



Region of Epirus
Regional Unit of Thesprotia

WP2: Project Communication and Dissemination

Kick-Off Meeting,
January 30, 2020, Igoumenitsa, Greece

Interreg 
Balkan-Mediterranean
European Regional Development Fund

AGENDA

- ☐ Objective
- ☐ Roles of partners
- ☐ WP activities

PRO-ENERGY Kick-Off Meeting, Igoumenitsa-Greece

OBJECTIVES

- ☐ Raise awareness about the project in the cross-border area
- ☐ Inform and involve relevant stakeholders from the project start
- ☐ Promote project results
- ☐ Comply with the specifications defined by the JS in collaboration with the JS Communication Officer

PRO-ENERGY Kick-Off Meeting, Igoumenitsa-Greece

ROLES OF PARTNERS

- ☐ P2 (DAE) is the WP Leader
- ☐ All partners contribute
- ☐ LP will develop the project's Communication Plan and the project identity
- ☐ LP will develop and maintain the website and social media pages

WP2 ACTIVITIES

- ❑ Development of the Communication Plan (LP)
 - Template for stakeholders' analysis (LP)
 - Stakeholders' analysis in all project areas (all PPs)
 - Development of the project identity manual (LP) – logo, motto, placement and appearance in project stationery
 - Communication plan defines strategy, objectives, communication channels, good practices that can be exploited and an action plan along with the respective budget and time plan

WP2 ACTIVITIES

☐ Printed and electronic promotional material (P2-DAE coordinates):

- 4 eNewsletters, one every six months (LP with contributions by all PPs)
- Project stationery (folders, pens, USBs etc.) (all PPs)
- Design of project, strategy, platform brochures (LP)
- Translations of brochures to Greek (P2), to Bulgarian (P5), to Albanian (P6)
- Project brochures (LP-1500EN & 1500GR, P5-500BG, P6-500AL)
- Joint strategy brochures (P2-1500EN-GR, P5-500BG, P6-500AL)
- Joint platform brochures (P3-1500EN-GR, P5-500EN-BG, P6-500EN-AL)
- Banners for events (all PPs)
- Promotional video for the project and pilot actions (P4)

PRO-ENERGY Kick-Off Meeting, Igoumenitsa-Greece

WP2 ACTIVITIES

☐ Project web-site and social media applications (LP):

- In collaboration with the Communication Officer of the JS
- Functional and technical specifications (LP)
- LP designs and develops, all PPs contribute with content and translations
- LP maintains web-site and social media pages (Facebook, Twitter, LinkedIn)

WP2 ACTIVITIES

□ Project events:

- Intermediation events to be organized in all project areas by LP, P2, P4, P5, P6 – open conference organized around M12, 50 participants in all project areas, 1-day event, objective: to present and promote the project and consult project results up to this day
- Final event in Igoumenitsa organized by LP – open conference organized at the end of the project, 80 participants from all project areas, 1-day event, objective: present project results and outputs

PRO-ENERGY Kick-Off Meeting, Igoumenitsa-Greece

WP2 ACTIVITIES

☐ PRO-ENERGY Roadmap for replicability of project results / multiplier effects and consultation (P2):

- Capitalizes on project results
- Defines objectives, stakeholders' involvement, recommended activities for multiplier effects and a timeframe to promote replicability of results
- All PPs perform consultation (methodology to be defined by LP)

PRO-ENERGY Kick-Off Meeting, Igoumenitsa-Greece

DISCUSSION

PRO-ENERGY Kick-Off Meeting, Igoumenitsa-Greece