

# Interreg - IPA CBC



Greece - Republic of North Macedonia

Green Inter-e-Mobility



ΔΗΜΟΤΙΚΗ  
ΕΠΙΧΕΙΡΗΣΗ  
Η ΠΡΕΣΠΟΝ



## Info and Publicity Plan

Green Inter-e-Mobility

Programme co-funded by the European Union and national funds of the participating countries

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## 1. Executive Summary

The aim of this document is to introduce the strategy, objectives, target groups and tools of communication and dissemination activities in the Green Inter-e-Mobility project to better achieve the goals of the project. The Communication Plan is elaborated based on the Interreg Europe Programme Manual of 27th March 2019, Interreg Europe Programme Communication Strategy 2014-2020 of 19th January 2016, Project Branding Guidelines on January 2019 and Green Inter-e-Mobility project Application Form.



## 2. Project Overview

Title:	<b>«Integration of Green Transport in Cities»</b>
Acronym:	Green Inter-e-Mobility
Duration:	01/07/2019– 30/06/2021
Project code:	MIS 5048466
Specific Objective:	2.1 Upgrade public infrastructure to improve road travel time, safe border crossing and promote energy efficiency towards green transport
Total Budget:	1.017.627,40 €

### 3. Partnership

Four out of six partners are Bitola & Resen Municipalities at the Pelagonia Region, North Macedonia, & the Koinofelis Epicheirisi Dimou Prespon (KEDP) (Municipal Enterprise of Prespa) & Florina Municipality at the Western Macedonia Region, Greece; all located in the cross-border area. All activities will take place in this region, while the information, publicity & promotion campaign will expand beyond this area, targeting all people in both countries. The other 2 partners, UOWM & UPAT have great experience on RES integration, Green mobility & ITS, & can guarantee the realization of the innovative infrastructure & V2I systems in this area.

1. The Research Committee of the University of Western Macedonia (Lead partner)
2. The municipality of Bitola
3. The municipality of Resen
4. The municipal enterprise of Prespa
5. The municipality of Florina
6. The Research Committee of the University of Patras



## **4. General communication strategy**

The general communication strategy of Green Inter-e-Mobility project is a useful tool designed to help the partnership to communicate effectively to achieve its core objectives and reach the main project goal(s). It contains information on both internal and external communication to optimise the potential impact of knowledge exchange in the improvement of policies addressed.

The general communication strategy will be implemented through both internal (Action 1.2) and external communications pathways (Information and Publicity Work Package - WP2).

### **4.1. Internal Communications**

Internal communications are linked to the communications between all project partners and within partner organisations. It should help to consolidate the institutional links and the work relationships amongst the partners.

The main subjects of internal communications are project activities, principles and focuses, project management, joint visions, and communication guidelines.

#### **4.1.1 Description of Action 1.2 - Project meetings**

Action 1.2 includes the partnership meetings to discuss the project results, to work on the content related tasks and to take decisions.

The kick-off meeting that is held in the UOWM facilities in Kozani, Greece, determines important technical and organizational aspects of the project, such as the coordination between partners to derive the progress reports and update the project's web-site, the determination of the two conferences location, and workshops organization, briefing on the studies procedure, etc. Representatives by targeted authorities are invited. These authorities include municipalities and the Distribution System Operator.

The rest meetings of the project are described in the AF. However, in case there are restrictions due to the COVID-19 situation, the possibility of implementing the meeting/workshop/Conference by alternative (electronic) means will be explored and agreed with the Joint Secretariat.

### **4.1.2 Project management**

UOWM will be the leader of management and the project coordinator and will ensure the smooth project implementation and the proper reporting and communication with the Managing Authority & the Joint Technical Secretariat of the Programme. There will be constant communication among the partners (telephone, email, skype) and project meetings will be held to coordinate the sound project's implementation procedure.

However, as projects always face some ever changing situations, the partners, through their regular communication and meetings, will constantly assess the procedures followed by each partner so as to prevent and correct any deviations from the project timetable, and to solve any technical, managerial and other issues that may occur through collaborative decision making.

Finally, each partner will engage a contact person to manage its working team and be responsible for the activities' organization, outputs' control and coordination with the other partners.

### **4.1.3 Tools**

The most important tools for the project's internal communication are:

- E-mails: a mailing list was provided by the Lead Partner
- Phone and Skype calls
- DropBox – document sharing application
- Project's website (<https://green-inter-e-mobility.eu/>)
- Meetings

## **4.2. External Communications**

The external communication aims at reaching the relevant target groups in order to fulfil the defined communication objectives. The project's external communication strategy is described in Work Package 2 of the Application form as described below.

### **4.2.1 Description of Work Package2 (WP2)**

The basic structure of the Project's Communication Plan is described in WP2 and consists of five actions:

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- Multilingual Project Communication Package–Promotion Material–Promotion Campaign Strategy
- Website Development
- Workshop
- National Conferences
- Promotion through local & regional press, as well as national media, posts & press releases in newspapers and promotion through social media (Facebook, Twitter, LinkedIn, etc).

#### 4.2.2 Description of Action 2.1

**Action 2.1: Multilingual Project Communication Package–Promotion Campaign Strategy.**

During this action, the slogan of the project will be created. The slogan will be simple and indicate clearly and directly the purpose of the project which is Green transport for vulnerable target groups, such as students, elderly, disabled, etc. The slogan fulfils the above requirements in all three official languages.

One **publication (brochure/booklet)** with the project results will be published. This publication will be written in two languages (English and the language of the respective country partner), in order to be understood by wide audiences. This publication complies to the Information and Publicity Guidelines for Partners released at the “Interreg IPA Cross Border Programme: Greece – The Republic of North Macedonia 2014-2020” official Website. The publication will be distributed to all the publicity events of the project (Final Conferences, workshop, press conferences, educational institutes).

During this action, information signs and explanatory plaques will be derived according to the Information and Publicity Guidelines for Greek Partners released at the “Interreg IPA Cross Border Programme: Greece – The Republic of North Macedonia 2014-2020”, for the four charging stations. More specifically:

- **Sticker** on all vehicles for at least 5 years after the end of the project
  - Project logo
  - Project title
  - Project budget
  - Sources of financing
- **Poster** (A3 size minimum) according to the website:  
<http://poster.interreg.gr/?lang=en-GB>



Finally, this action includes the creation of a **video and radio spot** with interviews from the authorized persons and end users of the four charging stations and EVs. The aim will be to highlight the role of the EU in helping vulnerable parts of the local population, (like children in the case of the elementary and kindergarten schools for example) and ensure that the beneficiary population is aware of the roles of the partners and of the EU in the activity.

#### **4.2.3 Description of Action 2.2**

**Action 2.2: *Website development and update.***

The project's website will be operational soon after the beginning of the project with the aim to provide a link among local, regional, national & international actors & stakeholders. It will be constantly updated with news, events, articles, studies & papers etc. The update of the website is responsibility of the partners' staff. It must comply with the requirements set at the Information and Publicity Guidelines for Greek Partners released at the "Interreg IPA Cross Border Programme: Greece – The Republic of North Macedonia 2014-2020".

The project's web-site domain is suggested to be:

[www.green-inter-e-mobility.eu](http://www.green-inter-e-mobility.eu)

#### **4.2.4 Description of Action 2.3**

**Action 2.3: *Workshops.***

The project team will propose for this workshop to take place during the International Intelligent Transportation Systems Conference in November 2020. The agenda will be defined in the PPs meetings.

In case there are restrictions due to the COVID-19 situation, the possibility of implementing the meeting/workshop/Conference by alternative (electronic) means will be explored and agreed with the Joint Secretariat.

#### **4.2.5 Description of Action 2.4**

**Action 2.4: *National Conferences***

Action 2.4 includes the organization of two (2) National Conferences, one at each country, which are the final public events of the Program. The following factors will be considered for the Conferences' organization:

1) The conference material should again be in accordance to the Information and Publicity Guidelines for Greek Partners released at the “Interreg IPA Cross Border Programme: Greece – The Republic of North Macedonia 2014-2020”.

2) The conference dates: Will be defined through the PP meetings.

3) The conference venues should be in close proximity to the involved municipalities and the pilot installations. For the Greek side, the best site is the UOWM facilities. Thus, Conference venue hiring expenses is not required.

4) Each conference duration will be one day. An additional day may include one workshop and a visit to the pilot installations. The workshop is proposed to be attached to the conference program.

6) At least three keynote speakers will be invited.

8) The project’s outputs, results will be accordingly promoted among the local & regional press, as well as national media, to attract the attention on the achievements of the project, in favor of the cross-border area. Press conference covered by local TV and radio media should occur. Posts & press releases in newspapers before every Conference, as well as presentations and/or discussions on TV channels and promotion through social media (Facebook, Twitter, etc.) will further improve the local, regional & national dissemination, regarding the content, the course & the project outputs & results to the local, regional & national society, and contribute to the public awareness.

9) In case there are restrictions due to the COVID-19 situation, the possibility of implementing the meeting/workshop/Conference by alternative (electronic) means will be explored and agreed with the Joint Secretariat.

## 5. Objectives

### 5.1. Overall communication objectives

The main communication objective is to promote the benefits of electric mobility, which include saving transport and maintenance cost and environmental benefits, to people, including audience from social media, conferences attendees, seminars, etc. The electric vehicles, especially when they are combined with solar charging, can serve as an important touristic attraction for the area, especially for thematic tourists. Environmental-sensitive tourists and thematic tourism is rapidly increasing.

Another powerful communication objective will be the charging stations with Renewables and the serving of the local transportation needs of vulnerable groups of people especially for remote areas.

Therefore, the overall communication objectives of the project can be summarized in the following:

- Raise public awareness about the integration of e-vehicles fuelled by the sun in cities to promote green transport.
- Increase population awareness on RES and energy efficiency.
- Establish interregional cooperation between partners during the optimal route studies, development & operation phases.

### 5.2. Target groups

There are various target groups in external communications that the project aims at influencing not only at a regional level, but also within the EU. These groups all have different characteristics and needs. Therefore, in order to address properly the audience, it is necessary to roughly segment the main communication targets.

- **Within the countries of the Programme where the action is implemented the target groups are:**

- General public
- Local, regional, national mass-media, which contributes to the promotion of the project
- Local, regional and national authorities.
- Public road/water/environmental management companies and authorities
- Universities and educational organizations
- Chambers and their members, Professionals Federations and Associations
- Development agencies

➤ **Within the EU:**

- Universities and research institutions and centres.
- The INTERREG EUROPE program
- Relevant EU networks

### **5.3 Specific objectives for each target group**

The specific objectives for each target group, related to the action’s objectives and the phases of the project cycle are presented in the following Table 1.

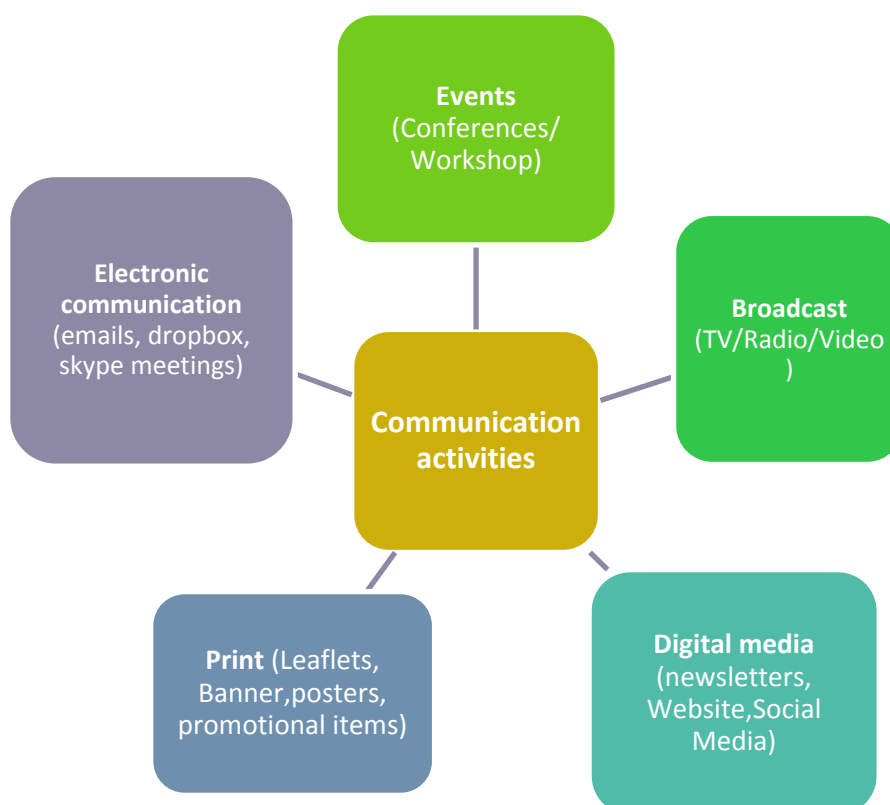
Objective	Target Group	Activities
<b>Exchange of information to effectively promote the integration of electric public transportation/ electric mobility in cities of relevant stakeholders.</b>	<ul style="list-style-type: none"> <li>• Municipalities</li> <li>• Municipal enterprises</li> <li>• Universities &amp; Research Institutes</li> <li>• Regional planning authorities</li> <li>• Local business community</li> <li>• Public services personnel</li> <li>• Sensitive Social groups (children, elderly people and disabled people)</li> <li>• Eco-innovative energy industries</li> <li>• The wider society</li> </ul>	<ul style="list-style-type: none"> <li>• First &amp; Final Conferences</li> <li>• Workshops / Seminars</li> <li>• Study visits to Pilot Installations</li> <li>• Press releases / Press Conferences</li> <li>• Newsletters</li> <li>• Brochures / leaflets</li> <li>• Information available on project website</li> <li>• Social media</li> </ul>
<b>Dissemination of the knowledge and experience gained through the project and share of results to other public authorities in Europe.</b>	<ul style="list-style-type: none"> <li>• Policy-makers</li> <li>• Universities &amp; Research Centers</li> <li>• Relevant EU networks</li> </ul>	<ul style="list-style-type: none"> <li>• Final Conference</li> <li>• Video</li> <li>• Study visits in the Pilot Installations</li> <li>• Press releases / Press Conferences</li> <li>• Newsletters</li> <li>• Information available on project website</li> </ul>

## 6. Indicators of achievements

Proposed indicators of achievement for the proposed communication tools:

Number of keynote speakers at each conference	3
Number of registered participants at each Conference (online or not)	100
Number of applicants at the workshops	30
Number of appearances in media (e.g. press)	1 per reporting period
Average number of sessions at the project webpage	500

## 7. Communication activities



## **7.1 Multilingual Project Communication Package**

Immediately after the project launch, the project logo, slogan & signs will be created. Also, an important number of printed & electronic material (brochures, leaflets, posters, banners, flash drives, promotional video & newsletters) will be produced throughout the project duration, and will be also used as a means of communication for disseminating the project outputs, results & achievements.

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### *PROJECT LOGO & SLOGAN*

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The Green Inter-e-Mobility logo and Slogan will be designed in the project's three languages by the Lead Beneficiary according to the instructions provided in the "Information & Publicity Guide" of the IPA CBC Greece –Republic of North Macedonia Programme, and will be distributed to all partners. Both will be simple and indicate clearly and directly the project's aim which is the integration of electric public transportation.

The slogan will be clear, memorable, and easily identifiable and adoptable in different communication tools.

*Communication tools:* The logo will be placed in all printed and electronic material produced by the Project Beneficiaries (i.e. Deliverables, Formal Documents, Newsletters, Banners, Leaflets) and will be visible in Videos, project Website and Social Media. The slogan together with the project logo will be the backbone of the project communication plan.

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### *BILLBOARDS*

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Two Billboards will be set up in a place visible by the public that is in close proximity to the Pilot Installations and will correspond to the following specifications highlighted in <http://www.ipa-cbcprogramme>

*Communication tools:* For the project, central places of the corresponding pilot installation areas will be selected for the billboards in order to be accessible to a wide number of locals.

### *BROCHURES & LEAFLETS*

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At least 500 of minimum 12 pages leaflets will be designed to clearly reflect the objectives, tasks, and outcome of the Green Inter-e-mobility project in the project's languages. It will be colored and will be distributed to all the main publicity events of the program.

In addition, brochures will also be designed to clearly demonstrate the results accomplished and their link to specific objectives and tasks of the project. They will be created in the three program's languages. They will also contain the Interreg project logo, a textual reference to the sources of financing with the flags of EU and the two participating countries.

*Communication tools:* The printed brochures and leaflets will be distributed to the participants of seminars and workshops, international conferences and press conferences to raise interest in the project.

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### *Posters & Banners*

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During the kick-off meeting and the predetermined conferences at least ten posters with information about the project will be placed by each Beneficiary at their premises, at a location that is readily visible to the public and a roll-up will be placed outside the conference room.

A banner will be also developed presenting the project's logo, Budget, Duration and sources of financing (dimensions 0.8\*2.00 m).

*Communication tools:* The posters will stay visible at the premises of each Beneficiary for the whole duration of the project. During seminars, workshops, International Conferences and press conferences, the banner will be placed at the location of the venue.

### *Video & Radio*

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A project video and radio advertising message with interviews from the authorized persons and end users of the pilot installations will be developed, focusing primarily on the improvements brought by the Green Inter-e-Mobility project. The video will highlight the cooperation and will promote the role of EU in the future of electromobility enhancing the understanding of the project's outcome.

*Communication tools:* The interviews will be given in the Greek, English and Rep. of North Macedonia languages; however, the official video will be developed in English with subtitles in the other languages. English subtitles will be also available for the people with disabilities. It will be available in the website of the project while it will be presented during the Final Conference. It will aim to ensure that the beneficiary population is aware of the roles of the Beneficiaries and of the EU in the activity.

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### *Newsletters*

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Newsletters are a constant source of information that can be viewed by the public or the media to monitor the progress of the Program. The website may also host electronic versions of newsletters. The newsletter will inform the interested persons and relevant actors, stakeholders, authorities, locals about the project process, results, and news as well as events. It will be produced in electronic version in all the three languages of the Programme. The electronic version of the newsletter will be uploaded to the project's website as well as to the website of each Beneficiary.

*Communication tools:* All project partner contacts, institutions, local/ regional/ national/ European stakeholders, experts, etc. will be included in a mailing list, to always receive the online newsletter with updated information about the Project.

## **7.2 Green Inter-e-Mobility Website**

The project's website will be operational soon after the beginning of the project (<https://green-inter-e-mobility.eu/>) and efforts will be made to provide its link among local, regional, national & international actors & stakeholders. It will be constantly updated with news, events, articles, studies & papers etc. It will be launched at the English language that is the Program's official language. The website



will follow the rules established in the Information and Publicity Guidelines for Greek Partners-IPA Cross Border Programme, since the main partner responsible for this deliverable is UOWM, while the other partners participate in updating its content.

*Communication tools:* In order to deliver the project website to the selected target groups and multiply its reach, the Green Inter-e-mobility website is linked with the project's social media channels (facebook and Instagram). Moreover, all project beneficiaries will provide a link to the project's website on their institutional website.

### **7.3. Workshops**

The organization of 1 workshop for the local business community, public services personnel, etc. will provide an opportunity for specific target groups (local business community, public services personnel etc.) to be involved and for the wider society to be informed on the topics & tasks of the project. UOWM will present the informative workshop to the public, to demonstrate the results of the whole system's technical evaluation. Brochures & banners will assist this activity.

*Communication tools:* The results of the Workshop will be posted to local & regional press, will be uploaded to the project's website and promoted through social channels in order to attract the attention on the achievements of the project, in favor of the cross-border area. During the workshop promotional material will be delivered to the participants such as folders (12), pens, agendas and A4 notebooks all including the project's Logo.

### **7.4 National Conferences**

Two (2) National Conferences, a 1-day National Conference in Bitola organized by MoB and a 1-day National Conference in UOWM organized by UOWM, will be held. The first one (in UOWM) will provide the ground & generic dissemination of the scopes & objectives of the project, while the final one (in Bitola) will provide the opportunity to summarize the results and provide the follow-up perspectives for the cross-border area.

- Visibility of EU funds and IPA CBC Programme: The Programme's logo and the sources of financing will be used on any agendas, list of participants, related handouts and presentations.
- Duration: 1 day plus an additional day that may include a visit to the pilot installations. The workshop is proposed to be attached to the conference program.
- Timing: Will be defined through the PB meetings.
- Venues: Will be in close proximity to the involved municipalities and the pilot installations. For the Greek side, the best site is the UOWM facilities.
- At least three keynote speakers are invited.
- In case there are restrictions due to the COVID-19 situation, the possibility of implementing the meeting/workshop/Conference by alternative (electronic) means will be explored and agreed with the Joint Secretariat.

*Communication tools:* Posters, folders, banners, leaflets, brochures & flash drives, organization of catering, Invitation of stakeholders and speakers for the event will assist this activity. The Conferences will be launched in the national language of the place to be held, targeting at local/regional/national authorities, universities, innovative energy industries, neighboring municipalities with similar characteristics. Provisions for translation in the English language will be also available, since participants from both countries will attend. One TV and radio spot will be prepared and released for each of the Conferences promotion. Project's website and social channels will also contribute to the promotion of the Conferences. Finally, the project's leaflets/brochures, including the project's Logo, will be distributed to all participants.

### **7.5. Media Communication Activities**

The project's outputs, results, as well as the pilot operation of the whole system will be accordingly promoted among the local & regional press, as well as national media, to attract the attention on the achievements of the project, in favor of the cross-border area. Posts & press releases in newspapers both in both countries, namely before every Conference, as well as presentations and/or discussions on TV channels and promotion through social media (Facebook, Twitter, LinkedIn, etc.) will further improve the local, regional & national dissemination, regarding the content, the course & the project outputs & results to the local, regional & national society, and contribute to the public awareness with respect to the significance of the integration of electric public transportation in cities, particularly for the environment but also for everyday life.

## 8. Human Resources

Members of the management team responsible for communication activities.

Beneficiary	Name and role	e-mail
UOWM	Dimitrios Stimoniaris - Scientific responsible	dstimoniaris@yahoo.gr
	Vaia Zacharaki - Responsible for Communication	vaiazaxar@yahoo.gr
	Theofano Kollatou - Responsible for Communication	tkollatou@gmail.com

## 9. SWOT Analysis

Our communication strategy plan's outcome produces the following SWOT table.



## **10. Financial resources**

The Budget required for implementing the communication activities in described in the AF..

## **11. Timeline**

The timeline is defined by:

- 1) The timetable of the project,
- 2) The restrictions set by the Information and Publicity Guidelines for Greek Partners released at the “Interreg IPA Cross Border Programme: Greece – The Republic of North Macedonia 2014-2020”.

## 12. Gender Equality and corporate social responsibility

A schematic is presented to highlight how our COM strategy will incorporate gender equality, non-discrimination and corporate social responsibility.

