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## Greece-Bulgaria

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## Deliverable 2.1 "Communication Plan"



### Responsible Beneficiary:

LB- PROFESSIONALS ' ASSOCIATION OF THESSALONIKI HISTORICAL CENTER

In the framework of the project "Strengthening the Competitiveness and Extraversion of cross-border BUSINESS by implementing INNOvative and Specialized Actions" with the acronym "INNOBUS"

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

<https://innobus-interreg.eu/>

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<b>Project Title:</b> <b>Strengthening the Competitiveness and Extraversion of cross-border BUSiness by implementing INNovative and Specialized Actions</b>	
<b>Project Acronym</b>	INNOBUS
<b>Work Package</b>	WP 2
<b>Deliverable Nr</b>	D 2.1
<b>Deliverable Title</b>	Communication Plan
<b>Description</b>	The deliverable describes in detail the project's communication strategy and plan. An analysis is carried out of the main messages, the communication channels that will be implemented and the tools for communication and dissemination of project results.
<b>Reference Documents</b>	Subsidy Contract <B6.3a.14> Application Form Justification of Budget Information & Publicity Guidebook Project Implementation Manual
<b>Date of Deliverable</b>	28.11.2023
<b>Contractor</b>	VALDI SOLUTIONS M.I.K.E

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## Introduction

This document aims to ensure that communication efforts will help deliver the project's goals, they are coordinated and effective. The key is to create a continuous formalized information flow to stakeholders so that awareness on the project is delivered and establish links with other projects and networks to multiply its effects. It also helps to clarify the necessary resources in order to achieve the visibility results. The Communication Plan provides an overall view on communication objectives and how the Project plans to meet them. The Communication Plan includes the communication objectives, the target groups, the communication activities, the indicators and achievements, the human and financial resources and finally, the timeline. Also, the Communication Plan identifies stakeholders, lists communication channels and provides a framework for disseminating project's results. The elaboration of the Communication Plan has been based on (a) Information & Publicity Guidebook, (b) the "INNOBUS" Application Form. This Communication Plan has been developed in close cooperation with PB2 and forwarded to all partners aiming all partners to be involved and committed in the communication activities.

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## The Programme "Greece-Bulgaria 2014 - 2020"

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

Greece and Bulgaria, two neighboring countries with a rich past, since the end of the 1990s have entered an era of closer co-operation, due to the INTERREG Programme "Greece-Bulgaria".

The main idea behind "INTERREG" is that countries have issues which can be better solved if they work together with their neighbors than if each one remains confined within its borders. So for this reason, in our Programme we promote activities that bring our people closer. One needs to look no further than the land and the rivers we share and move on to roads and then to culture, food and traditions. In every case what happens on the one side of the border affects the other side as well. The need for joint actions is gradually becoming the normal than the exception.

### General Information of the cross-border area

The eligible area of the Programme consists of the Region of Eastern Macedonia and Thrace (Prefectures of Evros, Kavala, Xanthi, Rodopi and Drama) and the Region of Central Macedonia (Prefectures of Thessaloniki and Serres) in Greece and the South-Central Planning Region and South-West Planning Region (Districts of Blagoevgrad, Smolyan, Kardjali and Haskovo) in Bulgaria.

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The Greece-Bulgaria cross-border cooperation area for the programming period 2014-2020 is identical to the current ETC programme. It extends to 40.202 km<sup>2</sup> and has a total population of 2.7 million inhabitants. It covers four territorial units at NUTS II level (Regions), and 11 territorial units at NUTS III level (Districts). The eligible area extends across the entire Greek-Bulgarian border and is neighbouring with Turkey (east) and FYROM (west), both countries aspiring to access to the EU. It is part of the most south-eastern non-insular area of EU, and it is situated between three seas: the Black Sea, the Mediterranean Sea and the Ionian-Adriatic Sea. Finally, it sits at the crossroad of strategic fossil fuel pipelines supplying the EU market and TEN transport axes. The settlement structure of the area is characterized by the presence of 10 medium-large cities (>50.000 inhabitants) which accumulate 38,2% of total

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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 started with Community initiative INTERREG I (1989-1993).

The priority axes are:

PA 1: A Competitive and Entrepreneurship Promoting Cross-Border Area

PA 2: A Sustainable and climate adaptable Cross-Border area

PA 3: A better interconnected Cross-Border Area

PA 4: A socially inclusive Cross-Border area

PA 5: Technical Assistance

## INNOBUS Project Identification

Following the above introduction on the Programme's priorities, it should be noted that INNOBUS is developed under the Priority Axis 1 "A Competitive and Innovative Cross-Border Area". The project's target is to improve SME's entrepreneurship support systems. The following table summarizes the main points of the project.

<b>Starting Date</b>	<b>Ending Date</b>
13/04/2021	30/11/2023
<b>Call for Proposals</b>	6th
<b>PRIORITY AXIS</b>	1- A Competitive and Innovative Cross-Border Area

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<b>INVESTMENT PRIORITY</b>	3a- Promoting entrepreneurship, in particular by facilitating economic exploitation new ideas and supporting the creation of new businesses, including through incubators businesses
<b>Special Target</b>	To Improve SME entrepreneurship's support systems
<b>Intervention Categories</b>	Advanced support services for SMEs and SME groups (including management, marketing and planning services)

## Background of "INNOBUS"

### Necessity

The business environment in the cross-border area presents weaknesses in providing financial tools to SMEs, either at the stage of their establishment or at the level of existing ones that require working capital (funds). The proposed project comes to cover the aforementioned gap by providing specialized support that takes into account the profiles of the stakeholders and aims to highlight and use new financial instruments (tools) and services of access to working capital (funds). The constant changes and variability of entrepreneurship in conjunction with the introduction of new technologies, regulations and processes regarding the development, production, marketing and products' availability, requires specialized and targeted support.

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#### Proposed Solution

The INNOBUS project will provide support in combination with consulting services in a range of themes - sectors (product labeling and certification, export-oriented issues, regulatory framework, specific accounting requirements, market analysis, modern organization, management and operation methods for SMEs, etc.).

The main idea is that the business environment requires and largely relies on the development of networks whose utility has been confirmed.

Thus the timely and immediate information can be proved valuable in finding trusted partners - collaborators. Business networks could provide this immediacy of information and support partnerships.

The INNOBUS project will proceed to the creation of cross-border networks between SMEs, also aiming to integrate them into larger existing networks at European and international level. An additional reason for the development of cross-border networks through internet applications is the recent attempt to provide direct aid (funds) to SMEs in the border area through Greece-Bulgaria 2014-2020 Program. In the cross-border area, there is a dynamic human capital seeking creative solutions, to innovate and support the local economy and entrepreneurship and also CB area has a high concentration of academic and research institutions with extensive expertise in applied sectors of the economy. There are sectors of economic activity that can greatly benefit from modern technologies and practices. But the RKAID of companies are not enough, especially with the reduced costs required in many cases. Businesses need to have access to research and innovation that can improve their value chain.

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#### Projects Goal

The goal of the proposed approach is to enhance the competitiveness and extroversion of SMEs, the transition to quality entrepreneurship leading to innovation and the creation of added value with the involvement of the business world. The proposal includes the support framework, the implementation of pilot actions in the field of sustainable tourism with the promotion of City Centers for commercial activities. The fact that one of the main objectives of the project proposal is the enhancement of the competitiveness and extroversion of the SMEs, aligns with the programmes specific objective for improving entrepreneurial support systems for SMEs, in order to strengthen the factors affecting entrepreneurial success.

#### Project's Objectives

The overall project's objective is to strengthen the factors affecting entrepreneurial success by enhancing competitiveness, networking, SMEs' extraversion, and quality entrepreneurship with the cutting edge of innovation and the creation of added value by involving the business world and all stakeholders.

Along with the overall objective there are also targeted sub-objectives that include: the development of a supportive environment for SMEs that is meant to strengthen the factors affecting entrepreneurial success.

- The era of printmaking with information on how a business can be set up, is transitioning to the establishment of a service delivery framework that comes to complement and support the region's SMEs targeted, responding to the needs of modern business development,

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- The networking of SMEs looking forward to the development of partnerships for the benefit of the cross border area,
- The adoption of innovative methods and procedures for the development of products and services,
- The support of new business ideas and their sustainability,
- The revitalization of the business environment in the cross-border area with the application of advanced tools.
- The ultimate goal of the project is to strengthen the factors affecting entrepreneurial success.

#### Methodological Approach

The INNOBUS project will apply cost-cutting technologies and processes, on a pilot basis, which will be implemented to a specific number of companies which will be selected by the final beneficiaries. The issue of linking the labor market and the business world has been and continues to be a hot topic. It is not so much the level of education, but the specialized knowledge and practice that should cover the business needs. The INNOBUS project will reflect their needs, in collaboration with specialists, in targeted education and training of their staff so that they represent real data, taking into account all the requirements of the cross-border area.

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#### Expected Results

The INNOBUS project foresees:

To the establishment and operation of a Structure of Creative Entrepreneurship in which the participants will follow a specific way of dealing with the problem they want to solve.

The Structure of Creative Entrepreneurship is taking under consideration the following criteria:

- human needs,
- technologically feasible implementation and
- reduction of operating costs without affecting quality factor,
- business viability,

In order to help entrepreneurs to discover what are the characteristics and qualities that their product or service must have in order to solve the problem efficiently and effectively.

The Structure of Creative Entrepreneurship will be the cross-border reference point for innovation, research and support regarding the development of ideas and products.

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#### The partnership

Partner	Country
PROFESSIONALS ' ASSOCIATION OF THESSALONIKI HISTORICAL CENTER (LB)	Greece
ASSOCIATION OF ENTREPRENEURS GOTSE DELCHEV REGION (PB2)	Greece
ASSOCIATION OF ENTREPRENEURS GOTSE DELCHEV REGION (PB3)	Bulgaria
IN FOCUS ASSOCIATION (PB4)	Bulgaria

LB:PROFESSIONALS ` ASSOCIATION OF THESSALONIKI HISTORICAL CENTER  
<sup>1</sup>focuses on upgrading traditional markets and supporting interests of the professionals – traders of the Historical Center of Thessaloniki.

Among others its duties include:

- Training of professionals – traders and their staff, with the participation and organization of educational seminars, conferences, etc.
- Development of relationships and contacts with other Associations that have similar goals and aspirations.
- Organization of speeches, lectures and cultural events.
- Utilization and management of co-financed European and other programs, as well as grants to the Association.

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<sup>1</sup> Further on the PROFESSIONALS ` ASSOCIATION OF THESSALONIKI HISTORICAL CENTER in the text it will be referred as SEPIK (Syllogos Epaggelmaton Istorikou Kentrou Thessalonikis) The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020"



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PB2: The Professional's Chamber of Thessaloniki operates as State's Advisor, and is responsible to process and promote to the government institutions the needs of the professionals, on issues such as:

- Taxation Problems
- Social Insurance
- Department stores
- Protection of the sound competition
- Financing of the Companies from Governmental and Communal Programs

#### PB3: ASSOCIATION OF ENTREPRENEURS GOTSE DELCHEV REGION

The association's efforts are aimed at promoting entrepreneurship and private initiative of different sized enterprises in the region, providing information, marketing and other services, consulting, training and provision of innovative products. As a low developed economic area, which is dominated by micro and small enterprises, AEGDR actions are aimed primarily at them as units of the economy that often experience a deficit of support by institutions and funds.

In its work the Association always strives to improve the implementation of policies and regional development programs, especially programs related to the Investment for growth and jobs and, where appropriate, regional development programs assisting MSEs in all stages of their life cycle to develop and achieve growth and their inclusion in innovations. The challenges to their members such as ensuring access to finance, recruitment of skilled labor and retention of longstanding and trained workers,

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improving their qualifications, introduction of innovative methods and product diversification are standing in front of the association.

#### PB4: IN FOCUS ASSOCIATION

The main goals of the association are to mobilize resources and experience, and to work independently and jointly with civic associations, NGOs, state institutions and local authorities in the following areas:

- development of tourism
- development of social activities
- developing private initiative and to help create sustainable jobs
- development of youth activities
- protection of civil rights
- protecting the environment and protecting biodiversity

#### The duration of the project

31,61 months starting as of 13.04.2021

#### Grand total

652.200,00EUR

National Contribution: 97.830,00EUR

EU Funding: 554.370,00 EUR

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## Communication's plan objectives

This communication plan is created in order to ensure that all project activities reach the desired visibility of the public and relevant stakeholders, and that communication among partners is efficient. The communication plan is therefore divided in three main parts i.e. the external communication, the internal communication and Rules and Materials.

The overall objective of the communication activities is to be open and secure that the INNOBUS key messages reaches all relevant stakeholders and foster their commitment to the project in the long term and thus the project's capitalization in the CB area. The communication plan is based on the following principles, forming the 'TACIT' proposed methodology:

- ✓ **T**argeted, the communication will be open and targeted to the relevant audience, as well as identified for the individual circumstances and specific messages.
- ✓ **A**wareness, 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.
- ✓ **C**onsistency, the project's messages, results and outcomes to be open, clear and consistent
- ✓ **I**nteractiveness, the project will listen to the views of its target audiences and as far as possible will incorporate them into the communication efforts carried out
- ✓ **T**ransparency, as far as access to the funds is concerned.

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#### Part 1: External communication

The objectives of external communication are to inform the public and relevant stakeholders about the project's aim, activities (who will do what, when, where), funding body, raise awareness about environmental consciousness, and promote the project results. In order to guarantee that the communication reaches the desired level, it is of high important to identify different target groups and messages for each group.

#### **Target groups**

The target groups are being categorized in 3 specific teams based on the outreach method followed to achieve the project's communication goals.

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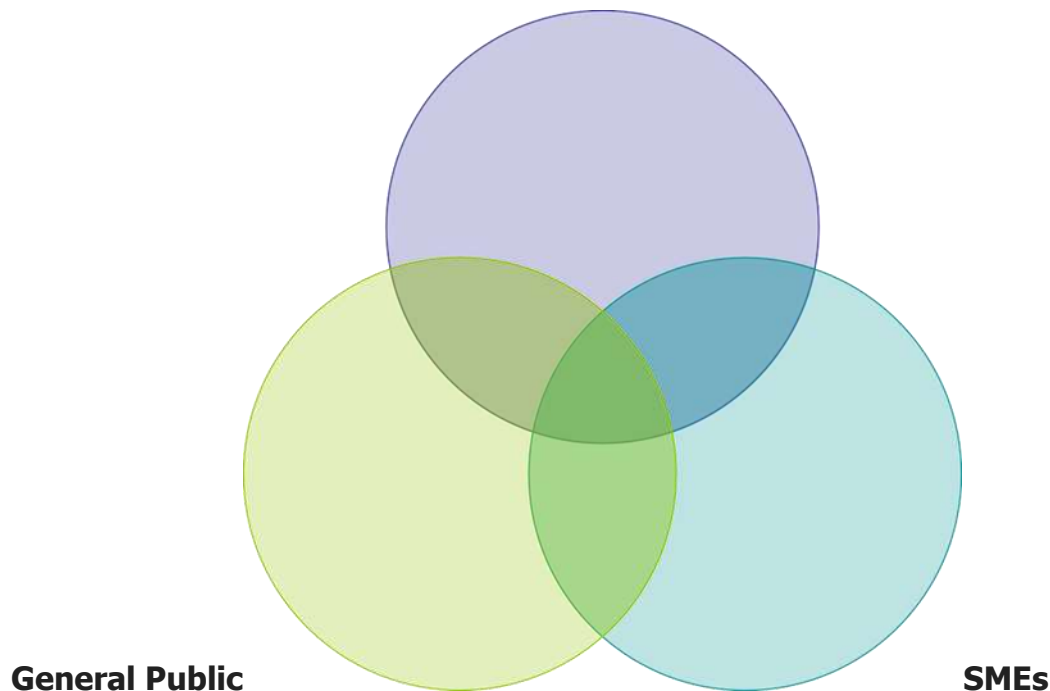
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#### Stakeholders



Stakeholder's category includes:

- Central, Regional and Local Policy Decision Makers
- Academic Institutions, Researchers etc
- Business Clusters
- Chambers, Federation and Associations
- Investors
- Media

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To deliver communication results in the stakeholders target group the tools are mostly oriented in conference, exhibitions and the website.

**The General Public category** includes the wider public e.g. citizens, students, unemployed where the outreach method mostly is focused in the project that is the website, social media, public events, plus the Creative Entrepreneurship Structure.

A more discrete category is **SMEs** which are also included in the General Public but that will be mostly reached out through more interactive and networking activities such as B2B events, Consulting and Mentoring Events and Services, Training SME's Seminars, Tourism Cruise Platform, SME's Platform, Business Clusters, Exhibitions, IT Platform for thermal routes, Business Forum, Mobile app, VR marketing.

#### Indicators

Project's main outreach results presented in the following table and delivered through specific activities.

Indicator	Number	Target group	Deliverable Title
People informed through Project dissemination of results activities	5.000	In total	Dissemination Material Development of Project's website Social Media Marketing Tools Closing Conference and Media Publications Establishment of Creative Entrepreneurship Structure
People recognized to increase awareness about the CB Innovational Business Opportunities	500	In total	Closing Conference and Media Publications Establishment of Creative Entrepreneurship Structure B2B events Consulting and Mentoring Events and Services Training SME's Seminars, Tourism Cruise Platform,

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			SME's Platform, Business Clusters, IT Platform for thermal routes, Business Forum, Mobile app, VR marketing.
People trained in CB Innovative Business Opportunities	400	In total	Operation of Tourism Cruise Platform, Operation of SMEs Platform, IT Platform for thermal routes, Business Forum, Mobile app, Training SME's Seminars, Establishment of Creative Entrepreneurship Structure
People outside the CB area becoming aware of the CB Innovative Business Opportunities	100	In total	Participation in Exhibitions Dissemination Material Development of Project's website Social Media Marketing Tools
People using project's tools/infrastructure	100	SMEs	Establishment of Creative Entrepreneurship Structure Operation of SMEs Platform Operation of Tourism Cruise Platform Business Forum, Mobile app

Examples of key messages for different target groups

- Why create extroverted innovative business (stakeholders, SMEs);
- How to create extroverted innovative business (stakeholders, SMEs);
- Innovation for Business forthcoming Ideas (stakeholders, SMEs);
- Exchange experience in the business sector in the CB area (stakeholders, SMEs)
- Joining forces between academic and business cycles to improve labor market and foster economic development (Stakeholders, General Public, SMEs)

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## Communication Activities

Different activities are planned in order to send key messages to the target groups. The activities include posts to online media, offline media dissemination, as well as the organization of events and participation in exhibitions outside the CB area.

### Online media

All project partners are responsible to forward for uploading all information about project's activities, results, events, coordination meetings on the project's website and the social media marketing tools developed by the LB).

All partners will also use their available online media channels (e.g. website, social media profiles etc) for further project activity promotion.

The project logo and all information of the funding mechanism will be in a visible area in all posts. All visibility rules will be applied.

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#### Offline media

Common promotional materials will be created by SEPIK and PB4 with the contribution from all partners. All partners will follow the same visibility criteria in all promotional material. The logo of the funding body will be in a visible area in all promotional materials. Each partner's role is described below:

SEPIK is responsible for the production of the dissemination material for the publicity of the project's activities:

- 1) 4 roll ups, 2 in english, 2 in greek, 2 banner of each language for LB & PB2
- 2) Project Brochure (8pages, A4, illustration, 130gr, coloured) in GR and EN (includes design) (750 for LB & 750 for PB2)
- 3) Threefold leaflets with information of the project in EN and GR (A4, velvet, coloured, 130gr, two-side printed) (500 of each language for each partner)
- 4) Posters (50x70, colored, one-side, illustration, 200gr) (50 in EN, 50 in GR) (25 posters of each language for LB & PB2)
- 5) Pens with the official logo of the project INNOBUS. (250 for LB & 250 for PB2)
- 6) 500 Blocks and 500 folders with the official logo of the project INNOBUS. (250 blocks & 250 folders for each partner)

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PB4: Is responsible for the production of the dissemination material for the publicity of the project's activities:

1. 4 roll ups, 2 in english, 2 in Bulgarian, 2 banner of each language for PB3 & PB4
2. Project Brochure (8pages, A4, illustration, 130gr, coloured) in BG and EN (750 for PB3 & 750 for PB4)
3. Threefold leaflets with information of the project in EN and BG (A4, velvet, coloured, 130gr, two-side printed) (500 of each language for each partner)
4. Posters (50x70, coloured, one-side, illustration, 200gr) (50 in EN, 50 in BG) (25 posters of each language for PB3 & PB4)
5. 500 Blocks and 500 folders with the official logo of the project INNOBUS. (250 blocks & 250 folders for each partner)

#### Events

Several events categories conclude to address different levels of target group's engagement.

SEPIK is responsible of organizing the following Events:

- 1) Training Seminars for SMEs
- 2) B2B Events
- 3) Consulting Services and Business development

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PB3 is responsible of organizing the following Events:

1. Organization of a final Conference in Gotse Delchev for 100 people
2. 2 \* 2 days training seminars for 3 thematic fields each seminar will contribute by gathering and elaborating information for the evaluation of proposals of CB Innovation Competition.

PB4 is responsible for the following Events:

1. Organisation of two Business seminars presenting success stories of innovative entrepreneurship of the cross border area by Greek and Bulgarian speakers.
2. Implementation of the Business consulting / angels regarding the Strengthening of Business Entrepreneurship in the cross border area through the participation of young people in order to promote youth entrepreneurship.
3. Organisation of 2 Business Forums in Bulgaria - Blagoevgrad with the participation of 6 speakers-entrepreneurs

#### Educational Material

SEPIK will develop the educational material for the Creative Entrepreneurship Structure and also prepare the Master Plan for the operation of the Creative Entrepreneurship Structure.

The project logo and all information of the funding mechanism will be in a visible area in all promotional and informational material. All visibility rules will be applied.

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## Part 2: Internal communication

Communication plan's internal communication part aims at establishing a constant efficient communication between project partners decreasing the risk of any conflict and ensuring that all project activities are being implemented according to the project's time schedule and are communicated among all partners. The internal communication plan mainly concerns the project managers and communication officer of all partner organizations.

### Internal communication

Project managers are in a constant continuous communication during the whole project implementation period via e-mails. Each partner will organise a meeting per semester in its premises and all partners will participate (Project Management team). In case of emergency issues partners are welcome to request for immediate online meetings with LB and or all the partners to avoid any upcoming risks.

#### Partners' responsibilities

All project partners are responsible to undertake the activities according to the project proposal. All project partners have to undertake the activities related to communication of the project and are:

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- Inform the Lead Beneficiary for any issue raised. If necessary, inform also the other partners;
- Ensure the publicity of the project in each country;
- Inform the public and relevant stakeholders about the project activities;
- Make posts in websites and social media for all project information, activities, results;
- Report results of the communication;
- Use the project logo and EU logos in all project templates according to the Communication and Visibility Rules of the Programme;
- Participate in all communication activities set up in the communication plan regarding both the external and internal communication.

## Part 3: Rules and Materials

### Visibility rules

#### Visual identity

Project's main identity elements

The creation of a visual identity increases the Project's visibility and recognition. This visual identity includes e.g. the definition of symbols, formats, colours and other elements of a brand signature such as a logo, an acronym related to the full name of the Project and in some cases also a motto (brief statement to express the main idea of the Project). A Project logo constitutes an essential part of the visual identity and shall be used in all Project outputs.

The project's visual identity is presented to the JTS, approved and is presented below:

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#### [The project's website](#)

The Project's website is launched, developed according to all visibility rules of the Programmes and operational in 3 languages (EN, GR, BG). It is available here <https://innobus-interreg.eu/>.

#### [Leaflets, Brochures, Flyers](#)

Leaflets, brochures and flyers should contain at least the following:

- The Interreg project logo.
- The textual reference to the sources of financing "The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme" with the flags of EU and the two participating countries.
- The disclaimer "The contents of this publication are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the

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European Union, the participating countries the Managing Authority and the Joint Secretariat”.

- The link to the project’s website.

NOTE: All leaflets, brochures, flyers produced in the framework of a project may be bilingual (EN/GR and/or EN/BG) or trilingual (EN/GR/BG). In any case, the existence of the material in English, which is the official language of the Programme, is mandatory.

#### Result leaflet

At least one leaflet/booklet, including the Project results, must be published according to the Programme’s Visibility Rules. This leaflet/ booklet must be available in English, Greek and Bulgarian.

The cover page should contain the Interreg project logo. The textual reference to the sources of financing (The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Programme.) with the flags of EU and the two participating countries must appear either on the cover page or the back page.

Finally, the following disclaimer must also be included: “The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”.

This leaflet/booklet must be uploaded in the Project’s website as well as the Programme’s webpage. During the drafting the beneficiaries are strongly advised to consult the Communication Officer of the Programme for guidance.

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#### Promotional items

Promotional items (such as usb sticks, umbrellas, pens etc.) should be distributed when specified in the communication strategy of a project. The promotional items should be clearly identified with the Interreg project logo and slogan (in case of existence). On certain promotional items (e.g. pens, key-holders), where it is not possible to include all information, at least the EU flag should appear. Before taking any decision on the production of such items project beneficiaries are requested to consult the JS Communication Officer.

#### Event material (Posters, Banners, Roll-up, stands etc.)

The beneficiaries who organise or participate in events such as conferences, fairs and exhibitions in the framework of co-funded operations, should contain at least the following on all event materials:

- The Interreg project logo
- The textual reference to the sources of financing "The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme" with the flags of EU and the two participating countries.
- The link to the project website.

NOTE: For the production of posters the Programme provides Project Beneficiaries with an on-line [Poster Development Tool](#). The use of the tool by the Project Beneficiaries is optional.

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#### Newsletters/ Press Releases/Publications/ Announcements

Newsletters, Press Releases, Publications and Announcements will be issued right before and after an event. The newsletters will be posted on the project's website. The newsletter should contain at least the following;

- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing "The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme" with the flags of EU and the two participating countries.
- The disclaimer "The contents of this publication are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat".
- The link to the project website.

#### Sticker

The Project Beneficiaries are recommended to mark the objects financed from the "Greece-Bulgaria 2014-2020" Cooperation Programme funds with a sticker of the logo as follows:

- Small objects (office equipment, furniture items, smaller means of work etc) with a waterproof/ weatherproof sticker of approximately 50×20 mm;
- Larger objects (equipment etc.) with a waterproof/weatherproof sticker of approximately 120×50 mm.

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- Vehicles with a special sticker covering at least 30% of the area where it will be put (i.e. door, window, etc.)
- Stickers on the objects may not be used, in case there is an information sign in the same room as the object(s) financed from the Programme funds, concerning the co-financing of all objects/ material in the room in total. Additionally, stickers may not be used in case the logo has been placed on the object(s) during production. In this case the JS is to decide on the means of marking the object(s) or on minimum measures of marking an activity.
- Stickers must remain legible and correct for at least five years after the last eligible date of the Project activities. In case stickers are damaged or wear out the Project Beneficiary must replace them. Please consult the Communication Officer of the Programme.

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#### Information sign

- If any buildings, rooms, facilities or other similar objects are rented, purchased, built, renovated or furnished with the help of the Programme funds, like in this case the LAB, then placing a billboard or board of gratitude is not required. Nevertheless an information sign with the logo must be placed in a visible location in these buildings, rooms, facilities or in a place related to these. In case of the information sign, separate stickers do not have to be used to mark single objects.
- Minimum measures of an information sign should be approximately 220x150 mm.
- In case of infrastructure or construction with public contribution below € 500.000,00 installed information signs must remain legible and correct for at least five years after the last eligible date of the Project activities. In any case it is recommended to consult the Communication Officer of the Programme.

#### Photos

Beneficiaries who implement projects should take (where applicable) "before and after" pictures to document the progress of projects and relevant events. The pictures chosen should:

- be those which best illustrate the project
- contain, when possible, the project and programme logos in the background
- include a caption

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- mention the name of the organization or person that owns the copyright alongside the picture
- comply with the General Data Protection Regulation (GDPR)

The JS may require from project beneficiaries to send electronically or by post duplicates of the photos.

#### Project Templates

It is important for the dissemination of the project, that a variety of documents which are regularly used throughout the implementation of the project, are common for all partners and actions, so that there is cohesion among all publicity material.

The templates that were developed for the needs of the “INNOBUS” project are the following:

- i. Agenda
- ii. Invitation
- iii. Letter /document page
- iv. Participants List
- v. Presentation template
- vi. Press Release
- vii. Project Contact List

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viii. Requests from partners

ix. Project Deliverable

The aforementioned templates are available at the annex of the present communication plan, and they will be sent to all partners in digital version.

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## ANNEX

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