

# **COMMUNICATION PLAN**

**of the Project:**

***“We Cross Borders”***

***Co-financed by Transnational Cooperation Programme***

***INTERREG IPA Cross Border Cooperation Programme***

***CCI 2014 TC 16 I5CB 009***

**2019**

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## I. About “We Cross Borders” – General Communication Strategy.

People living in 5 border regions in Greece and 4 regions in the Republic of North Macedonia are benefiting from the Interreg IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009. The Programme is worth more than EUR 45 million, with a contribution from the European Union of nearly EUR 39 million from the Instrument for Pre-accession Assistance (IPA). The Programme supports regional cooperation between Greece and the Republic of North Macedonia. The Programme's overall objective is to enhance territorial cohesion by improving living standards and employment opportunities holding respect to the environment and by using the natural resources for upgrading of the tourism product. The Interreg IPA CBC Programme CCI 2014 TC 16 I5CB 009 was approved by the European Commission on August 6, 2015 by decision C (2015) 5655. The cooperation area of the Programme is shown below.



The Project “Greece and the former Yugoslav Republic of Macedonia Border Infrastructure Development”, with the acronym “We cross borders” is being implemented under the “Interreg IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009” and is co-funded by the European Union and National Funds of the participating countries.

The Project Partnership includes four (4) partners that come from two (2) countries (Greece and North Macedonia). The “We cross borders” partnership can be seen at the following table:

Country	Project/Partner Identification	Partner Institution
Greece	LB	Decentralised Administration of Macedonia & Thrace
	PB3	Regional Development Fund of Central Macedonia
North Macedonia	PB2	Ministry of Finance – Customs Administration
	PB4	Ministry of Interior

The project “We cross borders” aims to promote the improvement of the policy instruments for cross-border cooperation processes in the natural and cultural heritage protection and sustainable growth.

The global objective of the project is also to develop the management of the border by using it as a tourist attraction factor and a safety establishment. It shall improve the effectiveness of tourism activity and safety, in managing the organization and valorization of these assets.

#### “We cross borders” in more details

“We cross borders” - Development of Border Stations’ Infrastructure between Greece and North Macedonia, is a project aimed at the modernization and improvement of infrastructure in the Border Crossing Points of Evzoni and Bogorodica and aims at improving the customs’ services provided to citizens and businesses of the neighboring countries and E.U. In addition, it is expected to contribute to the enhancement of economic development, as a result of the increase of tourists between the two countries.

In particular, the relevant individual actions are aimed at:

- I. Transfer of knowledge for Border Crossing Points organization
- II. Management of project activities and partners cooperation
- III. Dissemination and communication activities on project actions and results
- IV. Study of tailor needs of Border Crossing Points modernization and improvement, which will mainly include: The installation ANPR cameras, with the respective access

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control system consisting of vehicle barriers in the Border Crossing Point of Evzoni, CCTV cameras and NVR Equipment, new weight bridge e.t.c.

### **“We Cross Borders” expected results**

- Improve the Customs’ Services provided in the Border Crossing Points of Evzoni and Bogorodica.
- Enhance the sense of safety and convenience of passing vehicles and passengers and support Customs Services with the supply of cross cutting automated systems fully operative twenty four hours per day, seven-days per week.
- Improve the working conditions for the Customs’ personnel in both countries.
- Minimize the required time for processing people and goods at the Customs offices.
- Enhance the sense of safety for tourists.
- Eliminate traffic congestion in the Border Crossing Points of Evzoni and Bogorodica.
- Tackle, prevent and combat of illegal trafficking of drugs, cigarettes and products.
- Tackle of illegal immigration.
- Enhance the sense of security for the inhabitants in the borders area.
- Facilitate and promote bilateral trade.
- Better supervision and protection of the European Union's external borders.
- Increase cross border mobility for people.

### **“We Cross Borders” General Communication Strategy**

Communication and dissemination activities are those relating to the project’s appearance to the “outside world”. Communication means providing information about the project to multiple audiences, while dissemination means providing information about the project results to specific audiences. The communication and dissemination effort of “We Cross Borders” aims to accomplish the following goals (qualitative and quantitative):

- Publish and disseminate the results of the project within the local authorities administration and to local relevant stakeholders (such as professional chambers and chambers of commerce, organizations involved in immigration flow handling etc), as well as to the wider community of the cross – border area.
- Attract the local authorities and local relevant stakeholders to events and activities organized by “We Cross Borders”. The stakeholders should become aware of the project’s scope and agenda and how these are connected to their own needs and priorities. As a consequence, one major challenge for the communication and dissemination activities of “We Cross Borders” is to make the stakeholders

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comprehend the project's relevance to their needs and to consider how the projects activities and outcomes will improve cross-border traffic of individuals and goods, as well as improve security and wellbeing for local populations.

The communication priorities will be ensuring:

- (i) proper internal communication among project partners as well as continuous update of information for the project partners and
- (ii) external dissemination targeting stakeholders, local authorities, individuals (local population and tourists), businesses in the cross-border area or businesses using the Border Crossing Points. All project partners should identify relevant stakeholders, authorities at regional, local and national level and other specific audiences, in order to be included in respective communication and dissemination actions (mailing lists etc).

### **“We Cross Borders” Messages**

A message is a simple and clear idea that acts as a guiding principle for all kinds of communication – everything from the content of posters, leaflets, brochures and websites to the agenda for a media interview, to conversations with stakeholders etc. Identifying and launching core message, around which the communication activities will evolve, is a major challenge for the communication & dissemination plan. This is because a message should be:

- Short
- Attractive
- Easy to remember
- In line with the actual scope of the project.

Taking all these prerequisites into consideration, two potential core messages for “We Cross Borders” have been devised:

- Message 1: “Faster and Safer border crossing between Greece and North Macedonia for everyone”. This message highlights the overall objectives of the project and sends a clear message for the project's added value for everyone in the cross border area.
- Message 2: “Cross the borders with us”. This message underlines the close relationship between the project and the actual procedures taking place while individuals or goods are moved across the Border Crossing Points.

### “We Cross Borders” SWOT Analysis

In this section, an analysis of the Strengths, Weaknesses, Opportunities and Threats involved in the communication & dissemination strategy is carried out. This analysis aims at providing the essential information about which characteristics of the strategy and the project in general are favorable for the achievement of the goals of the communication & dissemination plan and which characteristics are unfavorable. The SWOT analysis, therefore, makes easier for the partner responsible for WP2 (Regional Development Fund of Central Macedonia, **PB3**) to make forecasts and devise alternative plans, should the unfavorable factors prevail.

SWOT Analysis: “We Cross Borders” communication & dissemination strategy	
<p><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>▪ Clearly defined target audience/groups</li> <li>▪ Clearly defined communication objectives</li> <li>▪ Tangible results as far as project outcomes are concerned</li> <li>▪ Small number of partners</li> <li>▪ Well established contact between partners</li> </ul>	<p><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>▪ Project not well known in the cross-border area</li> <li>▪ Different languages - Inherent difficulties in multilingual communication</li> <li>▪ Differentiation in human and social capital among partners</li> <li>▪ Not all stakeholders familiar with social media</li> <li>▪ Relatively low communication and dissemination budget</li> </ul>
<p><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>• Develop tools for effective communication between partners</li> <li>• Make extensive use of online tools for communication, dissemination and project management</li> <li>• Strengthen the participation of Borders Crossing Points personnel to the communication and dissemination efforts</li> </ul>	<p><b>THREATS:</b></p> <ul style="list-style-type: none"> <li>• Inherent reluctance of Borders Crossing Points personnel to actively involve in communication and dissemination activities</li> <li>• Recent and on-going changes in the legal framework affecting bilateral relations and border crossing procedures.</li> <li>• Low media awareness for the project and the Programme in general at local level</li> </ul>



## II. Objectives.

### 1. Overall Objectives

The overall objective of the communication activities of the project is to ensure that the project's key messages will reach all stakeholders involved and trigger their commitment to the project in the long term, thus guarantee project's capitalization in the cross-border area.

The communication plan is based on the following principles:

- *Awareness*, with respect to the role of the EU and the Structural Funds of the EU for the general public and the promotion of the added value of the project.
- *Transparency*, as far as access to the funds is concerned.
- *Consistency*, thus the project's messages, results and outcomes will be open, clear and consistent.
- *Targeted*, the communication will be open and targeted to the relevant audience, as well as identified for the individual circumstances and specific messages.
- *Interactive*, the project will listen to the views of its target audiences and as far as possible incorporate these into the communication efforts carried out.

### 2. Communication Target Groups

Communication target groups of the project are as follows:

- National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)
- Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)
- Local Authorities (Municipality of Thessaloniki, Chamber of Commerce and Industry of Thessaloniki, Local Professional Chambers and local Chambers of Commerce, Professional Chamber of Thessaloniki etc)
- Embassies and Consulates



- Enterprises and businesses in the cross – border area
- Enterprises and businesses using the Border Crossing Points of Evzoni and Bogorodica
- Customs’ personnel at Border Crossing Points at Evzoni and Bogorodica
- Citizens in the cross-border area
- Tourists using the Border Crossing Points
- Stakeholders involved in the immigration flow

### **3. Specific objectives for each target group**

The Specific objectives for each target group are presented here:

Enterprises and businesses, Chambers:

- Ensuring that enterprises and businesses in the cross – border area as well as those using the Border Crossing – Points of Evzoni and Bogorodica are aware of the “We Cross Borders” project and its activities, with respect to the benefits derived by the projects activities as far as services received and goods cross – borders traffic are concerned.
- Communicating the role of the Interreg IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009 in supporting the project.

Citizens in the cross – border area:

- Raising awareness among citizens in the cross – border area for the activities of the “We Cross Borders” and the expected results as far as the sense of security and tackling of illegal migration and illegal trafficking are concerned.
- Communicating the role of the Interreg IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009 in supporting the project.

Tourists using the Border Crossing Points:

- Highlight the activities of “We Cross Borders” that potentially led to any improvement of services received and enhanced convenience of passing vehicles and passengers or to decreased time necessary to process people and goods at the Customs Offices, as well as enhanced sense of safety.
- Communicating the role of the Interreg IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009 in supporting the project.

Customs’ personnel at Border Crossing Points at Evzoni and Bogorodica

- Raising awareness for the project and its expected results.
- Communicating the role of the Interreg IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009 in supporting the project.

#### National, Regional and Local Authorities

- Raising awareness for the project and its expected results among public authorities and bodies in the cross – border area, as well as for how project partners work together to better organize and improve cross – border traffic of individuals and goods.
- Communicating the role of the Interreg IPA Cross-border Cooperation Programme CCI 2014 TC 16 I5CB 009 in supporting the project.

### III. Communication Activities

#### 1. Two Regional Events/Workshops – Technical Meetings.

**Description:**

Implementation of two regional workshops in order to present developed policy guidelines and operational plans. Furthermore, these workshops will assist to create awareness and disseminate Projects' results. Key stakeholders on the local level will be invited to attend these events. During the events, EU flag and logos as well as the Project logo will be visible.

**Activities:**

Organization of two regional workshops – technical meetings. The organizers should consult the Event Checklist (Annex A). The events will take place:

- in November/December 2019 in Thessaloniki
- in November 2019 in Bogorodica

**Communication/Dissemination actions:**

Before/After press releases

Posters/Leaflets in event premises as well as partner premises

Local media coverage (if possible)

Online actions: Upload of press releases on Projects' and Partners' websites and social media, upload of photos/videos, newsletters to available mailing lists with event material included etc.

**Bodies responsible for the implementation:**

Regional Development Fund of Central Macedonia (**PB3**),

North Macedonia Ministry of Interior (**PB4**),

North Macedonia Customs Administration (**PB2**).

**Target groups:**

National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)

Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)

## **2. Final Transnational Conference.**

### **Description:**

The “We cross borders” projects’ final event will be a conference organized at the end of the project duration. All relevant stakeholders and experts from public sector, academia and industry will be invited to participate in the conference, during which the outputs and results of the project will be presented.

### **Activities:**

Organization of the projects’ final event in Thessaloniki or Florina or Kilkis or Edessa in the region of Central Macedonia in Greece.. The organizers should consult the Event Checklist (Annex A). The event will take place in December 2019.

### **Communication/Dissemination actions:**

Before/After press releases

Posters/Leaflets in event premises as well as in partners’ premises

Local media coverage (if possible)

Online actions: Upload of press releases on Projects’ and Partners’ websites and social media, upload of photos/videos, newsletters to available mailing lists with event material included etc.

### **Body responsible for the implementation:**

Regional Development Fund of Central Macedonia **(PB3)**

### **Target Groups:**

- National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)
- Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)
- Local Authorities (Municipality of Thessaloniki, Chamber of Commerce and Industry of Thessaloniki, Local Professional Chambers and local Chambers of Commerce, Professional Chamber of Thessaloniki etc)
- Embassies and Consulates
- Enterprises and businesses in the cross – border area
- Customs’ personnel at Border Crossing Points at Evzoni and Bogorodica

- Stakeholders involved in the immigration flow

**Indicators:**

Up to 200 participants

### **3. Participation/Presentation to Conferences**

#### **Description:**

At least one (1) participation in International Conference(s), during which the project findings and results will be presented. The exact number of Conferences will be determined according to the availability of relative conferences.

#### **Activities:**

Present in conferences the results/outcomes of the We Cross Borders project. Record name of conference, date, location and overall aim of the conference. Prepare presentation material (ppt files, photos/videos). Get feedback from attendants, describe how “We Cross borders” project was disseminated at the conference (if possible, include picture), collect background information on the organizations attending, including:

- Types of organizations (public authorities, companies, NGOs, etc.)
- Total number of participants

#### **Communication/Dissemination actions:**

Before/After press releases

Posters/Leaflets in conference premises

Local media coverage (if possible)

Online actions: Upload of press releases on Projects’ and Partners’ websites and social media, upload of photos/videos, newsletters to available mailing lists with event material included etc.

Connect with conference participants (collect contact details and send more info and material on “We Cross Borders)

#### **Bodies responsible for the implementation:**

Decentralised Administration of Macedonia & Thrace **(PB1, LB)**

Regional Development Fund of Central Macedonia **(PB3),**

North Macedonia Ministry of Interior **(PB4),**

North Macedonia Customs Administration **(PB2).**

#### **Target Groups:**

- National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)

- Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)
- Local Authorities (Municipality of Thessaloniki, Chamber of Commerce and Industry of Thessaloniki, Local Professional Chambers and local Chambers of Commerce, Professional Chamber of Thessaloniki etc)
- Embassies and Consulates
- Enterprises and businesses in the cross – border area
- Stakeholders involved in the immigration flow

**Indicators:**

Number of individuals/conference participants expressing interest on projects' results



#### IV. Communication Tools Chosen

Throughout project's lifecycle, a wide range of communication channels will be used in order to reach target audiences and maximize the impact of the Communication Plan. Several tools will be used, depending on each target audience category, in order to achieve communication adaptability.

##### 1. "We Cross Borders" project identity:

###### **Description:**

The project visual identity is used in order to make sure that all communication activities and tools are visually aligned.

###### **Activities:**

As part of the "We cross borders" visual identity, all deliverables should follow the same design outline:

- o Font: Cambria
- o Font size: 11
- o Alignment: Justified
- o Indentation: Left= 0, Right=0
- o Spacing: Before=0, After=8
- o Line spacing= Multiple - 1,5
- o Margins = Normal

The Project logo will be used on all communication materials (hard copy, electronic, display in events). It will be placed in a central and visible position of any produced material and it will never be smaller than any other logo included in the same material (e.g. if partner logos are used). All project written deliverables will place the Project Logo on the top right hand corner. The minimum usable size of the logo is 50 mm.

A common template for PowerPoint presentation will be used by all consortium members for all "We cross borders" related presentations (**Annex B**).

As far as fund mention is concerned, all communication tools and activities should make clear reference to the funding by the European Union.

In detail, the general reference “Project co-funded by the European Union” will be included in small size in all communication materials. Whenever possible (i.e. written documents), the specific wording will be included: “Project co-funded by the European Union and National Funds of the participating countries”. The fund mention will be placed on the right bottom of the page.

This reference to the European EU funding should be written in the typeface Montserrat. In the case of Word and PPT documents, Monserrat font can be substituted by Cambria.

**Bodies responsible for the implementation:**

All Project Partners

## 2. The “We Cross Borders” poster.

### **Description:**

Each project partner has to place at least one poster with information about the project (minimum size 30 x 47 cm), including the financial support from the EU, at their premises and other locations visible to the public, such as the entrance area of a building or a public spot at the Border Crossing Points at Evzoni and Bogorodica. The poster will stay visible for the whole duration of the Project.

### **Activities:**

Development of technical specifications for the brochures will be undertaken by the Regional Development Fund of Central Macedonia **(PB3)**. Project posters could also be created by using the online tool (developed by the Interreg – IPA CBC), available online at [poster.interreg.gr](http://poster.interreg.gr)

### **Bodies responsible for the implementation:**

All Project Partners will be responsible for placing the posters.

The Regional Development Fund of Central Macedonia **(PB3)** will be responsible as far as the creation of the poster is concerned.

### **Target Groups:**

- National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)
- Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)
- Local Authorities (Municipality of Thessaloniki, Chamber of Commerce and Industry of Thessaloniki, Local Professional Chambers and local Chambers of Commerce, Professional Chamber of Thessaloniki etc)
- Enterprises and businesses using the Border Crossing Points of Evzoni and Bogorodica
- Customs’ personnel at Border Crossing Points at Evzoni and Bogorodica
- Tourists using the Border Crossing Points

**Location:**

All Partner Countries

**Indicators:**

One poster in three languages, at least 50 printed pieces.

### **3. The “We cross borders” website.**

#### **Description:**

The Interreg – IPA CBC website hosts one website per project. The integrated system of Programme and Project websites facilitates the monitoring of Project activities and saves financial and human resources.

The Project website will be created and will include at least:

- Project summary information (objectives, expected results, info for the Application form etc)
- Project partners profile and information
- Project results, news, events, etc.
- Photo and Video galleries
- Interactive maps of the Border Crossing Points area
- Project deliverables
- Project partners banners
- Contact form and partners contact details etc
- Website traffic recorder and analysis tools
- Website search engine machine
- Newsletter sending tool

The website’s URL will be: [www.wecrossborders.eu](http://www.wecrossborders.eu)

The website will be developed in three (3) languages.

The website will include a restricted and unrestricted area. The public area will present information on project objectives, progress and outputs, as well as other interesting links and information related to the topic. All public project reports and publications will be made available online. The restricted area will be available only to project partners for data and files exchange.

#### **Activities:**

Design and implementation of the website, website update throughout the project lifecycle.

Links to the website on the institutional websites of project partners (including a short description of the Project – aim, objectives, results, financial support from the EU) and

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through other channels, such as project's and project partners' social media (Facebook, Twitter, LinkedIn etc).

The website's address will be shown on all print communication material, press releases, paper and electronic correspondence, etc.

**Bodies responsible for the implementation:**

All Project Partners will be responsible for placing links to the website on their institutional websites and social media accounts. All Project Partners will also be responsible for sending updated material for upload (project deliverables, events photos/videos etc).

The Regional Development Fund of Central Macedonia (**PB3**) will be responsible as far as website design, implementation and update are concerned, as well as placing links on project's social media.

**Target Groups:**

- National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)
- Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)
- Local Authorities (Municipality of Thessaloniki, Chamber of Commerce and Industry of Thessaloniki, Local Professional Chambers and local Chambers of Commerce, Professional Chamber of Thessaloniki etc)
- Embassies and Consulates
- Enterprises and businesses in the cross – border area
- Enterprises and businesses using the Border Crossing Points of Evzoni and Bogorodica
- Customs' personnel at Border Crossing Points at Evzoni and Bogorodica
- Citizens in the cross-border area
- Stakeholders involved in the immigration flow

**Location:**

All Cross – Border area

**Indicators:**

Number of people visiting the website

#### **4. The “We Cross Borders” social media.**

##### **Description:**

Facebook and Twitter accounts will be created for the project. All partners and stakeholders will be able to upload photos and videos, ask questions about the project implementation and express their views. The aim of the accounts is to reach a wider audience and to post current and real time information. The added value of the social media is the low-cost, virality of messages (but also receiving useful feedback) and linking and networking with relevant individuals and organizations.

##### **Activities:**

Creation of Facebook and Twitter accounts.

Connection of all “We Cross Borders” social media with the project’s website, as well as with partner’s websites and social media accounts.

Invitations to stakeholders, relevant individuals and organizations to connect.

Regular updates and announcements on social media

##### **Body responsible for the implementation:**

The Regional Development Fund of Central Macedonia (**PB3**) will be responsible as far as social media account creation and regular update are concerned.

##### **Target Groups:**

- National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)
- Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)
- Local Authorities (Municipality of Thessaloniki, Chamber of Commerce and Industry of Thessaloniki, Local Professional Chambers and local Chambers of Commerce, Professional Chamber of Thessaloniki etc)
- Embassies and Consulates
- Enterprises and businesses in the cross – border area
- Enterprises and businesses using the Border Crossing Points of Evzoni and Bogorodica
- Customs’ personnel at Border Crossing Points at Evzoni and Bogorodica



- Citizens in the cross-border area
- Tourists using the Borders Crossing Points
- Stakeholders involved in the immigration flow

**Location:**

All Cross – Border area

**Indicators:**

Number of likes, followers, connections, number of views.

## 5. The “We Cross Borders” brochures.

### **Description:**

We Cross Borders will develop at least one brochure to promote the project and link different audiences to the We Cross Border website and Social Media. The brochures will be available in PDF format for electronic distribution and for normal office color printing. The brochures will be made available in English, as well as in the national languages of the participating countries. The print version of the brochures will be distributed indicatively at the two Local Events and at the Final Transnational Conference.

### **Activities:**

Development of technical specifications for the brochures will be undertaken by the Regional Development Fund of Central Macedonia **(PB3)**.

Brochures production and shipping to project’s partners.

Distribution of brochures at selected locations, such as project partners’ premises, Borders Crossing Points at Evzoni and Bogorodica etc.

### **Body responsible for the implementation:**

All Project Partners will be responsible for brochure distribution in their respective areas.

The Regional Development Fund of Central Macedonia **(PB3)** will be responsible as far as brochure design and production are concerned, as well as shipping brochures to other project’s partners. Brochures prepared by other project partners must be made available in PDF format and sent to **PB3** (Regional Development Fund of Central Macedonia) for upload on project’s website and social media.

### **Target Groups:**

- National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)
- Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)
- Local Authorities (Municipality of Thessaloniki, Chamber of Commerce and Industry of Thessaloniki, Local Professional Chambers and local Chambers of Commerce, Professional Chamber of Thessaloniki etc)
- Embassies and Consulates

- Enterprises and businesses using the Border Crossing Points of Evzoni and Bogorodica
- Customs' personnel at Border Crossing Points at Evzoni and Bogorodica
- Tourists using the Border Crossing Points
- Stakeholders involved in the immigration flow

**Location:**

All project partners' areas.

**Indicators:**

At least 2000 brochures in three languages

## **6. The “We Cross Borders” Electronic Newsletters.**

### **Description:**

The “We Cross Borders” project electronic newsletter will keep the “We Cross Borders” community informed about the project progress, the project results and the development of local implementation plans. The aim of the electronic newsletters is to ensure that all interested stakeholders receive a regular flow of information about the project in order to maintain awareness throughout the project lifetime. The cover page of each newsletter must clearly identify the project as being part of the Interreg IPA CBC Programme and must follow the programme’s visual guidelines. The electronic newsletters will be short with a maximum of three (3) important news for the project, accompanied by photos and links for further information.

### **Activities:**

Preparation of newsletters, gathering of information and publicity material  
Newsletters posting to mailing list and upload (in PDF format) on project’s website and social media

### **Body responsible for the implementation:**

All project partners are responsible for newsletter preparation and posting to respective mailing lists. All newsletters produced from any project partner must be made available to **PB3** (Regional Development Fund of Central Macedonia) for upload on project’s website and social media.

### **Target Groups:**

- National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)
- Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)
- Local Authorities (Municipality of Thessaloniki, Chamber of Commerce and Industry of Thessaloniki, Local Professional Chambers and local Chambers of Commerce, Professional Chamber of Thessaloniki etc)
- Embassies and Consulates
- Enterprises and businesses in the cross – border area

- Enterprises and businesses using the Border Crossing Points of Evzoni and Bogorodica
- Customs' personnel at Border Crossing Points at Evzoni and Bogorodica
- Citizens in the cross-border area
- Tourists using the Border Crossing Points
- Stakeholders involved in the immigration flow

**Location:**

All project partners' areas.

**Indicators:**

Preparation and posting of at least four (4) electronic – newsletters throughout the project's lifetime.

Number of stakeholders receiving electronic - newsletters

## 7. The “We Cross Borders” Stickers.

### Description:

Stickers must be placed in a visible place in all equipment that will be purchased in the context of the “We Cross Borders” Project.

The stickers will contain the following mandatory information:

- The project’s logo and website URL address
- The EU funding reference
- The budget of the project
- The name of the project

The suggested project sticker is presented here:



For rain or sunshine protection, a PVC sticker with UV polishing should be placed.

Sticker dimensions: minimum dimensions in order to make the sticker itself and information displayed on the sticker clearly visible, depending on the size and shape of the equipment.

### Activities:

Design and printing the stickers

Placing the stickers on a visible point of the equipment

**Bodies responsible for the implementation:**

All project partners using equipment acquired in the context of the project

**Location:**

All project partners' areas



## **8. The “We Cross Borders” event material**

### **Description:**

Event material will be developed in order to be distributed at the two (2) Local Events and at the Final Transnational Conference. Each set will include at least a paper folder, a note pad, a ball pen and the “We Cross Borders” brochure (as described before) and a hardcopy of the event’s agenda. Event materials also include electronic invitations, electronic event’s agenda and all event presentations in hardcopy and/or electronic form (for upload on the project’ website and post-event distribution to stakeholders via email).

### **Activities:**

Designing and producing event materials

Post – event material online upload and distribution via email

### **Bodies responsible for the implementation:**

Partners of the corresponding country for local events

The Regional Development Fund of Central Macedonia (**PB3**) for the Final Transnational Conference

### **Target Groups:**

- National Authorities (Decentralized Administration of Macedonia – Thrace, Ministry of Finance – Customs Administration of North Macedonia, Ministry of Interior of North Macedonia)
- Regional Authorities (Regional Development Fund of Central Macedonia, Region of Central Macedonia)
- Local Authorities (Municipality of Thessaloniki, Chamber of Commerce and Industry of Thessaloniki, Local Professional Chambers and local Chambers of Commerce, Professional Chamber of Thessaloniki etc)
- Embassies and Consulates
- Enterprises and businesses in the cross – border area
- Customs’ personnel at Border Crossing Points at Evzoni and Bogorodica
- Citizens in the cross-border area
- Stakeholders involved in the immigration flow

### **Location:**

Local Events and Final Transnational Conference locations

**Indicators:**

At least 200 pieces (sets) of event material

## V. Indicators of Achievements.

An overview of indicators and achievements for all communication activities and tools chosen is presented at the following table:

<b>Communication Activity/ Tool</b>	<b>Indicator</b>
Regional Event/ Workshop	Number of participants (at least 20)
Final Transnational Conference	Number of participants (up to 200)
Participation/Presentation to Conferences	Number of participations (at least one)
The “We Cross Borders” poster	Number of pieces (at least 50)
The “We Cross Borders” website	Number of visitors, number of page views
The “We Cross Borders” social media	Number of followers in each account, number of views/likes for each post
The “We Cross Borders” brochures	Number of printed copies (at least 2.000)
The “We Cross Borders” Electronic Newsletters	Number of electronic newsletters produced, cumulative number of e-newsletters’ recipients
The “We Cross Borders” Stickers	N/A
The “We Cross Borders” event material	Number of sets produced (at least 200)

## VI. Human Resources.

The Regional Development Fund of Central Macedonia (**PB3**) will be responsible for the overall communication and dissemination of the project. A staff member from **PB3** will contribute to the implementation of WP2.

All project partners will contribute to the dissemination activities and will spread the word on regional level.

## VII. Financial Resources

The total budget of the whole Work Package 2 – Communication and Dissemination is 55,450.00 Euro, which is 4.56% of the total Project Budget.

The following table presents each partner’s budget for WP2 in absolute figures and as a percentage of the overall budget for WP2.

Project Partner Identification	Project Partner Institution	Partners' WP2 Budget	Partners' WP2 Budget as a % of overall WP2 Budget
LP – Greece	Decentralised Administration of Macedonia & Thrace	11,230.00 €	20.25%
PB2 – North Macedonia	Ministry of Finance - Customs Administration	2,620.00 €	4.72%
PB3 – Greece	Regional Development Fund of Central Macedonia	39,600.00 €	71.42%
PB4 – North Macedonia	Ministry of Interior	2,000.00 €	3.61%
<b>ΣΥΝΟΛΟ</b>		<b>55,450.00 €</b>	<b>100.00%</b>

## VIII. Timeline

The timeline is shown below in weeks, starting on Monday, September 2<sup>nd</sup>, 2019 and spanning up to the official completion of the project (end of December 2019).

	Week Number																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Regional Event/ Workshop																	
Final Transnational Conference																	
Participation/Presentation to Conferences	Depending on dates of available relevant conferences																
The “We Cross Borders” poster																	
The “We Cross Borders” website																	
The “We Cross Borders” social media																	
The “We Cross Borders” brochures																	
The “We Cross Borders” Electronic Newsletters																	
The “We Cross Borders” Stickers	Depending on equipment acquisition dates																
The “We Cross Borders” event material																	

## Annex A: Event Checklist

### BEFORE THE EVENT

- Decide on the venue and the caterer
- Choose and invite speakers
- Programme/Agenda Design: **(Annex C)**
  - Adapt the content according to the target audience
  - Include Q&A time
  - Plan enough time for coffee breaks and lunch (if applicable)
- Send an invitation with all necessary event information included, a reminder and as an option a second reminder **(Annex D)**
- Allocate specific tasks and responsibilities to the organizing team
- Brief the speakers and the moderator

**Important notice:** all documents must include the project logo and funding reference

### DURING THE EVENT

- Set up a registration desk
- Fill registration sheets properly
- Name badges arranged in alphabetical order
- Keep a USB/CD with a copy of all presentations
- Place labels and water available for speakers
- Necessary equipment: Laptop with presentations, microphones & sound system, screens & projector etc

### AFTER

- Send thank you notes to all speakers and participants
- Follow-up actions:
  - upload presentation on Projects' website,
  - provide a summary of the event (including photos/audio/video material) both hard-copy and online
  - ask for feedback on the event
  - report on events' assessment
- Set up and send press releases

## Annex B: Presentation Template

# We Cross Borders

“Name of the Event”

“Presentation Title”

“Name”

“Date”



Project co-funded by the European Union and National Funds of the participating countries



## Annex C: Agenda Template for all the events organized under the Project



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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National Funds of the participating countries

**Annex D: Letter of Invitation Template.**



Logo of the partner organization  
*(not bigger than the project logo)*

**INVITATION**

To: .....

Date: .....

**Subject:** .....

Dear.....,

It is a pleasure to invite you to ..... (name of the event) of the project "We Cross Borders", under the Interreg - IPA CBC Programme, co-funded by the European Union and National Funds of the participating countries.

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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National Funds of the participating countries