

Interreg - IPA CBC Greece - Albania



Annual Communication Plan for 2023

Managing Authority of European Territorial
Cooperation Programmes
Interreg IPA CBC Programme “Greece – Albania
2014 – 2020 “

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



8th Joint Monitoring Committee, 4/4/2023

Report on Communication Activities 2022

Website & Social Media

► Website:

- <https://greece-albania.eu/>
- Reflect the events organised by the beneficiaries
- Potential access to beneficiaries directly
- New Programme and SEA public consultation
- Project details revised

► Programme Social Media accounts:

- Facebook: Interreg Greece – Albania
- Twitter: InterregIPACBC-GR-AL
- LinkedIn: INTERREG IPA CBC GREECE – ALBANIA
- Instagram: interreg_gral
- Our EC Day posts were boosted!



Participation at:

- ▶ Interreg Annual Event Plenary: IPA CBC 15 years – October 2022
- ▶ Prespa lake cleanup for World Environment Day – June 2022
- ▶ European Week of Cities and Regions: presentation on our best practices – October 2022
- ▶ Thessaloniki International Fair – September 2022

EC Day 2022



- ▶ Youth4Coop
- ▶ World Peace Day
- ▶ Organised in Përmet
- ▶ Balloons and Rafting
- ▶ STONE ART & BUSINESS CLUBS
- ▶ EU DEL, Greek Ambassador, Local Authorities
- ▶ Local Products
- ▶ Rafting selected for showcase



EC Day 2022 – photos



EC Day 2022 – photos



EC Day 2022 – photos



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Promotional material



KEEP.EU 5th Annual Event

- ▶ A road map established until October 2023
- ▶ Consolidation with Kohesio
- ▶ Creation of two focus groups
 - Document Collection
 - Sharing keep.eu's data and functions
- ▶ Exploration of new methods of data collection
- ▶ Collection of data regarding:
 - Operations
 - Partners

Potential participation 2023

- ▶ Participation at REGIOSTARS
- ▶ Submission of emblematic project to DG REGIO for showcasing (WASTERREACT / DIADYMA)

Capitalisation targets 2023

- ▶ Gathering / Dissemination of all tangible Deliverables
- ▶ Creation of interactive database
- ▶ Storytelling linked with projects' closure
- ▶ Relevant roundtables
- ▶ Use of IT tools too boost the audience of social media accounts

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Thank you for your attention!