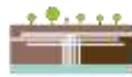


Interreg



Greece-Bulgaria



TERRA-MINE

European Regional Development Fund

Deliverable

D.2.2.1. Communication Plan & Visual Identity

**within the project TERRA-MINE “Sustainable Eco-Cultural
Valorization of Mines and Quarries Sites in the Cross-
Border Area”**

PB2_Municipality of Pilea-Hortiatis



The project is co-funded by the European Regional Development Fund (ERDF) and national funds of the countries participating in the Cooperation Programme INTERREG V-A "Greece-Bulgaria 2014-2020"

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Description:	The current document corresponds to the Deliverable D.2.2.1. "Communication Plan & Visual Identity" of the Terra-Mine project and has been edited in full compliance with the guidelines and the contents provided in the Programme's and Projects' Information and Publicity Guidebook. Additionally, the present Communication Plan includes two more distinctive chapters: the one consists to the specialization of the communication and dissemination activities at local/ partner's level and the other to the planning of project's social media promotion.
Keywords:	Terra-Mine, Information, Publicity, Communication Plan, Visual Identity, Cross-border, Mines, Quarries, Culture, Tourism, Brand, Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme, cross-border cooperation, European Union, Thessaloniki, Pilea-Hortiatis, Madan.

Target Audience

Owner	Description/Purpose	Audience
PB2	<p>The Communication Plan constitutes a fundamental deliverable for all the projects implemented under the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020".</p> <p>It is a strategic tool that aims to the awareness raising and the dissemination of project activities and results. Furthermore, it contributes to the effective communication between the project beneficiaries, in accordance with the guidelines of the Information and Publicity Guidebook provided by the Programme.</p>	<p>Work Supervisor</p> <p>Project Beneficiaries</p> <p>Project Team Members</p> <p>Joint Secretariat</p>

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Project Beneficiaries

Role	Partner name	Country
Lead Beneficiary	Municipality of Madan	Bulgaria
Partner Beneficiary 2	Municipality of Pilea - Hortiatiss	Greece
Partner Beneficiary 3	Democritus University of Thrace, Department of Production and Management Engineering	Greece
Partner Beneficiary 4	International Hellenic University- Department of Business Administration	Greece
Partner Beneficiary 5	University of Mining and Geology "St. Ivan Rilski"	Bulgaria

Short presentation of the programme

The Cooperation Programme "Greece-Bulgaria 2014-2020" was approved by the European Commission on 09/09/2015 by Decision C(2015) 6283. The total budget (ERDF and national contribution) for the European Territorial Programme "Greece-Bulgaria 2007-2013" is €129,695,572.00. The total financing consists of €110.241.234,00 (85%) ERDF funding and €19.434.338,00 (15%) national contribution. The eligible area of the Programme consists of the Region of Eastern Macedonia-Thrace (Regional Units of Evros, Kavala, Xanthi, Rodopi and Drama) and the Region of Central Macedonia (Regional Units 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. The Priority Axes are PA 1: A competitive and Innovative 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.

Abbreviations

AF: Application Form

CB: Cross Border (area)

JoB: Justification of Budget

JS: Joint Secretariat

LB: Lead Beneficiary

MA: Managing Authority

PB: Partner Beneficiary

STPP: Start-up Time Plan and Procurement Plan

WBS: Work breakdown structure

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1 Introduction

The present deliverable D.2.2.1. "Communication Plan & Visual Identity (Information and Publicity Handbook)" forms part of the contract "Consultancy Services for the Project "Sustainable Eco-Cultural Valorization of Mines and Quarries Sites in the Cross-Border Area" - Terra-Mine, within the framework of the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme, between the Municipality of Pilea-Hortiatis and the planO₂ Consulting Private Company.

The Communication Plan constitutes a fundamental deliverable for all projects under the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020". It is a strategic tool that aims to the awareness raising and the wide dissemination of the project activities and results. Furthermore, it contributes to the effective communication between the project beneficiaries, in accordance with the guidelines of the Programme's and Projects' Information and Publicity Guidebook.

The Communication Plan constitutes a dynamic tool adjusted to the effectiveness of the project information and publicity activities, as well as to its internal and external environment. The adjustments vary, depending on the modifications of the budget or the addition/removal of activities in the framework of the wider objective of the present Plan.

The objective of the Communication Plan is the organisation of the information and communication, as well as the dissemination of the activities and the outputs of the Terra-Mine project. The main aim of the project is the valorisation of the mines and quarries of the cross-border area of Greece - Bulgaria and their transformation from places of traditional crafts and professional activity, to attractive and operational visiting places, for the local population as well as for visitors.

2 Strategy of the Communication Plan

The Communication Plan is a key deliverable for all projects that are embedded in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme as a strategic tool aiming to increase the awareness regarding the project and to the dissemination of its results as well, targeting both the community as well as specific groups.

The Communication Plan of the Terra-Mine project constitutes the main tool for the planning and implementation of all dissemination activities of the project. Meanwhile, it contributes to the successful implementation of the project, by ensuring efficient communication between the project beneficiaries.

The adopted strategy approaches the Communication Plan as a business plan which has internal and external environment, methodology, strategy, targets, tools, indicators, alternatives and corrective actions.

In order to respond to the communication strategy and objectives, the Communication Plan has to take up several challenges:

- Capitalizing the lessons learnt from other territorial cooperation projects;
- The cross-border nature of the Programme, in which the project is affiliated;
- Addressing targets with very different levels of awareness of the project topics.

Generally, the correlation between the development and the implementation of a Communication Plan is a complicated and dynamic procedure which demands constant monitoring in order to ensure the right action at the right time. Moreover, the communication strategy should meet the following criteria:

- Specialised communication for each target, obtained through personalised tools and activities;
- Coherent, integrated and synergic actions with concrete and positive results on the territory;
- Easy, effective and transparent language aimed to inform and at the same time to "bridge the gap" among EU and non-EU institutions and citizens;
- Key-messages that take into account differences in language, culture, religion, society, etc.;
- Active cooperation with the stakeholders through methods of participatory planning;
- Widespread dissemination through traditional and innovative channels;
- Transversal approach (public relations, press office) aimed to inform public opinion about the positive contribution of the European Union.

3 Objectives

3.1 Overall Communication Objectives

The communication objectives are in line with the specific objectives of the Terra-Mine project and also in line with the strategy of Interreg V-A «Greece-Bulgaria 2014-2020» Cooperation Programme, as follows:

- Raise general awareness towards the Terra-Mine Project, its activities and its potential impact in the cross-border area.
 - Raise specific attention of the stakeholders, the policy and decision - makers to the project as an important instrument for the benefit of the Programme area.
 - Make the general public aware of the results and benefits achieved by the project.
 - Establish a positive atmosphere for the project acceptance and the mobilisation of target-groups, aiming to increased participation in the project activities.
- Demonstrate the role of the EU and ensure transparency about the use of public funding.
 - Specify the contribution of EU Funds to the project and emphasise on the added value for the community.
 - Show where and how the EU money is spent as well as the concrete achievements of the project activities.

3.2 Target Groups

Targeted audiences are the groups that the Terra-Mine project addresses and tries to approach. Some of them are subject to the internal communication and some other are beyond the project's structure. Within the Terra-Mine project, the main target audiences to be addressed in the Cross Border Area, the Intervention Countries and the EU level are:

- Representatives of all the local, regional and national authorities in the cross-border area directly or indirectly linked to tourism and the subject of the project,
- Stakeholders in tourism sector in local, regional, national level,
- The scientific community that is related to the project's sectors,
- Local businesses in tourism related activities, as well as in related sectors,
- The general public of the cross-border area of Greece - Bulgaria, including potential visitors and tourists,
- Local, regional, national, European, but also specialized media.

3.3 Specific Objectives

In order to promote the general objective of the project Terra-Mine, being the preservation and valorisation of the old mines and quarries of the cross-border area for tourist purposes by strengthening cooperation and enhancing the capacities of local stakeholders, it is

particularly important to develop a communication strategy that will maximize the access to the benefits from the project activities through the information and publicity measures.

In terms of Awareness	<p>To promote the role of the project in the Cross-Border Area of Greece-Bulgaria</p> <p>To promote the benefits for the people of the Cross-Border area as a result of the project implementation</p>
In terms of promoting the EU role	<p>To promote the role of EU funding to the everyday problems of the citizens</p> <p>To identify the contribution of the Terra-Mine project in valorising the cross-border area cultural and natural heritage for tourist purposes.</p>

Taking these into consideration, the communication strategy must:

- promote the project and its results to the general public and to all the relevant stakeholders;
- deliver adequate information about the project, its role and benefits to the beneficiaries;
- highlight the specific impacts of project implementation in the sector of tourism, in the cooperation for the improvement of the socio-economic environment of the local population and the know-how deriving from the project execution;
- establish a partnership channel between the stakeholders of the area;
- improve the effort of diminishing the potential negative impacts of the borders in the development of a thematic tourism destination;
- emphasise the short-term, mid-term and long-term benefits which will result by the implementation of the project.

3.4 Activities per target audience

The information that will be provided and the publicity that will be directed towards the various target groups will be differentiated, based on their needs as well as their unique characteristics. Besides, the specific objectives of the Communication Plan differentiate, depending on the target group.

Targeted audience	Specific objective	Information/Message	Goals/Expected result
Representatives of all the local, regional and national authorities in the cross-border area directly or indirectly linked to culture, nature, tourism and local development.	<ul style="list-style-type: none"> Familiarize them with the project, support and develop supplementary benefits. Check for potential of vertical territorial (or not) cooperation. Act like information multipliers, promoting the project activities, outputs and outcomes. 	The potentials of cooperation on the fields of local and cross-border sustainable development. Improving the socio-economic environment with respect to the local cultural and natural heritage.	<ul style="list-style-type: none"> Engaging them to be involved directly or indirectly in the project activities. Ensuring complementarities and synergies with other relevant actions or projects (geographical and/ or thematic relevance). Enhancement of strategic alliances or thematic networks' development.
Stakeholders in tourism sector linked to culture, nature, tourism and local development (local, regional, national).	<ul style="list-style-type: none"> Familiarise them with the project, support and participate to the implementation of its activities and the achievement of its goals. Check for other potentials for territorial cooperation. Act like information multipliers, promoting the project itself as well as the territories involved. 	The potentials of cooperation on the fields of local and cross-border sustainable development.	<ul style="list-style-type: none"> Engaging them to be involved directly or indirectly in the project activities. Attract greater interest for the project. Ensuring complementarities and synergies with other relevant actions or projects (geographical and/ or thematic relevance). Supporting the transferability and the capitalisation of project' s results. Promotion of the project as a good practice.
The scientific community that is related to the project' s thematic areas.	<ul style="list-style-type: none"> Familiarise them with the project, support and participate to the achievement of its goals. Act like multipliers, promoting the project results and outcomes in the scientific world. Act like know-how providers within the planning and implementation of specific project activities and deliverables. 	Information about the project objectives and activities. Information about the project results and outcomes.	<ul style="list-style-type: none"> Engaging them to be involved directly or indirectly in the project activities. Attract greater interest for the project from the scientific, academic and students' community. Ensuring complementarities and synergies. Transfer of scientific knowledge and know how in project related thematic areas. Creation of 4-helix alliances and networks with relevant to the project thematic orientation. Promotion of the project outcomes and results to the research, academic and students' communities with relevant thematic interests.

Local SMEs and other businesses.	<ul style="list-style-type: none"> • Involvement of local businesses in the implementation of the project and inspire them in a new tourism orientation. • Familiarise them with the project, support and participate to the achievement of its goals. • Exploitation of the results by the local businesses. • Promotion of partners' territories. 	Information about the project. Potential benefits of the cooperation at local and cross-border area.	<ul style="list-style-type: none"> • Engaging them to be involved directly in the project activities. • Attract greater interest for the project from the business community. • Creation of 4-helix alliances and networks with relevant to the project thematic orientation. • Promotion of the project outcomes and results to business communities with relevant thematic interests. • Contribution to the improvement of businesses' skills with regards to the sustainable tourism and local development.
The general public of the cross-border area of Greece – Bulgaria.	<ul style="list-style-type: none"> • Involvement of local population in the implementation of the project activities. • Awareness raising concerning cross-border cooperation, sustainable local development, preservation and promotion of local heritage. • Promotion of partners' territories. 	Information about the project and partners' territories. Potential benefits of the cooperation at local and cross-border area.	<ul style="list-style-type: none"> • Promotion of the results and benefits of the implementation of the project through the highlighting of good practices. • Promotion of the social and economic impact of the project. • Increase of the public's knowledge of the project and of support for the initiative. • Transparency concerning the management of resources of the European Union.
Mass Media (local, regional, national, European, and specialized media, Press, radio, television, and electronic media).	<ul style="list-style-type: none"> • Involve them in the dissemination strategy • Transform them into publicity multipliers • Involve them as observers of transparency 	Information about the project, its benefits and expected results, as well as the procedures followed for its implementation.	<ul style="list-style-type: none"> • Regular provision to the mass-media of interesting news about the project. • Participation of the mass-media in events and actions related to the project. • Ensuring precision, clarity, and reliability concerning the information related to the project • Promotion of the results from the implementation of the project.

			<ul style="list-style-type: none">• Categorization of news items and promotion with the appropriate media (at the local or national level).• Support for the initiatives taken through the project.• Transparency concerning the management of resources of the European Union.
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4 Communication Activities

4.1 Intervention Areas

The interventions of the Communication Plan are divided into three categories:

- I. **Institutional communication**
 - Visual identity and integrated image
 - Information material and external communication
 - Internal communication and website based on ICT innovative solutions
- II. **Public Relations**
 - Press office
 - Events, conferences, workshops
 - Exhibitions, sponsorships
- III. **Marketing communication**
 - Advertising
 - Videos, tributes
 - Promotional material

4.2 Available tools

The implementation of the strategy is strongly connected to specific communicational tools. These tools are used depending on the target group and the objective of each campaign.

The main communicational tools which will be used are:

- Printed material
- Marketing material
- Website
- Social media
- Articles in press (printed and electronic) and press releases
- Newsletters (printed and digital)
- Communication events, workshops, conferences, etc.

4.3 Recommended communication tools

The tools to be used to promote and disseminate the Terra-Mine project will be tailored to the specific needs of the project target groups. However, the communication strategy for promotion and publicity includes the use of three categories of information tools:

- **Mass Media**, such as newspapers, magazines, radio stations, television, outdoor advertising, internet.
- **Promotion of activities** such as brochures, newsletters, press releases, articles, TV and radio appearances, social media campaigns etc.

- **Direct communication activities** such as reports, conferences, special events and activities.

A combination of different media and communication tools is necessary to ensure effective communication of messages. The design and implementation of many information activities should be based on the key communication principles discussed above, thus contributing to improving the effectiveness of information and meeting the needs of the target groups.

In this framework, it is suggested to use the following tools:

Informational Material (Posters, Booklets, Information Packages)

The use of printed and electronic material is an important way of providing information to the target groups and other interested parties. The design and distribution of information material should be such as to enable target groups to understand and accept the project. These tools are complementary to other publicity activities. The expected results from the distribution of information material will be to inform and raise awareness among the public and interested groups, to promote the idea of the project, its objectives and activities, as well as the dissemination of the results to the stakeholders and the general public.

Press Releases and Articles

The press (newspapers & magazines) is a mean of ensuring broad and daily visibility at national, regional and local level. Inputs to the press or tributes, interviews and general reports may be used. The language to be used should be simple to be readily perceived by the average reader. Regarding the newspaper coverage, it is suggested that entries should be made to newspapers with high readability ratios, in order to increase the effectiveness of the information campaign. Equally important is the use of listings or tributes in specialized newspapers that are mainly aimed at professionals. Press releases are a form of periodic public information on the progress of the project and its activities.

Social Media

Using social networks offers to users' great potential and flexibility. The benefits of the proper use of social networks are many:

- the ability to create links with a very large number of people, as the internet attracts many people from all over the world;
- the possibility of creating links with people who may be far away, as the internet eliminates distances;
- the ability to create a wide variety of social ties;
- the choice between a large number of social groups and the search for a group that will best express the users;
- the ability to search and find content (photos, videos, etc.) to which users can not otherwise access;
- immediate updating of everything that happens in the project and in the area, as the news is disseminated among Internet users very quickly.

The use of social networks such as Facebook, Twitter, etc. as collaboration platforms connect organizations around the world in many different ways. These tools bring technology close to businesses and organizations, connecting people with information, creating new potential routes on the market, improving communication with target groups, and helping spread the project idea and activities, as well as project intervention areas (both from thematic and geographical point of view).

4.4 Information and Publicity Tasks

The Work Package 2 "Communication and Dissemination" constitutes a major part of the project, which takes place throughout the whole project duration, considering that the promotion of the project activities is fundamental part of the project success.

The aim of Work Package 2 is the planning of the communication strategy of the Terra-Mine project, including a series of correlated activities and tools in relation to the objectives to be achieved, as well as the planning and implementation of information and publicity activities for the promotion of the project idea, objectives, activities and results. The main goal within this Work Package is the formation of an integrated brand of the project, in order to become distinct and identifiable as a set of interventions for the preservation and valorisation of the old mines and quarries of the cross-border area for tourist purposes.

Additionally, the Work Package 2 aims to:

- highlight the role and the added value of the Cooperation Programme "Greece-Bulgaria 2014-2020" of the European Regional Development Fund (ERDF) and the European Union to the valorisation of cross-border area cultural and natural heritage for tourist purposes;
- ensure transparency;
- promote a positive public disposition towards the acceptance of the project and the mobilization of the target audiences, in order to increase the participation in the interventions and actions of the Terra-Mine project.

The Work Package 2 mainly includes the following actions:

- detailed planning and implementation of the communication strategy of the project, and most importantly the development of the Communication Plan itself;
- development of the project visual identity;
- planning and development of printed informational and dissemination material that will target the local population in the intervention area and will include: 3,000 informational card-postals, 1,050 information kits, consisting of folders, notebooks, pens, and bi-lingual informational brochures, 8 roll-up banners, 2,000 16-page trilingual brochures promoting the project results;
- distribution of the above-mentioned informational material;
- planning and organization of a series of open informational activities and more precisely,

- one (1) 1-day project opening event that will take place in Bulgaria
- one (1) 1-day closing event that will take place in Bulgaria
- three (3) thematic workshops that will take place in Greece (one per beneficiary)
- planning, developing, editing and updating of the content of the project webpage that will be operational in 3 languages, to inform target group and especially the general public about the implementation of the project actions and deliverables throughout its duration;
- authoring and publishing of 12 newspaper articles in the local press (eight in Greece and four in Bulgaria) and 1 article in the national press (in Bulgaria), to promote the idea, actions, results and deliverables of the project.

Finally, to be noted that there are a series of activities with extroverted and promotional character included in other Work Packages of the Terramine project. These are:

- organisation of (a) two (2) familiarisation trips for a total number of 16 journalists and bloggers in the two intervention areas (Madan, Pilea-Hortiatis); (b) four (4) guided tours also in the two intervention areas (Madan, Pilea-Hortiatis); (c) organisation of 28-days creative workshop addressing university students in Greece and in Bulgaria; (d) six (6) 3-day training activities for local stakeholders in the Greek and Bulgarian area totally; (e) one (1) thematic cross-border conference in Greece, within the Work Package 5 "TerraMine Networking and Training activities";
- organisation of two (2) study visits in Poland and in France and joint participation in one (1) international exhibition in London within the Work Package 6 "Activities outside the Programme area".

Objectives and expected results

The main objective of the communication activities is to ensure the wide publicity and promotion of the project idea, objectives, activities, results and outputs in project beneficiaries' territories and beyond them inside and outside the cross-border Area, and also outside of it

Moreover, through the implementation of the above-mentioned actions, the expected results are the following:

- the identification of the involved parties, the stakeholders, the target groups and the potential beneficiaries;
- the provision of detailed information concerning the project idea, objectives, activities, results and outputs;
- the development of a communication strategy based on the principles and the rules of the Programme's Information and Publicity guide as well as on the communication and dissemination of the objectives set by Terra-Mine Project;
- the dissemination of project actions and outputs inside and outside the eligible Programme Area;

- the wide visibility of the project itself as well as of its main outputs and
- the highlighting of the Programme's benefits for the cross-border area as well as of the necessity of the EU funding.

Task 1 Communication Plan (Information and Publicity Handbook)

Brief description	The Communication Plan constitutes a dynamic tool adjusted to the effectiveness of the project information and publicity activities, as well as to its internal and external environment. The adjustments vary depending on the modifications of the budget or the addition/removal of activities in the framework of the wider objective of the Handbook.
Involved project beneficiaries	PB2
Beneficiaries /target groups	Project Beneficiaries, Project Management Team, PBs' communication experts, Joint Secretariat of the Programme
Estimated timetable	23.12.2020

Review of the role of the project beneficiaries and their contribution to the activity planning and implementation

Role of the Beneficiaries	PB2 will be responsible to develop and communicate the Communication Plan the project beneficiaries
Role of the project beneficiaries in relation with the deliverables	PB2 Develop and communicate the D2.2.1. Communication Plan

Key Points

Success factors	Timely and complete recording of information and publicity actions Immediate execution of the deliverable, compliance with the communication design and attractiveness of the concept idea and the design philosophy will ensure the long-term visibility of the project Respect to the Programme's Information and Publicity rules and guidelines
Milestones	Timely preparation of the visual identity of the project
Evaluation indicators	Compliance with the Programme's information and publicity guide and development of a common, modern, promotional and effective visual identity Timely delivery The Project's strategy will be presented in next partner's meeting
Multipliers	Valorisation of the project's brand identity and generated templates by all the project beneficiaries, the project management team and communication experts

Task 2. Development of the Visual Identity of the Terra-Mine project	
Brief description	<p>The design of the information and publicity material of the project Terra-Mine requires the design and development of the project visual ID, which includes the logo design, graphic philosophy and generally the identity (brand) of the project. However, considering the fact that all projects implemented under the European Territorial Cooperation Programmes must comply with a set of communication rules, which brings a limited framework of options, but significantly enhances its visibility.</p> <p>This activity includes the logo design, the slogan and the presentation of the guidelines for the project graphic philosophy. The Visual Identity will include the graphic design of communication material templates in order to be used by project beneficiaries that will include (i) project poster, (ii) banner, (iii) folder, (iv) notepad, (v) pen, (vi) press release, (vii) article, (viii) poster and invitation for events.</p>
Involved project beneficiaries	PB2
Beneficiaries /target groups	Project Beneficiaries, Project Management Team, PBs' communication experts, Joint Secretariat of the Programme
Estimated timetable	23.12.2020
Review of the role of the project beneficiaries and their contribution to the activity planning and implementation	
Role of the project beneficiaries	<p>PB2</p> <p>will be responsible for designing the logo, proposing slogans, stating the guidelines of the design philosophy of the project and designing project templates</p>
Role of the project beneficiaries in relation with the deliverables	<p>D.2.2.1.B Visual Identity</p> <p>Project logo-Guidelines for the graphic design and philosophy</p> <p>Templates for communication material</p>
Key Points	
Success factors	Immediate execution of the deliverable, compliance with the communication design and attractiveness of the concept idea and the design philosophy will ensure the long-term visibility of the project
Milestones	Timely preparation of the visual identity of the project
Evaluation indicators	<p>Compliance with the Programme's information and publicity guide and development of a common, modern, promotional and effective visual identity</p> <p>Timely delivery</p> <p>The visual identity will be presented in next partner's meeting</p>
Multipliers	Valorisation of the project's brand identity and generated templates by all the project beneficiaries, the project management team and communication experts

Task 3 Design and production of information material of the Terra-Mine project

Brief description	<p>The action includes the preparation and production of multilingual communication material in both countries, aiming at promoting and publicizing the project as well as its actions and results in the cross-border area, using both traditional and modern tools.</p> <p>The activity includes:</p> <ul style="list-style-type: none"> ▪ Design and printing of 3.000 card-postals (14,85*21,00cm, velvet 300gr, 2-sided, full-colored) with information for the project idea and activities targeting especially to the population located in the intervention areas. 2.700 will be printed in Greek and 300 in English language. ▪ Design and printing of 1.050 information kits to be distributed within project meetings & events: 1.050 folders, 1.050 notebooks (A4, 20-pages and full-colored), 1.050 blue-ink pens with project logo and EU flag, 1.050 bilingual brochures (22,50*15,00cm, 6-sided, full colored). ▪ Design and printing of 8 roll-up banners (with information for the project activities and beneficiaries). PB2 will print six (6) banners and will distribute them to the Greek Project Beneficiaries (2 to each of them). ▪ Design and printing of 2000 16-pages trilingual results' booklets (Greek, Bulgarian, English) presenting project main results and outcomes. LB will distribute them to each partner: LB 500, PB2 450, PB3 350, PB4 350, PB5 350.
Involved project beneficiaries	LB PB2
Beneficiaries /target groups	<ul style="list-style-type: none"> ▪ Representatives of all the local, regional and national authorities and organisations in the cross-border area directly or indirectly linked to the project thematic areas: cultural and natural heritage, sustainable tourism, local development, cross-border cooperation ▪ Stakeholders in the above thematic areas in local, regional, national level ▪ Local businesses in tourism related activities, as well as in related sectors ▪ The scientific community that is related to the project's thematic areas ▪ The general public of the cross-border area of Greece –Bulgaria ▪ Local, regional, national, European, but also specialized media
Estimated timetable	03.07.2021
Review of the role of the project beneficiaries and their contribution to the activity planning and implementation	
Role of the project beneficiaries	<p>PB2</p> <p>will be responsible for the preparation of the information and publicity material of the project, which will be used as a basis for the dissemination of actions at local and regional level, based on common project standards approved by the project beneficiaries.</p> <p>LB</p>

	Will be responsible for the Designing and Printing of Informational Material in the Bulgarian Language, as well as for the distribution of the project result booklets to all the partners.
Role of the project beneficiaries in relation with the deliverables	<p>LB</p> <p>D.2.1.1.A information kits (650)</p> <ul style="list-style-type: none"> o 650 folders, o 650 notebooks, o 650 pens, o 650 bilingual brochures <p>D.2.1.1.B Roll-up banners (2)</p> <p>D.2.1.1.C Booklet about the project results (2000)</p> <p>PB2</p> <p>D.2.2.2.A Card-postals (3.000)</p> <p>D.2.2.2.B Information kits (400)</p> <ul style="list-style-type: none"> o 400 folders, o 400 notebooks, o 400 pens, o 400 bilingual brochures <p>D.2.2.2.C Roll-up banners (6)</p>
Key Points	
Success factors	Immediate design and production of materials in compliance with the communication design and attractiveness of the concept and the design philosophy (content and visualization) will ensure the long-term visibility of the project.
Milestones	<p>Timely preparation of project information and publicity material.</p> <p>Timely preparation of information packages for the scheduled events.</p>
Evaluation indicators	<p>Compliance with the Programme's information and publicity guide and common visual identity of the individual deliverables</p> <p>Number of recipients</p> <p>Dissemination Points</p>
Multipliers	Points of dissemination to facilities of other stakeholders

Task 4. Authoring and publishing of articles

Brief description	The activity includes the preparation, publishing and authoring of twelve (12) articles in the local press (8 in Greece and 4 in Bulgaria) and one (1) in the national press (Bulgaria) to promote and publicize the project as well as its actions and results. Through the planned activities of the project the target groups and the beneficiaries will be informed about the actions, objectives and expected results of the project. This is expected to increase the interest of the community in the project.
Involved project beneficiaries	LB, PB2, PB4
Beneficiaries /target groups	<ul style="list-style-type: none"> Representatives of all the local, regional and national authorities and organisations in the cross-border area directly or indirectly linked to the project thematic areas: cultural and natural heritage, sustainable tourism, local development, cross-border cooperation Stakeholders in the above thematic areas in local, regional, national level Local businesses in tourism related activities, as well as in related sectors The scientific community that is related to the project's thematic areas The general public of the cross-border area of Greece –Bulgaria Local, regional, national, European, but also specialized media
Estimated timetable	03.07.2021

Review of the Role of the project beneficiaries and their contribution to the activity planning and implementation

Role of the project beneficiaries	<p>LB will be responsible for the writing and publication of 4 articles in the local press and 1 article in the national press</p> <p>PB2 will be responsible for the writing and publication of 4 articles in the local press</p> <p>PB4 will be responsible for the writing and publication of 4 articles in the local press</p>
Role of the project beneficiaries in relation with the deliverables	<p>LB D.2.1.2 Four (4) articles at local press and 1 article at national press for the promotion of the project idea, activities, results and outputs.</p> <p>PB2 D 2.2.3 Four (4) articles at local press for the promotion of the project idea, activities, results and outputs.</p>

	PB4 D2.4.1 Four (4) articles at local press for the promotion of the project idea, activities, results and outputs.
Key Points	
Success factors	Selection of simple, understandable and clearly communicated messages (messages should be related to the content of the project and be simple and understandable). Selecting Mass Media with the greatest influence on the target groups and the beneficiaries mentioned above.
Milestones	Timely publication of articles in correlation with important project achievements.
Evaluation indicators	The number of article entries.
Multipliers	Mass Media Social media

Task 5 Organization of project events

Brief description	<p>The activity concerns the organization of open events which will take place within Terra-Mine project. These events will aim to stimulate public interest in the project, but also to inform the public, authorities, organizations, etc. on the idea of the program, the planned activities, the objectives and the expected results.</p> <ul style="list-style-type: none"> - Organization of a 1-day opening event for the promotion of the project activities and results to the wide public - Organization of a 1-day closing event for the promotion of the project activities and results to the wide public - Organization of three (3) 1-day thematic workshops in Greece - Organisation of two (2) 8-days creative workshops in Greece and in Bulgaria (*WP5) - Organisation of a (1) thematic cross-border conference in Greece (*WP5) - Organisation of six (6) 3-days training activities in total in Greece and in Bulgaria (*WP5) - Organisation of two (2) familiarisation trips and four (4) guided tours in the two main intervention areas (Madan, Pilea-Hortiatis) - Participation in two (2) study visits (France and Poland) and a (1) thematic exhibition (UK) outside the Programme area (*WP6) <p>These twenty (20) events will aim to stimulate public interest in the project, but also to inform the public, authorities, organizations, stakeholders, academic and business communities etc. on the idea of the project, the planned activities, the objectives and the expected results, as well as to introduce them to the thematic areas of the project.</p>
Involved project beneficiaries	LB, PB2, PB3, PB4, PB5

Beneficiaries /target groups	<ul style="list-style-type: none"> Representatives of all the local, regional and national authorities and organisations in the cross-border area directly or indirectly linked to the project thematic areas: cultural and natural heritage, sustainable tourism, local development, cross-border cooperation Stakeholders in the above thematic areas in local, regional, national level Local businesses in tourism related activities, as well as in related sectors The scientific community that is related to the project's thematic areas The general public of the cross-border area of Greece –Bulgaria Local, regional, national, European, but also specialized media
Estimated timetable	03.07.2021
Review of the role of the project beneficiaries and their contribution to the activity planning and implementation	
Role of the project beneficiaries	<p>LB will be responsible 1 one-day opening event 1 one-day closing event LB will also be responsible for the organisation of 1 familiarisation trip and two guided tours in Madan within WP5 and will participate in the two study visits and the international exhibition within WP6.</p> <p>PB2 will be responsible 1st thematic workshop Participation to the project events PB2 will also be responsible for the organisation of 1 familiarisation trip and two guided tours in Pilea-Hortiatis within WP5 and will participate in the two study visits and the international exhibition within WP6. Especially for the exhibition, PB2 will also be responsible for the renting and decoration of the exhibition space.</p> <p>PB3 will be responsible for 2nd thematic workshop Participation to the projects' events and the study visits outside the Programme area (WP6).</p> <p>PB4</p>

	<p>will be responsible for 3rd thematic workshop Participation to the project events PB4 will also be responsible for the organisation of 1 eight-days creative workshop, 1 thematic cross-border conference and 3 three-days training activities within WP5 and will participate in the two study visits within WP6.</p> <p>PB5 Participation to LB's events PB5 will also be responsible for the organisation of 1 eight-days creative workshop and 3 three-days training activities within WP5 and will participate in the two study visits within WP6.</p>
Role of the project beneficiaries in relation with the deliverables	<p>LB D.2.1.3.A Organization of 1-day project opening event for the promotion of the project activities and results to the wide public in Bulgaria. D.2.1.3.B: Organization of 1-day project closing event for the promotion of the project activities and results to the wide public in Bulgaria. <i>D.5.1.1: Organization of a familiarization trip for 8 journalists to the Underground Museum and Sharenka Cave</i> <i>D.5.1.2: Organization of 2 guided tours for local school members and groups to the Underground Museum and Sharenka Cave</i> <i>D.6.1.1: Study visit to Wieliczka Salt Mine in Poland</i> <i>D.6.1.2: Study visit to BiBemus Quarries in France</i> <i>D.6.1.3: Participation in an international tourism Exhibition in London, UK</i></p> <p>PB2 D 2.2.4 Organization of the 1st thematic workshop <i>D.5.2.1: Organization of a familiarization trip for 8 journalists to the Quarries' complex in Pilea-Hortiatis</i> <i>D.5.2.2: Organization of 2 guided tours for local school members and groups to the Quarries' complex in Pilea-Hortiatis</i> <i>D.6.2.1: Study visit to Wieliczka Salt Mine in Poland</i> <i>D.6.2.2: Study visit to BiBemus Quarries in France</i> <i>D.6.2.3: Participation in an international tourism Exhibition in London, UK. Organisation of the exhibition space.</i></p> <p>PB3 D 2.3.3. Organization of the 2nd thematic workshop <i>D.6.3.1: Study visit to Wieliczka Salt Mine in Poland</i></p>

	<p><i>D.6.3.2: Study visit to BiBemus Quarries in France</i></p> <p>PB4</p> <p>D 2.4.2: Organization of the 3rd thematic workshop.</p> <p><i>D.5.4.1: Organization of a cross-border thematic conference</i></p> <p><i>D.5.4.2: Organization of an 8-day creative workshop for students</i></p> <p><i>D.5.4.4: Organisation of three 3-day training activities for stakeholders</i></p> <p><i>D.6.4.1: Study visit to Wieliczka Salt Mine in Poland</i></p> <p><i>D.6.4.2: Study visit to BiBemus Quarries in France</i></p> <p>PB5</p> <p><i>D.5.5.1: Organization of an 8-day creative workshop for students</i></p> <p><i>D.5.5.2: Organisation of three 3-day training activities for stakeholders</i></p> <p><i>D.6.5.1: Study visit to Wieliczka Salt Mine in Poland</i></p> <p><i>D.6.5.2: Study visit to BiBemus Quarries in France</i></p>
Key Points	
Success factors	<p>The broad and targeted advertising of each event.</p> <p>The choice of attractive and project-related topics.</p> <p>The invitation of speakers with high awareness and / or profound and up-to-date knowledge of the topics to be presented.</p> <p>Scheduled events will take into account working days and hours, national and local holidays.</p> <p>The possibility of a combination of project events with other popular events in the region.</p>
Milestones	<p>Completion of the initial planning and announcement of each event agenda at least 15 days before of each event.</p> <p>Print and distribution of the events invitations by any means (by post, by e-mail, by fax) fifteen days before the beginning of each event.</p> <p>The promotion of a final press release one day before the beginning of each event, and one on the day of the event (after its completion) to disseminate the main results.</p>
Evaluation indicators	<ul style="list-style-type: none"> - Number of participants - Intensity of dissemination by the media
Multipliers	<ul style="list-style-type: none"> - Mass Media - Social Media

Task 6 Project Webpage

Brief description	<p>The activity concerns the development of the trilingual project website and the regular updating of its content in order to keep the general public informed about the progress of the project, its actions etc. The site will provide multi-channel access to its content with emphasis to mobile phones or other smart devices, and the design will adopt the "Design for All" principle by integrating accessibility conditions for people with disabilities,</p> <p>The website will:</p> <ul style="list-style-type: none"> • Allow broad visibility of the project and its concept without geographical constraints. • Direct information about the project in real time to better promote the activities and events of the project. • Maintain the interest not only in the tourism sector at local level but also across the border and after the end of the project. • Inform the public, authorities, organizations, etc. regarding the project idea, the activities planned, the objectives and the expected results.
Involved project beneficiaries	PB2
Beneficiaries /target groups	<ul style="list-style-type: none"> ▪ Representatives of all the local, regional and national authorities and organisations in the cross-border area directly or indirectly linked to the project thematic areas: cultural and natural heritage, sustainable tourism, local development, cross-border cooperation ▪ Stakeholders in the above thematic areas in local, regional, national level ▪ Local businesses in tourism related activities, as well as in related sectors ▪ The scientific community that is related to the project's thematic areas ▪ The general public of the cross-border area of Greece –Bulgaria ▪ Local, regional, national, European, but also specialized media
Estimated timetable	<p>Launch of full operation on 23.12.2020</p> <p>Continuous update up to the end of the project (03.07.2021)</p>
Review of the role of the project beneficiaries and their contribution to the activity planning and implementation	
Role of the project beneficiaries	<p>PB2</p> <p>will be responsible for the development and regular updating of the project's website.</p> <p>LB, PB3, PB4, PB5 should provide material for the project website frequently.</p>
Role of the project beneficiaries in relation with the deliverables	<p>PB2</p> <p>D.2.2.5 Trilingual webpage for the Terra-Mine project</p>
Key Points	
Success factors	Timely upgrading of the site so that it can be utilized by the project beneficiaries.

Milestones	The scheduled and timely delivery of the translated content.
Evaluation indicators	Number of visitors in the website.
Multipliers	<ul style="list-style-type: none"> - Social media - Beneficiaries' websites

Task 7 Social Media Campaign

Brief description	<p>This activity aims in the implementation of a plan of specialized online advertisements and activities to further publicize the Terra-Mine project. The activity includes a series of high intensity actions in social media. Through the schedules posts about the project the target audiences and the beneficiaries will be informed about the actions, objectives and expected results of the project and therefore increase the interest about the project. The activity will include</p> <ul style="list-style-type: none"> - Development of a Facebook, Twitter and Instagram Account - Regular informative and promotional posts related to the project progress itself or the thematic areas of the project more generally
Involved project beneficiaries	PB2
Beneficiaries /target groups	<ul style="list-style-type: none"> ▪ Representatives of all the local, regional and national authorities and organisations in the cross-border area directly or indirectly linked to the project thematic areas: cultural and natural heritage, sustainable tourism, local development, cross-border cooperation ▪ Stakeholders in the above thematic areas in local, regional, national level ▪ Local businesses in tourism related activities, as well as in related sectors ▪ The scientific community that is related to the project's thematic areas ▪ The general public of the cross-border area of Greece –Bulgaria ▪ Local, regional, national, European, but also specialized media
Estimated timetable	03.07.2021

Review of the role of the project beneficiaries and their contribution to the activity planning and implementation

Role of the project beneficiaries	<p>PB2</p> <p>Selection of simple, understandable and clearly communicated messages (messages should be related to the content of the project and be simple and understandable).</p> <p>Selecting of Social Media with the greatest influence on the target groups and the beneficiaries mentioned above.)</p> <p>Timely and regular posts, in order to contribute to the dissemination of the project</p>
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Role of the project beneficiaries in relation with the deliverables	PB2 D.2.2.5.B Development of Social Media Accounts 1 post every week per media
Key Points	
Success factors	Selection of simple, understandable and clearly communicated messages (messages should be related to the content of the project and be simple and understandable). Selecting Social Media with the greatest influence on the target groups and the beneficiaries mentioned above. Timely and regular posts, in order to contribute to the dissemination of the project
Milestones	Creation of social media accounts
Evaluation indicators	The number of posts The number of followers
Multipliers	Project's website Beneficiaries' websites and social media accounts

4.4.1 Task 1 Communication Plan

Task 1 refers to the current Deliverable which is the "Communication Plan". The communication plan (Information and Publicity Handbook) is a key deliverable for all projects that are embedded in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

The aim of the deliverable is to be a strategic tool towards planning and implementing all dissemination activities of the project. Moreover, to contribute in the implementation by ensuring efficient communication between the project beneficiaries.

4.4.2 Task 2 Development of the Visual Identity of the Terra-Mine project

The design of the information and publicity material of the Terra-Mine project initially presupposes the design and development of the visual identity of the project, which includes the design of the logo, slogan, graphic design and more generally the "brand" of the project. However, taking into account the fact that the projects included in and implemented under the Operational Programmes of the European Territorial Cooperation Objective require the observance of a set of publicity rules, this limits the creative freedom of each project but at the same time optimizes its visibility.

In the current 2014-2020 Programming Period, the visual identity of projects in the Operational Programmes of the "European Territorial Cooperation Objective" has been changed in a single direction, aiming at the best recognition and dissemination of the role of the European Union and its thematic development goals.

The new Brand & Visibility Framework of Interreg projects and especially and in particular the Terra-Mine project are formed by the following documents:

- Interreg V-A Cooperation Programme "Greece-Bulgaria 2014-2020".
- Information and Publicity Guide for the Interreg V-A "Greece-Bulgaria 2014-2020" projects of the European Territorial Cooperation Programme.
- Brand Design Manual of the Operational Programmes of the European Territorial Cooperation Objective (final version 18.12.2014).
- Terra-Mine project webpage concerning the project, the events and the project beneficiaries in the website of the Interreg V-A "Greece-Bulgaria 2014-2020" projects of the European Territorial Cooperation Program (www.greece-bulgaria.eu/approved-project/59/)
- The latest version of the Terra-Mine Application Form and Justification of Budget Form.
- The strategy resulting from the final version of the Information and Publicity Handbook.
- Any comments, remarks and proposals from the project beneficiaries.

The new framework for the visual identity of Interreg projects.

Each European Territorial Cooperation Programme aims to develop projects of particular added value for the life of European citizens. The visibility and dissemination of these Programmes is a prerequisite for raising awareness of more people and for implementing a larger number of projects. Relevant Programmes are implemented across the European Union or beyond, covering each European Region. These Programmes offer a unique network of projects focusing on improving the standard of living of citizens, developing regions and protecting and sustaining the environment.

However, the diversity of the European Union's cross-border and transnational Programmes may evolve in weakness if they do not appear to be interlinked. In the past, they appeared as separate Programmes, while in reality they shared the same objectives: to minimize the obstacles created by the existence of national borders between the European and their neighbouring countries.

More than one hundred (100) European Territorial Cooperation Programmes have agreed to put an end to this logic of isolation by making a joint effort to create a harmonized visual identity and a common name for use in each language: Interreg. Interreg is now the common name - advertising of each European Territorial Cooperation Programme and is required to be used publicly as much as possible. This enables all stakeholders of INTERREG (stakeholders) to benefit from communication amongst themselves, both to attract new stakeholders and to optimize the visibility of projects.

Interreg's new, harmonized brand is expected to help improve the visibility of all Programmes, highlighting the value of Interreg at European and regional / local level. Below is shown exactly this alignment of all the different logos and graphic philosophies under the "umbrella" brand of Interreg.

The Harmonized Visual Identity of the Interreg Programmes during the programme period 2014-2020



The brand

Brand design is a wider concept than a simple logo: It consists of features such as colours, fonts, and a structure that supports page layout (grid). Only such a combination can contribute to a good result.

The logo

The logo is the most important element of Interreg's visual identity. The new logo has been designed to have a strong but discreet look that makes it easy to combine with other logos in common promotions. A completely typographic approach was chosen without using any other graphics to prevent the use of other design and graphic elements.

The new Interreg logo



Reference to the European Regional Development Fund (ERDF)

The visual reference to the European Regional Development Fund is mandatory, but it is not necessary to be part of the logo.

Reference to the ERDF



Logo Colours

The colours of the logo come from the colours of the European Union flag and must not be changed. In addition, they are the main colours of the Interreg brand and are used to identify the brand beyond the logo in all optical communications.

The logo of the Interreg V-A "Greece-Bulgaria 2014-2020" European Territorial Cooperation Programme is presented below, and the three colours that make up this are analysed in all colour chart systems.

The Programme Logo Colours








Colour	Reflex Blue	Light Blue	Yellow
Pantone	Reflex Blue	2716	Yellow
CMYK	100/80/0/0	41/30/0/0	0/0/100/0
HEX	003399	9FAEE5	FFCC00
RGB	0/51/153	159/174/229	255/204/0

The systematic use of the above three colours in various applications (fonts, graphics, video animations, lines, grids, etc.) enhances the graphic coherence of the visual identity of each project and improves the aesthetics of the printed or electronic model.

The embedding method is used to address the mandatory use of the above logo as it is incorporated into the design of the visual identity of the Terra-Mine project. So the Limitation of the Publicity Guide becomes an opportunity.

Fond

For the Programme and project logos (project and Programme name) and the reference to the European Regional Development Fund, the Montserrat font has been chosen for being optically similar to the Interreg logo.

The font for all other applications from the text body to the headlines is Open Sans. It has a neutral and at the same time friendly look that fits all applications. It is also versatile, as it has a wide variety of styles and weights (intense & subtle variations). It is personalized for print, online and electronic use, easy to read on all media. As an alternative font Vollkorn was chosen.

Note: For the European Union flag uses the Arial font as it is strictly defined in Article 4 (4) of Commission Implementing Regulation (EU) 821/2014, without change.

Thematic Objectives

The 11 thematic objectives to help achieve the objectives of the Europe 2020 Strategy are represented in Interreg with a set of colour schemes and icons. These unchanged colours and icons are suggested to be used when communicating these goals, especially to the beneficiaries and potential beneficiaries of the Programmes.

The general Thematic Objectives of the Interreg Programmes

P/N appearance		Thematic objective/Θεματικός στόχος		Pantone	CMYK	HEX	RGB
		Research and innovation Έρευνα και καινοτομία		109 U	0/24/93/0	#fdc608	253/198/8
		Information and communication technologies Τεχνολογίες της πληροφορίας και των επικοινωνιών		2716 U	41/30/0/0	#a3add8	163/173/216
		Competitiveness of SMEs Ανταγωνιστικότητα των ΜΜΕ		3115 U	71/0/19/0	#1cb8cf	28/184/207
		Low-carbon economy Οικονομία με μειωμένη χρήση άνθρακα		347 U	81/13/76/1	#159961	21/153/97
		Combating climate change Προσαρμογή στην κλιματική αλλαγή		206 U	4/86/43/0	#e34053	227/64/99
		Environment and resource efficiency Περιβάλλον και αποδοτική χρήση πόρων		382 U	49/0/99/0	#98c222	152/194/34
		Sustainable transport Βιώσιμες μεταφορές		Cool Gray U 9	46/37/34/15	#8a898c	138/137/140
		Employment and mobility Απασχόληση και κινητικότητα		1665 U	2/71/72/0	#ea6647	234/102/71
		Better education, training Βελτίωση της εκπαίδευσης, της κατάρτισης και της δια βίου μάθησης		515 U	11/44/0/0	#e0a6cc	224/166/204
		Social inclusion Κοινωνική ένταξη		513 U	43/70/12/0	#a36298	163/98/152
		Better public administration Αποδοτική δημόσια διοίκηση		3145 U	87/32/35/16	#3c7486	60/116/134

Colours of the thematic objectives

This colour scheme was created to name the thematic goal of each project. Colours have been chosen to create a harmonious matching colour scheme and give sufficient contrast to Interreg's core brand and logo.

For the logos of the projects using the Interreg logo as the basis, the following thematic colours should be used to print the acronym of each project. For example, an innovation project will use the yellow font when plotting the acronym of the project.

Custom appearance

The icons were designed to fit visually as a whole, using similar illustrations, formats and linear weights. Typical use of icons is to print them in the colour of the themed object they represent.

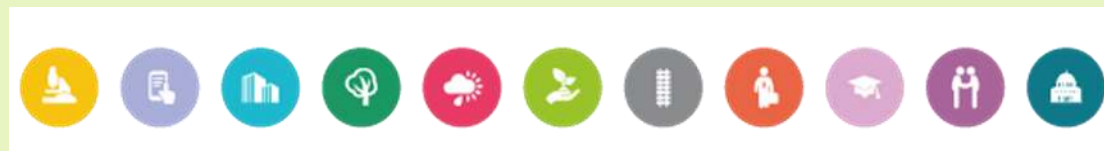
The 11 icons for the thematic objectives



Negative

Icons can also be used in negative. A prerequisite for such use of icons is to place them in a circle.

The 11 thematic objectives icons in negative



Interreg logo as a project logo

The logo also appears with the reference to the European Regional Development Fund (ERDF), which is marked with a noticeably smaller font below. Use of this case is necessary when there is no other point on this page's reference to that Fund. If it is chosen to refer to the European Regional Development Fund at a different point from the logo, the word may be made in any font that fits the design of the form, at a font size of at least "7.5". In any case, it should be clearly visible and legible.

A project logo template



European Regional Development Fund (ERDF)

The logo also appears with the reference to the European Regional Development Fund (ERDF), which is marked with a noticeably smaller font below. Use of this case is necessary when there is no other point on this page's reference to that Fund. If it is chosen to refer to the European Regional Development Fund at a different point from the logo, the word may be made in any font that fits the design of the form, at a font size of at least "7.5". In any case, it should be clearly visible and readable.

A project logo template with ERDF reference



The Terra-Mine logo

According to the above, the Terra-Mine logo is shaped as follows:



Figure 1: The proposed simple Terra-Mine project logo with ERDF reference



Figure 2: Grid and colour analysis for the proposed Terra-Mine project logo.



The design philosophy of Terra-Mine






Having already defined the project's main logo, the basic fonts to be used, and the basic colour of the corresponding thematic target, the basic directions and extensions of the visual identity design of Terra-Mine project are outlined below. One of the first issues that needs to be finalized is the visualization of the central message of the project in the simplest possible form, in order to be clear, understandable and easy to remember. The proposed logo captures exactly this, the central elements of the project which are the earth, the subsoil, the aquifer and nature in general.

Figure 3: The proposed complex Terra-Mine project logo with ERDF reference



The colors

The colours that have been chosen fits perfectly into the theme of the project and fits with the colours of the project logo and the EU flag. The colour palette with its shades can effectively represent the issues of mines and quarries and project in general

	Pantone	CMYK	HEX	RGB
	382 U	49/0/99/0	#98c222	152/194/34
	Reflex Blue	100/80/0/0	#003399	0/51/153
	732 C	42/66/95/61	#583611	88/54/17
	4715 C	31/54/52/29	#94685d	148/104/93
	565 C	43/0/25/0	#9cd2ca	156/210/202

Observance of publicity rules

The consultant, during the development of the drafts, strictly followed all the publicity rules of the programme, while at the same time took into account the visual objectives about the harmonized identity of the project under the same programme and/or thematic objective. The consultant took into account any remarks from the Joint Secretariat and included them in the current document. More specifically, the consultant will take into account:

1. the location and size of the logo in each version,
2. the reference to the European Regional Development Fund (ERDF) as part of the logo or as a separate reference,
3. the stamping the flag of the European Union,
4. the use only of the appropriate fonts,
5. the reference to the sources of project, co-financing, and
6. the responsibility disclaimer.

As an example of the use of the above six (6) indicators, the trifold form has been used, which is presented both in the relevant section below and in a miniature below:



4.4.3 Task 3 Design and production of information and publicity material of the Terra-Mine project

Card-postals

The Card-postals will be produced within WP 2 “Communication and Dissemination” and will include information about the idea, the scope and the actions of the Terra-Mine project, that are targeting the population in the intervention areas. The postcards’ design follows the unified visual identity of the project, incorporating the basic message of the project, its actions, the project beneficiaries, its webpage and the funding sources.

Figure 4: Card-postal for the Terra-Mine project in Greek and English



Information kits

For the design and the production of the dissemination material (information kit, trifold brochure, banner) of the Terra-Mine, a set of templates was developed for each.

The proposals and the text will be finalized, taking into account the relevant feedback, as well as:

- By incorporating possible comments etc by the personnel of the Municipality of Pilea-Hortiatis
- Adhering to all the rules of the Programme’s Information and Publicity guide as well as any internal document of the Municipality of Pilea-Hortiatis

All of the above will be achieved by utilizing the following tools to ensure the useful and in depth feedback from the project beneficiaries:

- Interviews and feedback meetings from the project beneficiaries’ personnel
- Benchmarking with previous successful project implemented by the lead beneficiary and the project beneficiaries, as well as identified Good Practices in the field.

In the following section, the proposals are presented.

Figure 5: Poster proposal for the Terra-Mine Project



Folder

Figure 6: Folder proposal for the Terra-Mine project



Notepad

Figure 7: Notepad proposal for the Terra-Mine project



Pens

Figure 8 : Pen proposal for the SMile project



Brochure

Figure 9: Bilingual brochure for the Terra-Mine project



Banner

Figure 10: Banner for the Terra-Mine project



4.4.4 Task 4 Authoring and publishing of articles

A total of 13 press articles will be issued during the implementation period of the Terra-Mine project, twelve (12) articles in the local press (8 in Greece and 4 in Bulgaria) and one (1) in National press (Bulgaria) to promote and publicize the project as well as its actions and results.

If needed, for each of the above press activities, the current document, as well as the respective documents that are summarized in 4.4.2, should be taken into account to specifically define in each case:

- The targeted audience
- The area of the publication
- The thematic area of the publication
- The main message of the publication
- The use of images and or graphic elements

Figure 11: Template local press publications.



4.4.5 Task 5 Organization of project events

For the communication and Dissemination of the project, a number of project events will be organized by the project. In particular, the following events will take place:

- Organization of a 1-day opening event for the promotion of the project activities and results to the wide public
- Organization of a 1-day closing event for the promotion of the project activities and results to the wide public
- Organization of three (3) thematic workshops in Greece

Moreover, to be noted that there are a series of activities with extroverted and promotional character included in other Work Packages of the Terramine project. These are:

- organisation of (a) two (2) familiarisation trips for a total number of 16 journalists and bloggers in the two intervention areas (Madan, Pilea-Hortiatis); (b) four (4) guided tours also in the two intervention areas (Madan, Pilea-Hortiatis); (c) organisation of 28-days creative workshop addressing university students in Greece and in Bulgaria; (d) six (6) 3-day training activities for local stakeholders in the Greek and Bulgarian area totally; (e) one (1) thematic cross-border conference in Greece, within the Work Package 5 "TerraMine Networking and Training activities";
- organisation of two (2) study visits in Poland and in France and joint participation in one (1) international exhibition in London within the Work Package 6 "Activities outside the Programme area".

Based on the working material (Application Form, Justification of Budget, Publicity Guides etc.), the above-mentioned events should adhere the following standards:

- Development of a detailed agenda as well as communication with the presenters in the events and the personnel of the organizing institutions (Lead or partner beneficiary)
- Preparation, graphic design and production of invitation in the local language and in English
- Availability of all the necessary audiovisual equipment (microphones, laptops. Projectors, etc) in coordination with the organizing beneficiary
- Availability of catering/coffee break services for the expected audiences
- Availability of proper interpretation
- Preparation of the presentation material in coordination with the organizing beneficiary
- Photographic coverage of the event
- Promotion of the event in the local mass media and issuing of press releases for the event
- Archiving local press articles
- Submission of an implementation report in the local and English language

Figure 12: Template concerning the invitation and the agenda of a Terra-Mine project event



Figure 13: Template concerning the Poster of a Terra-Mine project event.



4.4.6 Task 6 Project Webpage

The project webpage should be developed based on aesthetics, user-friendliness and functionality. The overall design of the webpage will follow the functionality and accessibility rules, as they are defined by the Nielsen Norman Group (<http://www.nngroup.com/articles/ten-usability-heuristics>) and the W3C (<http://www.w3.org/TR/WCAG10>).

In particular, the following should be taken into account for the design

- The user interface elements e.g. buttons, scroll bars etc should not be images
- All webpage layouts should be consistent (e.g. design, colours etc).
- All terms in use should be consistent (e.g. menu)
- All heading, titles etc. should be consistent
- The font size and format should be easily readable
- The layout should be automatically adjustable to the screen size visible by the user
- The texts and background should have a reader-friendly contrast between them
- Thumbnails for photos and/or other graphic elements should be provided.

The website's design will utilize the latest technologies like HTML5, CSS3, JavaScript / Ajax / jQuery in order to provide a functional, reliable and graphically robust webpage.

Content Management System

The Webpage should have an easy-to-use and simple Content Management System. It should allow for remote management for all users with the proper authorization and through an internet browser, without need for sophisticated software for graphic design etc. The content management should be easy to use by users with basic IT knowledge.

Each webpage should be able to support text, news, announcements, graphs, photos, video, sound files, MS office documents, pdf documents or code in the case of Flash content. Moreover, it should be able to incorporate Social media links and files. The Content Management System should allow authorized users to alter and/or update the website content. For easy-to-use updating and content formatting an embedded WYSIWYG (What You See Is What You Get) text formatting tool should be available, as those provided in Microsoft Word, OpenOffice etc. News and announcements management should be feasible through a centralized point that will allow the incorporation, updating and/or deletion of content and will support RSS feed 2.0.

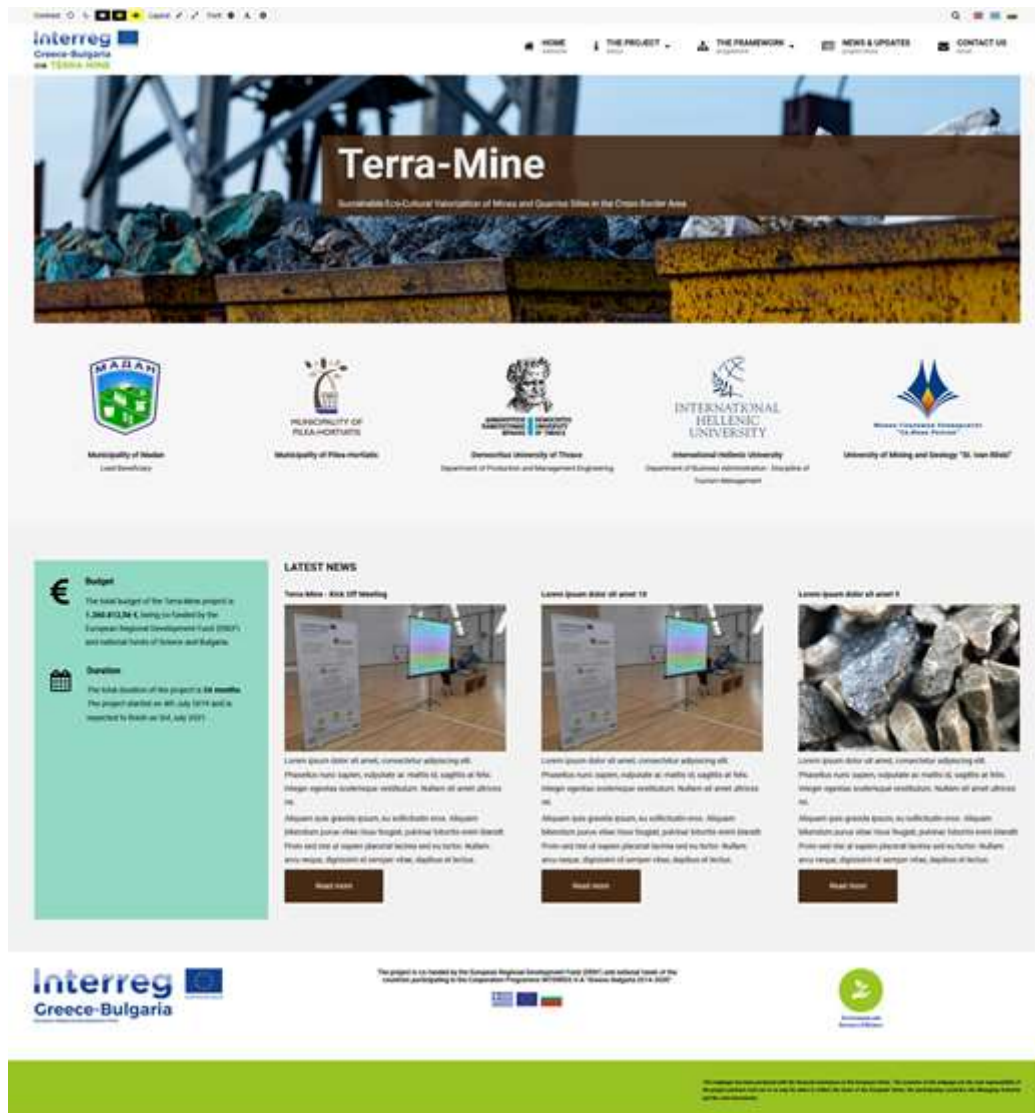
Communication form

The website will incorporate a Communication form that will allow visitors to easily submit queries or any other communication about the website and/or the project. The e-mails will be forwarded automatically to the responsible communication officers of the LB and PB2.

Disability Friendly Website

The Webpage should follow the Conformance Level A guidelines of the WCAG 2.0. The system will conform to disability accessibility rules by the World Wide Web Consortium (W3C). The rules and guidelines are available at the Web Accessibility Initiative (WAI) webpage in <http://www.w3.org/WAI/>.

Figure 14: The Terra-Mine project Website



4.4.7 Task 7 Social Media Campaign

This task aims in the implementation of a plan of specialized online advertisements and activities to further publicize the Terra-Mine project. The activity includes a series of high intensity actions in social media. Through the schedules posts about the project the target audiences and the beneficiaries will be informed about the actions, objectives and expected results of the project and therefore increase the interest about the project. The activity will include

- Development of a Facebook, Twitter and Instagram Account
- Regular informative and promotional posts related to the project progress itself or the thematic areas of the project more generally

The social media promotion plan proposed within the project is further presented in the Chapter 6 below.

5 Specialisation of communication activities at territorial and project beneficiary's level

Terra-Mine project includes two main intervention areas:

The Municipality of Madan, where the technical works to be executed will focus to the renovation and the valorisation of the local mines - accessibility improvement to Sharenka cave, development of 2 indoors exhibition spaces, preservation of railway and operation of train, renovation and equipment of the mineral museum, development of information centre inside the mineralogy museum, renovation works in the crystal hall and reconstruction of outer area. To be noted that documentation, digitalization and marketing related activities will also take place in the Municipality of Madan.

- The Municipality of Pilea-Hortiatis, where activities related to the documentation and the digitalization of the local quarries' landscape and heritage (both tangible and intangible) will take place together with the development of an integrated tourism branding identity. In addition, field studies will be implemented for the area by the Democritus University of Thrace (PB3).

Given that the majority of the activities will take place in the two areas of intervention, most of the communication activities also take place in these two areas aiming both to the promotion of the project outputs and results as well as to the promotion of the territories themselves.

Besides, a small part of the activities addressing mostly regional & national stakeholders as well as the scientific (academic & students) community will take place at Thessaloniki, Xanthi and Sofia where are located PB4, PB3 and PB5 respectively.

This way, a wide impact and range of results will be ensured, both in terms of geographical, as well as of thematic scope. While finally, the activities outside the Programme are will support the whole partnership in their effort to be connected with other organisations with relevant expertise and also to promote the project and their territories.

The table below presents the correlates project communication related activities to specific project beneficiaries while also sets the time framework for their implementation.

Activities/ Deliverables	Project Beneficiaries' Role/ Contribution					Timetable	
	LB	PB2	PB3	PB4	PB5	Start date	End date
WP2 Communication & Dissemination							
Communication Plan & Visual Identity		<input checked="" type="checkbox"/> Communication Plan & Visual identity				04/07/2019	03/07/2021
Project information material	<input checked="" type="checkbox"/> - 650 information kits - 2 banners - 2.000 results' booklets	<input checked="" type="checkbox"/> - 3.000 Card-postals - 400 information kits - 6 banners				04/07/2019	03/07/2021
Media promotion campaign	<input checked="" type="checkbox"/> 5 articles	<input checked="" type="checkbox"/> 4 articles		<input checked="" type="checkbox"/> 4 articles		04/07/2019	03/07/2021
Conferences-thematic workshops	<input checked="" type="checkbox"/> - 1 opening event - 1 closing event	<input checked="" type="checkbox"/> - 1st thematic workshop	<input checked="" type="checkbox"/> - 2nd thematic workshop	<input checked="" type="checkbox"/> - 3rd thematic workshop.	<input checked="" type="checkbox"/> Participate to events	04/07/2019	03/07/2021
Trilingual project website		<input checked="" type="checkbox"/> - Website creation & management - Social media accounts				04/07/2019	03/07/2021
WP5 TerraMine Networking and Training activities							
Familiarization Trips	<input checked="" type="checkbox"/> 1 familiarization trip	<input checked="" type="checkbox"/> 1 familiarization trip				04/07/2019	03/07/2021
Pilot guided tour for schools & groups	<input checked="" type="checkbox"/> 2 guided tours	<input checked="" type="checkbox"/> 2 guided tours				04/07/2019	03/07/2021
Events				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	04/07/2019	03/07/2021

				- 1 CB Thematic Conference - 8-day creative workshop	- 8-day creative workshop		
Training actions for local stakeholders				☑ - 3 3-days training sessions	☑ - 3 3-days training sessions	04/07/2019	03/07/2021
WP6 Activities outside the Program Area							
Joint participation in exhibitions	☑ Participation to the exhibition	☑ participation to an international tourism exhibition				01/12/2019	31/03/2021

Aiming to highlight the geographical scope of the communication activities, the table below correlates the communication related activities and deliverables with their geographical scope:

Local level	
Madan	1 opening conference 1 closing conference 4 articles in the local press 1 familiarisation trip 2 guided tours Information kits, posters, banners and result booklets Project website and social media campaigns
Pilea-Hortiatis	1 thematic workshop 4 articles in the local press 1 familiarisation trip 2 guided tours Information kits, posters, banners and result booklets Project website and social media campaigns
Regional Unit/ Regional level	
2 thematic workshops at Thessaloniki (PB4) and Xanthi (PB3) 2 creative workshops for students organised by PB4 & PB5 2 training activities addressing stakeholders organised by PB4 & PB5 Project website and social media campaigns (PB2) Information kits, posters, banners and result booklets (LP & PB2)	
National level	
1 article in Bulgarian national press (LB) Project website and social media campaigns (PB2) Information kits, posters, banners and result booklets (LP & PB2)	
Cross-border area	
1 thematic cross-border conference at Thessaloniki organised by PB4 Project website and social media campaigns (PB2) Information kits, posters, banners and result booklets (LP & PB2)	
Outside the programme area	
Project website and social media campaigns (PB2)	

Information kits, posters, banners and result booklets (LP & PB2)

Participation in two study visits in Poland and in France

Participation in one international exhibition in UK (London)

6 Social media promotion plan

The social media campaign aims to the instant promotion of the project idea, activities and intervention areas inside and outside the Programme area without geographical limits to people and groups with interests related to our project (i.e. culture, nature, industrial heritage, sustainable tourism, local development, cross-border cooperation). Moreover, it aims to enhance the interaction and the social networking of our project with other projects and communities active in similar fields.

The online project promotion campaign will also aim to:

- the presentation of the project, its actions and results to the general public;
- the promotion of the Municipalities of Madan and Pilea-Hortiatis and the wider cross-border area especially focusing on their tangible and intangible cultural and natural heritage as well as the tourist resources of the two areas;
- to increase the interest and awareness of the citizens for the local heritage and sustainable tourism development, as well as the possibilities offered for the wider economic development;
- the transformation of citizens and stakeholders into knowledge multipliers;
- information of the general public about project activities such as organizing events;
- the involvement of the citizens and the general public in the implementation of the project, their acquaintance with the tools that will be produced and their encouragement to use them.

To this extent, the overall campaign effect should be structured in a way that allows its monitoring and evaluation and in particular with the SMART model of Specific, Measurable, Attainable, Relevant, Time-Bound goals.

Using frequently the project's social media accounts, the partnership will achieve to

- have greater access to the general public, than with the conventional mass media, including user feedback;
- to promote the specific characteristics of the project results;
- to have flexibility and versatility in the promotion of news, announcements and/or important messages;
- to develop an active pool of followers that in turn would be able to promote the project and its benefits for the CB area;
- to quantitatively and qualitatively monitor the characteristics of the followers, visitors etc. allowing, therefore, a more targeted message.

The target groups that the online campaign will reach include:

- Representatives of all the local, regional and national authorities and organisations in the cross-border area directly or indirectly linked to the project thematic areas: cultural and natural heritage, sustainable tourism, local development, cross-border cooperation
- Stakeholders in the above thematic areas in local, regional, national level

- Professionals and local businesses in tourism related activities, as well as in related sectors
- The scientific community that is related to the project's thematic areas
- The general public of the cross-border area of Greece –Bulgaria
- Potential visitors of the area
- Local, regional, national, European, but also specialized media

Content Promotion Media

The online campaign of the project is based in the following platforms, which are specifically connected with each other to enable synergies, minimizing management time and maximizing impact.

- Website

The website should be connected with the main Social media allowing interaction between social media, and multiplying the overall promotion of the project in the CB area.

The project website will be updated frequently (at least 4 posts per month).

- YouTube

The "official" YouTube channel should be the main repository of the project's video. Videos will be promoted by other social media, such as Facebook and Twitter.

- Facebook

Facebook should be the main Social medium for the promotion of the Terra-Mine project. Through the project profile on Facebook a variety of content like videos, photos, articles, specialized content for followers can be uploaded. The webpage should be updated by original material or other content such as content from the website. The aim is to build a community that will follow the Project activities and in turn communicate them by endorsing etc the content.

The proposed plan includes posts each month (at least 4 posts per month), depending on the implemented and upcoming project actions as well as articles related to the themes of the project, regularly monitoring of the progress, will answering messages and questions and managing the comments of visitors and followers.

It will also implement two sponsored advertising campaigns on Facebook, lasting two (2) weeks each (with the aim of promoting its project and actions, as well as the intervention areas (Madan, Pilea-Hortiatis).

Further in the level of followers the goal that is set is that of 600 followers.

The account is available at <https://www.facebook.com/TerraMineProject>

- Twitter

Twitter will be used for targeted short messages that will mainly include references to other content available in the project Website and/or the Project's Facebook account. For more effective communication the project should adopt specific hashtags. The proposed hashtags are:

#Terra-Mine Project

#quarriestourism

The proposed plan includes posts each month (at least 4 posts per month), depending on the implemented and upcoming project actions as well as articles related to the themes of the project, regularly monitoring of the progress, will answering messages and questions and managing the comments of visitors and followers.

The account is available at https://twitter.com/TerraMine_Proj

- **Instagram**

Photos and short videos (30-45 seconds) will be posted on Instagram (at least 4 posts per month), that will highlight the intervention areas and actions of Terra-Mine project. The proposed hashtags are:

#mines #culture #tourism #instaculture #instatourism #geotourism #crossborder #europe #arts #digitalculture #museums #Greece #Bulgaria #myregion etc.

The account is available at <https://www.instagram.com/terramineproject/?hl=el>

The social media plan will be implemented by the Municipality of Pilea-Hortiatis; however, the contribution of the partners at monthly basis is very important and is proposed as it follows:

- Partners are highly encouraged to send any project – or thematic related to the project – content to upload on the website.
- Content send can be in one of the three languages (EN, BG, GR) but also accompanied with a short title (no more than 50-80 characters) and a short description (200-300 characters) in English and in the language of the content.
- Photos and videos are very welcome. Still, it is very important to be accompanied with a short title and description.

What kind of material could be promoted through the website and the social media

- Updates on project activities and deliverables (even for those in progress)
- Project events of partners
- Press releases / articles related to the project itself or project topics (tourism etc.)
- Events, activities, initiatives etc. developed by the partners outside the project but in a relevant topic

7 Effectiveness indicators

The success of the communication strategy objectives will provide:

- Inform all parties involved concerning the project and its actions.
- Understand the objectives and strategy of the project.
- Participation in public events to be organized under the project umbrella
- Dissemination of information.
- Achieving the specific objectives for each target group

Index	Target value
Information Kit	1050
Project Posters	10
Newspapers articles	13 (8 in Greece, 5 In Bulgaria)
Project Events	1 opening event (In Bulgaria) 1 closing event (in Bulgaria) 3 thematic workshops (In Greece) 1 thematic conference (in Greece) 2 familiarisation trips (Greece & Bulgaria) 2 guided tours (Greece & Bulgaria) 2 creative workshops (Greece & Bulgaria) 2 training activities (Greece & Bulgaria) 3 activities outside the programme area (2 study visits plus 1 participation in an international exhibition)
Participants in Events	660
Website development	1
Unique visitors in website	1,000
Accounts in Social Media	3
Followers in Facebook	600
Followers in Twitter	100
Followers in Instagram	100

7.1 Indicators' Feedback

The achievement of the objectives of the Terra-Mine dissemination strategy will be evaluated by assessing the dissemination effectiveness indicators in comparison with the predefined target values. Regular updates of the project achievements will be communicated, including

results (presentations, articles, participation in events, etc.) which will be highlighted on the Terra-Mine website, social media groups/accounts, etc.

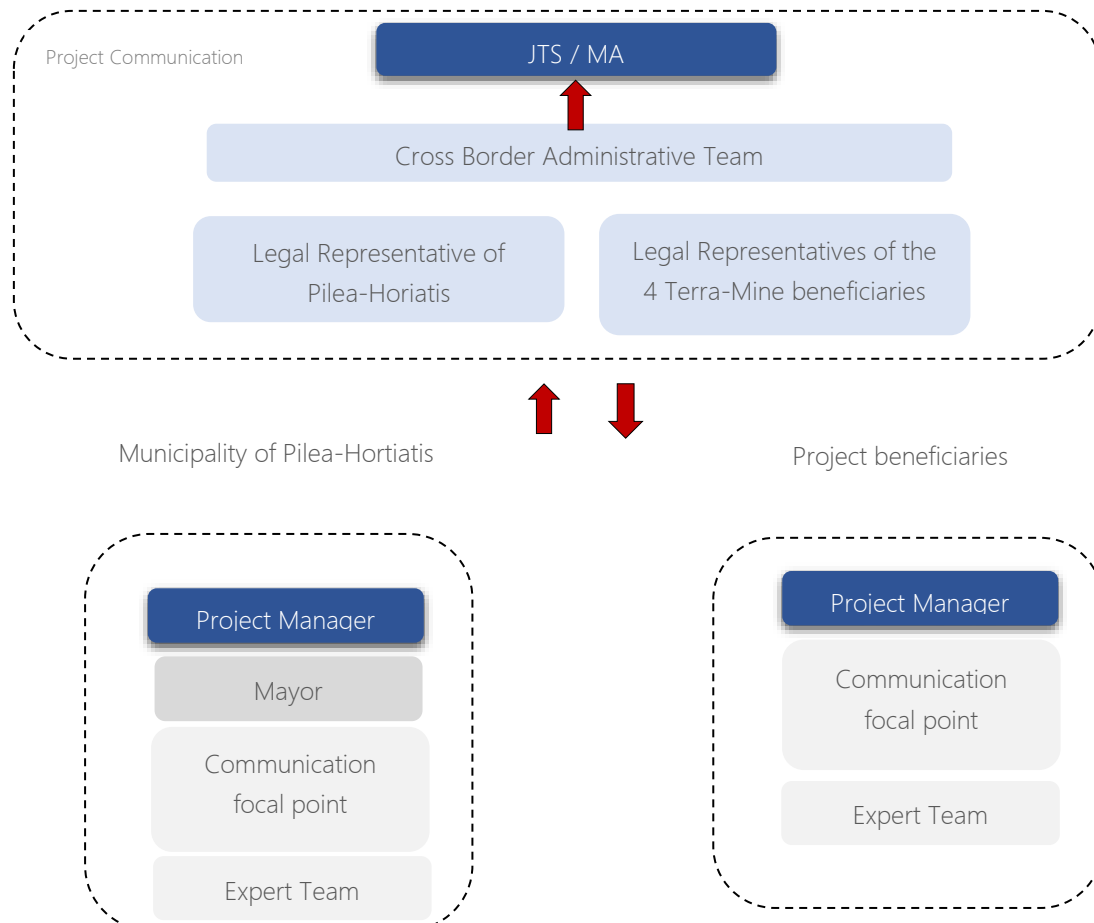
For each of the dissemination activities, one or more measurement or feedback mechanisms will be used to measure the effectiveness of the dissemination. Indicatively:

- Website: Setup Google Analytics and measure the number of visitor/ traffic to the website/ amount of time spent on the site
- Facebook: Number of “likes”
- Twitter: Number of followers
- Project events: Number of events organised by the consortium; number of participants proved by participants lists
- Project printed material: Distribution
- Press releases/ articles: Coverage (number of media), frequency (positive or negative media evaluation)

8 Resources

8.1 Communication team and Human Resources

The communication strategy will be implemented by PB2 with the contribution of all the project beneficiaries. It will include both personal and external collaborators as well as Managers from the Managing Authority/ Joint Secretariat who will approve actions and material. The diagram presents the organization of roles in the implementation of the Information and Publicity Handbook and the people involved.



Expert teams refer to the directors of the institutions to which they offer their expertise, while overall project teams refer to the Director of each partner institution. Lastly partner institutions refer to the LB.

External Experts' Teams are advised to include the following roles:

- Project manager
- Communication Manager
- Quality Assurance Manager
- Members with expertise on the fields of
 - Communications
 - Graphic Design

- IT specialist
- Local and Program Languages specialist

Moreover, it is advised that all deliverables should follow a quality assurance peer review process.

8.2 Work Effort Breakdown

The work effort of the project working group for the implementation of the Communication and Dissemination Activities is a result of the organizational structure of the Project Working Group and the breakdown of the responsibilities for each member.

Communication & Dissemination	Working Hours	Times	Total working Hours
LB			
D.2.1.1. Project information material			
Task 3 Design and production of information and publicity material of the Terra-Mine project			
D.2.1.1.A information kits (650)	64	1	64
D.2.1.1.B Roll-up banners (2)			
D.2.1.1.C Booklet about the project results (2000)			
D.2.1.2. Media promotion campaign			
Task 4 Authoring and publishing of articles	124	1	124
D.2.1.2 Four (4) articles at local press and 1 article at national press	16	4	64
D.2.1.3. Conferences-thematic workshops			
Task 5 Organization of project events			
D.2.1.3.A Organization of 1-day project opening event	160	1	160
D.2.1.3.B: Organization of 1-day project closing event	160	1	160
PB2			
D.2.2.1. Communication Plan & Visual Identity			
Task 1 Communication Plan			
D.2.2.1.A Communication Plan	40	1	40
Task 2 Development of the Visual Identity of the Terra-Mine project			
D.2.2.1.B Visual Identity	40	1	40
D.2.1.2 Project information material			
Task 3 Design and production of information and publicity material of the Terra-Mine project			
D.2.2.2.A Card-postals (3.000)	64	1	64
D.2.2.2.B Information kits (400)			
D.2.2.2.C Roll-up banners (6)			
D.2.2.3. Media promotion campaign			
Task 4 Authoring and publishing of articles			
D.2.2.3 Four (4) articles at local press	16	6	96

Communication & Dissemination	Working Hours	Times	Total working Hours
D.2.2.4 Conferences-thematic workshops			
Task 5 Organization of project events			
D 2.2.4 Organization of the 1st thematic workshop	144	1	144
D.2.2.5 Trilingual project website			
Task 6 Project Webpage			
D.2.2.5.A Trilingual webpage for the Terra-Mine project	1760	1	1760
Task 7 Social Media Campaign			
D.2.2.5.B Development of Social Media Accounts	48	1	48
PB3			
D.2.3.3 Conferences-thematic workshops			
Task 5 Organization of project events			
D 2.3.3. Organization of the 2nd thematic workshop	144	1	144
PB 4			
D 2.4.1. Media promotion campaign			
Task 4 Authoring and publishing of articles			
D2.4.1 Four (4) articles at local press	16	4	64
D.2.4.2 Conferences-thematic workshops			
Task 5 Organization of project events			
D 2.4.2. Organization of the 3rd thematic workshop.	144	1	144

* the table above does not include the human effort needed for activities with communication character within WP5 & WP6 since they will be calculated distinctively within the planning and implementation of those work packages.

8.3 Budget

The following section presents the allocated budget for the Communication Tasks detailed above per Deliverable and Partner. As noted in the introduction the Communication Plan constitutes a dynamic tool adjusted to the effectiveness of the project information and publicity activities, as well as to its internal and external environment. Adjustments include modifications in the budget due to better efficiency of the available resources from the beneficiaries. The following table represent the budget baseline for WP2 Dissemination and Communication.

WP 2 Communication & Dissemination	Staff		Office & Administration		Travel and Accommodation		External Services		Equipment		Total	
LB	amount	%	amount	%	amount	%	amount	%	Amount	%	amount	%
											13,700.00	33.3%
D.2.1.1. Project information material							6,900.00	16.8%			6,900.00	16.8%
D.2.1.2 Media promotion campaign							1,800.00	4.4%			1,800.00	4.3%
D.2.1.3 Conferences-thematic workshops							5,000.00	12.2%			5,000.00	12.2%
PB2											15,007.00	36.6%
D 2.2.1. Communication Plan & Visual Identity							3,000.00	7.3%			3,000.00	7.3%
D.2.2.2 Project information material							3,700.00	9.0%			3,700.00	9.0%
D.2.2.3 Media promotion campaign							2,000.00	4.9%			2,000.00	4.9%
D.2.2.4 Conferences-thematic workshops					807.00	2.0%	2,500.00	6.1%			2,500.00	8.1%
D.2.2.5 Trilingual project website							3,000.00	7.3%			3,000.00	7.3%
PB3											4,008.50	9.8%
D.2.3.1 Project information material									2,000.00	4.9%	2,000.00	4.9%
D 2.3.3 Conferences-thematic workshops					1,008.50	2.5%	1,000.00	2.4%			2,008.50	4.9%

WP 2 Communication & Dissemination	Staff		Office & Administration		Travel and Accommodation		External Services		Equipment		Total	
PB 4											5,727.00	14.0%
D.2.4.1 Media promotion campaign	650.00	1.6%	180.00	0.4%			2,000.00	4.9%			2,830.00	6.9%
D.2.4.2 Conferences-thematic workshops	650.00	1.6%	180.00	0.4%	567.00	1.4%	1,500.00	3.7%			2,897.00	7.1%
PB 5											2,593.20	6.3%
D 2.5.1. Conferences & Thematic Workshops	1,400.00	3.4%	150.00	0.4%	1,043.20	2.5%					2,593.20	6.3%
TOTAL	2,700.00	6.6%	510.00	1.2%	3,425.70	8.35%	32,400.00	79.0%	2,000.00	4.9%	41,035.70	100%

* the table above does not include financial estimations for activities with communication character within WP5 & WP6 since they will be calculated distinctively within the planning and implementation of those work packages.

9 Dissemination strategy for project's sustainability

The project's main outputs consist mainly in technical interventions and equipment on existing premises and infrastructures in the two main areas of intervention in Greece and Bulgaria. Also, a series of supporting activities included in order to maximize impact and engagement of the stakeholders concerned. This way, an integrated approach will be developed, based on common understanding among the main stakeholders on the importance and potential of the local cultural assets, with the mines and quarries as a starting point. Thus, the successful implementation of the project's activities will have as an outcome, on a first level, the improvement of the current state of the areas of interest, on a second level, the enhancement of the local capacities to retain and improve their condition and on a third level, the engagement of the necessary actors that could act as multipliers, enhancing the visibility of the sites, as well as promote and facilitate sustainable business investments, which will capitalize on the project's outcomes, including technologies, knowledge and pilot designs and solutions.

The successful implementation of targeted publicity and pilot activities with participation from potential multipliers and capitalizers will ensure the effective communication of the project's approach and the continuation of cooperation in the field. The wide publicity through broad as well as selected communication channels, including social media and crowdsourcing strategies, will ensure the dissemination of the project's results to the local and wider population, enhancing its involvement into a process of integration of the local history and cultural heritage into the special identity of the areas, as an asset to be further valorized and exploited.

The sustainability after project's ending it is achieved by project's results themselves. At the end of the project it is proposed to implement a series of actions to maintain the relationships and partnerships that will be created during implementation. Specifically recommend:

- Promoting the two rehabilitated quarries and mines through the project and beneficiaries' websites and social media with the aim of informing about project results and attracting new members.
- Posting targeted messages on social media to attract local communities
- Organizing an annual meeting
- E-mail targeted newsletter