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CCI 2014 TC 16 I5CB 009

We Cross Borders

# We Cross Borders

## International Conference

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Monday, October 30<sup>th</sup> 2023  
Thessaloniki

### We Cross Borders Communication Activities

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(Project Beneficiary 3)



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

## INTRODUCTION

"We Cross Borders" communication and dissemination activities aimed at accomplishing the following goals:

- **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”.

## Communication Strategy – Messages

**Main message:** “*Faster and Safer border crossing 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.

**Secondary message:** “*Cross the borders with us*”.

This message underlines the close relationship between the project and the actual procedures taking place when individuals or goods are moved across the Border Crossing Points.

## Communication Strategy – SWOT Analysis

### STRENGTHS:

- Clearly defined target audience/groups
- Clearly defined communication objectives
- Tangible results as far as project outcomes are concerned
- Small number of partners
- Well established contact between partners

### WEAKNESSES:

- Project not well known in the cross-border area
- Different languages - Inherent difficulties in multilingual communication
- Differentiation in human and social capital among partners
- Not all stakeholders familiar with social media
- Relatively low communication and dissemination budget

### OPPORTUNITIES:

- Develop tools for effective communication between partners
- Make extensive use of online tools for communication, dissemination and project management
- Strengthen the participation of Borders Crossing Points personnel to the communication and dissemination

### THREATS:

- Inherent reluctance of Borders Crossing Points personnel to actively involve in communication and dissemination activities
- Recent and on-going changes in the legal framework affecting bilateral relations and border crossing procedures.
- Low media awareness for the project and the Programme in general at local level



## Communication Strategy – 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

## Communication Strategy – Project Identity

- Project Logo



- Programme Logo



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# We Cross Borders

Faster and Safer  
border crossing  
for everyone

[www.wecrossborders.eu](http://www.wecrossborders.eu)

The project «We Cross Borders» is co-funded by the European Union and National Funds of the two neighboring countries and has a total budget of 1,216,567.50.



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## Communication Strategy – Project's Poster

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# Communication Strategy – Project's Brochure/1

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### The project

The project «We Cross Borders» is aimed at modernizing and improving infrastructure at the Evzoni and Bogorodica Border Crossing Points. It also aims at improving customs services, both for citizens and businesses of the two neighboring countries, as well as for the citizens of the European Union.

The project is expected to make a significant contribution to boosting economic growth in the cross-border area, resulting from the increased tourist flow between the two countries. The main objective of the project is to create new infrastructure at the Evzoni and Bogorodica border stations.



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DISCLAIMER  
«The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority»



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# Communication Strategy – Project's Brochure/2

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## Project partners

The 'We Cross Borders' project partnership includes a total of four partners from both countries:

 Decentralized Administration of Macedonia & Thrace - Lead Partner

 Ministry of Finance, Customs Administration

 Regional Development Fund of Central Macedonia

 Ministry of Interior

## The actions of the project

The actions of the project «We Cross Borders» include:

- Transfer of know-how for the organization of border crossing points
- Managing project activities and cooperation between partners
- Dissemination and communication activities related to the actions, benefits and results of the project
- Study of special needs of border crossing points, modernization and improvement of border crossings with actions such as: installation of ANPR cameras with the corresponding access control system, which consists of vehicle bars at the Evzoni crossing point, CCTV cameras and NVR equipment, new decking bridge etc.

## The expected benefits of the project

The expected results and benefits of the project include:

- Improving the level of customs services at the Evzoni and Bogorodica Border Stations.
- The service of transit vehicles and travelers and the support of Customs Services through automated systems, on a seven-days-per-week and 24-hours-per-day basis.
- Improving working conditions for the customs staff of both countries.
- Minimizing the time needed to implement transit of individuals and goods.
- Improving the sense of security of tourists and residents crossing the borders.
- Reduce (and hopefully eliminate) congestion at the Evzoni and Bogorodica border crossing points.
- Prevent and combat smuggling of products and / or drugs.
- Address illegal immigration more efficiently.
- Strengthen bilateral trade.
- More effective oversight and protection of the European Union's external borders.
- Increase cross-border mobility for the citizens of both neighboring countries.

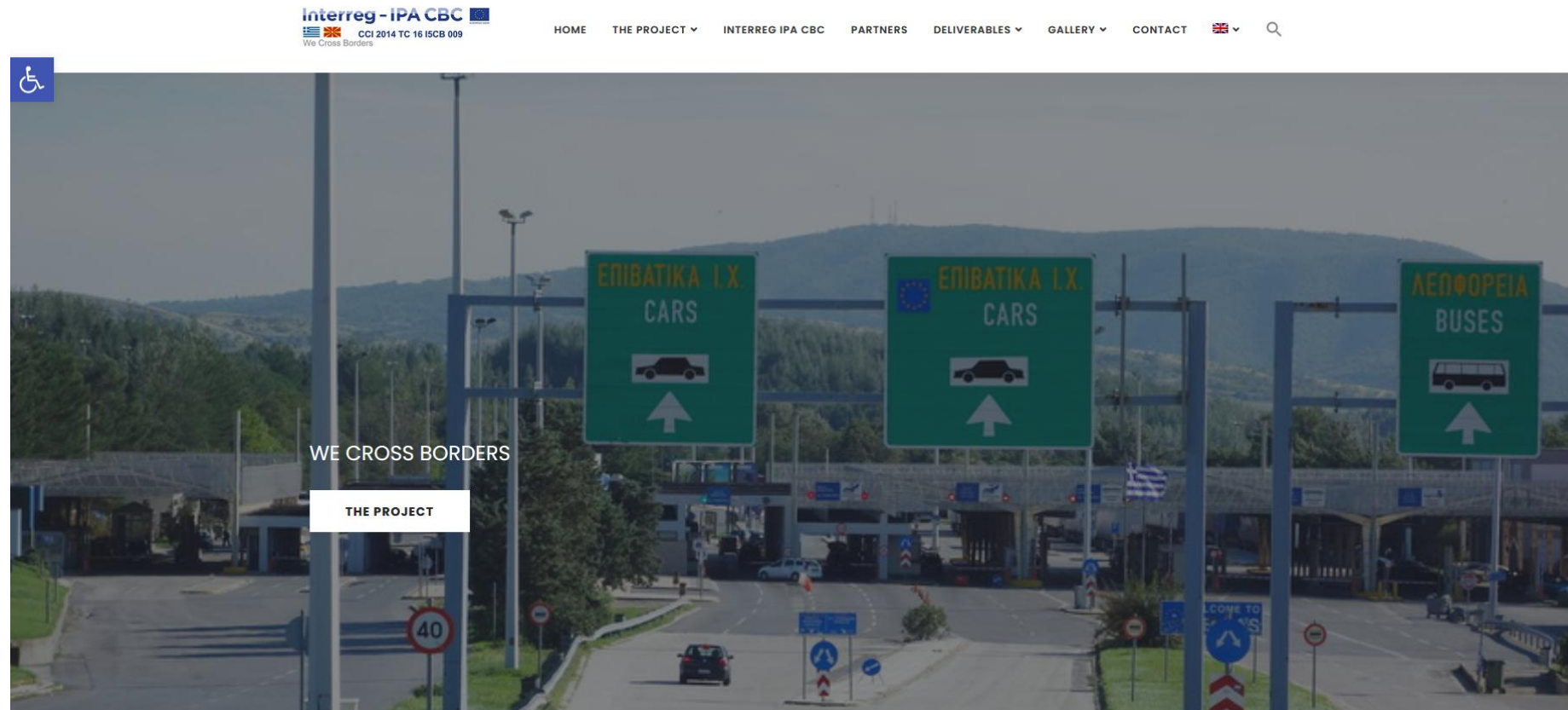


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# Communication Strategy – Project's Stickers



## Communication Strategy – Project's Website



# Communication Strategy – Project's Website

<https://www.wecrossborders.eu/en/>

# Communication Strategy – Project's Facebook

<https://www.facebook.com/wecrossborders>



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**Thank you for your attention**

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