DELIVERABLE 2.2.1 – PROJECT's COMMUNICATION POLICY

of the project:

"Support of Entrepreneurship in the Field of In-House Processing of Quality Farm Products in the Districts of Evros, Haskovo, Smolyan and Kardzhali" - *"QUALFARM"*

With the co-financing of the Cross-Border Cooperation Program

Interreg V - A "Greece – Bulgaria 2014-2020"

2023

The project is co-financed by the European Regional Development Fund (ERDF) and by national resources of the countries participating in the Cooperation Program
Interreg VA "Greece - Bulgaria 2014-2020

Contents

The project is co-financed by the European Regional Development Fund (ERDF) and by national resources of the countries participating in the Cooperation Program Interreg VA "Greece - Bulgaria 2014-2020

1. INTRODUCTION

General Information on the Interreg Program "Greece - Bulgaria 2014 - 2020"

The European Territorial Cooperation Program "Greece - Bulgaria 2014 - 2020" was approved by the European Commission on 09/09/2015 with Decision C(2015)6283.

The total budget (ERDF and National contribution) for the European Territorial Cooperation Program "Greece - Bulgaria 2014 - 2020" amounts to 130,262,836.00 euros. The total funding consists of €110,723,408 (85%) ERDF funding and €19,539,428 (15%) National contribution.

The eligible area of the Program consists of the Region of Eastern Macedonia and Thrace (Prefectures of Evros, Kavala, Xanthi, Rhodope and Drama) and the Region of Central Macedonia (Province of Thessaloniki and Serres) in Greece and the South-Central Planning Region and the South Region -Western Planning Region (Blagoevgrad , Smolyan , Kardjali and Haskovo regions) in Bulgaria.

Greece-Bulgaria Cross-Border Cooperation Area of the Programming Period 2014 - 2020

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Interreg VA "Greece - Bulgaria 2014-2020

The Greece-Bulgaria cross-border cooperation area for the programming period 2014-2020 is identical to the current ETC program . It extends over 40,202 km ^{2} and has a total population of 2.7 million inhabitants. It covers four territorial units at NUTS level II (Regions) and 11 territorial units at NUTS level III (Regional Units). The eligible area spans the entire Greek-Bulgarian border and borders Turkey (east) and the Republic of North Macedonia (west), two countries aspiring to gain access to the EU. It forms part of the EU's most south-eastern non-island region and lies between in three seas: the Black Sea, the Mediterranean Sea and the Ionian-Adriatic Sea. Finally, it is at the crossroads of strategic fossil fuel pipelines that feed the EU market and European transport axes.

The residential structure of the region is characterized by the presence of 10 medium-large cities (>50,000 inhabitants) that gather 38.2% of the total population and 25 small cities (10,000-50,000 inhabitants).

Despite the historically relatively small amounts of funds allocated, there is a long history of cooperation in the eligible area, which began with the Community initiative INTERREG I (1989-1993).

The priority axes of the Program are:

CA 1: Promotion of competitiveness and entrepreneurship in the cross-border area

CA 2: Sustainable and climate adaptable cross-border area

CA 3: Better interconnection in the cross-border area

CA 4: Cross-border area without social exclusion

AP 5: Technical Assistance

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Interreg VA "Greece - Bulgaria 2014-2020

The " QUALFARM " project and its main objectives

The general and main objective of the project is to activate innovative entrepreneurship in the field of quality processing of agricultural products, with particular emphasis on " in - house " processing, i.e. on farms or small workshops. This will be achieved through the provision of education, training and personal guidance in matters of innovation, marketing, food safety and branding by specialized business support structures that will be created in the premises of the beneficiaries of the QUALFARM project.

The innovation and cross-border nature of the project lies in the following:

(a) Creates specialized support structures.

(b) It adopts a specific cross-border approach in an effort to create a distinct identity in terms of quality agricultural products.

(c) It adopts a sustainable approach to business support through the creation of the QUALFARM cross-border network.

(d) It adopts the LEADER approach, which is linked to local empowerment through local strategy development and resource allocation.

The main tool for the implementation of the LEADER approach to spatial development and the participation of local representatives in decision-making are Local Action Groups (LAGs). To this end, the QUALFARM network will seek the active participation of all stakeholders, involve all sections of the local community and create a long-term development plan and cooperation for the “ in - house ” processing of agricultural products in the cross-border QUALFARM area and set up four Business Support Offices within the premises of the four project beneficiaries. The project activities cover the rural areas of Evros (Greece), Haskovo, Smolyan and Kardzhali (Bulgaria). The above support structures will be responsible for providing guidance, training and continuous support, with the aim of activating innovative entrepreneurship and supporting the existing in the field of processing agricultural products, with a particular emphasis on small-scale “in-house” processing of local quality of products, produced by small farms and by the most dynamic sections of the rural population (women, young graduates, etc.). The end-users of the project activities include farmers and members of farm households, as well as SMEs active in the agri-food sector. The basic idea of the project and the partnership was developed based on the experience of the participating (in QUALFARM) Local Action Groups (LAGs), which showed that entrepreneurship in rural areas is hindered by some common challenges, namely:

(a) Difficulty in obtaining financing

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Interreg VA "Greece - Bulgaria 2014-2020

(b) Limited access of entrepreneurs to business know-how

(c) Restricted access to information and contacts

(d) Lack of support services

(e) Lack of access/expertise regarding cost-saving technologies and

(f) Inadequate skills.

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The specific objectives of the “ QUALFARM ” project

The specific objectives of the project include:

- Strengthening the skills of farmers and existing household agro-processing businesses in the areas of quality, innovation and marketing.
- The further stimulation of entrepreneurship in the field of "in-house" processing of agricultural products through guidance and personalized support.
- The creation and promotion of a separate cross-border market for agricultural products.
- The creation of permanent support structures for the agri-food sector and especially the sector of internal processing of agricultural products.
- Raising awareness of the general population in matters of food quality and safety.
- The exchange of best practices at a cross-border level and the facilitation of sustainable cooperation between project stakeholders.
- The contribution to the achievement of the objectives of the National Rural Development Programs in Greece and Bulgaria.
- Support in the achievement of the objectives of the Regional Development Programs in the areas of the beneficiaries of the project.

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Interreg VA "Greece - Bulgaria 2014-2020

The expected results and deliverables of the " QUALFARM " project

The main project deliverables that will be developed based on the project actions (excluding management and communication) are the following:

- Four (4) Local Business Support Offices (Orestiada, Provatonas, Harmanli , Kirkovo)
- One (1) Promotion and Marketing Guide for Domestically Processed Agricultural Products.
- One (1) Study of the History and Prospects of the cross-border region for the " in - house " processing of Agricultural Products.
- A (1) Beginner's Guide to " in - house " processing of agricultural products.
- One (1) cross-border Guide for domestically processed agricultural products.
- Four (4) Continuous Consulting Sessions for Businesses at the Local Business Support Offices (Orestiada, Provatonas, Harmanli , Kirkovo).
- Four (4) Continuous Guidance Sessions for the start of " in - house " Processing of Agricultural Products (Orestiada, Provatonas, Harmanli , Kirkovo).
- Four (4) Training Sessions on Innovation Issues (Orestiada, Provatonas, Harmanli, Zlatograd).
- Four (4) Training Sessions on Quality Issues (Orestiada, Provatonas, Harmanli, Zlatograd).
- Four (4) Local Awareness Seminars (Orestiada, Provatonas, Harmanli, Kirkovo).
- One (1) Inaugural Conference in Orestiada.
- One (1) Final Conference in Kirkovo.
- QUALFARM Farmers Market at Harmanli .
- One (1) cross-border QUALFARM Farmers' Market in Orestiada.
- Two (2) Study Visits of Bulgarian Farmers in Greece (Orestiada and Provatona).
- Two (2) Study Visits of Greek Farmers in Bulgaria (Harmanli and Kirkovo - Zlatograd).

The main result of the project is the creation of four (4) Local Business Support Offices, a result that is directly linked to the main objective of the project, which is the development of innovative and quality entrepreneurship in the field of agricultural products processing, with a special emphasis on " in - house " processing of agricultural products, i.e. in farms or small workshops.

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Interreg VA "Greece - Bulgaria 2014-2020

The corporate structure of the " QUALFARM " project

The Project partnership includes four (4) beneficiaries coming from two (2) countries (Greece and Bulgaria). The "QUALFARM" partnership is shown in the table below:

Country	Marking Beneficiary Project	Identity of Project Beneficiaries
Hellas	LB	Northern Evros Research and Development Company
	PB2	Public meeting in Evros
Bulgaria	PB3	LAG Harmanli
	PB4	LAG Kirkovo - Zlatograd

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Interreg VA "Greece - Bulgaria 2014-2020

2. COMMUNICATION FRAMEWORK IN THE QUALFARM PROJECT

The general communication strategy of the Project

Communication and dissemination activities are those related to the appearance of the Project in the "outside world". Communication means providing information about the project to multiple audiences, while dissemination means providing information about the results of the project to specific audiences. The communication of the Project must be based on a general communication strategy, which is developed in this section.

A communication strategy is the bible of your communication plan. Ensures that communication efforts help achieve Project objectives and are coordinated and effective. It also helps to clarify what is required in terms of staff, time and resources, and how they will be used.

A communication strategy also provides an overall view of communication objectives and how the Project plans to achieve them, while the Communication Plan describes how, when and by whom the activities defined in the communication strategy will be implemented.

The development of the Project's communication strategy includes the following steps:

- Step 1 : Identification and analysis of the target groups of the Communication Plan, such as:
    - Actual or potential beneficiaries of the Project
    - Beneficiaries of the Project
    - Local, Regional and National authorities and European institutions
    - Networking organizations and agencies
    - General public (citizens)
    - Academic bodies, bodies of innovation and technological development
    - Non-Governmental Organizations, Civil Society organizations, etc
    - Bodies such as the Joint Secretariat and the Administrative Authority of the Program etc.

    It is also important to distinguish between the primary target groups of the Communication Plan and the secondary target groups.

- Step 2 : Defining the main objectives of the Communication Plan, such as indicatively:
    - Strengthening the awareness and knowledge of the potential beneficiaries of the Project about the actions and the procedures for their participation in them

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Interreg VA "Greece - Bulgaria 2014-2020

  - Strengthening the required knowledge and skills of the beneficiaries of the Project for the successful implementation of its actions
  - Strengthening the Project's awareness among the general population and the European Union's contribution to the development and support of the Project's intervention area
- Step 3 : Defining the communication channels, such as:
  - Project website and social media
  - Local and National Press and Media
  - Distribution of printed informational/promotional material

The specialization of the above steps is given in detail in the following chapters.

Communication activities should be well planned and communication should focus on highlighting the role of the European Union as a Beneficiary and the achievements and impact of the actions carried out. Administrative or procedural actions in the context of the Project are not considered as communication activities. In order to maximize the impact of communication activities, the following should be considered:

- Communication activities must be timely.
- The information used must be accurate.
- Activities must be targeted at the right audience.
- Messages should be interesting to the target audience.
- Activities should be appropriate in terms of resources spent and expected impact.

However, there should also be room in any information and publicity plan to seize a good opportunity. A good communication strategy reflects the ability to use unexpected opportunities for the benefit of the Project. In some cases, these opportunities can be just as important as planned/scheduled actions, and they can also be free. Therefore, where such opportunities arise, they must be taken advantage of.

A special Work Package (WP2) in the Projects of the Interreg VA Cooperation Program "Greece - Bulgaria 2014 - 2020" foresees the preparation of an information and publicity strategy, with the following specific objects:

1) the basic structure of the Project Communication Plan (schedule, milestones, etc.),
2) the information and publicity actions of the Project that must be carried out (such as website, events, advertising material, etc.),
3) the means of communication that will be used to disseminate the deliverables, results and achievements of the Project (such as social media, brochures, promotional materials, etc.) and

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Interreg VA "Greece - Bulgaria 2014-2020

4) the recording of how the expected results of the Project will be promoted at national and/or regional level.

Based on the above, appropriate information and publicity actions will be designed, including the mandatory results of the Project, as described below. However, information and publicity actions must be in proportion to the level of funding available and the level of detail must be adapted to the nature, extent and cost of the intended communication actions.

The information and publicity strategy guarantees that information and publicity are an integral part of any Project financed by the Interreg VA Cooperation Program “Greece – Bulgaria 2014 – 2020” throughout the Project's life cycle. The beneficiaries of the Project will plan the allocation of the relevant human and financial resources and will distribute the relevant responsibilities among the beneficiaries,

The objective of the information and publicity strategy is to increase awareness of the general public and/or special public belonging to the target groups of the Project. In addition, the transparency of the actions implemented and the funds of the European Union used for financing are guaranteed. Finally, the implementation of an information and publicity strategy ensures that the results achieved are widely disseminated and capitalized on by policy makers and stakeholders in the eligible area. In addition to the above general objectives, the Project may define specific objectives in its own Information and Communication Strategy, according to the contents of the Project.

For any clarifications at all stages, it is recommended to consult the Communication Officer of the Interreg VA Cooperation Program "Greece - Bulgaria 2014 - 2020".

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Interreg VA "Greece - Bulgaria 2014-2020

3. PROJECT COMMUNICATION IDENTITY

Positioning, key concepts and messages of the “ QUALFARM ” project

a) Placement and basic concepts of communication

The communication positioning of the project is the basis on which the communication strategy will be built and the individual characteristics of the publicity actions will be determined. More specifically:

- Home Industry provides the possibility for producers and breeders to enhance the added value of their products through their processing and standardization.
- The education, training and personalized guidance of the young farmers, women and young graduates of the cross-border area in matters of organization and innovation of the cottage industry units, is a very important and critical factor for the development of the cottage industry in the intervention areas of the "Qualfarm" project .
- The " Qualfarm " project aims to attract interested parties and support them in dealing with factors that make it difficult for them to be active in the Home Industry sector, such as difficulty in accessing financing, limited access to business know-how and information, lack of relevant skills, etc.
- Qualfarm " project will create stable support structures for those interested in Home Crafts and will create support and training material on corresponding issues.
- The “ Qualfarm ” project will create a network of cottage industry businesses, local bodies and businesses and stakeholders to operate in the cottage industry in the cross-border area.

Q & A) should be prepared about cottage industry, the existing institutional framework for activity in the cottage industry and the prospects – possibilities presented, underlining the necessity and value of the project. The language used in all communication materials will be simple and easy to understand, without complicated scientific terms and with popular, gentle expressions and positive messages, which enhance acceptance and willingness to participate.

The messages will focus on the benefits arising from the project for everyone but also specifically for the potential stakeholders (farmers in general, women, young farmers and scientists etc.) in the cross-border area. The design of all communication material should be simple, clean, modern with eco features (colors, fonts, etc.).

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Interreg VA "Greece - Bulgaria 2014-2020

The main idea of the communication of the project is to highlight the value of the home industry and the prospects – possibilities of the sector: ***Add value to your products, use modern tools for their production and promotion, create a successful production unit!***

b) Communication Messages

A message is a simple and clear idea that acts as a guiding principle for all kinds of communication – from the content of posters, flyers, leaflets and websites to the agenda for a media interview, to conversations with stakeholders and more. The identification and introduction of the key message, around which the communication activities will evolve, is an important challenge for the Communication and Dissemination Plan. This is because a message should be:

- Sort
- Attractive
- Easy to recall
- Consistent with the actual scope of the project.

Taking into account all these conditions, three possible key messages have been devised for the communication of the “ QUALFARM ” project:

- Key communication message: **"Give value to your products! Create a successful eco-technical unit!"** in Greek This message highlights the general objectives of the project and sends a clear message about the added value of the project for the stakeholders and those involved in cottage industry in the cross-border area
- Secondary Communication Messages:
    - **"Innovation and modernization at the service of home engineering"**
    - **"Small production, big surplus value!"** The secondary messages highlight the value of introducing innovative and modern methods of production and promotion of the products of eco-technical units in optimizing their surplus value and their successful and sustainable development.

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Interreg VA "Greece - Bulgaria 2014-2020

Visual identity of the "Qualfarm" project

Interreg Program logo :

Creating a visual identity increases the visibility and recognition of each Project. This visual identity includes e.g. the definition of symbols, forms, colors and other elements of a distinctive title such as a logo, an acronym related to the full name of the Project and in some cases also a motto (i.e. a short statement to express the main idea of the Project). The Project logo is an essential part of the visual identity and will be used in all deliverables and deliverables of the Project. Using a motto is optional, however strongly recommended.

The European Territorial Cooperation programs have united their actions under a harmonized visual signal and a common name that can be used in any language: Interreg. Interreg is now the distinctive title for European Territorial Cooperation and should be used publicly as widely as possible.

This allows the actors involved in Interreg to benefit from each other in their communication, both to attract project beneficiaries and to make the projects visible. The single distinctive title “Interreg” offers greater visibility for Interreg itself at all levels and to the wider public, demonstrating that Interreg makes a difference both locally and at European level, providing large-scale evidence that cooperation in Europe brings brings people closer together, makes economies stronger and contributes to better preservation of the natural environment.

In this context, for the programming period 2014 – 2020, the Interreg VA Cooperation Program “Greece – Bulgaria 2014 – 2020” has adopted a Program logo designed in accordance with the Interreg Brand Design Manual.

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The logo of the " QUALFARM " Project:

Projects financed under the Interreg VA Cooperation Program "Greece – Bulgaria 2014 – 2020" must also follow the common branding procedure, following the instructions given in the Manual Interreg Brand Design (https://rb.gy/ppf1pj)

Projects can use one of the following two options for their logos:

a) the simplified version of the project logo

Basic unit: The basic unit used to define the composition of the logo is the width of the letter "e".

European Union Flag: The space between the logo and the European flag equals 3/4 of the base unit. The height of the flag is the same as the letter "I".

Program name (Programme Name): For program name specifications, see section 2.2.1 of this manual Information and Publicity Guidebook for Project Beneficiaries of the Interreg Cooperation Program "Greece - Bulgaria 2014 - 2020".

Project Name (Project Name): The name of the Project (acronym) is written below the name of the Program in Montserrat font Regular , at the same height as the program name with -20 letter margin. The distance from the baseline of the Program name to the height of the ceiling of the Project name is 1/2 the base unit. The color of the Project name (acronym) must match the color of the main thematic goal of the Project, as specified in the table below.

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	Thematic objective	Pantone	CMYK	HEX	RGB
	Research and innovation	109 U	0/24/93/0	#fdc608	253/198/8
	Information and commu-nication technologies	2716 U	41/30/0/0	#a3add8	163/173/216
	Competitiveness of SMEs	3115 U	71/0/19/0	#1cb8cf	28/184/207
	Low-carbon economy	347 U	81/13/76/1	#159961	21/153/97
	Combating climate change	206 U	4/86/43/0	#e34063	227/64/99
	Environment and resource efficiency	382 U	49/0/99/0	#98c222	152/194/34
	Sustainable transport	Cool Gray U 9	46/37/34/15	#8a898c	138/137/140
	Employment and mobility	1665 U	2/71/72/0	#ea6647	234/102/71
	Better education, training	515 U	11/44/0/0	#e0a6cc	224/166/204
	Social inclusion	513 U	43/70/12/0	#a36298	163/98/152
	Better public administration	3145 U	87/32/35/16	3c7486	60/116/134

ERDF (European Regional Development Fund): The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" below the flag. This version of the logo must be selected if the wording "European Regional Development Fund" does not appear elsewhere on the page where the logo appears. <u>It is recommended that projects use this version of the logo to ensure reference to the ERDF </u>.

Free space: Around the logo there must be a free space of at least one basic unit in height and width. No other graphics or logos should be placed in this area. Likewise, ½ of this zone must be kept for the placement distance from the page margins. This clear space area is the minimum free space – it is recommended to increase this space where possible.

b) the combined version of a project logo in addition to the Interreg logo .

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Interreg VA "Greece - Bulgaria 2014-2020

Base unit: The base unit used to define spaces is the width of the letter "e" in the Interreg logo. This measure is used to define the space between the various elements as well as the free space around the logo.

Relative size of the Project logo (Project Logo): The project logo (project logo) can be placed to the right or below the Interreg program logo. It should be placed one base unit away from the Interreg program logo.

If placed below the Interreg program logo, it should be the same height as the European Union flag (h) and the same width as the word “Interreg” in the Interreg program logo.

If placed to the right of the Interreg program logo, it should be the same width as the European Union flag and should not be taller than three times the height of the European Union flag.

If the Project's logo is larger than any of the above specifications, an additional mark of the European Union should be added, in a size that meets the specifications set out in implementing Regulation of the European Commission (EU) no. 821/2014 (Article 4 § 5).

NOTE: In all cases the Project logo must not be taller than the largest European Union flag placed on any page.

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ERDF (European Regional Development Fund): The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" below the flag. This version of the logo must be selected if the wording "European Regional Development Fund" does not appear elsewhere on the page where the logo appears. It is recommended that projects use this version of the logo to ensure reference to the ERDF .

Free space: Around the logo there must be a free space of at least one basic unit in height and width. No other graphics or logos should be placed in this area. Likewise, this zone must be respected for the placement distance from the page margins.

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Interreg VA "Greece - Bulgaria 2014-2020

Use of logos

Correct use of logos

Standard logo	The standard logo is the full color version. This version should be used whenever and wherever possible. Ideally it should only be used on a white background. Using the logo on a colored background is only possible if there is no alternative, but it must be a very light background.	
Logo in shades of gray	For single color reproductions, a grayscale version of the logo should be used. This version should only be used when using the standard logo (color version) is not possible.	
Black and white logo	The black and white logo should only be used if it is not possible to use the grayscale version of the logo.	

Note: According to European Union regulations, the European Union flag must always have a white border around the flag rectangle if placed on a colored background. The width of the border should be 1/25 of the height of the flag rectangle.

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Interreg VA "Greece - Bulgaria 2014-2020

Improper use of logo

1.	Do not use any other typography besides the logo on the same line. The use of program and project names in the lines below the logo is allowed only in accordance with the rules specified in the Information and Publicity Guidebook For Project Beneficiaries v .3.1 (November 2020).	
2.	Do not distort, stretch, tilt or modify the logo in any way.	
3.	Do not crop the logo.	
4.	Do not rotate the logo.	
5.	Do not separate the flag from the logo or change in any way the elements of the logo composition. They are immutable.	

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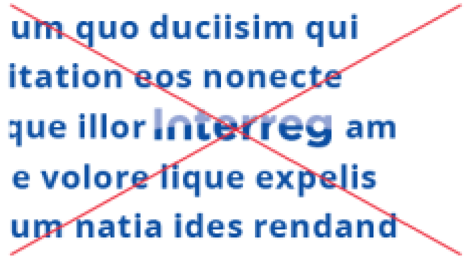
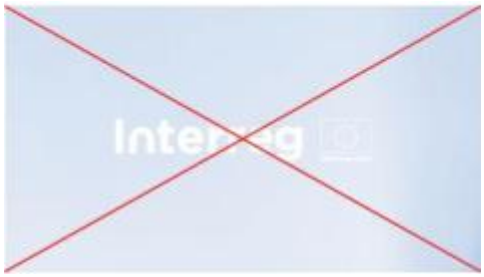
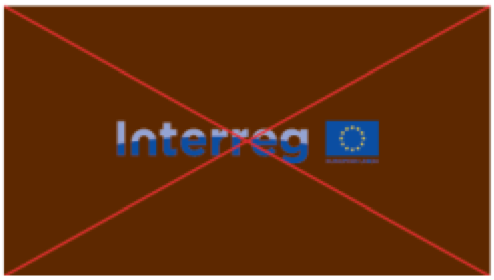
Interreg VA "Greece - Bulgaria 2014-2020

6.	Do not use borders around the logo	
7.	Do not use the logo in the body of the text. Instead, in the body text only use the word Interreg or the Project acronym in the body font.	
8.	Do not invert the logo or use the logo in any color other than the standard full color version or the grayscale version in monochrome applications.	
9.	Avoid colored backgrounds as much as possible – the only exception being very light background colors as mentioned above. If the logo is to be placed on a dark background, a white rectangular border must be used, at least equal in size to the free space as specified above. The best solution is to create a vertical or horizontal white box in which to insert the logo.	

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Interreg VA "Greece - Bulgaria 2014-2020

Logo size:

The appearance and size of the logo varies significantly depending on the media in which it is used. Therefore, minimum sizes for use of the logo for print, screen and video must be established. The logo must not be used at a size smaller than the minimum logo size specified below:

The table below gives the minimum and ideal sizes that should be used for the logo, depending on the application:

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Media		smallest logo width	ideal logo width
Print A4 portrait	210*279 mm	38,1 mm	80,4 mm
Print A4 landscape	279*210 mm	38,1 mm	80,4 mm
Print A4 portrait	148*210 mm	38,1 mm	38,1 mm
Print Business card	85*55 mm	35,1 mm	35,1 mm
Print Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	300 px	400 px
Powerpoint 16:9	254*142,88 mm	32,6 mm	68,8 mm
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

NOTE: Project beneficiaries are advised to carefully read the Manual Interreg Brand Design " before the development of the Project's logo and to send it to the Program's Communication Officer for review before its finalization.

The Project logo will be used in all communication material (print, electronic, display at events). It will be placed in a central and visible position on any generated material and will never be smaller than any other logo included in the same material (eg if partner logos are used). All written project deliverables will place the project logo in the upper right corner. The minimum usable logo size is 38.1mm. The main logo of the project is :

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4. PROJECT COMMUNICATION PLAN

The " Qualfarm " Project Communication Plan

The Communication Plan will be developed with the main objective of optimizing communication, promoting and disseminating the actions and results of the project. The Communication Plan will be based on the project's key and specific objectives, such as those developed above, and will seek to make the best use of the project's human and financial resources.

The effort to communicate and disseminate the " QUALFARM " project through the Communication Plan aims to achieve the following goals (qualitative and quantitative):

- Informing the general population in the cross-border area of the project about the objectives and expected results of the project.
- Informing the general population in the cross-border area of the project about the possibilities and perspective of home-crafts as a business activity.
- Identifying and engaging potential stakeholders (such as farmers, farm household members, young entrepreneurs and agri-food workers.
- Inform the potential stakeholders (as described above) about the potential, business opportunities and development prospects of the cottage industry.
- Informing the National and local agencies and organizations that are directly or indirectly involved in the activity of home construction.

The main priorities of the Communication Plan are:

(i) proper internal communication between project beneficiaries as well as continuous updating of project beneficiary information and
(ii) external dissemination aimed at stakeholders, local authorities, the local population, potential stakeholders as described above and agri-food businesses in the area. All project beneficiaries should identify relevant stakeholders, authorities at regional, local and national level and other specific audiences in order to be included in relevant communication and dissemination actions (mailing lists, etc.).

The Communication Plan is based on the following principles:

- Raising awareness, respecting the role of the European Union (EU) and the EU Structural Funds for the general public and promoting the added value of the project.
- Transparency, in terms of access to funds.

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- Consistency, i.e. project messages, outcomes and deliverables will be open, clear and consistent.
- Targeting, communication will be on the one hand open and targeted to the relevant audience, on the other hand it will be determined for individual circumstances and specific messages.
- Interactivity, the project will "listen" to the views of its target audience and incorporate them as much as possible into the communication efforts being made.

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"Qualfarm" Project Communication Plan Implementation Budget

The total budget of Work Package 2 – Communication and Dissemination amounts to €48,511.10 and is equal to 7.2% of the total budget of the Project.

The following Table presents the budget of each beneficiary under Work Package 2 in absolute terms and as a percentage of the total budget of Work Package 2 – Communication and Dissemination of the Project.

Designation of Beneficiary of the Project	Identity of the Beneficiary of the Project	PE2 budget per Project Beneficiary	FY2 budget per Beneficiary as a % of the total FY2 budget of the Project
LB	Northern Evros Research and Development Company	€13,294.70	27 . 41 %
PB 2	Evros public fair	€15,027.60	30 . 97 %
PB 3	LAG Harmanli	€ 10,336.80	21 . 31 %
PB 4	LAG Kirkovo - Zlatograd	€9,852.00	20.31%
total		**€48,511.10**	**100.00%**

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5. TARGET GROUPS AND DISSEMINATION STRATEGY OF PROJECT RESULTS

Communication Plan Target Groups

The project's Communication Plan includes detailed actions and communication actions, the targeting of which operates on two levels:

- at the level of general dissemination of information about the project and horizontal dissemination of results, in order to serve the general objectives of communication of projects implemented under the Interreg program V - A "Greece - Bulgaria 2014 - 2020", namely:
  - Recognition of the role and support provided by European Union financial resources.
  - Promoting understanding of the objectives and achievements of interventions co-financed by the European Union.

  At the same time, the general communication goals of the projects co-financed by Interreg are served , namely:

  - Awareness: Highlighting the role of the European Union and the Structural Funds of the European Union for the general public and promoting the added value of the European Union's participation in co-financed Projects.
  - Transparency: Ensuring transparency regarding access to the Funds.
  - Equal opportunities and non-discrimination: Ensuring accessibility and visibility in applications
- at the level of the targeted approach to specific target groups of the population and agencies/organizations, in order to serve the specific communication goals of the " QUALFARM " project, namely:
  - Informing the general population in the cross-border area of the project about the objectives and expected results of the project.
  - Informing the general population in the cross-border area of the project about the possibilities and perspective of home-crafts as a business activity.
  - Identifying and engaging potential stakeholders (such as farmers, farm household members, young entrepreneurs and agri-food workers.
  - Inform the potential stakeholders (as described above) about the potential, business opportunities and development prospects of the cottage industry.
  - Informing the National and local agencies and organizations that are directly or indirectly involved in the activity of home construction.

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Based on the above, the Target Groups of the Communication Plan of the “ QUALFARM ” project are as follows:

- General population in the cross-border area of the project and specifically in the Regional Unit of Evros (Greece) and in the administrative regions of Haskovo, Smolyan and Kardzhali (Bulgaria).
- Existing housing units in the above areas
- Rural population in the above areas, farmers by profession and their families
- Women in rural households in the above areas
- Young scientists, entrepreneurs and workers in the agri-food industry in the above areas
- Agencies and organizations that are directly or indirectly involved in the activity of the building industry in the above areas
- Executives and staff of the beneficiaries of the “ QUALFARM ” project

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6. MEASURES TO INFORM POTENTIAL BENEFICIARIES

In the context of efforts to achieve the specific objectives of the Project, namely:

- Strengthening the skills of farmers and existing household agro-processing businesses in the areas of quality, innovation and marketing.
- The further stimulation of entrepreneurship in the field of " in - house " processing of agricultural products through guidance and personalized support.
- The creation and promotion of a separate cross-border market for agricultural products.
- The creation of permanent support structures for the agri-food sector and especially the sector of internal processing of agricultural products.

it is necessary to describe and take special measures to approach and inform the potential beneficiaries (beneficiaries) of the Project's interventions.

Therefore, the following further measures and actions are proposed especially for approaching and informing the potential beneficiaries (beneficiaries) of the Project:

- Creation of a database with the contact information of all those involved, directly or indirectly, in the construction industry in the cross-border area of intervention of the Project. This database will be used for direct and easy communication with potential beneficiaries (beneficiaries) for the actions of the Project. For example, the following methods are mentioned:
    - Create group chats in popular applications – communication platforms via mobile phones (e.g. Viber , WhatsApp , Messenger , etc.)
    - Create mailings list for sending electronic newsletters about the actions and results of the Project
    - Utilization of group information techniques for participation in Project events (e.g. information via call center or group sending of text messages – sms)
- Creation of closed or open Groups in the Project's Social Networking Media through which targeted communication-information material of the Project can be distributed directly to the potential beneficiaries (beneficiaries) of the Project's interventions
- Creation and posting on the Project website of brief questions and answers (Q & A section) regarding the Project, the possibilities of participation in its actions but also general issues surrounding the existing institutional and business framework in the home construction sector.
- Conducting an online or telephone survey of potential beneficiaries (beneficiaries) of the Project with the aim of recording the special needs of information and

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information, in order to optimally adapt the informative and educational actions of the project to their needs.

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7. METHODS OF COMMUNICATION

The Project's communication should be active throughout its life cycle and should be timely and consistent with the communication goals set per target group.

The communication actions and actions of the Project, as described in detail below, must be used and accompany every important milestone of the Project's implementation. The following table describes the main communication methods and actions per key target group:

	Potential Beneficiaries	Beneficiaries of the Project	Interested bodies and organizations outside the Program/Project	Agencies and organizations within the framework of the Program/Project	Media	General Audience
Web page	√	√	√	√	√	√
Social media	√	√	√	√	√	√
Publications (manuals, guides, brochures, newsletters, etc.)	√	√	√		√	√
Electronic Newsletters	√	√	√	√	√	
Event promotion calls	√	√	√		√	√
Educational actions for beneficiaries		√				
Educational actions for agencies and organizations within the framework of the Program/Project				√		
Local Events	√	√	√	√	√	√
Information Campaigns/Participation in exhibitions and demonstrations	√	√	√	√	√	√
Conferences	√	√	√	√	√	√
Audio-visual media/products	√	√	√	√	√	√
Press Releases/ Advertisements	√		√		√	√
Promotional materials/products	√	√	√		√	√
Administrative support actions				√		

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Interreg VA "Greece - Bulgaria 2014-2020

8. COMMUNICATION ACTIONS AND ACTIVITIES

Social media

In addition to the traditional communication methods and techniques, the Internet offers a number of modern opportunities to promote the Projects: the so-called Social Media such as e.g. Facebook, Twitter, Linkedin, Google+, Youtube, Pinterest, etc. In the context of the dissemination of actions and results through social media, a specially designed strategy is developed, which includes:

- Selection of the specific social media that will be used in the context of the information and communication actions of the Project by the Beneficiaries of the Project. If the Beneficiaries of the Project decide to use one or more specific social media, then a specific business plan must be drawn up, as each social media platform requires different operating techniques and reaches different audiences.
- Strong commitment on the part of the Beneficiaries of the Project for the implementation of the operational plan of information and communication through the selected social networking platforms, as it has been observed that, in numerous projects, the Beneficiaries included the use of social media in the Communication Strategy of the Project, without to respond systematically, consistently and over time to the implementation of the plans.
- Scheduling and creating a post calendar (post calendar) with an indication of the content and the appropriate time to make the posts.
- Designation of representatives on behalf of the Beneficiaries who will take over the management of the Project's social media accounts to be used.

Description of the action:

For the project, at least two (2) social networking platform accounts will be created (indicative and not limiting: Facebook and Linkedin). The beneficiary who will be responsible for the operation of the Project's social media will be able to post announcements and press releases, upload photos and videos, and will be responsible for answering questions and requests regarding the implementation of the Project. will be submitted by interested parties. The aim of the Project's social media accounts is to reach a wider audience and publish current and real-time information about the Project . The added value of social media lies in the low cost, the high virality of the Project's messages and the connection and networking with relevant people and organizations, while also receiving useful feedback about the Project and the his actions.

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Actions of energy:

- Create accounts on at least two (2) social media platforms (indicative and not limited to: Facebook and Linkedin).
- Linking all social media of the Project to the website of the Project, as well as to the websites and social media accounts of the beneficiaries.
- Invitations to connect to stakeholders, relevant individuals and organizations to connect.
- Regular updates and announcements

Beneficiary responsible for the implementation of the action:

The corporate structure of the Project will determine one of the beneficiaries who will be responsible for the operation of the social media of the Project.

Target groups of the action:

- Executives and elected officials of Public Authorities and Local Government within the administrative boundaries of the cross-border areas of intervention of the Project.
- General public in the cross-border areas of intervention of the Project.
- Enterprises in the household industry, enterprises in the agri-food sector, young farmers, women in agricultural households and workers in agri-food enterprises in the Project intervention areas.
- Executives and staff of the beneficiaries of the Project.
- Scientists, Engineers and Academics involved in rural and regional development research and planning.

Location of energy:

The entire Transboundary intervention area of the Project

Indicators for energy evaluation:

Number of likes, number of followers, number of interactions (post comments, video views, etc.)

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Participation/ Presentations at Conferences

Energy description:

Participation in International and National Conferences, in which the conclusions and results of the project can be presented regarding the strengthening and promotion of cottage industry. The exact number of conferences will be determined depending on the availability of the relevant conferences.

Energy Activities:

- Record the name, date, location, general objective and content of the Conference.
- Investigating the possibility of participating in the Conference and submitting the relevant request.
- Preparation of presentation material for the Conference (ppt files, photos/videos).
- Presentation at the conference.
- Feedback and recording of comments for the presentation of the Project at the Conference.
- Collection of basic information about the bodies and organizations that participated in the Conference, such as:
  - Types of organizations (public bodies and organizations, authorities, businesses, Non-Governmental Organizations, etc.) that participated in the Conference
  - Total number of conference participants

Energy Communication/Diffusion Activities:

- Press releases before and after the Conference
- Placing posters and/or brochures in the Conference premises (if possible)
- Coverage of the participation through local media (if possible)
- Uploading Press Releases to the Project's website and social media, uploading relevant photos/videos, sending newsletters to the available mailing lists with the necessary audio-visual material attached, etc.
- Networking with other Conference participants (exchange contact details and send more information and materials from the “ Qualfarm ” Project)

Beneficiaries responsible for the action :

All beneficiaries of the Project

Target groups of the action:

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- Executives and elected officials of Public bodies and Local Government organizations within the administrative boundaries of the Project's cross-border intervention areas.
- Beneficiaries and potential beneficiaries of the " Qualfarm " project.
- Executives and staff of the beneficiaries of the “ Qualfarm ” project.
- Scientists and Academics engaged in research and policy planning for regional development, sustainable rural development and cottage industry in particular in the countries participating in the Project.
- Organizations of farmers and cottage industry businesses in the cross-border intervention area of the Project.

Energy evaluation indicators:

Number of people/participants in the Conference expressing interest in the results of the Project

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Project poster

Description of the action:

Project beneficiaries must place at least one poster with information about the Project (minimum size 30 x 47 cm), including reference to the financial support of the Project from the European Union, in their premises and in other possible locations visible to the general public. The poster must remain visible for the duration of the Project.

Energy activities:

The Project poster, in addition to information about the Project, its objectives and expected results, must contain the following:

- Interreg project logo and key message (if applicable)
- The reference to the funding sources: "The project is co-financed by the European Regional Development Fund (ERDF) and by national resources of the countries participating in the Interreg VA Cooperation Program "Greece - Bulgaria 2014-2020", with the flags of the European Union and both participating countries
- The Project website link

NOTE: For the production of posters, the Program provides the Beneficiaries of the Project with an online poster development tool (http://poster.interreg.gr/). The use of the tool by the beneficiaries of the Project is optional.

Beneficiaries responsible for the action:

All beneficiaries of the Project will be responsible for placing the posters.

The beneficiary of the Project who will undertake the creation of the poster will ensure the availability in all three languages of the Interreg VA Cooperation Program "Greece - Bulgaria 2014 - 2020", i.e. in English, Greek and Bulgarian.

Groups – targets of the action:

- Executives and elected officials of Public Authorities and Local Government within the administrative boundaries of the cross-border areas of intervention of the Project.
- General public in the cross-border areas of intervention of the Project.
- Enterprises in the household industry, enterprises in the agri-food sector, young farmers, women in agricultural households and workers in agri-food enterprises in the Project intervention areas.

- Executives and staff of the beneficiaries of the Project.
- Scientists, Engineers and Academics involved in rural and regional development research and planning.

Energy evaluation indicators:

One poster in three languages, number of pieces and number of mounting points.

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Electronic Newsletters

Description of the action:

Qualfarm Project e-newsletter will inform the entire Project community about the progress, deliverables and results of the Project. The aim of the e-newsletters is to ensure that all stakeholders receive a regular flow of information about the Project in order to maintain awareness throughout the duration of the Project. The cover of each newsletter must clearly identify the project as part of the Interreg Cooperation Program "Greece – Bulgaria 2014 – 2020" and must follow the visual identity guidelines of the Program. Also, the e-newsletter must include at least the following:

- The logo and the main message of the project (if any).
- The reference to the funding sources "The Project is co-financed by the European Regional Development Fund (ERDF) and by national resources of the countries participating in the Interreg VA Cooperation Program "Greece - Bulgaria 2014 - 2020", with the flags of the European Union and both countries participating in the Project.
- The disclaimer "The content of this publication is the sole responsibility of <Beneficiary Name> and can in no way be considered to reflect the views of the European Union, the participating countries, the Managing Authority and the Joint Secretariat".
- The link to the Project website.

E-newsletters will be short with three (3) most important news about the Project, accompanied by photos and links to further information.

Energy Activities:

- Preparation of newsletters, compilation of informational and promotional material
- Newsletters are sent to the mailing list and uploaded (in PDF format) to the Project's website and social media

Beneficiaries responsible for the action:

All project beneficiaries are responsible for preparing newsletters and sending to respective mailing lists. All newsletters produced by any beneficiary of the Project must be forwarded to the beneficiary responsible for the operation of the Project's website and social media, so that they are also available online.

Groups – targets of the action:

- Executives and elected officials of Public Authorities and Local Government within the administrative boundaries of the cross-border areas of intervention of the Project.
- General public in the cross-border areas of intervention of the Project.
- Enterprises in the household industry, enterprises in the agri-food sector, young farmers, women in agricultural households and workers in agri-food enterprises in the Project intervention areas.
- Executives and staff of the beneficiaries of the Project.
- Scientists, Engineers and Academics involved in rural and regional development research and planning.

Location of energy:

The entire transboundary intervention area of the Project.

Energy evaluation indicators:

- Number of e-newsletters throughout the Project (minimum three (3)).
- Number of interested parties receiving e-newsletters

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Radio spot

Description of the action:

A radio spot (up to 45'') can be created for use in awareness campaigns and radio broadcasts on local radio stations, according to the Project's media plan.

Energy activities:

Design and production of a radio spot (up to 45''). The spot will briefly refer to the objectives and results of the Project, will include the main message and may include the secondary messages of the Project (if any). Finally, it must include a reference to the source of funding of the Project and specifically state: "The Project is co-financed by the European Regional Development Fund (ERDF) and by national resources of the countries participating in the Interreg VA Cooperation Program "Greece - Bulgaria 2014 - 2020 ». The radio spots, once created, must also be posted on the Project's website and social media.

Beneficiaries responsible for the action:

All Beneficiaries of the Project can create radio spots and broadcast them within the administrative boundaries of their area of responsibility. It is recommended to use a common script to create the radio spot, if used.

Target groups of the action:

- General public in the cross-border areas of intervention of the Project.

Location of energy:

The entire transboundary intervention area of the Project.

Energy evaluation indicators:

- Number of radio spots to be created
- Number of broadcasts of the radio spot on local radio stations in the Project intervention area
- Number of social media plays and downloads of the Project

NOTE: In case the radio spot is broadcast in the official language of one of the participating countries, the project beneficiaries are requested to consult in advance with the Communication Officer of the Joint Program Secretariat for translation guidance.

Video / Video spot

The Program encourages Project Beneficiaries to produce videos to promote their results/achievements. These videos should be short (total length 2-3 minutes) and their message should be clear to the audience. In producing the videos, the Project Beneficiaries are advised to use simple storytelling techniques and interviews/testimonials of people directly benefiting from the Project. It is, finally, just as important that the video complies with the General Data Protection Regulation (GDPR).

Description of the action:

As part of the communication and dissemination actions of the Project, a Full HD Video of the Project can be produced, which will contain shots and a description of the interventions and actions of the project both on the Greek and Bulgarian sides. The video footage will be in HD resolution and will be used as Project presentation material (in presentations, video clips) and for Project promotion purposes. The video can be up to 10 minutes long with a script, voice description, English subtitles and background music. The video can also be reproduced on DVD copies for distribution at meetings/events with the participation of actors and organizations from the cross-border area of intervention of the Project. The video may contain footage from both the Greek and Bulgarian sides of the ongoing project interventions, almost in equal proportion.

In addition, a video spot of up to 60 seconds can be created (a short version of the Project video), with a script, voice description, English subtitles and background music. This video spot is intended for use in TV broadcasts and TV campaigns promoting the Project on local TV stations, in accordance with the Project's media plan.

Energy Activities:

Design and production of Project videos (up to 10') and video spots (up to 60''). The video will briefly refer to the objectives and results of the Project, include the main message and may include the secondary messages of the Project (if any). Also, it may include interviews with representatives of the Beneficiaries and beneficiaries of the Project, graphic illustrations, audio-visual material from the actions of the Project. It must include:

- The logo and the main message of the project (if any).
- The reference to the funding sources "The Project is co-financed by the European Regional Development Fund (ERDF) and by national resources of the countries participating in the Interreg VA Cooperation Program "Greece - Bulgaria 2014 - 2020", with the flags of the European Union and both countries participating in the Project.

- The disclaimer "The content of this publication is the sole responsibility of <Beneficiary Name> and can in no way be considered to reflect the views of the European Union, the participating countries, the Managing Authority and the Joint Secretariat".
- The link to the Project website.

The video spot of the Project will be a short version (cut version) of the Project video. Both the video and the video spot of the Project, once created, must also be posted on the Project's website and social media.

Beneficiaries responsible for the action:

All Project Beneficiaries can create videos and video spots and broadcast them within the administrative boundaries of their area of responsibility. It is recommended to use a common script to create the video spot, if used.

Target groups of the action:

- General public in the cross-border areas of intervention of the Project.

Location of energy:

The entire transboundary intervention area of the Project.

Energy evaluation indicators:

- Number of video spots to be created
- Number of rebroadcasts of the video spot on local TV stations in the Project intervention area
- Number of social media plays and downloads of the Project

NOTE: Video and TV spots must be produced in English which is the official language of the Program. In case the video and/or TV spot is broadcast in the official language of one of the participating countries, English subtitles are mandatory. Project beneficiaries are requested to consult the Communication Officer of the Joint Program Secretariat in advance for translation guidance.

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Event Material of the Project

Event materials will be developed for distribution at any local events and at the final international conference. Each set may include a minimum of a paper envelope, a notebook, a pen, the Project Results booklet (as described in the next section) and a hard copy of the event agenda. The event materials may also include electronic invitations, electronic event agenda and all presentations and presentations of the event in printed and/or electronic form (for uploading to the Project website and distribution after the event to stakeholders via email). Finally, roll - ups can be designed and printed banner s for use at any local event and the final conference.

There are no specific instructions or specifications for the characteristics of the stationery (letterhead, envelopes, etc.) that will be included in the event material. However, they should include at least the following:

- The logo and the main message of the Project (if any).
- The reference to the financing sources of the Project.

In case it is not practical on small surfaces to use the Project logo and the reference to the funding sources with the flags of the European Union and the two participating countries, only the European Union emblem may be used.

In the rest of the material of the events, such as roll - up banners , posters, stands, etc., must contain at least the following:

- The logo and the main message of the Project (if any).
- The reference to the funding sources of the Project: "The Project is co-financed by the European Regional Development Fund (ERDF) and by national resources of the countries participating in the Interreg VA Cooperation Program "Greece - Bulgaria 2014 - 2020", with the flags of the European Union and of the two countries participating in the Project.
- The link to the Project website.

Energy activities:

- Design and production of event material
- Posting – online uploading and distribution of event materials via email

Beneficiaries responsible for the action:

- Beneficiaries responsible for organizing local events
- Beneficiary responsible for organizing the final international conference

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Target groups energy's:

- Executives and elected officials of Public bodies and Local Government organizations within the administrative boundaries of the Project's cross-border intervention areas.
- Beneficiaries and potential beneficiaries of the " Qualfarm " project.
- Executives and staff of the beneficiaries of the “ Qualfarm ” project.
- Scientists and Academics engaged in research and policy planning for regional development, sustainable rural development and cottage industry in particular in the countries participating in the Project.
- Organizations of farmers and cottage industry businesses in the cross-border intervention area of the Project.

Location of energy:

Local event locations and final international conference location

Energy evaluation indicators:

- Number of sets of event materials, including folders, notebooks, pens, event agendas and presentations, etc.
- Number of roll-up banners, stands, posters etc

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Interreg VA "Greece - Bulgaria 2014-2020

Media plan of the Project

MME plan for communicating and disseminating project objectives, activities and results can be designed and executed during the Project life cycle. The media plan may include playing television and radio advertising messages (tv & radio spots) on national or local television stations and local radio stations of the Project's intervention areas in the cross-border area, as well as entries in local newspapers.

Beneficiaries responsible for the action:

All beneficiaries of the Project within their areas of responsibility and activity.

Target groups of the action:

- o General public in the cross-border areas of intervention of the Project
- Farmers, members of agricultural households and especially women and young farmers members of agricultural households in the cross-border areas of intervention of the Project.
- People with an active activity in the household industry (directly or indirectly), workers, employed and entrepreneurs in the agri-food sector in the cross-border areas of intervention of the Project.

Location of energy:

The entire transboundary intervention area of the Project

Indicators:

- Number of TV messages (tv spot) that will be broadcast on national and local television stations in the Project intervention areas.
- Number of radio messages (radio spot) that will be broadcast on local radio stations in the Project intervention areas.
- Number of entries in the local press (newspapers and magazines) in the Project intervention areas.

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Media relations

In addition to the above non-mandatory communication actions, it is highly recommended to pursue further communication results through the development of media relations. As is obvious, the communication of the Project through the media is a necessary tool for approaching the general public. Therefore, the development of media relations is extremely important to facilitate the multiplication of the Project's communication results. The following actions are (indicative and not limiting) very useful and consist of the implementation of the Project Communication Plan:

- Press interviews
- Visits (study trips) at the intervention points of the Project with the participation of journalists and media representatives
- Public relations campaigns
- Paid posting of articles and advertisements
- Personal interviews and direct contacts
- Creation of a database with the contact details of journalists/media representatives in the cross-border area of intervention of the Project since the start of the implementation of the Project

Project beneficiaries must inform both the Communication Officer and the Project Manager in advance of any of the aforementioned activities.

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Advertising Items

As part of the implementation of the Communication and Publicity Plan, it is possible to produce advertising items/items (such as t-shirts, hats, pens, etc.), which can be distributed to selected groups – targets of the Plan. Promotional items should prominently include the Project's logo and key message (if available). On some promotional items (eg pens, key rings, etc.), where it is not possible to include all the necessary information about the Project, at least the flag of the European Union should be displayed. Before any decision is made regarding the production of such promotional items, the Project Beneficiaries are requested to consult with the Communication Officer of the Joint Program Secretariat.

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Marking Project and Actions

The Project logo must be affixed to all items funded by or completed with the assistance of the Program, immediately upon receipt or completion of the item, except for items on which the Project logo was already affixed during production.

In the event that construction or other activities are carried out as part of the Project, the object must be marked using the Project logo immediately after the activities begin.

In case of organizing any event, the location where the event is hosted must display the Project logo in a prominent place throughout the duration of the event.

The labeling of items produced under the Project must remain correct and legible for at least five years after the last date of Project activity. Project beneficiaries must retain a sample copy of ALL information and publicity materials, advertising and promotional materials or other similar materials in order to be able to demonstrate proper marking. In case of events, the beneficiaries of the Project must keep a file of photos and videos (where possible) or other documentary material, in order to prove the correct marking.

In the event that the signage stating the Program's contribution to the financing of the Project is damaged before the expiration of the signage period defined above, the Project beneficiary must replace it.

Means of marking objects – ADHESIVE

It is recommended that the beneficiaries of the Project put a sticker with the logo on the items produced with the financing of the Cooperation Program "Greece - Bulgaria 2014 - 2020" as follows:

- Small items (office equipment, furniture, smaller tools, etc.) with a waterproof/weatherproof sticker, measuring approximately 50x20mm.
- Larger items (equipment, etc.) with a waterproof/weatherproof sticker, measuring approximately 120x50mm .
- Vehicles with a special sticker that covers at least 30% of the area where it will be placed (e.g. door, window, etc.)

is not required, in case there is an information sign in the same area as the objects produced with funding from the Program, regarding the co-financing of all objects/space materials in total. Furthermore, it is not necessary to use stickers if the logo has been placed on the objects during their production phase. In this case, the Joint Secretariat must decide on the means of marking the objects or on the minimum marking measures of an action.

Stickers must remain legible and correct for at least five years after the last date of Project activity. In case the stickers are damaged or worn, the beneficiary of the Project must replace them. Consult the Program Contact Officer.

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Means of marking objects – INFORMATION BOARD

If any buildings, rooms, facilities or other similar objects are rented, purchased, constructed, renovated or furnished with the help of the Program funds, an information sign with the Project logo must be placed in a conspicuous place on these buildings, rooms, facilities or in a space related to them. In the case of mounting the information plate, no separate stickers are needed to mark individual items.

The minimum dimensions of an information sign must be approximately 220x150 mm.

In the event of the creation of an infrastructure or construction object with a public contribution to the financing below €500,000.00, the installed information signs must remain legible and correct for at least five years after the last date of the Project's activity. Consult the Program Contact Officer.

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Means of marking objects – ADVERTISING BOARD

If the total public contribution to the financing of the creation of an infrastructure or construction object is greater than €500,000.00, an advertising sign must be placed at the location of the infrastructure of the construction object. The advertising sign must follow the following specifications:

- The billboard should be placed in a place visible to the public in close proximity to the infrastructure to be acquired or constructed
- The logo will be placed on the advertising sign and will cover at least 25% of the sign's surface
- The minimum dimensions of the billboard must be approximately 1500x1000 mm
- The advertising sign must be made of durable and waterproof material if placed outdoors

It is also allowed to place logos of other authorities or bodies related to the completion or financing of the infrastructure as well as any other additional information about the infrastructure on the billboard.

A template for an information sign and/or a billboard is given below.

NOTE: Signs must be in English. Beneficiaries of the Project can also produce bilingual signs. Consult the Program Contact Officer.

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Interreg
Greece-Bulgaria
European Regional Development Fund
EUROPEAN UNION

«…. the simplified OR combined logo of the project»

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INTERREG V-A "GREECE - BULGARIA 2014 – 2020" COOPERATION PROGRAMME

PROJECT BENEFICIARY:	*«NAME OF THE PROJECT BENEFICIARY»*
PROJECT:	*«PROJECT NAME & ACRONYM»*
OBJECTIVE:	*«MAIN OBJECTIVE OF THE OPERATION»*
OPERATION:	*«NAME OF THE OPERATION (THE NAME OF THE CONTRACTED BID OR THE NAME OF THE DELIVERABLE)»*
BUDGET :	*«TOTAL BUDGET FOR THE OPERATION (CONTRACTED BUDGET in €) (ERDF: …€ / National Funds: …€)»*

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Means of marking objects – ACKNOWLEDGMENT PLATE

If the total public contribution is greater than €500,000.00 when acquiring an object or financing an infrastructure or construction object, the beneficiary of the Project must install a plaque of gratitude at the location of the object or infrastructure or construction object within six months of the acquisition of the object or the completion of the works for the construction of the infrastructure. Public contribution includes Program funds and co-financing from public bodies or bodies of a public nature. In case of financing of infrastructure or construction object, the beneficiary of the Project will replace the advertising sign with the gratitude sign within six months of the completion of the works. The appreciation sign must meet the following specifications:

- The appreciation sign will be placed in a conspicuous place on the object, in close proximity to it or in a place connected to it.
- The Project logo will be placed on the acknowledgment plaque and will cover at least 25% of the area of the acknowledgment plaque.
- The date of completion of the item or infrastructure or construction item will be indicated on the appreciation plaque.
- The minimum dimensions of the thank you sign should be approximately 500x300 mm.
- The thank you sign should be made of durable and waterproof material if placed outdoors.
- The plaque of appreciation must be maintained until at least December 31, 2025.

Below is a template for a thank you card.

NOTE: Appreciation signs must be in English. Project beneficiaries can also produce bilingual signs. Consult the Program Contact Officer.

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Interreg
EUROPEAN UNION
Greece-Bulgaria
European Regional Development Fund

«…. the simplified OR combined logo of the project»

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INTERREG V-A "GREECE - BULGARIA 2014 – 2020" COOPERATION PROGRAMME

PROJECT BENEFICIARY:	*«NAME OF THE PROJECT BENEFICIARY»*
PROJECT:	*«PROJECT NAME & ACRONYM»*
ACTIVITY:	*«NAME OF THE ACTIVITY (THE NAME OF THE CONTRACTED BID OR THE NAME OF THE DELIVERABLE)»*
BUDGET :	*«TOTAL BUDGET FOR THE ACTIVITY /CONTRACTED BUDGET in € (ERDF: …€ / National Funds: …€)»*
COMPLETION DATE:	*«DATE OF COMPLETION OF THE WORKS»*

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" Qualfarm " Project Deliverables Specifications :

All project deliverables must include the following:

- The logo and the main message of the Project (if any) in a prominent place*
- The reference to the funding sources: "The Project is co-financed by the European Regional Development Fund (ERDF) and by national resources of the countries participating in the Interreg VA Cooperation Program "Greece - Bulgaria 2014 - 2020", with the flags of the European Union and the flags of the two participating countries.
- The disclaimer "The content of this <publication, study, research, etc.> is the sole responsibility of <Beneficiary name> and in no way can be considered to reflect the views of the European Union, the participating countries, the Administrative Authority and the Joint Secretariat".
- The link to the Project website.

***NOTE:** The Project logo must be larger in size than any other logo (such as the logos of the Project beneficiaries) appearing on the same page as it. In general, the European Union flag, which is part of the Project logo, should be larger in size than any other emblem used on the same page as it.

All project deliverables (studies, research, strategies, educational materials, applications, platforms, etc.) should be in English which is the official language of the Program. In case the deliverable is produced in the official language of one of the participating countries, the existence of an English summary of the deliverable is mandatory.

All Project deliverables should be available on the Project website. As for online tools such as platforms, databases, applications, etc., they should be linked to the Project website so that a user can directly access them through the Project website. In addition, a brief description (purpose, instructions, results, etc.) of the tool should be provided in English.

The Program offers Project beneficiaries the opportunity to promote the activities, events and achievements of the Project through the Program website, in addition to the Project website, in an effort to further disseminate and disseminate the Project. Thus, Project beneficiaries are encouraged to send the Communication Officer short articles about their actions in English, in order to be published on the Program website. Images and/or videos of these actions can be attached to the articles, always of course in compliance with the General Data Protection Regulation (GDPR).

As part of the “ Qualfarm ” visual identity, all deliverables should follow the same design outline:

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• Font: Calibri

• Font size: 12

• Alignment: Left – Right

• Indentation: Left= 0, Right=0

• Interval: Before=12, After=12

• Spacing = Multiple – 1.15

• Margins = Normal

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9. MANDATORY COMMUNICATION ACTIONS

Based on the instructions included in the "Information and Publicity Guide for Project Beneficiaries - Version 3.1, November 2020" of the Cross-Border Cooperation Program Interreg VA: Greece - Bulgaria 2014 - 2020, the mandatory communication and publicity actions that must be implemented by all the projects financed by the Program. Analytically:

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Project website

Websites are invaluable tools for the Projects and over time become the first source of information. Therefore, the development of a structured website is an essential part of a Project.

The website name should be short and memorable. The website can operate under a special name (domain name) of the Project (e.g. www.Projectname.eu or www.Projectacronym.eu) or alternatively it may operate under the website of an institutional body, such as one of the beneficiaries of the Project (e.g. www.ministry- environment.gr/department-for-water/research-andProjects/Projectname/html).

The Project website should be operational within the first six (6) months from the start of the Project (contractual start date of a Project) and must be kept active online for at least two years after the completion of the Project (contractual end date of a Project). In the event of an audit by a competent body (2nd Level Audit), the beneficiaries of the Project must be able to prove that the Project website was functional for this period, that the information contained on the website met the needs of the Project and the Program and that all information and publicity requirements met the specifications of the Information and Publicity Guide mentioned above. The end date of the Project website must be communicated to the Joint Secretariat (JS) and more specifically to the Communication Officer (Communication Officer) and to the Project Manager at least four months before the end date. It is underlined that in case of extension of the duration of a Project, the end date of the website must be extended accordingly.

The website must start in English, which is the official language of the Program and then it is possible to use the languages of the participating countries, Greece and Bulgaria. The Project website must:

- Provide information about the Project, its nature, objectives, processes, benefits and expected results
- Include a brief description of the Program. The following sources may be used to describe the Program:
    - http://www.greece-bulgaria.eu/minisite/#en-press
    - http://www.greece-bulgaria.eu/com/4_A-few-words-about-our-Program;

In the event that the Project Beneficiaries decide to use a different text for this use, this should be discussed and approved by the Program's Communications Officer (JS).

- Include some basic information about the Beneficiaries as well as their contact details

- Have a section under which one can find the communication material produced such as: press releases, newsletters, challenges , posters, videos, photos and links).
- Have a section under which one can find the main deliverables of the project (research, strategies, studies, platforms, networks, etc.), which should also be available for download. In the event that on-line applications, platforms, databases, networks, etc. are developed within the framework of the Project, they should all be connected to the Project website through an appropriate link and website users should be able to have access to them through appropriate links on the Project website. In addition, a short description – presentation of these tools in the English language should be available on the Project website.
- To fully comply with the General Data Protection Regulation (GDPR).

Also, reference within the website to the Program and the co-financing of the European Union is mandatory. This report includes the Program logo and a reference to the funding sources as follows: "The project is co-financed by the European Regional Development Fund and by national resources of the countries participating in the Cooperation Program "INTERREG V -A GREECE - BULGARIA 2014 - 2020 " . Both (logo and reference to co-financing) must appear on the homepage of the Project website. The website must be linked to the Program's website (redirection to the Program's website via a link that will be activated by clicking on the Program's logo which will be in a prominent place).

There must also be at the bottom of the home page a Disclaimer stating that the material included on the website does not necessarily reflect the official position of the European Union, the Managing Authority, the Joint Secretariat and the participating States. Specifically, the Disclaimer must include the following text: "This website was created with the financial assistance of the European Union. The contents of the website are the sole responsibility of <Name of Beneficiary> and can in no way be considered to reflect the views of the European Union, the participating States, the Managing Authority and the Joint Secretariat."

Beneficiaries must include and make available through the Project website at least the links to the following websites:

- Website dedicated to European Union Regional Policy: https://ec.europa.eu/regional_policy/en/
- Program website: http://www.greece-bulgaria.eu
- Official institutional websites of the Project Beneficiaries

A link to the Project website must exist and be available on the official websites of the Project Beneficiaries.

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Important Note: In case the corporate structure of the Project decides – according to the Application Form Form) of the Project – to develop, instead of a separate website of the Project, a website dedicated to the project within the official website of one of the Beneficiaries of the Project, all the above-mentioned requirements also apply to this website. In addition, this website should also be available on the official websites of all the Beneficiaries of the Project.

Special specifications of the Project website

The development of the content of the website will be done in a modern CMS (Content Management System), with a design approach compatible with the requirements of the Information and Publicity Guide of the "INTERREG VA GREECE-BULGARIA 2014-2020" Program and the agreement of the Beneficiary of the Project which will undertake the creation and operation of the Project website.

The registration of the name (domain name) and the website will be hosted on a reliable server for a period of up to five (5) years after the end of the project. After the end of this period, the website may continue to operate under the responsibility of the Beneficiary who will undertake its implementation and operation.

The name (domain name) of the website will have the acceptance of the Beneficiary of the Project who will undertake the implementation and operation of the website. The following website name is suggested, if available:

www.qualfarm.eu

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The Project website will include, at a minimum, the following sections:

- Home
- The Program
- The play
- The Beneficiaries
- Deliverable
- News - Announcements
- Publicity Material
- Contact

The website will also contain special forms for searching the content of the website, a form for registering contact information, sub-menus in any of the aforementioned sections deemed necessary for the further organization of the available material, etc. It will also include links to the websites of the Beneficiaries of the Project and other organizations or pages related to the physical object of the Project, a map of the Project intervention area and anything else deemed necessary by the Beneficiary who will undertake the implementation and operation of the Project website.

The website will include a classified access area. The classified area will be available only to the project beneficiaries and their collaborators, for data and file exchange. Access to the classified area will be possible using passwords that will be given to the project beneficiaries and their collaborators.

The website will be hosted on a server with a minimum capacity of 5 GB.

The page will be bilingual (Greek and English), however it will have the infrastructure to add and publish in Bulgarian. Also, the Project website will be accessible for People with Disabilities, according to the latest updated WCAG 2.0 specifications and will be fully compatible with at least the following browsers :

- Edge
- Firefox
- Chrome
- Safari

The Technical Support of the website will be assigned to the Contractor who will undertake, on behalf of the Project Beneficiary, the implementation and operation of the website, for the entire duration of the relevant contract between the Contractor and the Project Beneficiary, while at the same time at least one (1) a person who will be indicated by the competent Beneficiary of the Project in matters of management, adding - changing the content of the website.

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Responsibilities of Project beneficiaries for the Project website:

All Project Beneficiaries will be responsible for placing links to the Project website on their organizations' websites and social media accounts. All Project Beneficiaries will also be responsible for sending updated material for uploading to the Project website (project deliverables, event photos/videos, Press Releases, etc.).

Evros Public Cooperative S.A. will be responsible for the design, implementation and updating of the Project's website, as well as placing links of the Project's website on the Project's social media.

Energy target groups:

- Executives and elected officials of Public Authorities and Local Government within the administrative boundaries of the cross-border areas of intervention of the Project.
- General public in the cross-border areas of intervention of the Project.
- Enterprises in the household industry, enterprises in the agri-food sector, young farmers, women in agricultural households and workers in agri-food enterprises in the Project intervention areas.
- Executives and staff of the beneficiaries of the Project.
- Scientists, Engineers and Academics involved in rural and regional development research and planning.

Energy location:

The entire Transboundary intervention area of the Project

Energy evaluation indicators:

Number of people visiting the Project website

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Project results brochure

At least one brochure/booklet should be published, which will include the results of the Project. This brochure/booklet should be available in English, Greek and Bulgarian. Also, the brochure will be available in printed and electronic format (in pdf file format).

On the cover there must be the logo of the Project as well as a reference to the funding sources ("The project is co-financed by the European Regional Development Fund and by national resources of the countries participating in the "INTERREG V -A GREECE - BULGARIA 2014 - 2020" Cooperation Program ") . The flags of the European Union and the two participating countries must appear on either the front or back cover.

Finally, the following Disclaimer must be included: "The views expressed in this publication do not necessarily reflect the views of the European Union, the participating States and the Managing Authority".

The brochure/booklet must be distributed during the various Project events and be available in printed form at the premises of the project beneficiaries. It will also be posted in digital format on the Project website, on the Project pages on social media as well as on the Program website. During the drafting and design phase of the brochure/booklet, it is recommended that the beneficiary who will undertake the design and production of the brochure/booklet consult the Program's Communication Officer for relevant guidance.

In case the beneficiaries develop more brochures/books (beyond the mandatory, basic brochure/book) they must send the relevant material in printed and electronic form to the beneficiary who is responsible for the operation of the Project website and social media, in order be available online as well.

Energy location:

The entire Transboundary intervention area of the Project

Energy target groups:

- Executives and elected officials of Public Authorities and Local Government within the administrative boundaries of the cross-border areas of intervention of the Project.
- General public in the cross-border areas of intervention of the Project.
- Enterprises in the household industry, with enterprises in the agri-food sector, young farmers, women in rural households and workers in agri-food businesses in the Project intervention areas.
- Executives and staff of the beneficiaries of the Project.

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Interreg VA "Greece - Bulgaria 2014-2020

- Scientists, Engineers and Academics involved in rural and regional development research and planning.

Energy evaluation indicators:

Number of leaflets to be distributed (at least 700 by LB)/Number of downloads from the Project website

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Final Conference of the Project

At least one conference (if there is one, then it must be the final conference of the Project) must be held in order to inform the public about the results achieved during the implementation of the Project. As part of this event, the following must be created and available:

- Press release in English, Greek and Bulgarian
- Audio-visual material (photos, videos, etc.)

The Project Beneficiaries must inform in advance (at least 10 days before the specified date of the event) both the Communication Officer and the Project Manager of any event related to the activities of the Project.

The Project logo, as well as the reference to the funding sources ("The project is co-financed by the European Regional Development Fund and by national resources of the countries participating in the Cooperation Program "INTERREG V - A GREECE - BULGARIA 2014 - 2020") should appear in all documents, publications, presentations or other materials produced and available during the event.

Conference Description

The final event of the " Qualfarm " project will be the final conference that will be organized at the end of the project. All relevant stakeholders and experts from the public sector, academia and industry will be invited to the final conference. The deliverables and results of the project will be presented at the final conference. In addition, the final conference will present a summary of the conclusions reached during the implementation of the project and proposals for the planning and implementation of further actions to strengthen the construction industry in the cross-border intervention area of the Project.

Organizational tasks for the final conference:

The organization of the final conference of the Project will take place at Kirkovo . The beneficiary of the Project who will undertake the organization of the final conference must consult the following checklist (check list):

- Tasks before the final conference:
  - Determination of venue and catering services
  - Selection and invitation of speakers
  - Program and agenda planning
    - Adapting the content according to the target audience
    - Allow time for questions and answers

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        - Allow enough time for coffee and lunch breaks (if any)
    - Send an invitation with all necessary information for the final conference, send a reminder and, optionally, a second reminder
    - Assignment of specific tasks and responsibilities to the organizing team of the final conference
    - Summary of the speakers and the coordinator of the final conference
    - Creation and sending of a Press Release in view of the organization of the final conference
    - Update of the Project's website and social media for the organization of the final conference

    Important note : all documents must include the Project logo and reference to the Project's funding sources.

- Papers during the final conference
    - Installation of Secretariat and registration office at the final conference
    - Completing a list of participants with full contact details
    - Create name tabs, sorted alphabetically
    - Creation of a digital file with all presentations/introductions of the final conference on a suitable storage medium (USB stick / CD / DVD)
    - Placement of name tags and water bottles for the final conference speakers
    - Necessary equipment to conduct the final conference: Laptop with the final conference presentations/introductions available, microphones for the speakers, wireless microphones for the audience, full microphone and loudspeaker installation, projection screens & projector, etc.
- Proceedings after the end of the final conference
    - Sending thank you notes to all speakers and attendees
    - Adding the presentations/introductions of the final conference to the Project website,
    - Preparation of event implementation report in printed form (including photographic material) and in digital form (including photographic/audio and video material). The digital format will also be available through the Project's website.
    - Send an evaluation and feedback form to the speakers and participants at the final conference
    - Creation and submission of a report of the final conference
    - Creation and sending of Press Releases for the proceedings of the final conference
    - Updating the website and social media of the Project on the events of the organization of the final conference

Impact Location:

The entire Transboundary intervention area of the Project

Impact assessment indicators:

Number of participants in the final conference, Number of publications related to the organization of the final conference in the press (print and electronic)

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10. PERFORMANCE INDICATORS

An overview of the effectiveness indicators for all activities and communication tools developed above is presented in the following table:

Communication Action	Index
Final International Conference	Number of Participants
Participations/Presentations at International/National Conferences	Number of Participations/Presentations (at least one)
Project poster	Number of posters
Project website	Number of website visitors, number, Number of page views
Social Media of the Project	Number of followers on each account, number of views/feedback actions for each post, etc
Project brochure	Number of copies (min 700)
Electronic Newsletters of the Project	Number of e-newsletters produced, total number of e-newsletter recipients
Video/ TV spot of the Project	Number of videos and TV spots (at least one of each)
Radio spot of the Project	Number of radio spots of the Project (at least one)
Media Plan of the Project	• Number of broadcasts of the TV spot on local or National TV stations

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	• Number of broadcasts of the radio spot on local radio stations • Listings of Press Releases and announcements of the Project in local or National publications (newspapers and magazines, at least 13 listings)
Event Material of the Project	Production of event material sets

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11. SCHEDULE OF COMMUNICATION ACTIONS AND ACTIVITIES

The schedule is shown below in months, starting on June 15th, 2021 and extending until the official completion of the project (October 14th, 2023).

	Month																												
Communication/ Diffusion Energy	1*	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29**
Final International Conference																													
Event Material of the Project																													
Farmers Market/ Study Visits																													
Seminars																													
Project Communication Plan																													
Project website (launch)																													
Project website (update)																													
Project logo																													
Project brochure																													
Project poster																													
Publications of the Project in the press																													

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* from 15/06/2021 to 30/06/2021
**from to 01/10/2023 to 14/10/2023

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12. STRATEGIC ANALYSIS METHODOLOGY

SWOT analysis for the communication strategy of the "QUALFARM" project

In this section, an analysis of the strengths, weaknesses, opportunities and threats involved in the communication and dissemination strategy is carried out. This analysis aims to provide the basic information about which characteristics of the strategy and the project in general are favorable to the achievement of the objectives of the communication and dissemination plan and which characteristics are unfavorable. The SWOT analysis, therefore, facilitates the beneficiaries of the project in the implementation of the Communication Plan in order to make predictions and design alternative plans, if unfavorable factors prevail.

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<table>
<tr><th colspan="2">SWOT analysis: “QUALFARM” communication and diffusion strategy</th></tr>
<tr><td>STRENGTHS:
Clearly defined target audience/groups
Clearly defined communication goals
Tangible results in terms of project results
Manageable number of beneficiaries and partners
Established contact between beneficiaries</td><td>WEAKNESSES:
Project – currently – unknown in the cross-border area
Different languages - Inherent difficulties in multilingual communication
Differentiation of human and social capital among beneficiaries
Different degree of familiarity of stakeholders with social media
Relatively low communication and dissemination budget</td></tr>
<tr><td>CHANCES:
Development of tools for effective communication between partners
Extensive use of online tools for communication, dissemination and project management
Investigating and strengthening the sensitivity of the general public and target groups on issues related to cottage industry due to the trend presented in recent years for the development of alternative business models and innovative actions</td><td>THREATS :
Inherent reluctance of local authority staff to actively participate in communication and dissemination activities
Incompatibility between the schedules of the other deliverables of the project and the corresponding implementation of communication actions.
Low media awareness of the project and the Program in general at the local level</td></tr>
</table>

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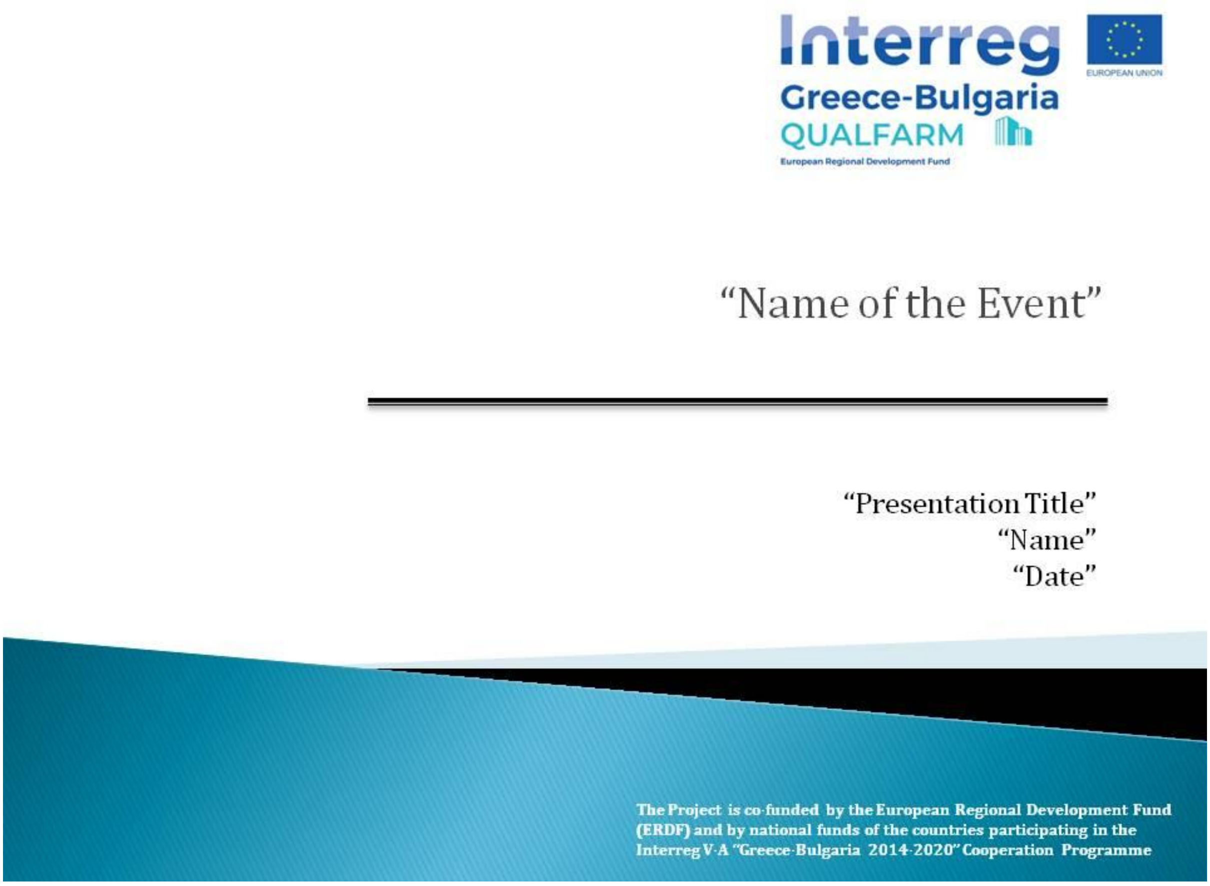
13. STANDARD DOCUMENTS AND COMMUNICATION MATERIAL OF THE PROJECT

Standard presentation document of the Project

- Presentation cover



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- Internal slide presentation

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Model event agenda document of the Project

Interreg Greece-Bulgaria QUALFARM European Regional Development Fund

Logo of the partner organization

(not bigger than the project logo)

"Name of Event"

"Venue"

Event Agenda

"Date"

Start time – End time: Activity description

.....

Start time – End time: Activity description

......

Start time – End time: Activity description

......

Start time – End time: Activity description

.....

Start time – End time: Activity description

......

Start time – End time: Activity description

......

Notes:

......

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Standard Project invitations document

INVITATION

To: …………………………………..

Date: ……………………………

Subject: …………………………

Dear……………………..,

It is a pleasure to invite you to ………………………………………………. (name of the event) of the project “Qualfarm”, under the Interreg “Greece – Bulgaria 2014 – 2020” Programme.

The event will take place at …………………..…. *(name of the place where the event will be held).*

For any further information, please contact:

1. (Contact name)…………….., Tel. …………….., E-mail: …………………………………..

2. (Contact name)…………….., Tel. …………….., E-mail: …………………………………..

Sincerely,

(Name of signature of the representatives of the organization)

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14. INTEGRATION OF THE DISABILITY AND ACCESSIBILITY DIMENSION IN THE COMMUNICATION STRATEGY

The dimension of disability and the inclusion of the principle of non-discrimination due to disability
is reflected in Amendment 1 "Combating discrimination", as well as Amendment 3 "Disability" of Regulation 1303/2013. It is necessary to ensure from the outset in the Communication Plan that will be implemented, that people with disabilities will have equal access to information and communication about the content and objectives of the Project, with specific and absolutely appropriate means, some of which are listed below.

Incorporation of the dimension of disability and accessibility of the disabled in the information and communication media for the general population.

- Events (educational seminars, workshops, meetings, conferences, exhibitions, etc.)

During the organization of the events, the following will be ensured:

a) Communication about the event: It is suggested that the invitation be sent to the collective bodies representing people with disabilities, at the local level for distribution to their members. Also to facilitate the access of people with disabilities to promotions, e.g. events, conferences, it is suggested that the participation declarations of potential invitees include fields to be filled in for the type of disability of people with disabilities (motor, sensory, vision, hearing, etc.), so that accessibility can be ensured in advance by the organizers of these individuals and their possibility for equal and qualitative participation in all events.
b) Venue selection: In any case, accommodation venues are chosen that provide:

- Possibility of access to the hall and other event spaces for people in wheelchairs through ramps, elevators or elevators, doors of sufficient width.
- Provision of parking spaces for disabled vehicles, close to the event site.
- Provision of table seats with the possibility of movement, so that a place can be created for a person in a wheelchair, etc.
- In the case of the participation of a speaker with a mobility disability who requires the use of a wheelchair, access to the panel using a ramp.

c) Services provided during the event:

- Interpreting in Greek sign language and reserving seats for deaf and hard of hearing people, in order to ensure the visibility of the sign interpreter.
- Provide for the provision of printed informational material in accessible formats (eg electronic files, CDs, large print, Braille, etc.) Alternatively, the

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informational material will be available electronically on an accessible website.

- Provision for unimpeded escort of blind and disabled persons, or provision by the organizers for support in case of request, for persons with disabilities (escort to their seat, calling a means of transport, support from/boarding, etc.).

- Websites and electronic material

Websites addressed to the general public must fully comply with the Guidelines for the Accessibility of Web Content version 2.0 at an accessibility level of at least "AA" (WCAG 2.0 Level AA and YAP/Φ.40.4/1/989 "Framework for the Provision of Electronic Services of Governance", Annex I - Section 7 "Accessibility", KY. 49 and KP. 27).

- Printed material

It is envisaged that the printed material will also be produced in accessible formats (e.g. electronic files, CDs, forms with large characters, forms in Braille, etc.) and will be made available to the collective bodies of persons with disabilities or, upon request, directly to the persons themselves with a disability.

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Additional sources for the accessibility of people with disabilities in the media

The competent executives of the beneficiaries of the Project who are involved in the implementation of information and communication actions, will be able to consult the Journalistic Guide "Disability Issues and Media", issued by the General Secretariat of Communication – General Secretariat of Information to avoid the reproduction of misconceptions, regarding people with disabilities: http://www.minpress.gr/minpress/index/currevents/publ_odigos_anapiria_mme.htm

For specialized information on issues of accessibility for the disabled in the information and communication media for actions aimed at the disabled, there are the following sources:

- Instructions for him design form European Blind Union material “Access to information – Making your information accessible for customers with sight problems” http://www.euroblind.org/resources/guidelines/nr/88
- Disability Rights Commission “How to use easy Words and Pictures – Easy Read Guide” https://rb.gy/xjdkn5
- Instructions for him design television messages , Making television accessible - G3ict-ITU - November 2011 http://www.itu.int/ITU-D/sis/PwDs/Documents/
- Online services from portable devices : a) Optimum Practices of Mobile Global Web version 1.0 (Mobile Web Best Practices http://www.w3.org/TR/mobile-bp/, b) Optimum Practices Applications Mobile Global Mobile Web Application Best Practices http://www.w3.org/TR/mwabp/

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15. EVALUATION OF COMMUNICATION PLAN

Why is the assessment needed?

The evaluation, beyond a formal requirement, is about improving the work we do, adding experience to our professional skills and know-how, and contributing to the improvement of our partners.

Does the assessment of communication differ from that of other policy activities?

While there are similarities with policy and program evaluation, evaluation of communication actions differs in many respects. In addition to different terminology, different methods and specific metrics and indicators are often used. Best practices for evaluating communication and related actions require careful planning in advance and "just in time" measurement. By the time communication actions are completed it is usually too late to measure and evaluate – often it may even be too late to measure and evaluate even at the start of communication actions.

When is the assessment required?

Communication activities and programs entailing significant costs should be evaluated, at least every six years as required by Article 18 of the Implementing Rules of the European Union's Financial Regulation.

Beyond this requirement, however, we should in any case and at all times aim to evaluate the communication of the Project, as this will help to improve the future communication actions of the Project. When planning the evaluation it is very important to consider the timing of the evaluation: its results must be available in time so that they can feed into decisions about the design, renewal, modification or even suspension of the communication actions, if deemed necessary.

Types of assessment

Broadly speaking, the main types of assessments (not mutually exclusive) are as follows:

- Large-scale evaluations (usually outsourced to external evaluators)
    - Prior assessment (ex ante evaluation): this type of evaluation before the initiation of communication actions focuses on the collection of data and elements that will guide the design of communication activities.
    - Interim evaluation (interim / process evaluation): this type of evaluation usually focuses on the implementation processes of communication actions with the aim of improving the intervention and maximizing its performance.

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- Final evaluation/impact evaluation (final / impact evaluation): this type of evaluation focuses on investigating the degree of success of the communication actions, i.e. if they produced the intended results.

- Small-scale evaluations
  - Small-scale evaluation usually involves the evaluation of one or a few communication activities.

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Evaluation of individual communication actions - Evaluation of Conferences

Suggested measurement tools: Survey

Surveys are a standard tool for measuring and evaluating Conferences. However, other tools can be used, listed below.

The survey is a quantitative data collection tool that allows feedback to be collected and individual areas evaluated from conference attendees. The use of the survey allows information to be collected about:

- History – what people know, what they have done
- What they think, their attitudes and opinions
- What they intend to do or have done as a result of their participation in the assessed Conference
- Their views on the organization of the Conference

The results of the survey should be analyzed together with data on the attendance and attendance of the Conference (see below)

The steps for conducting the evaluation survey of the Conference are as follows:

- Planning the research questions
    - Many Conference evaluation surveys contain only standard questions. These provide information on the logistics or satisfaction with the proceedings of the Conference but often fail to capture information about its outcomes. When formulating the questions, the objectives of the Conference should be taken into account and the corresponding questions should be formulated to investigate the achievement of the objectives.
    - In addition, standardized evaluation questions of the Conference's procedures and benefits must be added, as well as questions that will investigate the sources of information about the Conference, etc.
- Choice of research tools and design
    - The basic tools for conducting Conference evaluation surveys are online surveys, self-completion of paper questionnaires during the Conference by the participants, telephone surveys and personal interviews during the Conference. Each tool has advantages and disadvantages that must be considered to select the optimal tool or combination of tools.
- Research implementation and data collection

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- Regardless of the survey tool chosen, the survey must be promoted and communicated appropriately to conference participants: everyone must learn about the conduct of the survey and the importance of participating in it. It must be explained to everyone how the results will be used and that the responses (if this is the case) will be used anonymously. Paper self-completion surveys can be included in the welcome pack or the questionnaire can be placed at all seats during the break before the last part of the Conference. Electronic surveys should be sent to participants within 48 hours of the Conference via e- mail. If the survey is conducted on-site with personal interviews by a researcher, then it is best to use a tablet with a wireless connection to enter the results, as the use of a paper questionnaire by the researcher means that the entry process must be repeated in an electronic database for further processing.

- Data analysis, use and dissemination of research results
    - The analysis of the survey results must be carried out in parallel with the analysis of the attendance and attendance data of the Conference.

The evaluation of the results must be done in the light of the original objectives of the Conference, both quantitatively (number of participants, degree of satisfaction with the Conference and the various evaluation areas, etc.) and qualitatively (recording of opinions on the content and results of the Conference, suggestions for improvement and future corresponding actions, what we keep and what we change, etc.).

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Evaluation of individual communication actions - Evaluation of Electronic Newsletters

Suggested measurement tools: Readability survey and online measurement

For newsletters it is important to ensure that they meet the expectations of the target group. Any measurement should also ensure that it is possible to provide specific feedback that can inform any modification of the content in the future.

Today, most newsletters are online. Compared to printed newsletters, e-newsletters are cheaper, easier to publish and can achieve a greater reach of the target group. E-newsletters can be sent as a PDF file but are more often in the form of a short e-mail newsletter containing links to a publication hosted on a web page or to specific articles on the web.

- Online measurement

Regardless of the format of your newsletter (PDF and online) it will be possible to track whether our newsletter emails are actually read by the recipients . In this context, we should constantly monitor the opening and reading rate of these emails . The following indicators should be systematically monitored:

Index	Illustration	Comments
Registered	The number of people who have subscribed to our e-newsletters	What is the potential number of people informed through our newsletters?
Deleted	The number of people who have opted out of our e-newsletters	An increased number of unsubscribes after a particular e-newsletter is an indication of dissatisfaction with the content of that particular newsletter
Open rate	The percentage of our e-newsletter subscribers who open a particular newsletter	

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Promotion rate	The percentage of our e-newsletter subscribers who promote a particular newsletter to friends/colleagues	
Rejection rate	The percentage of sent emails that are not delivered to registered recipients due to errors, deleted email accounts, etc.	Indicative of the quality of our email recipient list

In addition, the number of e-newsletters and their quality data must be recorded. This is possible when the content of e-newsletters is hosted on the Project website. In this case it is possible to record:

- The number of hits and unique visitors to the specific article contained in the electronic press release
- The percentage of subscribers who read at least one article from the e-newsletter
- The articles that garner the greatest and least interest among recipients
- The time recipients spend reading our e-newsletters

- Readability measurement

The readership survey is a quantitative data collection tool that allows us to collect feedback from readers. Such research allows us to collect information about:

- Background, composition of our readership and target audience
- Content (readability/clarity, tone, length, interest, balance of topics)
- Evaluation of e-newsletter design (look and feel, use of graphics)
- If it is an online publication – the most suitable medium for dissemination (apps , websites, social media)
- Actions initiated by the e-newsletter (eg what our readers intend to do or have done as a result of receiving the e-newsletter)
- Value of e-newsletter

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Evaluation of individual communication actions - Evaluation of the Project website

Suggested measurement tools: online survey and analysis of website traffic statistics.

- Analysis of website traffic statistics

When evaluating websites, there are many indicators available from the website analytics package provided by its hosting. From these indicators, we must select those that reflect the goals set for the operation of the Project website. Most analysis tools allow traffic from specific IP ranges to be excluded. It is very important to use this feature to exclude traffic originating from our own organization (or our external partners).

The table below provides examples of key metrics that can be collected to evaluate a website:

Index	Illustration	Comments
Unique visitors	The number of users requesting pages from the Project website during a given period, regardless of how often they visit it	
Visits	The number of visits to the Project website	
Page views	Number of pages requested	
Return visitor rate	The return visitor rate is calculated as the number of visits from returning visitors divided by the total number of visits to the website	A high bounce rate is an indication of high loyalty of website visitors
Time per visit	The average time per visit to the website	Indicative of interest in the website

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Number of page views per visit	The average number of page views per website visit	Indicative of interest in the website
Dropout rate	The percentage of visitors who leave the website after visiting only one page	A high bounce rate indicates that the content of the page is not relevant to the user or the user cannot quickly find the information they need easily or quickly enough
Goal completion percentage	The percentage of visitors who complete a predefined goal	Also called conversion rate. A goal might be signing up for a newsletter or downloading a PDF

To collect data, the European Union's corporate traffic analysis tool available through the link below may be used:

http://ec.europa.eu/ipg/services/statistics/index_en.htm

All web traffic analysis tools can generate reports. The European Union website traffic analysis tool allows for specialized report design so that a report can be designed that provides exactly the metrics we need. The indicators that best reflect the objectives of the Project website should be selected. It also allows setting up a scheduled report to be exported as a PDF and automatically received by mail at set intervals.

It is important to track and compare website traffic over time. Is traffic increasing or decreasing? What is the trend? Changes in traffic over time indicate changes in interest in the content of the Project website and/or information from other sources of information about the subject matter of the Project.

Changes in website traffic should also be evaluated in the context of other communication activities aimed at attracting visitors to the Project website.

- Online visitor survey

A survey is a data collection tool that allows us to collect feedback and ratings from users of our website. Through an online

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research we may collect information about:

- Demographic data/profile/composition of our website users
- Visitor satisfaction with the content of the Project website: completeness, clarity, tone, size and balance of topics
- Reasons for visiting the Project website
- Ease of use of the Project website (easy to find the right information)
- Incomplete content
- Content of the greatest interest/relevance to the users of the Project website

Types of questions for the online survey:

Area of interest	Type of questions
Evaluation of the content of the Project website	• The quality of the content • Clarity of content • Accuracy of articles • The level of information provided (general, technical, specialist)
Identification of needs	• Purpose of use/reasons for visiting the website • Type of information most searched for • Missing content
Evaluation of the design and organization of the Project website	• The presentation of the web pages • The use of graphics to illustrate the articles • If the requested information is easily and quickly found
Use of the contents of the Project website	• Use in professional life • Use in private life • Extent of use/frequency of use • Use of information in agenda setting/policy setting

The online survey should be completed within a limited time frame (two weeks usually). An invitation to participate in an online survey to evaluate the Project website may be displayed to the website visitor upon entering the home page.

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The research analysis will include:

- Overall analysis of results
- Analysis against relevant variables such as visitor profile (type of users, purpose of use, geographic region or country, etc.) in order to identify correlations within the data.
- Analysis in relation to frequency of use

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Evaluation of individual communication actions - Evaluation of actions in the Social Media of the Project

Measuring social media activity can be done on both start-up campaigns and existing, more permanent campaigns. In any campaign, it makes sense to measure both during the campaign and after it ends. Finally, measurement can be done at the channel level (example: Facebook page) and at the item level (example: a Facebook post).

- Before starting a campaign

Before starting a social media campaign, you need to targets are set for monitoring and evaluation indicators on each platform.

The measurement must be made:

  - Before the campaign, if it makes sense (for example, if an existing platform or social media profile is used instead of creating a new one or a new one) to compare with a previous performance.
  - At intervals during the campaign (for example, once a week) to continuously assess progress and make decisions about specific actions (for example, additional ad serving).
  - After the campaign is completed, to make a final evaluation.

- Data collection

Tools for measuring social media activities are either built into the social media networks (Facebook Insights or Twitter Analytics for example) or provided by a third party social media monitoring tool. When an enterprise tracking tool is used, there is the benefit of more advanced data analysis, such as influencer identification , trends and pattern recognition, which can be tailored more specifically to a campaign's measurement needs.

Metrics are either on a channel/account (example: Facebook Page) or on an item (example: Facebook Post).

European Commission's current social media monitoring tool of choice. It enables holistic monitoring of all Commission-related social media profiles, relevant social media conversations and enables direct interaction with the digital community. Engagor is very feature-rich with many possibilities for extracting, reconstructing and visualizing data according to current needs.

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- Key metrics

Index	Illustration	Comments
Number of total reports	Total number of references to articles and social media posts of the Project	There must be a constant check that the references that are actually related to the Project are found.
Top links	Which URLs were shared most often	Useful for finding online content that is being discussed.
Influencers	Number of followers, who display the most active and noticeable activity in the topics related to the Project	
Geographical distribution	What regions or countries are the social media mentions of the Project coming from?	
Social Media Profile Indicators	Summary and comparison of metrics from various social media accounts and platforms of the Project	The key indicator to explore the 'potential reach' of the Project's social media activity.

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- Specific metrics for various social media platforms
    - Facebook

Using Insights which is part of Facebook to access Facebook Page statistics .

Index	Illustration	Comments
Number of likes on the page	Total (cumulative) number of likes on the page	Number of users who "Like" the Facebook page. It is the most commonly used metric for Facebook Pages.
reach _	Number of users exposed to a page post or any other post related to the page.	It is best calculated by exporting data from Insights into a more detailed Excel sheet
Engagement rate	The percentage of people who liked, commented, shared, or clicked on a post after being exposed to it.	Can only be calculated per post. For example, searching for the ten posts with the highest engagement rates and reporting the relevant numbers.

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- Facebook Ads

A Facebook ad campaign is often used to attract an audience to a campaign that includes a Facebook Page. The Facebook Ads app provides campaign statistics from the Adverts Manager (https://www.facebook.com/ads/manage). The following information should be included in a report about a Facebook advertising campaign:

Index	Illustration	Comments
Duration of advertisements	Start and end date	Taken directly from Adverts Manager
Advertising budget spent	Total amount spent	Taken directly from Adverts Manager
Total campaign impact	Facebook users who saw the ad during the campaign	Taken directly from Adverts Manager
CTR	The number of clicks divided by the number of ad impressions	Taken directly from Adverts Manager
Results	The results depend on the purpose of the campaign for which it was created on Facebook. Most campaigns target new Facebook Page likes	Taken directly from Adverts Manager

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- Youtube

YouTube has its own statistics tool called YouTube Analytics.

Index	Illustration	Comments
Total account views	Cumulative views for all videos published by the channel	Views are not unique meaning the numbers tend to be higher when used as a measure of channel reach
Unique Cookies	Similar to unique users, it indicates how many people (devices) have viewed your videos	Some viewers delete cookies. For this reason the actual unique viewers of the videos are fewer than the unique cookies
Estimated minutes monitoring _	Cumulative estimated minutes watched across all videos in the channel	Measure of interest in the channel. The more minutes of watching, the greater the interest
Registered users	Number of users subscribed to the Project's Youtube channel	It measures the number of users with a strong interest in the channel
Breeding locations	Displays YouTube pages and embed sites where viewers watch videos of the Project's YouTube channel	Taken directly from Adverts Manager
Absolute Preservation	It shows which parts of videos people watch or abandon	An increase in the Absolute Retention graph means that viewers are re-watching that part of the video. A significant drop in Absolute

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		Retention within the first 5-10 seconds may indicate a failure to meet viewer expectations
Number of "Likes" - Likes	The total number of likes on all videos in the channel	Interest rate of the channel's videos
Comments	The number of comments made on the various videos in the channel	
Sharing	It shows how many times viewers have shared videos with other users and in which locations	

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- Instagram

Instagram does not include statistics tools, so a third-party tool is required. Iconosquare (formerly Statigram) is free and easy to use . The following indicators are based on this tool.

Index	Illustration	Comments
Followers	Number of Instagram users following the account	Comparable to Facebook page likes. It can also be collected directly from the profile without Iconosquare
Number of "Likes" - Likes	Number of likes collected on all photos	The number can be collected manually by adding all the likes to all the photos
Comments	The number of comments made on the different photos	The number can be collected manually by adding all comments to all photos

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- LinkedIn

LinkedIn conveniently offers all of its information in one dashboard with information on individual posts and impact, reach, audience data, and ranking compared to similar pages.

Index	Illustration	Comments
Impressions _	How often the post appeared	
Effect (Percentage)	The number of user interactions with the post divided by the total number of impressions of the post	
Reach _	How often your updates have appeared on a daily basis.	Divided by the total number of impressions and the unique people approached
Number of followers	Total number of followers	See also the professional history of your followers. What industries do they come from?

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