

“Initiative for improving the capacity and accessibility of
tourism destinations in the cross-border area”

“Destinations for all”

Deliverable 2.2.1 Communication Plan

of the Project

**«Initiative for improving the capacity and accessibility of tourism
destinations in the cross border area» with acronym «Destinations For
All” of the Programme INTERREG V-A GREECE - BULGARIA 2014-2020**

Municipality of Thassos

www.destinationsforall.eu

The project is co-financed by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A “Greece-Bulgaria 2014 - 2020”.

The content of this document is sole responsibility of the Municipality of Thassos and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat.

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SECTION 1: PROJECT DETAILS

Initiative for improving the capacity and accessibility of tourism destinations in the cross border area	
ΑΚΡΩΝΥΜΙΟ ΕΡΓΟΥ	Destinations For All
ΤΙΤΛΟΣ ΠΑΡΑΔΟΤΕΟΥ	Communication Plan
ΠΑΚΕΤΟ ΕΡΓΑΣΙΑΣ ΠΟΥ ΑΦΟΡΑ	WP2
ΠΑΡΟΔΟΤΕΟ	D.2.2.1
ΠΕΡΙΓΡΑΦΗ	The deliverable describes in detail the strategy and communication plan of the Project. An analysis of the main messages, the communication channels that will be implemented and the communication tools and dissemination of the results of the Project
ΗΜΕΡΟΜΗΝΙΑ ΠΑΡΑΔΟΤΕΟΥ	18/01/2019
ΣΥΓΓΡΑΦΕΑΣ ΠΑΡΑΔΟΤΕΟΥ	Euroaction AE



SECTION 2: DESCRIPTION OF THE PROJECT

In the framework of the European Territorial Cooperation program INTERREG V-A GREECE-BULGARIA 2014-2020, the project entitled "Destinations for all" is implemented. The aim of the project is the Utilization of the cultural and natural heritage of the Municipality of Thassos and the Municipality of Garmen through the improvement of the access to tourist places and the promotion and sets the following sub-objectives:

- the improvement of the conditions and the access to the tourist attractions and facilities of the Municipality of Thassos and the Municipality of Garmen
- the promotion as a tourist destination of Thassos and Garmen, for People with Disabilities
- the implementation of the "tourism solidarity" policy in the cross-border area and the improvement of the access to the tourist attractions by People with Disabilities
- the increase of tourist flows in the two municipalities and the expansion of the targeted tourist groups, including the disabled

Expected results of the project implementation are:

- The increase of the attractiveness of the area and the number of tourists who visit the area (Municipalities of Thassos and Garmen).
- The implementation of innovative measures for the preservation and promotion of tourism data in Garmen (use and implementation of 3D tourism product models)
- The increase of the tourist attractiveness of the Municipality of Garmen and the Municipality of Thassos.
- Improving access to the tourist sites of the Municipality of Garmen and the Municipality of Thassos.
- Improving the access of People with Disabilities to the tourist areas of the municipality of Garmen and the municipality of Thassos.
- Raising awareness of the access of travel agencies to the border area market and creating behavioral changes to the Posting of Workers Directive.

- The improvement of the economic development and the stimulation of the tourism sector in the two municipalities
- Strengthening cooperation

SECTION 3: STRUCTURE OF THE PROJECT

The Project consists of 6 Work Packages (WP) which will be implemented by the 2 project partners (PB). The Municipality of Garmen is PB1 and the Municipality of Thassos PB2.

WP	WP
WP 1	Project Management & Coordination
WP 2	Communication & Dissemination
WP 3	Research and planning
WP 4	Improvement of access to touristic sites
WP 5	Promotion and awareness campaign
WP 6	Actions outside the programme area

WP1: Project Management & Coordination

Each PB is responsible for managing and coordinating actions. PB1 is responsible for the overall coordination of the project and the communication with the competent authorities. He is also responsible for providing all the necessary information related to the creation of the Progress Reports. During the project, four (4) project meetings will be held to monitor the progress of the project, resolve any issues that may be addressed and provide strategic guidelines to partners. The two meetings (one in Garmen on 8/2/2018 and one in Thassos on 12/6/2018) have already taken place.

The deliverables of the work package concern the management costs, the coordination costs and the procedures for successful monitoring and coordination of the individual work packages as well as the individual procedures for the successful completion of the project.

WP 2: Communication and Dissemination

This Work Package is particularly important for the smooth and correct implementation of the project. Its goal is twofold as on the one hand it will promote the results of the project emphasizing the contribution of European funds and on the other hand it will inform the local population about the actions that will be implemented and concern the marking of routes and tourist and cultural points of interest for the disabled.

PB1 will create the appropriate promotional material for the project and has already organized an inaugural Conference on 23/09/2018 in Garmen and will also organize a final Conference in the same area which will be an account of the actions and will present the final outcome of the project.

PB2 contributes to the creation of the Communication Plan which lays the foundations for social cohesion and inclusion and the promotion of social entrepreneurship as a sustainable model of entrepreneurship among young people who will be the social entrepreneurs of the future.

The other actions of the specific work package are then specified and analyzed in detail, capturing the communication actions and dissemination of the results concerning the implementation of the Program.

WP3: Research and planning

The specific work package concerns the creation of the appropriate research tools and consists of the following deliverables:

- ✓ **3.1.1** A detailed study will take place regarding the current situation and the recognition of measures for the protection of the natural and cultural heritage. At the same time, it will capture the actions required for the future promotion and protection of the intervention area.

Implementation: Municipality of Garmen

- ✓ **3.1.2** Development of a tourism program according to the Bulgarian Tourism Act that will include a study of the necessary measures and adjustments that must take place to promote tourism for People with Disabilities.

Implementation: Municipality of Garmen

- ✓ **3.1.3** Design of a common methodology and implementation of a study on tourist flows in Garmen at the beginning and end of the project

Implementation: Municipality of Garmen

- ✓ **3.2.1** Research and study of the promotion of tourism for the disabled in the intervention area, including the recording of good practices

Implementation: Municipality of Thassos

- ✓ **3.2.3** Survey of measurement of satisfaction of tourists and local actors, in the context of the project objectives for the general public.

Implementation: Municipality of Thassos

WP4: Improving access to tourist attractions

The Work Package includes expenses related to the supply of equipment, expenses for the improvement of access to areas of interest and conducting seminars for the awareness of the professionals of the tourism product in the service of the disabled customers. The deliverables of the Work Package are as follows:

- ✓ **4.1.1:** Improving access to natural mineral water sources

Implementation: Municipality of Garmen

- ✓ **4.1.2:** Supply of tourist signposts. Specifically, 8 direction signs and 40 information signs will be supplied (info signs)

Implementation: Municipality of Garmen

- ✓ **4.1.3** Supply of bicycles for tourist purposes, parking showcases, bicycle stands, bicycle shelters (parking)

Implementation: Municipality of Garmen

- ✓ **4.2.1** Conversions in a camping area as described in the attached study

Implementation: Municipality of Thassos

- ✓ **4.2.2** Braille writing equipment. Specifically, the supply of a printer, a monitor and special software will take place

Implementation: Municipality of Thassos

- ✓ **4.2.4.** Organization of two rounds of seminars for professionals in the tourism sector. Design of educational material

Implementation: Municipality of Thassos

- ✓ **4.2.5.** Tourist information for the disabled. Supply of 100 books (children's books, novels, etc.) in Braille

Implementation: Municipality of Thassos

WP 5: Promotion and awareness campaign

- ✓ **5.1.1 Innovative Preservation and promotion,** promotion of the 2 most important tourist attractions in Garmen - 3D visualization

Implementation: Municipality of Garmen

- ✓ **5.1.2 Documentary film,** 30 'duration with a focus on the adaptation of the disabled. The film will show tourist attractions in Thassos and Garmen

Implementation: Municipality of Garmen

- ✓ **5.1.3** Two-day Info tour in Thassos for 25 People with Disabilities from Garmen

Implementation: Municipality of Garmen

- ✓ **5.1.3** Daily info tour in Garmen for 25 people with Disabilities from Thassos.

Implementation: Municipality of Garmen

- ✓ **5.2.1 Innovative preservation and promotion,** a two-day cultural event will be organized accompanied by a photo exhibition with material and areas of tourist interest of the two Municipalities of Thassos and Garmen

Implementation: Municipality of Thassos

- ✓ **5.2.3** Info days and tours for the disabled, an open communication day will be organized Info days with presentation of success stories

Implementation: Municipality of Thassos

- ✓ **5.2.4** Information visits for stakeholders, visits will be organized for journalists and members of organizations for Persons with Disabilities from the area of implementation of the Program.

Implementation: Municipality of Thassos

SECTION 4: STRATEGIC COMMUNICATION ANALYSIS

The communication process and the dissemination of the project results is an important element for its successful implementation and the capture of the coverage indicators of the communication strategy.

4.1 Communication Strategy

The aim of the communication strategy is the approach of the project with the general public but also between the involved bodies, in order to promote the actions of the project and the dissemination of its results. Analyzes the way of communication between the partners for the correct implementation of the project actions and their smooth and timely implementation within the set schedule.

In this way, the open dialogue is encouraged, the open communication between the actors and the interested public in relation to the objectives of the project and the social dialogue is encouraged.

At the same time, the appropriate tools are used to communicate the goals of the Program to the public - a goal that is described below.

4.1.1 Internal communication tools

The Internal communication in order to be effective will be delivered in 2 levels. The first level is the daily communication and the second level is the meetings of partners and holding similar meetings to discuss more complex topics.

Each partner nominates the people who frame the Project Team and will have distinct roles related to management and implementation and who will be in direct contact with the lead partner for any immediate response and participation in problematic issues.

The tools that will be used for internal communication are described as follows:

1. List of contacts - addresses containing the complete contact details (name, organization and e-mail address, telephone and fax numbers) of all persons involved in the program.
2. Project meetings. For the proper monitoring of the works, 4 meetings will take place. One meeting has already taken place on February 8, 2018 in Garmen where a detailed presentation of the partners was made and the agenda of the project, the role and activities of the partners as well as the milestones related to the implementation of the project were set. The second meeting took place in Thassos on June 12, 2018, where the completed actions were presented and the next activities were planned. There was a thorough discussion about the project and any difficulties, current issues were analyzed, and advice and guidance was given by the partners. There will also be 2 more meetings one in Thassos and another in Garmen with the members of the Project Team

4.1.2 External communication tools

- Visual Identity

The visual identity consists of the logo. The symbolism, the meanings of the logo and the selected colors are in accordance with the directions and specifications set by the Program "Greece-Bulgaria" and can be reproduced in the full range of media of the project (electronic and non-electronic). The logo will be used throughout the life of the project by the partners and will be presented in all standard documents and

communication material of the project: presentation templates, letterheads, press releases, publicity material such as banners, leaflets, blocks, website. All the standard documents and the information material will follow the rules of the publicity guide of the program "Greece - Bulgaria 2014-2020".

- **Banners**

The banners that will be created will bear the logo of the Program and will be specially designed to promote the actions of the Program. The provision has been made for the design of 4 rollup Banner 2 in Greek and 2 in English for PB2. PB1 will create 2 roll up banners of dimensions 100X200, one in English and one in Bulgarian.

The banners will be used throughout the implementation of the Program and will display the project and the partners. The design part will follow the specifications of the program and will bear its approved logo.

- **Brochures**

The brochures that will be produced will have information related to the program. It will be 6 pages in A4 size and 100 of them will be produced in the 3 languages of the Program (Greek, English and Bulgarian). Brochures will be easily understood using short descriptions, dots and graphics, so that they are more readable and meet the descriptions and objectives of the project.

- **Promotional Video**

The promotion video will be 30 'long and will contain a journey of the points of interest of the intervention area. It will include images, landscapes, places of tourism and culture of the Municipalities of Thassos and Garmen, walking routes, events and information points for the tourist public. It will also include material from tourist attractions for People with Disabilities. The specific video will be posted on the site of the Program in order to promote the Actions of the Program.

- **Posters**

A total of 100 posters of the Program will be produced, of which 60 in English, 20 in Greek and 20 in Bulgarian. The posters will contain program texts with reference to the EU contribution and program.

- **Promotional Material**

The creation and production of promotional material will take place which will be distributed to participants in events and will consist of a bag, pen, book, mug, 16GB usb stick, key case. A total of 200 sets will be produced which will bear the visual identity of the Program as it will be configured. The design part will follow the specifications of the program and will bear its approved logo.

4.1.3 Audience – Objective

The Target Audience is defined based on the scope of the program and its objectives and is reflected as follows:

- ✓ Interprofessional organizations in the tourism / culture sector
- ✓ Tourists and the general public, the disabled
- ✓ Cultural and Touristic Product Management Bodies in the region
- ✓ Bodies representing People with Disabilities
- ✓ Research bodies

SECTION 5: DISTRIBUTION STRATEGY

Dissemination of results is defined as the process of promotion and awareness from the beginning of a project to its completion. This makes the results known to various stakeholders (such as researchers, private and public bodies, professional organizations, policy makers) in order to be able to use the results in their work.

Dissemination means taking strategic and targeted measures to promote the action as well as its results to a large audience, including the media and the public, and engaging in two-way exchanges.

The aim is to reach out to society as a whole as well as to certain specific audiences, while at the same time demonstrating how EU funding contributes to tackling social challenges.

The communication channels selected to disseminate the results of the Destinations for All Project are as follows:

- **Press Releases**

Press releases are a direct way of communicating with the general public. The media that will be used is the local press which has been provided for the publication of 5 press releases and there will be 5 advertisements in travel magazines (print and electronic) (PB2). PB1 will publish a total of 5 press releases on the Internet, 5 radio broadcasts and 5 publications in the local and national press of Bulgaria.

Press releases will highlight the progress of the project and are powerful tools for disseminating results.

- **Social Media**

In addition to traditional communication methods and techniques, the Internet offers a number of modern opportunities for promoting messages: social media such as Facebook, Twitter, LinkedIn, Google+, Youtube, Pinterest, etc.

To promote the project, social networking accounts (facebook, twitter) will be created in order to promote the website and promote the project as a whole.

- **Website**

The website is the first source of information about the project. Therefore, it should contain the right information with a clear and accessible design and structure. The name of the website should be short and easy to memorize.

The website that will be designed will integrate in a single, accessible and friendly environment for everyone, information about the project and its results.

The website will have a short and easy-to-remember name, ending in ".eu" and will feature multilingualism (Greek, English and Bulgarian).

The project website will be developed in accordance with the specifications of the Web Content Accessibility Guidelines Version 2.0 (WCAG 2.0 / Web Content Accessibility Guidelines). The WCAG standard defines the parameters for a website to be classified as disabled. Having such a website facilitates access to people with disabilities, who can easily navigate the project website.

The website platform will support content management (CMS) in an easy and friendly way.

After the collection of information that will be presented on the page, the provision of website hosting services and technical support throughout the project will be ensured. The design of the website will follow the required visual configurations and its menu will be designed.

SECTION 6: COMMUNICATION EFFICIENCY CHECK

6.1 Indicators

The Efficiency Indicators will be formulated according to the implementation of the project, and are defined as follows:

Τύπος	Δείκτες
Outputs	<ul style="list-style-type: none"> ▪ Total budget ▪ Budget absorption (percentage of resource absorption) ▪ Non-absorption rate ▪ Number of actors involved
Variable	<ul style="list-style-type: none"> ▪ Demographic and social data of the target groups
Outflow	<ul style="list-style-type: none"> ▪ Website built and maintained ▪ Social media accounts created ▪ Number of forms produced ▪ Number of events ▪ Number of contacts
Results	<ul style="list-style-type: none"> ▪ Number of unique website visitors ▪ Number of friends / users / followers on social media ▪ Number of participants in the events ▪ Number of visitors
Relevance	<ul style="list-style-type: none"> ▪ Relevance of actions to goals ▪ Relevance of press releases and expected outflows
Efficiency	<ul style="list-style-type: none"> ▪ Percentages of actions performed ▪ Percentages of actions modified

Τύπος	Δείκτες
Effectiveness	<ul style="list-style-type: none"> ▪ Overall satisfaction for the quality of the actions

6.2 Resources

For the correct implementation of the project, the good distribution of the project resources is required. The resources that will be allocated for the management and implementation of the project financial, human and technical will be distributed in all stages of project implementation for the proper implementation of the communication plan and the satisfactory dissemination of project results. The standard documents and communication material of the project will follow the terms and conditions

1. Standard project documents and communication material

The logo of the project defines its visual identity and follows the specifications set by the Greece - Bulgaria Program Guide. The logo has been designed in such a way that it is applicable to all publicity actions in both printed and electronic form.

The proposed logos are attached to Annex I and follow the logic and structure described in the approved Program.

The logo will be applied to the following standard documents:

- Presentations
- Banners
- Block

Targeting efforts and the media according to stakeholder groups is vital in order to create e-contacts and convey the message. When a project communication request is submitted, each medium is therefore designed based on the specific target groups.

The means of communication have been combined in the following table creating a matrix of the mixture of actions that are described in detail in this Communication Plan of

the Project. Thus, the matrix is a visual reproduction of the communication design as a whole

TABLE 1: COMMUNICATION PLAN ACTIONS

ACTIVITIES IMPLEMENTED	Internal Communication Tools	External Communication Tools	Dissemination of Results
Contact Lists	X		
Project Team Meetings	X		
Visual identity		X	
Banners		X	
Brochures		X	
Promo video		X	
Posters		X	
Promotional material		X	
Press Releases			X
Social Media			X
Website			X
Tourist signposts			X
Seminars for professionals		X	

Tourist information for the disabled		X	
Organizing info tours		X	
Cultural event		X	
Info days		X	
Informative visits		X	

ANNEX

COMMUNICATION MATERIAL OF THE PROGRAM

- Communication Forms to which the logo of the Program and the project is applied*

(Partner's logo)

Attendance List

A/A	PARTICIPANT'S NAME	BODY/ ORGANIZATION	POSITION TITLE	COUNTRY	EMAIL	TELEPHONE NUMBER	SIGNATURE
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
12.							
13.							

Project logo suggestions