

Interreg - IPA CBC Greece - Albania



ANNUAL COMMUNICATION PLAN YEAR: 2017

Version 1.0

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1 INTRODUCTION

This document aims to inform the Programme Authorities on the communication activities planned for 2017. The communication activities of 2016 are also briefly presented for the presentation of the connection and continuation of the communication plan.

This report and plan will be distributed to the programme authorities in annual level, applying the obligation of the ERDF problems, towards a proper and effective information policy.

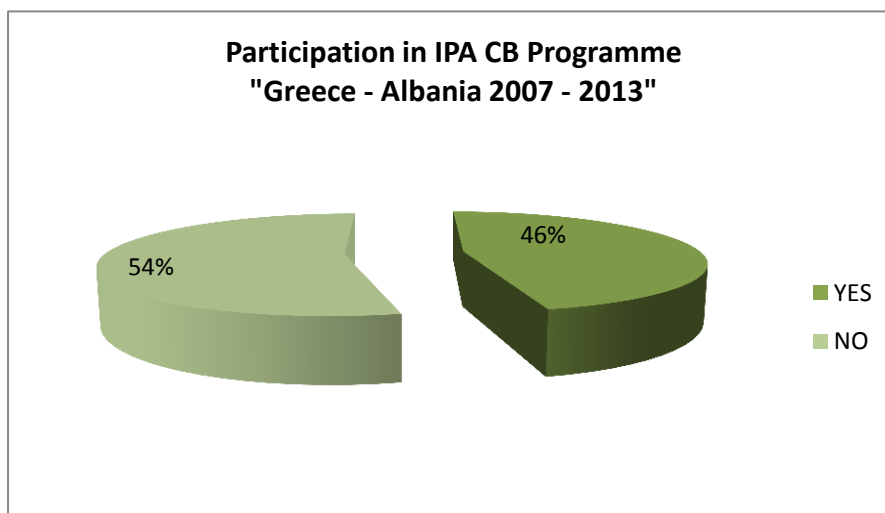
2 COMMUNICATION ACTIVITIES: 2016

The year 2016 was a very active year for the Interreg IPA CBC Programme “Greece – Albania 2014 – 2020”. This was the year of the actual initiation of the programme through the publication of 2 Calls; one for Strategic Project Proposals and one for Ordinary Project Proposals. As a result, the need for the awareness raising activities towards the potential beneficiaries was very intense and was followed by the necessity to produce respective promotional and administrative material.

2.1 Info – days for the 1st Call for Proposals

The 1st Call for Strategic Project Proposals under Interreg IPA CBC Programme “Greece – Albania 2014 – 2020” was the first opportunity to present the programme and the submission procedures to a targeted audience for the strategic project proposals. The info-days provided with the opportunity to the potential to meet, discuss and form eligible partnerships.

6 info-days were organised for the 1st Call for Strategic Proposals; 3 in Greece (Arta, Kastoria, Lefkada) and 3 in Albania (Gjirokaster, Berat, Korca).



Based on the available statistical data, provided through the electronic registration in the events, at least 65 different organisations participated in the info-days, usually with more than one representative. 46% of the participants represented organisations and bodies that have participated in projects in the previous programming period (IPA CB Programme “Greece – Albania 2007 – 2013”), while the rest represented organisations and bodies new

to the programme. The fact that 2 out of the 3 info-days in Greece and 1 out of 3 info-days in Albania were organised in areas that are eligible only in the current programming period has influenced significantly this rate in the representation of the participating organisations.

2.2 Info-days on the 2nd Call for Project Proposals

As soon as the 1st Call for Strategic Project Proposals was officially closed, the 2nd Call for Project Proposals (ordinary) was launched. The target audience in this case was bigger, as the ordinary projects allow for a wider scope on the type of beneficiaries. Again, the info-days provided with the opportunity to the potential to meet, discuss and form eligible partnerships.

5 info-days were organised for the 2nd Call for Project Proposals; 3 in Greece and 2 in Albania. The exact locations were the following:

- Saranda
- Preveza
- Korca
- Florina
- Corfu



Based on the available statistical data, provided through the electronic registration in the events, at least 62 different organisations participated in the info-days, usually with more

than one representative. 44% of the participants represented organisations and bodies that have participated in projects in the previous programming period (IPA CB Programme “Greece – Albania 2007 – 2013”), while the rest represented organisations and bodies new to the programme.

2.3 European Cooperation Day 2016

European Cooperation Day 2016 (EC Day 2016) was organized in cooperation with the IPA CB Programme “Greece – Albania 2007 – 2013” and the Interreg V-B “Balkan – Mediterranean 2014 – 2020”. It concerned a running race that started from Krystallopigi (GR) and ended in Bilisht (AL). 64 athletes from both countries participated in the event and a nomination celebration was organized at the end of the race.

2.4 Leaflets/ Brochures

One of the most popular forms of printed marketing solutions is the printed leaflet. Available in many different shapes, sizes and indeed page quantities, leaflets are a great way to promote the Programme to the target audiences, as they permit rapid dissemination of a variety of messages. They are also an effective way of providing the audience with something tangible; something that they can physically take with them to read through at their own leisure.

Moreover, the printed word has a high degree of acceptance, credibility and prestige:

- printed matter is unique in that it can be passed from person to person without distortion;
- it allows for the reinforcing use of photographs and graphic illustrations;
- it is permanent and the message will not change unless it is physically altered;
- it can be disseminated and read or viewed by a larger, widespread target audience;
- it can be reread for reinforcement;
- complex and lengthy material can be explained in detail.

Finally, one element that will be used, as it can really help a leaflet stand out, is the use of images. Images can play a big role in helping the Programme connect with the audience, and this is why they are so powerful and popular in almost any marketing communications. Images have the power to evoke feelings and emotions.

Interreg IPA Cross-border Cooperation Programme "Greece – Albania 2014 – 2020"

The Interreg IPA CB Programme has already developed an initial 3-fold leaflet with information on the Programme participating areas, priority axis and specific objectives.

Programme Area



Greece – Regional Units:

- *Region of Western Macedonia*
- *Grevena*
- *Kastoria*
- *Florina*
- *Region of Epirus*
- *Arta*
- *Thesprotia*

Albania – Regions:

- *Berat*
- *Gjirokastrë*
- *Ioannina*
- *Preveza*
- *Region of Ionian Islands*
- *Zakynthos*
- *Kerkyra*
- *Kefallinia*
- *Lefkada*
- *Korçë*
- *Vlorë*

ΒΡΕΙΤΕ ΠΕΡΙΣΤΟΤΕΡΕΣ ΠΛΗΡΟΦΟΡΙΕΣ ΣΤΟ:
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@etc_interreg
 YouTube: Grinterreg

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 is funded by the European Union and national funds of Greece and Albania

Managing Authority of European Territorial Cooperation Programmes

Interreg - IPA CBC

Greece - Albania

ΠΡΟΓΡΑΜΜΑ ΔΙΑΣΥΝΟΡΙΑΚΗΣ
ΣΥΝΕΡΓΑΣΙΑΣ
INTERREG IPA
«ΕΛΛΑΔΑ-ΑΛΒΑΝΙΑ
2014-2020»

INTERREG IPA CROSS-BORDER
COOPERATION PROGRAMME
"GREECE-ALBANIA
2014-2020"

PROGRAMI INTERREG
I BASHKËPUNIMIT
NDËRKUFITAR IPA
"GREQI-SHIQPËRI
2014-2020"

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Το Πρόγραμμά μας

Το Πρόγραμμα Interreg «Ελλάδα-Αλβανία» στηρίζει τη συνεργασία μεταξύ των δύο χωρών. Με αυτόν τον τρόπο, ενώνουμε τις δυνάμεις μας και αξιοποιούμε τα πλεονεκτήματα της διασυνοριακής περιοχής μας για να πετύχουμε μαζί οφέλη και για τις δύο χώρες.

Η περιοχή μας

Στην περιοχή του Προγράμμάτος μας, μοιράζουμε μια από τις μεγαλύτερες λίμνες της Βαλκανικής Χερσονήσου την Μεγάλη Πρέσπα, την πλούσια κλωρίδα και πανίδα της Πίνδου, τον ποταμό Αώο, την ακτογραμμή του Ιονίου πελάγους. Στο χαρακτηριστικό αυτό τόπο βρίσκονται οι περιοχές των Γρεβενών, Καστοριάς, Φλώρινας, Άρτας, Θεσπρωτίας, Ιωαννίνων, Πρέβεζας, Ζακύνθου, Κέρκυρας, Κεφαλονιάς, Λευκάδας αλλά και Αυλώνας, Αργυροκάστρου, Κορυτσάς και Μπερτί.

Οι συνεργάτες μας

Εδώ, έχουμε φορείς, πανεπιστήμια, νοσοκομεία, επιμελητήρια, μη κυβερνητικές οργανώσεις συνεργαζόμεθα και το έργο μας υποστηρίζει η Ευρωπαϊκή Ένωση, η Ελλάδα και η Αλβανία με περισσότερα από 42.000.000 Ευρώ από το 2014 έως το 2020.

Τα έργα μας

Δουλεύουμε μαζί με καινούριους τρόπους, ανταλλάσσουμε ιδέες και βρίσκουμε λύσεις σε κοινά προβλήματα. Συνεργαζόμαστε σε επίκαιρα θέματα, πέρα από τα σύνορά μας, για την κλιματική αλλαγή, την προστασία του περιβάλλοντος, την πολιτιστική κληρονομιά, την τόνωση της επιχειρηματικότητας της περιοχής.

Η ζωή μας

Με το κοινό μας Πρόγραμμα Interreg «Ελλάδα-Αλβανία» γίνεται καλύτερη η καθημερινή μας ζωή.

ΜΑΖΙ Επιδιώκουμε και Πετυχαίνουμε!

Our Programme

The Interreg Programme "Greece-Albania" supports cooperation between the two countries. In this way, we join our forces and use the advantages of our cross-border region in order to achieve together benefits for both countries.

Our area

In our programming area, we share one of the largest lakes in the Balkan Peninsula the Great Prespa, the rich flora and fauna of Pindos, the river Aios, the coastline of the Ionian Sea. In this charismatic place are the areas of Grevena, Kastoria, Florina, Arta, Thesprotia, Ioannina, Preveza, Zakynthos, Corfu, Kefalonia, Lefkada but also Vlorë, Gjirokastra, Korca and Berat.

Our partners

Here, public institutions, universities, hospitals, chambers, non-governmental organizations we cooperate and our work is supported by the European Union, Greece and Albania with more than 42.000.000 Euro from 2014 to 2020.

Our projects

We work together in joint ways, we exchange ideas and we find solutions to common problems. We cooperate on current issues, beyond our borders, on climate change, environmental protection, cultural heritage, stimulation of entrepreneurship in the area.

Our life

With our joint Interreg Programme "Greece-Albania" our everyday life gets better.

TOGETHER we Pursue and we Achieve!

Programi ynë

Programi Interreg "Greqi-Shqipëri" mbështet bashkëpunimin midis dy shteteve. Në këtë mënyrë ne bashkojmë forcat tona me qëllim zhvillimin e rajonit tone kufitar, për të arritur në sukses dhe përfitime për të dyja vendet.

Rajoni ynë

Në zonën e Programit tonë, ndajmë një nga ligënet më të mëdha të Gadishullit Ballkanik, Prespën e Madhe, florën dhe faunën e pasur të Pindit, lumin Vjosa, Bregdetin e detit Jon, etj. Në këtë rajon tërheqës gjenden Grevena, Kasturi, Follorina, Arta, Thesprotia, Janina, Preveza, Zakintos, Korfuzi, Kefallinia, Lefkada, Berati, Gjirokastra, Korca dhe Vlorë.

Partneret tanë

Këtu, bashkëpunojmë institucionet publike, universitetet, spitalat, dhomat e trashëgimisë, organizatat jo qeveritare, të cilat përfitojnë mbështetje nga Bashkimi Evropian, Greqi dhe Shqipëri në një shumë prej mbi 42.000.000 Euro nga viti 2014 deri në vitin 2020.

Projektet tona

Punojmë me synime të përbashkëta duke shkëmbyer ide për të gjetur zgjidhje për problemet tona. Bashkëpunojmë për prioritetet aktuale, përtej kufijve tanë, për ndryshimet klimatike, mirëqenjen e mjedistit, trashëgiminë kulturore, duke stimuluar sipërmarrjen në rajon.

Jeta jonë

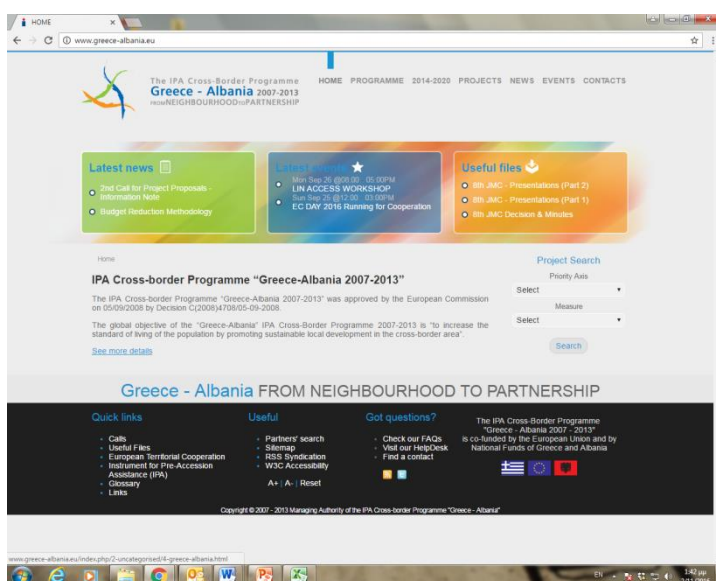
Me Programin tonë të përbashkët Interreg "Greqi-Shqipëri" bëhet më e mirë jeta jonë e përditshme.

Së bashku përpiqemi dhe arrijmë suksesin!

3 COMMUNICATION PLAN FOR 2017

3.1 Programme Website

The www.greece-albania.eu website, which is the only official source of information on the Programme, will be re-designed from scratch, in order to better accommodate the needs of the 2014-2020 Programming Period. Although the procurement for the website took place in 2016, the final website will be available early in 2017.



The website will provide information to potential beneficiaries regarding the role of IPA, the EU funding opportunities (e.g. Calls for Project Proposals and relevant documentation), important documentation available as downloads regarding all aspect of project implementation (including electronic templates

to help beneficiaries respect the EU visibility requirements), questions and answers, information on the approved Projects in a specifically designed pages per Project, etc. An updated list with operations will be published, containing their title, name of beneficiary, operation summary, start and end date, total eligible expenditure, etc. It will also contain sections of news, events, a partner forum and a list of links to useful websites, creating a network.

The main features of the website will be in line with the modern trends in web design. Moreover, they will offer visual harmonisation with the Interreg family (including the Programme logo, which is fully part of Interreg joint branding initiative). Content-wise there will be an effort to move from a technical terminology to a jargon-less content.

The website shall be conformed to the "WCAG, 2.0, Level AA" standards, in order to meet the accessibility needs of persons with disabilities. It may also ensure dissemination and capitalisation of results and outputs at project and Programme level.

Finally, the new website will also keep the information of the current website in a special mini-site location.

3.2 Promotional material

The development and production of the promotional material for the Interreg IPA CBC Programme “Greece – Albania 2014 – 2020” has been initiated in November 2016, but the main material will be produced within 2017.

3.3 Social Media

Social media represents low-cost tools that are used to combine technology and social interaction with the use of words. Social media shall give the Programme a voice and a way to communicate with peers, potential beneficiaries and the general public. It offers the opportunity to reach the widest audience and it is seen as a tool for raising awareness. Social media provide a platform for generating interaction with present and potential beneficiaries as well as with relevant stakeholders, while at the same time it helps to spread the Programme’s message in a relaxed and conversational way.

In order to attract the widest audiences possible, “Greece – Albania” Programme is promoting its operation through the already existing Twitter account (https://twitter.com/etc_interreg) and Youtube channel (<https://www.youtube.com/user/GrINTERREG>) operated by the Managing Authority in Greece. Nevertheless, the programme aims to develop its own independent profiles in the following platforms/ applications: facebook, twitter, linkedin & Instagram.



3.4 Lead Beneficiary Seminars

The Lead Beneficiary Seminars for the 1st Call for Strategic Project Proposals will take place in the 1st semester of 2017. The selection of the location and venues will be decided later on. The aim of the seminars will be the familiarization of the beneficiaries with the procedures and the obligations stemming from their participation in a project approved by

the specific programme. The reporting procedures, the modification process, the communication obligations and all other relevant information will be presented in the form of training, in order to facilitate the project implementation.

The beneficiaries will have the opportunity to interact with each other and to resolve any administrative or implementation issues they have faced.

3.5 Posters

Posters provide a logical and cost-effective way of communicating to a particular target audience. When placed correctly, attractive posters can lure nearby people into a specific event and alert them of an upcoming event or service. Posters have the ability to stick in viewers' minds and can be a great tool to use to increase brand awareness.

People who are viewing posters are already actively engaging in their surroundings. Therefore, a clever poster will have a call-to-action phrase that propels the viewer to take action and engage as soon as possible.

The biggest advantage of using posters is that they can be put just about anywhere and seen by almost anyone. However, it should be mentioned that getting your poster seen and read can be something of a lottery – the space and location are decided for you and you may have only a few minutes in which to get your message across.

In order to facilitate the production of the posters and to minimize the costs the Managing Authority in Greece will develop a platform for the design and development of posters to be used by all respective programmes.

3.6 European Cooperation Day 2017



The Programme will actively participate in the 2017 edition of European Cooperation Day (EC Day). The exact form of its participation is still under discussion.

EC Day is a European campaign, organized each year in mid-September, under the auspices of the European Commission, which highlights the role of cooperation across

Interreg IPA Cross-border Cooperation Programme “Greece – Albania 2014 – 2020”

borders in the European Union and with its neighbours –a celebration of all the benefits European Territorial Cooperation brings to people across Europe.

The Interreg IPA CBC Programme “Greece – Albania 2014 – 2020” will follow the experience of the previous programme (IPA CB “Greece – Albania 2007 – 2013”) in the organisation of successful event related to sports and alternative tourism activities.



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