leaflet: 1.000 2 nd leaflet: 2.000 Poster: 100 Banners: 1	1 st leaflet: 1.000 2 nd leaflet: 2.000 Poster: 100 Banner: 1
Entries, e-newsletters, internet promotion	4 press releases 12 entries to printed/electronic media contribution to 4 newsletters	4 press releases 6 entries to national printed/electronic media 4 e-newsletters		4 press releases 12 entries to printed/electronic media Contribution to 4 newsletters	4 press releases 12 entries to printed/electronic media Contribution to 4 newsletters	4 press releases 6 entries to printed/electronic media Contribution to 4 newsletters
Local events	Organizing 2 local events in Alexandroupoli with			Organizing 1 local event in Xanthi with 50	Organizing 1 local event in Blagoevgrad with 50 participants	Organizing 1 local event in Kresna with 50

Activity	LB	PB2	PB3	PB4	PB5	PB6
	50 participants Catering 50 persons Room/facilities Optional: 50 folders (notepads, leaflet) 2 keynote speakers			participants Catering 50 persons Room/facilities Optional: 50 folders (notepads, leaflet) 2 keynote speakers	Catering 50 persons Room/facilities Optional: 50 folders (notepads, leaflet) 3 keynote speakers	participants Catering 50 persons Room/facilities Optional: 50 folders (notepads, leaflet) 2 keynote speakers
Transnational event	Organizing 2 nd transnational event in Alexandroupoli (along with the 4 th Project meeting) with 100 participants catering 100 persons room/facilities	Participation in transnational events	Participation in transnational events	Participation in transnational events	Organizing 1 nd transnational event in Blagoevgrad (along with the 3 th Project meeting) with 100 participants catering 100 persons room/facilities Optional: 100 folders	Participation in transnational events

Activity	LB	PB2	PB3	PB4	PB5	PB6
	Optional: 100 folders (notepads, leaflet) 4 keynote speakers				(notepads, leaflet) 3 keynote speakers	

6. Indicators for achievement

The information presented in the following table will be used for monitoring the indicators of achievement and time of implementation.

During or after public events, questionnaires will be distributed among participants to assess the event quality and effectiveness.

Type of tool		Responsible partner	Partners involved	Indicators for achievement	Target audience
Online tools	Project website	PB6	All	1 project website	Local, regional, national authorities and European institutions NGOs Scientific and educational institutions Water management bodies and utilities Industrial zone management bodies General public (citizens)

Type of tool		Responsible partner	Partners involved	Indicators for achievement	Target audience
	Social media	PB6	All	4 social media accounts	Local, regional, national authorities and European institutions NGOs Scientific and educational institutions Water management bodies and utilities Industrial zone management bodies General public (citizens)
Printed materials	1 st project leaflet	PB2, PB6	All	6.000 leaflets	Local, regional, national authorities and European institutions NGOs Scientific and educational institutions Water management bodies and utilities Industrial zone management bodies General public (citizens)
	2 nd project leaflet	PB2, PB6	All	12.000 leaflets	Local, regional, national authorities and European institutions

Type of tool		Responsible partner	Partners involved	Indicators for achievement	Target audience
					NGOs Scientific and educational institutions Water management bodies and utilities Industrial zone management bodies General public (citizens)
	Poster	PB2, PB6	All	600 posters	Local, regional, national authorities and European institutions NGOs Scientific and educational institutions Water management bodies and utilities Industrial zone management bodies General public (citizens)
	Banner	PB2, PB6	All	6 banners	Local, regional, national authorities and European institutions NGOs Scientific and educational institutions Water management bodies and utilities

Type of tool		Responsible partner	Partners involved	Indicators for achievement	Target audience
					Industrial zone management bodies General public (citizens)
	Folders (notepads) <i>Optional</i>	PB2	LB, PB4, PB5, PB6	400 folders (400 notepads)	Local, regional, national authorities and European institutions NGOs Scientific and educational institutions Water management bodies and utilities Industrial zone management bodies General public (citizens)
Public events	Local events	LB, PB4 PB5 & PB6	All	5 local events	Local, regional, national authorities and European institutions NGOs Scientific and educational institutions Water management bodies and utilities Industrial zone management bodies General public (citizens)

Type of tool		Responsible partner	Partners involved	Indicators for achievement	Target audience
	Transnational events	LB, PB5	All	2 transnational events	The general public, local Regional and national policy makers, authorities and researchers. NGOs, civil society Competent authorities, Scientific and educational institutions, Water management bodies and utilities Industrial zone management bodies General public (citizens)
	Training sessions	PB2, PB6		2 training sessions	The general public, local Regional and national policy makers, authorities and researchers. NGOs, civil society Competent authorities Scientific and educational institutions Water management bodies and utilities Industrial zone management bodies General public (citizens)
Entries & media	Press releases	LB, PB2,PB4,PB5 &		20 press releases	The general public, local Regional and national policy makers, authorities and

Type of tool		Responsible partner	Partners involved	Indicators for achievement	Target audience
publications		PB6			researchers. NGOs, civil society Competent authorities Water management bodies and utilities Industrial zone management bodies
	Publications to national media/electronic media	LB, PB2,PB4,PB5 & PB6		48 publications to national media	The general public, local Regional and national policy makers, authorities and researchers. NGOs, civil society Competent authorities Water management bodies and utilities Industrial zone management bodies
	Newsletters	PB2	LB, PB2,PB4,PB5 & PB6	4 newsletters	The general public, local Regional and national policy makers, authorities and researchers. NGOs, civil society Competent authorities Water management bodies and utilities Industrial zone management bodies
Information & awareness raising campaign		PB2	LB, B4, B5 and B6.	Information & awareness raising campaign	The residents of the CB area in order to get informed regarding the green behaviour they should adopt

Type of tool	Responsible partner	Partners involved	Indicators for achievement	Target audience
				<p>The young and children for the consolidation of sustainable attitude of next generations</p> <p>Professionals, businesses and their associations in order to enhance social responsibility</p> <p>Farmers Industries and Industrial zone management bodies Volunteers, NGOs and civil society Competent authorities and</p>

7. Resources

The last paragraph of the communication plan outlines the financial resources required for proper implementation of the project activities, as well as the time schedule. The information will also be used for monitoring the communication activities.

The total project budget for communication and dissemination of project results is **89.079,64 €** and is divided into staff costs (activities performed by project staff), external expertise and services (services/products delivered by contractors that are outside the project beneficiary organizations) and office and administration costs.

In addition, WP5 activities include the training sessions and the information and awareness campaign of total budget **49.064,52 €**.

WP2: Communication & Dissemination

DEL.	STAFF COSTS	OFFICE AND ADMINISTRATION	EXTERNAL EXPERTISE AND SERVICES	TOTAL
LB				
D2.1.1	0,00 €	0,00 €	806,45 €	806,45 €
D2.1.2	1.000,00 €	0,00 €	14.112,90 €	15.112,90 €
D2.1.3	0,00 €	0,00 €	3.225,81 €	3.225,81 €
PB2				
D2.2.1	2.000,00 €	0,00 €	6.000,00 €	8.000,00 €
D2.2.2	1.000,00 €	0,00 €	0,00 €	1.000,00 €
D2.2.3	0,00 €	0,00 €	7.200,00 €	7.200,00 €
PB3				
D2.3.1	1.000,00 €	84,48 €	0,00 €	1.084,48 €
PB4				

DEL.	STAFF COSTS	OFFICE AND ADMINISTRATION	EXTERNAL EXPERTISE AND SERVICES	TOTAL
D2.4.1	0,00 €	0,00 €	1.000,00 €	1.000,00 €
D2.4.2	0,00 €	0,00 €	5.000,00 €	5.000,00 €
D2.4.3	0,00 €	0,00 €	4.000,00 €	4.000,00 €
PB5				
D2.5.1	750,00 €	0,00 €	0,00 €	750,00 €
D2.5.2	1.500,00 €	0,00 €	10.000,00 €	11.500,00 €
D2.5.3	0,00 €	0,00 €	5.400,00 €	5.400,00 €
PB6				
D2.6.1	1.500,00 €	0,00 €	3.000,00 €	4.500,00 €
D2.6.2	0,00 €	0,00 €	11.400,00 €	11.400,00 €
D2.6.3	1.500,00 €	0,00 €	4.000,00 €	5.500,00 €
D2.6.4	0,00 €	0,00 €	3.600,00 €	3.600,00 €

WP5: Information, training & awareness raising

DEL.	STAFF COSTS	EXTERNAL EXPERTISE AND SERVICES	TOTAL
LB			
D5.1.1	0,00 €	8.064,52 €	8.064,52 €
PB2			
D5.2.1	500,00 €	8.000,00 €	8.500,00 €
D5.2.2	0,00 €	8.000,00 €	8.000,00 €
D5.2.3	2.000,00 €	0,00 €	2.000,00 €

PB4			
D5.4.1	0,00 €	8.000,00 €	8.000,00 €
PB5			
D5.5.1	3.000,00 €	6.000,00 €	9.000,00 €
PB6			
D5.6.1	1.500,00 €	0,00 €	1.500,00 €
D5.6.2	0,00 €	4.000,00 €	4.000,00 €

8. Communication timeplan

Activities related to communication will run through the whole lifespan of the WRESTLE project, starting with the elaboration of the Communication Strategy & Plan, the launch of the project website, the production of printed material, holding the public events, the training sessions and will end up with the Information & awareness raising campaign.

Given the existing timeplan of the implementation of the project, WRESTLE activities are foreseen to be finalized until 14/03/2020. The following timeplan could be updated in case of project extension.

Communication tool	07/2019	08/2019	09/2019	10/2019	11/2019	12/2019	01/2020	02/2020	03/2020
Communication Plan									
Project website launch									
Website maintenance & social media									
Promotional									

Communication tool	07/2019	08/2019	09/2019	10/2019	11/2019	12/2019	01/2020	02/2020	03/2020
material									
Local events									
Transnational events									
Entries & media publications									
Training sessions									
Information & awareness raising campaign									

9. Internal project communication

There are three target groups of internal communication:

- Project partners;
- Subcontractors;
- Programme-specific authorities and bodies (JS, MA, NA)

The main objectives of internal communication are:

- To facilitate the flow of relevant information
- To simplify work
- To increase participants' understanding of project activities

Internal communication will take place through project meetings and technical workshops, while day-to-day issues will be resolved by e-mail or telephone. The persons responsible for the technical details of internal communication are the contact persons whose details (name, contact information) are described in the Application Form.

10. Annexes

I. Presentation template

II. Agenda template

III. List of Participants template

IV. Press Release template

V. Project logo