

Interreg - IPA CBC Greece - Albania



Annual Communication Plan for 2022

Managing Authority of European Territorial
Cooperation Programmes
Interreg IPA CBC Programme "Greece - Albania
2014 - 2020 "

www.greece-albania.eu
www.interreg.gr

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



7th Joint Monitoring Committee meeting 25/10/2021

Report on Communication Activities 2021

Website & Social Media

► Website:

- <https://greece-albania.eu/>
- Reflect the events organised by the beneficiaries

► Programme Social Media accounts:

- Facebook: Interreg Greece – Albania
- Twitter: InterregIPACBC-GR-AL
- LinkedIn: INTERREG IPA CBC GREECE – ALBANIA
- Instagram: interreg_gral



INTERACT / CAPITALISATION

- ▶ 1st meeting on Capitalisation tailored made support: to be continued!
- ▶ Extensive seminar in July 2021 with sub-group based training and plenary session
- ▶ Participation at pilot workshop to formulate a Methodology and concept for the development of the tailored support services
- ▶ Common narrative at national level

Webinar 1 / 2

Webinar to beneficiaries on 13/7

Subjects:

- ▶ Topics on First Level Control – Common mistakes during verifications
- ▶ Management Information System – MIS
- ▶ Topics on Project Implementation
- ▶ Project Funding for Greek & Albanian Beneficiaries
- ▶ Information & Publicity / Capitalisation

Webinar 2 / 2

- ▶ Common mistakes hands-on approach
- ▶ Bilingual (native speech / simultaneous interpretation)
- ▶ Fully interactive
- ▶ Extensive use of questionnaires before and feedback after
- ▶ Beneficiaries were advised to maintain their websites
- ▶ Same approach will be followed for social media

EC Day 2021



- ▶ Gap in 2020, EC Day was back in 2021
- ▶ New logo
- ▶ 10 years celebration
- ▶ Zakynthos / Blue Coast
- ▶ Biodiversity and participation
- ▶ High visibility for the event
- ▶ In full conformity with Capitalisation Guide:
 - ✓ Involving Beneficiary on site
 - ✓ Promotion Event



Promotional material – EC Day



Target Groups for 2022

- ▶ Citizens, wider public audience
- ▶ (mentioned at the webinar) Advise beneficiaries to maintain and enhance the projects websites
- ▶ Same goes for social media
- ▶ Focus on attracting more followers
- ▶ Paving the way for 2021–2027 period

Capitalisation targets 2022

- ▶ Interaction with Beneficiaries while designing communication events
- ▶ Transfer the knowledge of good practices to the new Programming period
- ▶ Participation of Project at European level competitions / Storytelling examples
- ▶ Wider target groups via new social media strategy
- ▶ Presenting flagship examples to key decision makers
- ▶ Thematic Group meetings with the involvement of the Beneficiaries

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Thank you for your attention!