



### DLTech UP (Project Number 5070869)

<b>Project:</b>	<b>Accelerating Blockchains for Good</b>
<b>Group Actions:</b>	<b>WP2: Project Communication and Dissemination</b>
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**Gradation: Limited Availability**

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## SUMMARY

This communication plan is drafted in the framework of the WP2 “Project Communication & Dissemination” of DLTECHUP project.

This document depicts the DLTECHUP’s project communication strategy and is a reference document for **all the project’s partners, thus it will consist** the basis for the communication monitoring and will:

- highlight the main communication guidelines of Greece-Bulgaria Programme.
- describe in detail the true projects communication identity in order to lead to higher awareness level of results but also to define the roles and responsibilities of each participant in the terms of the communication activities predefined.

This manual is operative in correlation with the Programme Manuals and Guides, knowledge of which all partners should acquire. Moreover, it is a dynamic tool, thus it could be updated based on the actual needs of the project and the partnership.

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## 1. Introduction – General Information of the Project

**DLTechUP** project idea was inspired by the multiple barriers SMEs have to overcome, especially during their first steps, in order to join the entrepreneurial sector. One such barrier is the lack of entrepreneurial skills as well as the limited access to such knowledge, useful information and contacts with relevant stakeholders. As a result, entrepreneurs often have limited information about cost saving technologies, as well. Furthermore, since competitiveness is highly dependent on a number of purely economic factors, the lack of support services/investors, as well as several obstacles they face in order to obtain business finance, prevent SMEs from developing innovative and competitive services and/or products.

In accordance to the specific programme's aims and challenges addressed, **DLTechUP** seeks to effectively contribute to the improvement of entrepreneurial support systems for SMEs through the establishments of business support actions. Therefore, in order to tackle the aforementioned challenges, **DLTechUP** will support cutting edge technology projects or efforts with a direct societal impact, with an arsenal ranging from acceleration tools to seed funding, in order to address the gap of difficulties in obtaining business finance, under a purely enterprising, profit oriented lens. In addition, the project seeks to identify targeted investment priorities for the interregional area and related targeted actions to support the excellence of entrepreneurship, research and innovation. The specific objectives are to improve the innovation process, and to attract international investors. Moreover, the partnership aims to take action to attract investment and to upgrade the intervention area to a center of technological and scientific development.

The project also focuses on the necessary support structures needed to exploit the full potential of the intervention areas, in order to be identified. Specifically, each region will incorporate mechanisms for linking R&D, education, innovation and international markets, as well as business clusters between regions. As for the lack of human development and skills issue, this proposed project will support directly *blockchain for good* efforts to investigate potential benefits for the society as a whole. Regarding the innovative aspect of the project, the central point will be the co-creation of a unique Accelerator programme to stimulate the piloting of DLT-based social and public applications to address existing or emerging sustainability challenges, and ultimately drive positive change for the common good. The beneficiary/consortium will conduct an open challenge to identify and select up to 10 projects pursuing DLT applications for social or public good to be supported by the Accelerator.

The Project's results shall be disseminated through the activities of WP2 "Project communication & dissemination".

**OBJECTIVE:** Dissemination activities aim in transferring the project's experience and results in the largest possible audience composed by the general public, SMEs, Startup entrepreneurs, investors from the private sector and the academia.

**METHODOLOGY:** A project communication activities plan will be composed and followed.

**ROLES:** Lead Partner (EILD) will have a leading role with NATIONAL ASSOCIATION MOUNTAINS MILK (NAMM) to follow.

**LOCATION OF ACTIVITIES:** The activities of the project are divided by 60%-40% between the two involved cross-border territories of Thessaloniki, Central Makedonia (Greece) and Yuzhen tsentralen Smolyan (Bulgaria) respectively. The target area of the project includes 7 prefectures on the Greek side (Evros, Kavala, Xanthi, Rodopi, Drama, Thessaloniki and Serres) and 4 districts on the Bulgarian side (Blagoevgrad, Smolyan, Kardzhali, Haskovo), which cover 40.202 sq km with 2,8 million inhabitants.

## 2. Regulation Framework of the Communication Plan

Co-funded Projects enable the European Union to demonstrate in a practical way how the EU impacts on the everyday lives of citizens. Communication is a crucial process embedded into every stage of a Project's life cycle. From project start up, through implementation, until and even after closure of a project, communication plays a key role in its success. Considering the diversity of contents communicated to varied target groups through diverse channels, the complex process of communication requires careful planning and implementation.

Communication is complementary to a Project's overall management tasks, but it is also a management task in itself. It is not possible to identify a single process that could be applied to every communication activity every time. But it *is* possible to draw up some general principles for Projects funded by the Interreg Greece-Bulgaria Programme based on combined experience and good practices.

For the drafting of the present Communication Strategy, the following have been taken into consideration:

- Regulation (EU) No 1301/2013 of the European Parliament and of the Council of 17 December 2013 on the European Regional Development Fund and on specific provisions concerning the Investment for growth and jobs goal and repealing Regulation (EC) No 1080/2006;
- Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006;
- Regulation (EU) No 1299/2013 of the European Parliament and of the Council of 17 December 2013 on specific provisions for the support from the European Regional Development Fund to the European territorial cooperation goal;
- The European Transparency Initiative (ETI);
- The Transnational Cooperation Programme Interreg "Greece-Bulgaria 2014-2020" (hereinafter CP), approved by the European Commission Decision C(2015)6283, dated 09.09.2015.

### 2.1 Objectives

The main objective of the communication plan is to maximise the involvement of interested parties (stakeholders) in order to raise awareness about the project's outcomes, and to enhance the multiplication of its results.

This communication plan will also propose specific actions and measures with a view to publicity, information and awareness of both the general public and the directly involved parties aiming to the capitalisation of the project's results and the promotion of cooperation between the partners.

Alongside the above and within the context of actions, which will be implemented according to the Communication Plan, comes not only a proposal for the creation of communication actions but also the continuous management, the responsibility for writing, editing, correcting and translating all texts published in the present work, such as press releases and reports, as well as the date, in the printed press, in the online media and social partners and stakeholder groups (stakeholders).

## 2.2 Target Groups

The project is addressed to the following target groups:

- Local Government of first and second degree.
- General population of the intervention areas.
- Startups / SMEs (operating in agriculture supply chains, marketing sectors)
- Entrepreneurs (operating in agriculture supply chains, marketing sectors)
- Young People.
- Mass media.
- Private Sector Investors.
- Academia

## 2.3 Strategy

In accordance with the above-mentioned European directives, the general objectives for the publicity strategy are:

- To increase transparency and information on EU's resources.
- Achieve third-party benefit from the activities, the good practices and the project results.
- Update the progress and outcomes of the projects.

In general terms the communication plan comprises of those activities that are directed towards meeting the needs and wishes of all partners involved in order to benefit.

The parts of a communication plan can be analysed as follows:

- In the first part, the level of the project until now is being examined.
- In the second part the objectives are being set.
- In the third part, the way the objectives will be implemented is being decided, in other words the strategy is being oriented.

The communication plan, if properly structured and implemented in full, is a vital part of the project but in order to retain its flexibility and its timeliness it should be revised, grow and evolve simultaneously with the procedure, the evolution and the progress of the project.

In the specific project, the communication strategy requires to maximise the involvement of interested parties (stakeholders) in order to raise awareness about the importance of biowaste management, to enhance the proliferation of results and to establish the foundations of bilateral cooperation between the citizens of the participating countries.

In order to achieve all the above, the following steps should be adopted:

- To personalise the promotion of the project on each individual target group.
- To implement actions with synergy and specific positive impacts to the wider population.
- To adopt an effective and easy communicative language that will aim to inform citizens on the one hand and to create a bridge between them and the European bodies and objectives on the other.
- To adopt slogans and messages with impact in the areas of intervention.
- To achieve active participation of stakeholders.
- To disseminate the results to the general public.

### 3. Implementation of a Project identity

During the implementation of the project, the promotion of a coherent and distinct image of the Transnational Cooperation Programme Interreg V-A "Greece - Bulgaria 2014-2020" is being required, in both participating countries in order to be clear to people who is responsible for financing and implementing the project. As such, the creation and promotion of a single project identity is required, which will be applied to each individual publicity action that is going to be implemented.

In the context of implementing a single identity of a project, what is required in each measure is the following:

- Use of logos and slogans of the Programme.
- Use of a common logo and a slogan of the project.
- Text of financing and the flags of EU and of the participating countries.
- Creation of common publications (catalogs, brochures etc.) in the official language of the Programme (EN) and the languages of the participating countries.
- Creating a common web project.
- Press Releases / Announcements with reference to elements of the Program and the Project.
- Creating promotional material.

## 4. Objectives

The present communication plan has the following objectives:

- To facilitate communication flows:
  - amongst project partners,
  - between project partners and the general stakeholders and the wider public,
  - between the project and Interreg Community;
- To ensure that all relevant project documentation is distributed among all partners in a quick and secure manner;
- To ensure appropriate and sustainable methods of dissemination of project activities and results;
- To raise awareness of the project among stakeholders and interested general public;

Correlating the project's objectives with the communication approach foreseen:

- To broadcast good practices and innovative technologies aiming to enhance driving an efficient acceleration process to other South East European countries too.
  - Communication with local actors (territory stakeholders) and inhabitants of the involved territories (bottom-up approach).
- To involve local enterprises and decentralized communities.
  - Communication with the potential bodies.
  - Implementation of a relevant promotional campaign via the local, national and specialized media.
- To improve the international recognition of involved partners.
  - Participation in relevant events.

## 5. Tailor messages

A basic message is proposed hereby by Lead Partner at the start of the project as an example to be followed. Such messages could be updated or tailored according to the concept of the action to be used for, and are not restrictive or obligatory:

- **Achieve Your Goals.**



## 6. Communication channels and activities

These are proposed by Lead Communication Partner as relevant and strategic in every stage of the project. Because it is important to demonstrate the added value of cooperation and the source of innovation, **DLTech UP** communication plan has common principles to all communication and have three different objectives and channels of communication. In more detail:

### - Internal communication (between partners)

The aim of internal communication is to consolidate the networking in the project with concrete communication tools facilitating the exchanges of experiences and knowledge through co-working activities, **PLUS** learning lessons from the others.

### - External communication

**Firstly**, this external communication aims at promoting DLTech UP concrete outputs to the relevant stakeholders. It will be done by participating implementing specific actions as described in next chapters.

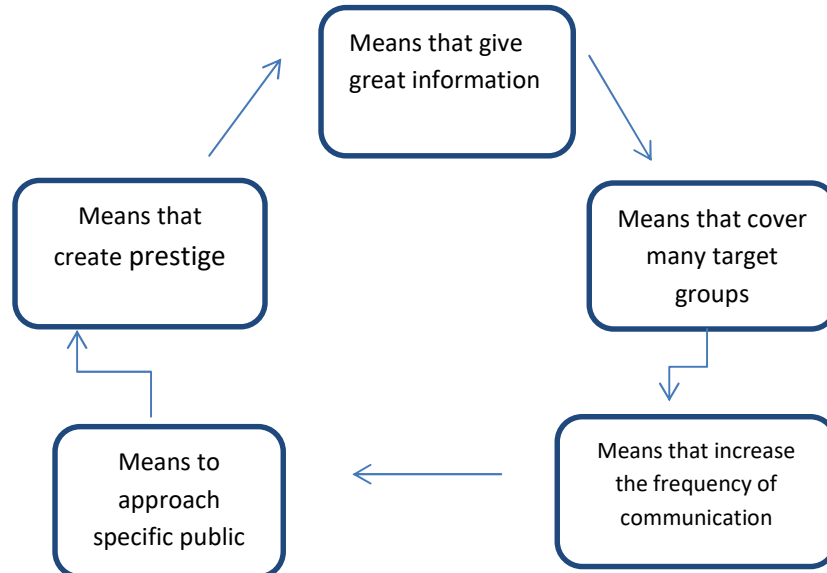
**Secondly**, external communication actions are foreseen to disseminate and transfer results to the relevant stakeholders sharing common issues.

**Thirdly**, the project plans to develop communication tools to reach DLTech UP final targets groups.

### - Communication in the cross-border GR-BG community

Belonging to the Interreg V-A projects promoters group creates a strong added value. DLTech UP will contribute to the feeding of all the communication and capitalisation tools of the Interreg V-A Programme and could participate to events and requests. All these communication actions will contribute to feed the Interreg V-A cross-border GR-BG community and to improve DLTech UP project thanks to the common communication and capitalisation implemented in the framework of the Interreg V-A Programme.

## 7. Content



### 7.1 Information measures for the general public

What is aimed from the publicity actions is the widest possible dissemination of the results of the Project, by updating a large part of the population for the ongoing actions.

Information will take place through:

- Distribution of General information materials (leaflets)
- Invitation to ongoing actions (Organising Dissemination Events)
- The building of a website with interactive communication features
- Social media accounts (Facebook and LinkedIn)
- e-newsletters

### 7.2 Information measures for specific target groups

In order the dissemination of the results of the Project become effective to specific target groups, the following actions are necessary:

- Distribution of specialized information material (brochures) with detailed information on the activities of the project.
- Communication through official bodies and potential investors from the private sector.
- Continuous update and involvement of stakeholders on planned actions (Workshops, Exchange and transfer of know-how)

### 7.3 Implementation tools

#### *7.3.1 Brochure of the Project*

In the context of implementation of the project, the design, production and edition of printed information material is planned and will present the project and the Community initiative. The aim of the printed informational materials is to present the project and to inform the general public.

As far as the content of the brochure is concerned, it will present the basic and attractive elements of the project but also the programme of actions in order to inform the public.

Specifically, the contractor will be responsible for the entire creative design and execution/production (concept, design, Visual thumbprint) of all printed publicity material including the planning of a concise printed publicity booklet which will present the project.

As far as the aesthetic level of the brochure is concerned it will be friendly to the user/reader (he/she will rapidly identify and hire the information that interest him/her), modern, up to date functional and it will be printed according to all environmental sensitivity principles (it will be printed on recyclable paper, which will be listed on the back page of the form with small print letters as a footnote).

The graphic design of the above form will include the logo of the project as well as other graphics, photos and projects. Responsible for the collection/production of all the above will be the Contractor and always in accordance with the contracting authority.

Initially, a sample (draft/draft) of the designed printed material will be sent to the contracting authority for approval. If the final approval is given, the printing of the printed material will follow complying with the highest standards of quality.

The printed material will be written in the Greek language (translated in English and in Bulgarian language) while its language will be simple and understandable without many complex scientific terms so as to meet the needs of the general public.

#### *7.3.2. Organising of webinars, Exchange and transfer of know-how*

In order to promote the objectives of the project, webinars (in Greece and Bulgaria) of exchange and transfer of know-how will be organised. The aim of the events is to exchange information and transfer know-how in matters that deal with startups and SMEs acceleration and promotion from both sides of the border.

The Project team members will organise also an opening Project Conference Day and a final event.

The main object of these events is to create a climate of excellent cooperation and communication between the Contracting States in order to plan and coordinate the implementation of the physical object of the project as well as to resolve in a valid way and in time difficulties and problems that may come up during its process.

The events will include Technical Meetings, Transfer of know-how, Implementation of Progress Presentations.

In order for the two above events to be organised perfectly, the Project team members and the respective Contractor shall undertake the following tasks:

1. Configuration of the main theme and the individual modules.
2. Selection of a) partners that collaborated in organising and planning the project and b) individuals with experience in events like these.
3. Consultation for their availability and the content of presentations.
4. Selection of the time and the place of the opening Project Conference and the final event.
5. Write and send invitations and any other information material.
6. Preparation and reproduction of information material, which will be distributed to participants, collection of the material that is designed for the promotion of the project.
7. Ensure the necessary equipment and audiovisual material, microphones, screens, PC, sound recording of speeches- speeches of the participants, projectors, lectern, flipchart - pens, notepads, pens, keeping participants list, offer participants the relevant information material).
8. Catering as a buffet for 50 people (water, juices, coffee, scones, sandwiches, hot snacks, napkins, spoons and glasses). In addition, the Contractor will quote lunch for speakers and project partners.
9. Organising physical file documentation of the action: participants, photographs and / or video content, conclusions of each event / agenda / invitations / speakers with the topic of presentations, list of participants with reference to the location, time and theme of each preparatory meeting.
10. A brief report regarding the two events.

### 7.3.3 *Other publicity actions*

This action involves creating and publishing informative postings (e-newsletters on a semester basis) to the website and in selected websites of the Intervention Areas of the project, which is part of the proclaimed project.

e-Newsletters constitute a constant periodic source of information which may refer to the general public or the media in order to monitor the process of the project, the actions of partners and the results that come up. Newsletters will be sent via email, will include the logo and all other required publicity items and will be framed by images and texts that describe the progress and actions that are going to take place. Newsletters can also be registered on the website of the project, which will be created in a specific context whereby the users can be logged in via email.

Aesthetically, newsletters will be written in clean and concise language and will carry all the necessary information in order to "win" the reader and encourage him/her to be informed about this project. Newsletters will be available in the Greek, Bulgarian and English language. The Contractor will be responsible for sending newsletters on a semester basis.

The design of the newsletters, the text drafting and the selection of images will be done in consultation with the Contracting Authority, if needed.

### 7.3.4 *Organising a final Dissemination Event (Greece)*

In the context of this Action, the Contractor and in cooperation with the Contracting Authority will hold one (1) Dissemination Event in order to promote the project.

The event aims to inform all interested parties for the objectives and results of the project.

The event will be held at a place and time designated by the Contractor.

The Contractor in cooperation with the officers of the Contracting Authority will take over the complete organisation of the event, will arrange to update and invite stakeholders in time, will provide interpretation services and will provide specialized speakers and properly equipped central hall where the event will take place.

All costs for the implementation of the event will be charged to the Contractor.

For the implementation of the event the following tasks will be provided:

1. Main and auxiliary space - Mandatory requirements

The venue of the event must be located within Thessaloniki, Central Makedonia (Greece).

Moreover, the central hall requirements are as follows:

- ✓ All areas must be accessible for people with disabilities
- ✓ Seats
- ✓ Adequate artificial lighting
- ✓ Ventilation-Air Conditioning
- ✓ Adequate and safe power supply
- ✓ Instructor Panel
- ✓ Lectern with microphone
- ✓ Installation of audio, permanent or mobile, for adequate coverage of the acoustic space
- ✓ Portable computer with possibility of connection to the projector
- ✓ Video Projector
- ✓ Screen
- ✓ Secretarial equipment
- ✓ Technical responsible for the proper functioning of equipment and laptop

2. Reception and secretarial support of the event

In the lobby of the final event will be placed one Secretary responsible for the registration of participants, creating a catalogue with the participants and the distribution of the material.

Moreover, secretarial services before, after and during the event will include:

- ✓ Contact with rapporteurs
- ✓ Contact with equipment rental companies for catering venues
- ✓ Updating guest list
- ✓ Registration of participants at the day of the event
- ✓ Providing Services of organizing the event and transferring the rapporteurs
- ✓ Preparing data reporting for the event

3. Catering Services

Catering services will be provided during the event and will include: coffee, orange juice, tea, cakes, small sandwiches, bottled water, buffet tables and foodservice equipment. The Contractor will also provide staff in order to organise properly and deliver these services during the event and he will host a lunch break.

The arrival time of the workshop will be determined by the Contractor in the event's Agenda which will be prepared and shared well in advance of the event .

#### 4. Printed material

The Contractor will also be responsible for the production of all printed material needed for the event. Specifically, the invitations and the agenda will be prepared.

Specifically, the Contractor will design the invitations and the programme with all the information material included.

The Invitations and the agenda will be sent at least 15 days prior to the event.

The Contractor will seek to draw up a detailed list of recipients (at least 100 recipients) and send the invitation and the agenda in a special folder.

The Contractor will prepare and share a press release. More specifically, the content of the press release will inform about the objectives, the tasks, and the results of the project and in order to create it, the Contractor shall take into account the eligibility rules and the existing obligations regarding the implementation of promotional and publicity activities under the project.

The Press release should contribute to the best possible, complete and understandable way to promote the identity of the project and the areas involved.

The Contractor will arrange so that print and electronic media will accommodate the Press Release in order to give the widest possible publicity to the event.

The agenda and the files with the information and supporting material will be produced in coordination with the selection of speakers and topics that will be discussed.

##### ○ Posters

The Contractor will be responsible for producing posters, which deal respectively with the actions and themes of the Act, while the content will be checked and evaluated initially by the employer.

The Contractor will also be responsible to place the posters wherever possible in the intervention locations and in the surrounding areas. It is proposed to produce totally 200 posters at least A3 dimensions with minimum quality paper: illustration 115 gr.

#### 5. Printed and Electronic photographic archive

The Contractor will be responsible for developing the photographic archive of the Project event in printed and electronic form.

The photographs, which will be produced during the event will be potentially presented in the form of slides.

The sources of funding of the Programme should be strongly emphasized in every activity of Promotion and Publicity (e.g. printed materials, such as press releases and other publications, but especially in activities that have no visible output, such as radio or TV interviews, etc.)

#### Note:

The detailed specification (color scale, shape, size etc.) for reproducing the above information and publicity tools can be found in the detailed technical requirements of the advertising rules applicable to the current programming period 2014-2020.

#### 7.3.5 *Design and development of a Web portal*

As part of this action, the design and development of the Portal of the Project is provided in order to highlight alternative forms of tourism and support entrepreneurial activity among stakeholders, as well as to exchange know - how in matters that deal with launching the tourism product and promoting the project to businesses and individuals, agencies, local government services and the media.

The portal will be used as a principal means of access via the Internet in terms of alternative forms of tourism in the Areas of Intervention.

The project website is the main communication tool for the project, where all the dissemination materials will be timely published. A prompt and continuous flow/exchange of information between the participants of the project and key players and target groups is one of the most important conditions for the functioning of the network with its several national and international components. It will be an interactive environment that will give access to aspects related to overall the final results.

In addition, the website will be developed in English, Greek and Bulgarian languages.

The Contractor will be responsible for designing and implementing the project website, which will provide an interactive environment, providing users information regarding the project, the partnership and the characteristics of the services that will be produced in the context of the project.

It will also include links to all institutional websites of all partners. The contractor will also be responsible to buy the website space (secure hosting) and the management and maintenance of the site after the end of the project.

Within this action, the design, construction and development of portal project is provided, which will be used as a publicity tool for operations of the project and the continuity of the results after the project ends.

In particular, applications that are developed and generally all material of the website should satisfy in maximum the following requirements:

- ❖ Appealing graphic environment in harmony with the aesthetics of the Organization and the image you wish to create in the general public.
- ❖ Convenient and understandable navigation mechanisms for user – friendly navigation to pages.
- ❖ A map of pages showing the thematic organization of any website.
- ❖ It will support three languages.
- ❖ Usage statistics will be produced.
- ❖ There will be continuously function node to ensure continuous and trouble-free user access to services.
- ❖ Reliability and performance.
- ❖ Quality of service offerings, which will not be affected by new members of the site that are logged in.
- ❖ Show content in real time.
- ❖ Continuous updating of the website content.

Through the portal will be achieved:

- ❖ The project views
- ❖ The presentation of the partnership and the actors involved
- ❖ A view of the intended project results

- ❖ The presentation of the implementation of the project
- ❖ The presentation of events and happenings related to the project
- ❖ The attraction of the greatest possible number of visitors

In addition, information services will be provided for the activities of the partnership and the event which organizes or participates in cooperation with relevant bodies, the mode of operation and special services that are provided to visitors. Finally, it is important to develop a management application, which allows users to easily update the content of the portal as often as necessary.

### Technical Requirements

- a) Application of presentation and website management (indicatively but not exclusively)
  - ✓ Content management system of open source
  - ✓ Ability to create a multilevel menu (horizontal or vertical)
  - ✓ Ability to create multiple sections and categories of inclusion and texts on these pages
  - ✓ The sub-modules and the content of each will constitute dynamic elements which means that it is possible to add new sub-section, or manage any of them and their content through the application of remote content management
  - ✓ Configuration and Expansion Capabilities
  - ✓ Internal search engine Support
  - ✓ Ability to support environmental media (video, photos, text, etc.)
  - ✓ Construction - Presentation: pages HTML with PLUGIN FLASH
  - ✓ Listing details: In MySQL Database
  - ✓ Management: From INTERFACE with potential intervention
  - ✓ Emergence: Dynamic PHP pages
  - ✓ Language: English - Greek - Bulgarian
- b) Module presentation of the project (indicatively but not exclusively)

The logo of the project, the navigation bar (with the below mentioned main menu), the logo of the cross-border program (with reference to the website) and the logo of the EU (with reference to the website) will appear in all pages.

### **Home Page**

The homepage brings together all categories of choice (links) of the website's programme into basic visual appearance.

The main options are the following:

- ✓ About: The visitor will have the opportunity, in this section, to be informed about the project. This section will present a single block of text (in one section) or individual texts (in more subdivisions)
- ✓ Partners: shows information about the project partners to one or more pages with text and photos (profile, contact details, web links, text, etc.)
- ✓ Deliverables: uploading project's deliverables
- ✓ News
- ✓ Contact: Module which will include an electronic form to send email and other contact details such as postal address, telephone, fax etc.
- ✓ Links on other websites
- c) Hospitality

The hospitality's requirements will be followed and adhered are those of a modern datacenter that guarantees security operation during the project in order to ensure adequate space for the project needs, to store data on the server and to ensure accommodation for one (1) year after the end of the project.

d) Maintenance - Update Site Project

Includes maintenance services, alerting and information enrichment and supply the relevant sections of the website (progress of actions, update notices, electronic indexing and other issues related to the project etc) so the website can be a continuously updating source of information for the public.

### 7.3.6 *Create and update the content of two (2) social media accounts*

The Contractor bears the belief - based on empirical observation as a result of practical use for customers – that the significant momentum and the potential widespread dissemination of information through social networks (social media) is a tool of utmost importance, will create and manage the pages of the project in social networking channels within an Online environment.

Specifically, the Contractor will design the action page on Facebook, which undertakes to maintain and victual periodically (at least three times a week), and certainly in times of possible upcoming significant events / project's announcements, with rich audio-visual material.

Moreover, the entire promotional material that will be designed for the needs of the project will be online on Facebook, while a project team member will be responsible for the enrichment of contacts and «likes» in project's page on Facebook. The objective is the project's page on Facebook to surpass 100 likes by the end of the project.

Similarly, another account will be created by the Contractor in the social network of LinkedIn in order to promote the project and its news and outcomes in the LinkedIn community too. The objective is the project's page on LinkedIn to surpass 100 likes by the end of the project.

The significance of these actions is important, because as all the latest research shows (Salter, 2012, Trandafoiu, 2011), that exhibition and promotion of an event in social media increases dramatically the visibility of a target group aged 12-35, which with the use of other (traditional) experiences of media tools is much more difficult to be successfully reached.

In addition, with the use of online media the promotion - communication of project activities is achieved also to groups that while having access to the internet live outside the home country, but for various reasons are eager to be informed about the results of the project.

### 7.3.7 *Publications and journalistic articles*

Regarding communication to the general public, 4 journalistic articles will be actively promoted on the consumers' area of the website and social media (with all its interactive material), as well as through other dissemination channels such as magazines.

### 7.3.8 *Press Releases*

During the project all beneficiaries will use their own communication portals and tools in order to point out interesting public project results and to announce upcoming events where the **DLTech UP** project will be represented.

#### 7.4 Proof of use of communication tools

At this point it should be documented the necessity and usefulness of all publicity and promotional activities for the project described above.

Adopting, formatting and then implementing such a framework of actions that are focused on the needs of this project, this Communication Plan achieves:

- ✓ proper analysis of the structure and organization of the project regarding project's strong points,
- ✓ recording, analyzing and understanding the objective of the project making sure to identify the appropriate tools in order to be addressed to this particular objective,
- ✓ cost savings to the dissemination of the project results,
- ✓ better and more detailed presentation of the services of the project, resulting in the widest possible dissemination of it,
- ✓ Creating potentially loyalty (loyalty) to the target group and set the groundwork for future collaborations, new projects and existing developments.

## 8. Implementation Schedule

### 8.1 Implementation stages of communication

This Communication Plan comes to meet the general requirements in terms of the communication policy of the Interreg Transnational Cooperation Programme "Greece - Bulgaria 2014-2020" and specifically covers the entire implementation period of this project entitled: "CDLTech UP "until its expire date on 1/10/2023.

More specifically, the implementation phases were described and presented, initially, in detail in the originally approved project Application Form.

The following table presents the communication and publicity actions that are included in the overall context of the project activities.

Communication and publicity actions	Phases of the Communication Plan "DLTech UP"
	Delivery date actions
Communication Plan and Evaluation Report of publicity actions.	02/06/2021 – 01/06/2023
Brochure of the Act	30/9/2021
Organizing the opening Project Conference and the final project event	<i>opening Project Conference (BG):</i> Until 31/10/2021, Proposed period: 7-25/10/2021 <i>Final Project event:</i> Until 31/08/2023, Proposed period: 6-17/07/2023
Other Publicity Actions	02/06/2021 – 01/06/2023
Organising a Final Dissemination Event	Thessaloniki, Greece Proposed Dates: 6-17/07/2023
Design and development of a Web portal	02/06/2021 – 01/10/2021

## 9. Acceleration, Synergies and Project Sustainability

In accordance to the programme's priority for a competitive and entrepreneurship promoting Cross-Border Area, the partnership is expecting to produce a concrete organisational structure to drive an efficient acceleration process, through the **DLTech UP** project. Based on a sound operational plan, a highly involved roster of advisors and mentors across Europe and a through dissemination and support plan, **DLTech UP** aims to attract at least 20 eligible and high-quality projects across several thematics addressing societal challenges. A well-structured and co-designed acceleration program is expected to offer the 10 selected projects the right tools and incentives, through constant monitoring and support, masterclasses, seed funding and mentor interactions, to drive blockchain innovative projects forward faster in direct correlation with societal needs and requirements. The reporting of the outcomes will fuel a sustainability plan focused on replicability and scaling up societal benefits across Europe.

In the domain of the synergies and relevance of **DLTech UP** project with initiatives that the European Institute for Local Development is implementing, there following running projects are covering this cause.

The project Migrant talent Garden, funded by EEA and Norway Grants Fund for Youth Employment and exercised by the seven partner organisations Active Youth Association(Lithuania), Zagreb Entrepreneurship Incubator(Croatia), Baltic Arab Chamber of Commerce(Latvia), European Institute for Local Development(Greece), Hemus Technologies(Bulgaria), Caritas(Norway) and Reykjavik Red Cross(Iceland), was created to reduce unemployment and boost entrepreneurship amongst migrants, improving their social and economic integration. The project's implementation consists of, entrepreneurship capacity training, the creation of five hubs fully equipped for the activities of the project, a full incubator phase that participants will attend in order to develop and implement their business idea, networking events and procedures, the creation of an online platform and communication events for purposes of exploitation and visibility of the project. The accelerator phase, the stakeholder engagement and the expert trainings for certain target groups and the general improvement of skills and knowledge for participants and individuals that will be engaged in the project's activities are the link between the two initiatives.

BEGIN is a project to define models for creation and management of social start-ups finalized to the inclusion of disadvantaged people. Marginalized groups – e.g. unemployed, women, young people, immigrants, disabled, ex-convicts, former drug addicts – are counting significant percentage in every partner country. Innovative feature and main objective of Begin is the creation of tools to encourage the creation and development of social start-ups active in safeguarding of environmental protection for social work inclusion and employment of disadvantaged people, which then contribute to improvement of territories both for use citizens and tourists. During the lifespan of the project, we created a business model titled "Maintenance (Buildings and Surrounding Space)". Content wise the structure was formed by the following domains. First was the business idea. The idea was to create a social start-up that provides multiple maintenance services for public infrastructure (buildings and their surrounding areas) and, in particular cleanings, small repairs and surroundings' maintenance based on respect for environmental sustainability. The main customers were public bodies. The social start-up will also be managed through the job inclusion of disadvantaged people. The business idea is structured with the Canvas Business model tool which consists of the following blocks: 1. Customer segments 2. Value proposition 3. Customer relationship 4. Channels 5. Revenue

Streams 6. Key activities 7. Key resources 8. Key partners 9. Cost structure One business model is developed, as one customer segment is identified. The second was Canvas for local bodies addressing to the needs of Public Bodies such as Local Authorities, Hospitals and Higher Education Institutes, the start-up company will specialize in cleaning services and small repairs when it comes to Building Maintenance and surrounding areas in compliance with environmental sustainability. The start-up can either participate in public tenders or proceed to Programming Contracts with public authorities according to the Greek National Law of 2016 that provides this possibility for social cooperative enterprises. The work will be carried out with internal and external resources and will be conducted by providing innovative and eco-sustainable solutions also thanks to the use of machinery, equipment and tools in line with the environment. Relations with customers will be maintained thanks to information and training activities on innovative solutions in terms of environmental sustainability and energy saving. The value proposition consists in the quality of the proposal based on the values of eco-sustainability and energy saving and on the disadvantaged workers social inclusion policies. The third was the Legislative References for establishment, the fourth legislative references for personnel hiring and fifth the organizational roles and functions of the business.

With the experience from past projects and initiatives there are measurable indicators and ways to ensure how the financial and operational sustainability of the project outcomes will be ensured after the end of the financing period. The consortium's organizational model is characterized by the continuous research of innovative elements to create sustainability and replicability of good and best practices. Both partners will take concrete measures during and after the project implementation to ensure and enhance the sustainability of the project's outputs and outcomes. Besides, as previously mentioned, one of the project's objectives is to record all the findings and outcomes of the process and discuss the possible best practices that can be extrapolated. The report will be complemented with a sustainability and replicability strategy. In addition, the findings will be leveraged for publication and conference presentations to DLT and Entrepreneurship focused events. Furthermore, all the outputs of the project will be made available to the public and easily accessible through **DLTech UP** website during the project and after project completion. For this purpose the LB will maintain the project website for at least 3 years after the completion of the project. The project partners are committed to transfer and promote the project results to their network of national & international collaborators and will continue to provide support to the regions' stakeholders to facilitate the delivery of concrete solutions for common problems by pooling resources and expertise together and strengthening the innovation capacity. **DL-Tech UP** partnership has also taken into consideration to guarantee a high degree of maturity of the project. As one of the most crucial points of the project is to meet the current and most urgent needs of the target groups, both participating organizations conduct research and keep in touch with key stakeholders in order to obtain their support, as early as the project planning stage. This ensures that the project's aims, activities, outputs and results meet their needs, as well as the exploitation of outputs in guaranteed. The continuous cooperation between the partners should provide the opportunities to support the project results and outputs after the implementation period and to promote and further update the existing knowledge in the topic. In addition, **DLTech UP** partnership has established an internal project team, which supports the processes required until the final approval of the submitted proposal. The project team as part of the preparatory activities has established the necessary connections with key stakeholders so as to disseminate the objectives of the proposed project.

## 10. Evaluation of Communication tools

### 10.1 Outcome and implementation's indicators

This document will be reviewed and updated as needed, as the project proceeds. This document contains a revision history log. When changes occur, the document's revision history log will reflect an updated version number, the date of the new version, the author making the change, and a summary of the changes.

The evaluation of individual actions is carried out by the partner that is responsible for the implementation of the deliverable "Communication Plan", and is based on the contribution of actions in order to achieve the objectives of the communication plan and in accordance with qualitative and quantitative objectives depending on the nature of the actions.

The indicative assessment indicators are separated into two categories, as follows:

**Implementation Indicators** - which record the actions (eg number of meetings)

**Result indicators** - which record the results of operations for the recipients or beneficiaries (eg number of participants in a conference)

A detailed presentation of the above indicators follows:

#### Implementation Indicators

- Number of events
- Implementing and updating website
- Number of campaigns & alerts
- Number of forms

#### Result indicators

- Number of visits to the project website
- Number of downloads from the website material
- Number of participants in events - conferences
- Number of press releases published - other publications, articles etc.

The tools that can be used for the evaluation of the information are - indicatively but not limited - the following:

- Record of website visitors – users
- Report of receipt – reading while sending emails
- Registration of participants in events and conferences

### 10.2 Evaluation results of communication tools

For better evaluation of the effects of Communication Plan's implementation, a survey can be carried out, which will incorporate qualitative elements and attributes, and which for example may include:

- Questionnaires as far as the opinion of participants in events is concerned and / or
- Specially designed survey field as far as the opinion and knowledge of specific target groups is concerned, before and after specific communication actions.

Furthermore, and in continuity with the above actions, an evaluation report based on the results of the project will be prepared, in which the subject of this action is to coordinate the necessary measures for the proper development and implementation of the project. The Lead Partner will be responsible for carrying out the necessary procedures and will provide all necessary and relevant documents that will result from these actions.

Specifically, this action includes the following check- items:

- ✓ Communicate with other project partners and immediate response to every need of the required actions.
- ✓ Continuous field monitoring and coordination of the project.
- ✓ Plan, design and implement deliverables regarding the implementation of Targeted Promotional Actions, supervise the work of the project team, in constant collaboration with the other partners.

In the context of this action the organisational model of the project can be configured. The Lead Partner will undertake the design and implementation of targeted Promotional actions of the Project with the distinctive title 'DLTech UP'.

The subject of this action is to prepare an Assessment Publicity Report in order all the actions under this Project to be planned, prepared, organized and implemented in time, within specific timeframes in an effective and efficient manner.

## 11. Legal framework

### 10.1 Compliance with EU directives and national rules on publicity

In compliance with the EU requirements and national legislation for promoting logos in any publicity activities of a co-funded project, all promotional and publicity activities of this study and any other potential exposure of the project are required to have the following specifications:

The reference to the contribution of the European Union (EU), the European Regional Development Fund (ERDF) and the Interreg Transnational Cooperation Programme "Greece-Bulgaria 2014-2020" is imperative in any publicity activities of the institution (that is referred to co-financed project or its effects), regardless whether the action is mandatory or voluntary, whether is funded or not by the budget of co-financed project, whether this action promotes specific project or group of similar projects, that were co-financed.

Communication operations must promote equally the EU funding and the funding from national resources with appropriate rhetorical and visual elements / symbols

- a) The symbols and the explicit reference to the co-financing must be used in all media (posters, ads, publications, materials of conferences / seminars, newsletters, CD-ROM, websites, promotional material eg greeting cards, invitations, interviews, salutations ceremonies e. g opening, application forms, posters, program, announcements, newsletters etc.
- b) In all these actions the contribution of the EU must be mentioned at least with the phrase "This project is co-funded by the European Union - European Regional Development Fund and National Funds of Greece and Bulgaria" while during the events must be placed the European flag. For English-speaking publications: «This project is co-financed by the European Union - European Regional Development Fund and National Funds of Greece and Bulgaria".
- c) The European flag and the indication "European Union" are logos of the EU should be used accurately and equitably with all national emblems and specific graphic norms set out in Regulation 1159/2000 and someone can consult the website <https://publications.europa.eu/code/en/en-5000100.htm>. Particular attention should be given to the black and white version, as there are frequent deviations from specifications.

In publishing, the reference to funding must include an indication of the EU's participation in the first inner page for multipage publications and must be indicated in a relevant spot for single-page publications. Similarly, on Web sites reference to funding must be in the home page.

### 10.2 Obligations of beneficiaries during the implementation of the Project

The total number of direct beneficiaries of the Act must be informed that participate in intervention, funded by the EU and the ERDF. So, at a minimum, the Beneficiary of the Act, must ensure that the above reference with the appropriate symbols and words, exists in any material delivered to the recipient (invitation, certificate, educational material, brochure, CD,

USB, etc.) and a poster or billboard, placed in the implementation area of the Act, can be seen by beneficiaries.

In any action case that addresses to the general public and to a large number of the final beneficiaries (general or specific audience), potential beneficiaries, etc., the promoter is required to send a direct and in time information to the Project Manager for the actions and the way stakeholders involve, so that they are published on the website in order to inform the target group.

In cases of Websites of co-financed projects, or institutions, it is appropriate the link to the websites of the Interreg Transnational Cooperation Programme "Greece-Bulgaria 2014-2020". (<https://www.greece-bulgaria.eu/home/>) common websites of interventions, as well as the websites of relevant programmes and institutions.

The publicity actions addressed to the general public should be suspended two months before the elections (European, national or local). Only actions that have permanent or recurring character (signs, regular versions etc) or directly connected with the operation of the program / intervention (publications notices, websites, seminars, etc.) are excluded.

## 12. Conclusion

**DLTech UP** is a very specific research and innovation project in the framework of the **Interreg Transnational Cooperation Programme "Greece - Bulgaria 2014-2020"**.













Hence, **DLTech UP** will get a high attention of the European Commission and the stakeholders, as well. For this reason, the project has an own work package for dissemination and communication in order to ensure the project knowledge transfer to these parties.

The Dissemination and Communication Plan shows the EC and the project stakeholders:

- How the project will report
- How the project will handle results
- How stakeholders will be informed
- Where the project will be present while the next years
- How the project will measure and improve the dissemination tools.

Finally, for **DLTech UP** the website and the newsletter will be the essential promoting and dissemination tool. Downloads and information will be available on the website. Announcements will be promoted via the newsletter. Due to the very specific research and innovation scope of **DLTech UP** and especially because local communities and SMEs are the target audience of the project it will assume that the stakeholder group will be as widespread as possible.

### 13. Official Logos

<p><b>Interreg</b>  Co-funded by the European Union  <b>Greece – Bulgaria</b></p>	<p><b>Interreg</b>  Co-funded by the European Union  <b>Greece – Bulgaria</b></p>
<p><b>Interreg</b>  Co-funded by the European Union  <b>Greece – Bulgaria</b></p>	<p><b>Interreg</b>  Co-funded by the European Union  <b>Greece – Bulgaria</b></p>
<p><b>Interreg</b>  Co-funded by the European Union  <b>Greece – Bulgaria</b></p>	<p><b>Interreg</b>  Co-funded by the European Union  <b>Greece – Bulgaria</b></p>
<p></p>	<p></p>
<p></p>	<p></p>
<p></p>	<p></p>

12.1 Project's Logo



# 14. Annex

## Brochure



The project DLTech UP aims to contribute to addressing the problem, through the creation of a well-structured, well laid out, scalable and replicable accelerator program for those who have good business ideas and want to implement them. The consortium will conduct an open challenge to identify and select up to 10 projects pursuing DLT applications for social or public good to be supported by the accelerator. Selected projects will be awarded with initial funding and connected with other organizations. At the end of the accelerator, all projects will submit their proof-of-concept applications and/or use cases for final evaluation. A set of best projects will be announced at a final event and rewarded with additional funding.



The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

### About the project

The DLTech UP project is funded by the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme, which focuses on the development in the cross-border area. The target area of the project includes 7 prefectures on the Greek side (Evros, Kavala, Xanthi, Rodopi, Drama, Thessaloniki and Serres) and 4 districts on the Bulgarian side (Blagoevgrad, Smolyan, Kardzhali, Haskovo), which cover 40.202 sq km with 2,8 million inhabitants.

For various reasons, starting and making a business in the above-mentioned area is not so easy. Those who want to start their own business usually face various obstacles, among which are such difficulties as limited access to business know-how, limited access to general information and contacts, lack of support services for developing competitive product services, lack of access/ know-how regarding cost saving technologies, inadequate human development and skills, difficulties in obtaining business finance, etc., and this situation has a negative impact on the sustainable development of the whole region.

### Our Project Partners



**European Institute for Local Development**  
[www.eurolocaldevelopment.org](http://www.eurolocaldevelopment.org)

**National Association Mountains Milk Country Bulgaria**




### INTERREG V-A «GREECE-BULGARIA 2014-2020»

Greece and Bulgaria, two neighboring countries with a rich past, since the end of the 1990s have entered an era of closer co-operation, due to the INTERREG Programme "Greece-Bulgaria". The main idea behind "INTERREG" is that countries have issues which can be better solved if they work together with their neighbors than if each one remains confined within its borders. So for this reason, in our Programme we promote activities that bring our people closer. One needs to look no further than the land and the rivers we share and move on to roads and then to culture, food and traditions. In every case what happens on the one side of the border affects the other side as well. The need for joint actions is gradually becoming the normal than the exception. We focus in Northern Greece and in Southern Bulgaria around our common border. All of our actions take place in the area of Evros, Kavala, Xanthi, Rodopi, Drama, Thessaloniki, Serres and in Blagoevgrad, Smolyan, Kardzhali, Haskovo.

We work with public and other institutions on both sides of the border that can benefit and positively influence the widest possible numbers of inhabitants, funding a very diverse range of activities that fall in the sectors of competitiveness, environment, culture, transportation, health and social issues. For this reason, the European Union together with Greece and Bulgaria are providing 130.000.000 Euros from 2014 up to 2020!

We improve co-operation on issues of common interest and deal with the challenges of the modern era in a more efficient and effective way.

*Our ultimate aim is a better everyday life.  
 We cooperate! We act jointly and we all win!*



### Find Us

-  [info@dltechup.eu](mailto:info@dltechup.eu)
-  [www.dltechup.eu](http://www.dltechup.eu)
-  [@dltechup](https://www.facebook.com/dltechup)
-  [@dl-tech-up](https://www.linkedin.com/company/dl-tech-up)



The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.



## Posters

# Interreg



## Greece-Bulgaria

### DLTech UP

European Regional Development Fund

## DLTech UP

### Unleashing Potential Across Borders



# Are You Ready to Transform Your Business Idea into Reality?

## Interreg

### Greece-Bulgaria

European Regional Development Fund



[www.greece-bulgaria.eu](http://www.greece-bulgaria.eu)  
Dedicated to EU Regional Policy



European Institute  
for Local Development

The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

National Association  
Mountains Milk  
Country Bulgaria



**Interreg**  
**Greece-Bulgaria**  
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**START YOUR OWN BUSINESS**  
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Banner

