

2.1.1. Communication Strategy Plan

Project title: Providing expert references for the implementation of the work during:

1. WP2: Communication & Dissemination
2. WP5: Creating common tools
3. WP6: Connecting culture to tourism

During of the implementation of the project: “«Crossing the paths of History and Culture» (CHIC)» of the Co-financed Cross-Border Cooperation Program “**Interreg V-A Cooperation Programme: GREECE-BULGARIA 2014-2020**”

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The CHIC project



This document aims to ensure that communication efforts help to achieve the CHIC's goals and that they are coordinated and effective. Its purpose is to achieve a continuous formalized information flow to stakeholders in order to maximize awareness on the project and to establish links with other projects and networks. It also helps to clarify what staff, time and resources are needed and how to use them.

The Communication Strategy Plan provides an overall view on communication objectives and how the Project plans to meet them whereas the annual plans describe how, when and by whom the activities will be implemented.

The Communication Strategy Plan revolves around the communication objectives, the target groups, the communication activities, the indicators and achievements, the human and financial resources and finally, the timeline. Also the Communication Strategy Plan identifies stakeholders, lists communication channels and provides a framework for disseminating project's results.

The elaboration of the Communication Strategy Plan has been based on (a) the 'Interreg Greece – Bulgaria, Information & Publicity Guide of the project, (b) the 'CHIC' Deliverables.

This Communication Strategy Plan has been developed in cooperation with the Project coordinator and Project Partners, aiming all partners to be involved and committed in the communication activities.

The project “Crossing the paths of History and Culture” with acronym CHIC, was selected for funding in the implementation of the axis priority 2 and in particular the investment priority 6C - Maintenance, protection, promotion and development of natural and cultural heritage and the special goal 4 - Utilization of the cultural and natural heritage of the cross-border area for tourist purposes of the cross-border cooperation program interreg V-A Greece - Bulgaria 2014-2020.



- The Municipality of Komotini from Greece (lead partner)
- The Municipality of Haskovo from Bulgaria
- The Municipal Public Benefit Enterprise of the Municipal Regional Theater of Komotini





The area to which this study refers is the area of the Regional Unit of Rodopi (municipality of Rodopi). Geographically it belongs to Thrace. It borders Bulgaria to the north, prefecture of Xanthi to the west, prefecture of Evros to the east and the Thracian Sea to the south. Its area is 2,573 sq.km. and its population of 112,039 inhabitants, according to the 2011 census (permanent population). Komotini is the capital city of the region.

It includes, (according to the Kallikratis programme), 4 Municipalities: Komotini, Iasmos, Maronia - Sapes and Arriana.

The project includes a series of actions that lead and help the development of the area, through the promotion of its tourist product.

The characteristics of the tourist product concern:

- in recognizing and highlighting the identity of the destination with respect to its culture,
- to make a profit from tourism activity,
- to support sectors directly or indirectly dependent on the tourism industry,
- stimulating the labor market by creating new jobs,
- ensuring the stability, safety and preservation of the environment and the ecosystem and finally,
- the correct assessment of the value of a tourist destination economically and emotionally.



Data on which the communication plan of the CHIC project was based:
The tourist resources of the wider area of Komotini (region of Rodopi) that cover the characteristics of "sustainable tourism" are very many.

They are the wetlands, the beaches, the special landscapes, they are the cultural wealth of the area, the archeological resources, the Byzantine monuments, the Ottoman monuments, the monuments of the modern era. It is also the peculiarity of the area with the old market, the local gastronomy, the events, the interculturalism. All the above resources must be preserved so that the area can be characterized as a sustainable destination.

Many monuments needed to be more exploited, but there are many ways to highlight the existing ones, such as some thematic cultural routes (which do not exist in the area at all) such as:

- ✓ in ancient cities,
- ✓ in Byzantine monuments,
- ✓ in the tobacco warehouses
- ✓ in the remarkable buildings of Komotini,
- ✓ on Mount Papikio

Other nature trails should be designed such as:

- ✓ routes in the coastal area (cycling & hiking),
- ✓ routes in the mountainous area (hiking guides),
- ✓ Gastronomic routes can also be designed.



And definitely combinations of routes with cultural, environmental, environmental, gastronomic interest.

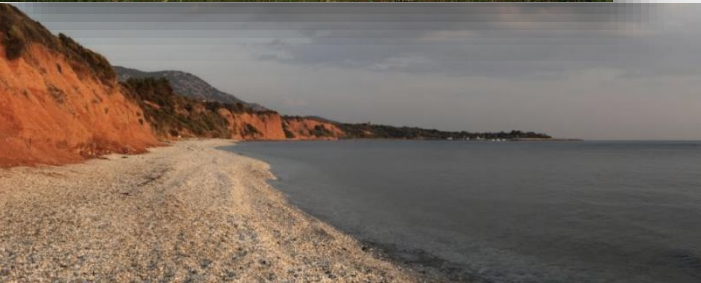


From the projects planned by the Municipalities, it is already apparent that they are anxious to create a new attractive "sustainable" tourist product in the area.

However, it is necessary to activate and synergize all local bodies (local authorities, antiquities, environmental bodies, etc.) in order to select and design routes that connect the areas thematically and to implement mild interventions such as: markings, bike paths, openings....



The accommodation and catering services offered should also meet the logic of sustainable tourism. There are many criteria that must be met, but in addition to saving money for the owners, they will also save natural resources while promoting environmental awareness among the guests. Tourism companies should also work with each other and with local agencies to jointly create the local "sustainable" tourism product.



The protection - promotion of natural and cultural resources in combination with the upgrade of the offered tourist services in the sense of sustainability and the development of collaborations between local agencies and businesses, will make the place particularly attractive, highlighting its uniqueness!

Situation Analysis



A.

Problems & Challenges to be addressed

The cooperation is based on common goals because the cross border areas face common problems. Both territories are underdeveloped, suffer depopulation, lack of basic infrastructure, low incomes and narrow business opportunities.

The project's Beneficiaries have already understood these difficulties and they have tried to take over the internal potential at maximum extent.

However, some negative processes are still in progress, consequently, the challenges remain. The internal potential is very limited and it must be "open" for markets and flows outside the cross border region.

The Beneficiaries have already agreed that there is need for an effective and applied smart specialization strategy, which can transform the underdevelopment into a smooth growth.

CHIC project combines efforts to plan and implement actions that will boost sustainability and attract as many visitors as possible in the cross border area of Greece-Bulgaria.

B.

The desired results

The Project's idea concerns the promotion of the points of interests of the area as well as the touristic product that it has. The results will be a means of cross-border linkage of the traditional and modern cultural life and heritage of the cross-border area.

CHIC project aims to tackle common challenges identified jointly in the border regions and to exploit the untapped growth potential in border areas, while enhancing the cooperation process for the purpose of the overall harmonious development. Cross Border Cooperation has a crucial importance. The project aims to attract as many visitors in area as possible. The project will also notably seek to train local stakeholder to fully capitalize on its outcomes, as well as enhance the dissemination, transfer and use of its results. Within the project's objectives key issue is the intense collaboration programming at the local, regional and possibly national level.

The partners will be responsible for preparing and presenting "joint operational actions" including a specific set of thematic objectives and priorities, taking into consideration the specific circumstances and requirements of their particular area. The promotion of local cross-border "people-to-people actions" will be an important innovation to be deployed in support achieving sustainable cross border long term collaboration. This could include support for enhanced cooperation among local and regional authorities, NGOs and other civil society groups, universities and schools, chambers of commerce etc.

CHIC project envisions to transfer and improve good practices, so as to provide motivation for additional joint future efforts.





Purposes and objectives

The main purpose of the project is the cooperation between the two target areas (municipality of Komotini (Greece) - Haskovo (Bulgaria)) at the cultural level in order to further develop their tourism and their permanent and multi-level cooperation in these areas.

The project also promote the common cultural background of the two regions and its expression through theater, public events and strengthen the connection between cultural associations and businessmen of the two regions and the development of a cross-border common tourist identity through cultural events. in turn they will create a model that encourages faster and more effective socio-legal integration. Also, the creation of a common tourist identity of the two regions is expected to contribute to the competitiveness and greater differentiation of the tourist product of the regions.

In order to achieve the goals, the project will be based on the promotion - utilization of important cultural infrastructures (building of an old municipal library in Komotini - Theater-Community Center in Haskovo). The actions of the project concern:

- The recording and promotion of the historical and cultural monuments of the two areas for the purpose of tourist development
- Improving signage in both areas
- Promoting theater and popular events as a tool for promoting a common cultural heritage
- The reconstruction of cultural spaces
- The production of tourist promotion material

D.

An approach of implementation

The project focus as mentioned before on tourist and cultural 'product' creating area more desirable to the visitors. To this context, the leader of the project will organize cross-boarder Exchange Visits and promotion actions so as to better promote their interest sights (sights, monuments, nature trails, gastronomy, environment, alternative tourism).

The project emphasizes on integration between sustainable tourism and culture, promotion of the multifaceted nature of tourism and creation of innovative tourist cross border actions with the environment and culture as the base. this base involves both sides of the cross border area.

Additionally, the project through technology oriented approaches (social media, nature trails and environment paths register) will try to tackle the low 'traffic' of visitors, as well as the low publication and networking issues of the project that have become critical factors in the cross border area.

More specifically, the municipality of komotini as the leader of the CHIC project will organize and implement all dissemination activities, trainings, events and a final congress. The Final Conference is organized in the eligible area in order to diffuse the project's outputs as much as possible at the given moment.



Project's Communication

A.

Overall Communicational Objectives

The overall objective of the communication activities is to be open and secure, that the CHIC project key messages reaches all relevant stakeholders and promote their commitment to the project in the long term. The communication plan is based on the following principles, forming the following proposed methodology:

- **Targeted**, the communication will be open and targeted to the relevant audience, as well as identified for the individual circumstances and specific messages.
- **Awareness**, with respect to the role of the EU and the Structural Funds of the EU for the general public and the promotion of the added value of the project.
- **Consistency**, the project's messages, results and outcomes to be open, clear and consistent
- **Interactiveness**, the project will listen to the views of its target audiences and as far as possible will incorporate them into the communication efforts carried out
- **Transparency**, as far as access to the funds is concerned.



B. The target groups of the project

The Target Groups of CHIC project are the following:

- ◆ Public organizations dealing with tourism
- ◆ National, Regional & Local stakeholders involved in tourism
- ◆ SMEs tourism-related
- ◆ NGOs involved in environmental protection
- ◆ NGOs involved in alternative forms of tourism
- ◆ Visitors of cross border and local areas
- ◆ Local people and visitors who interested about nature and other/alternative ways of tourism
- ◆ nature lovers and lovers of exploration



Project's Communication



SWOT Analysis

Strengths

- ❖ Clearly defined target audience/groups
- ❖ Clearly defined communication objectives
- ❖ Innovative project concept
- ❖ Rich cultural heritage of the regions
- ❖ Motivated and experienced team of experts
- ❖ Well established contact network

Weaknesses

- ❖ The CB area carries a weak image compared to other EU areas
- ❖ The CB area suffers from depopulation, lack of basic infrastructure, low incomes and narrow business opportunities
- ❖ Cultural heritage and potential of the CB area needs to be widely communicated





SWOT Analysis

Opportunities

- ❖ Develop common ground for more efficient communication.
- ❖ Create consensus among a large number of key organizations
- ❖ Promote the cultural events of the area
- ❖ Create a network of Cultural exchanges among events
- ❖ Good epidemiological situation of the population of the cross-border area (covid-19, compared to other parts of Europe that implement cross-border programs)

Threats

- ❖ The discontinuity of cultural events
- ❖ Groups of people unwilling to support the cultural exchanges and the conservation of cultural event
- ❖ Population that is opposed to all kinds of changes and challenges of the new era

SWOT

The Deliverables



A.

WP2: Communication & Dissemination

Deliverable 2.1.1

Preparation of a communication and project guide for the project in English.

The specific action concerns the elaboration of a communication guide and the diffusion of the works and the optimal communication with the involved people and bodies.

Deliverable 2.1.2

Creating a website to promote the project and contribute to its viability.

The specific deliverable concerns the development and graphic design of a complete dynamic website for the promotion and promotion of the project, its actions, course and results. The Contractor undertakes the creation and operation of the project website. It will fully meet the specifications mentioned in the program's publicity guide, will have a short url, ending in ".eu", will be standalone, trilingual (English, Greek, Bulgarian) and will provide information on project, implementation progress and results.



WP2: Communication & Dissemination

Deliverable 2.1.3

Creation of projection and information material of the CHIC project. The action concerns the production of program projection material. Creating information / promotional leaflets for the project activities (15,000 pieces).

Production of tourist / information map of the intervention area. Production of postcard kits that will show points of interest of the intervention area (750 pieces).

Production of a 2-language brochure (brochure) that will present the results of the project and will promote its goals (750 pieces).

Production of a luxury tourist guide with information - photos (1,750 pieces).

Deliverable 2.1.4

Elaboration of an electronic campaign to promote the project and its actions. The action concerns the elaboration of an electronic campaign to promote the project and its actions in electronic media and social media, regarding the target groups of the contractor that will result from the elaboration of the deliverable 2.1.1.

Based on the instructions of the deliverable 2.1.1. the contractor will create the appropriate information material (videos, cards, etc.) and promote it through the appropriate electronic means of communication.

A.

WP2: Communication & Dissemination

Deliverable 2.1.5

Organizing informative events and the final conference of the project.

The action concerns the organization of three (3) information events where the objectives and activities of the project will be presented.

The contractor will be responsible for renting the room, the details of organizing invitations, program, secretarial support, hardware, technical support, catering, speakers and recording (video photo) for each of the workshops.

The contractor will also organize the final conference of the project where the results of the project will be presented. He is responsible for renting the room, organizational details (invitations, program, secretarial support, material provision), technical support, catering, speakers, translation and recording (video photo) of the conference.



WP5: Creating Common Tools

Deliverable 5.1.1

Marking Study in the Intervention Area.

The specific action concerns the elaboration of a marking study in the intervention area of the Municipality of Komotini. The contractor, according to international practices, will propose the installation of information signs, in order to create an information network for visitors to the area of the Municipality.

The proposed signage aims to inform the visitor about the points of tourist and cultural interest, such as the presence of Byzantine and newer monuments within the intervention area and about the possible routes between these points, as they will emerge from the implementation of the remaining deliverables. of Work Package 5 of the project.

As part of the study, the points where the information boards will be installed will be proposed. In addition, their technical specifications (dimensions, material, mounting location, size, font text, languages, symbols (QR codes) will be compiled. project (deliverables 5.1.3-5.1.4).

In addition, the contractor will ensure that his proposal complies with the specifications set by the management of the points of interest so that they can be placed in them, as well as the cooperation with the respective contractor of the Municipality of Haskovo, so that the total plates in intervention area to follow a common design line.

B.

WP5: Creating Common Tools

Deliverable 5.1.2

Creation of a common signaling system and installation activities.

The specific action concerns the supply and installation of fifty (50) signage plates for the intervention area of the Municipality. The plates will comply with the specifications of the marking study for the intervention area (See Deliverable 5.1.1.)

And will be placed at the points suggested in it. In case of change of point, required approval from the services of the municipality of Komotini. The Contractor will procure and place the signs at the points of interest after having first secured all the necessary permits from the management bodies of the points of interest.

For each sign, Contractor will create an electronic template which will be approved by the services of the Municipality before installation. In addition, in consultation with the services of the Municipality, the interface with electronic applications of the project will be made, cf. Deliverable 5.1.3-5.1.4.



WP6: Connecting Culture to Tourism

Deliverable 6.1.1

Creating training packages for tourism professionals on local and cross-border cultural heritage.

This action is related to the preparation of Training Packages for tourism professionals regarding the local and cross-border cultural heritage. The contractor is required to draw up a comprehensive training program consisting of 3 one-day sessions for local tourism professionals on local and cross-border cultural heritage.

As part of the sessions, local tourism professionals will:

1. Be informed about how local and cross-border cultural heritage can benefit their businesses.
2. They will get to know the local and cross-border cultural stock of the intervention area
3. Through the presentation of good practices, they will see how their company can integrate the above in its operation.

For each session the contractor will produce the corresponding training plan (training topic, goal setting, schedule, bibliography, etc.), which will be accompanied by the corresponding presentation and training material (notes, texts)



WP6: Connecting Culture to Tourism

Deliverable 6.1.2

Training Implementation

The specific action concerns the organization of three (3) training sessions for twenty trainees per session where the training sessions will be performed, as planned (Deliverable 6.1.1). The contractor will be responsible for renting the room, the details of organizing invitations, program, secretarial support, training material, technical support, catering, presenters and recording (video photo) for each of the sessions.

The contractor will also hold a 2-day training seminar in the city of Komotini, where twenty professionals from the Komotini region and twenty entrepreneurs from the Haskovo region will negotiate with the help of experts on how they can coordinate their efforts to maximize the impact of the public. cultural culture in the operation of their businesses and the conclusions and themes of the training sessions will be analyzed (see Deliverable 6.1.1.).

The contractor will be responsible for renting the room, the details of the organization (invitations, program, secretarial support, material provision), technical support, catering, speakers, translation and recording (video) of the training as well as transport, feeding and accommodation of the twenty Bulgarian participants.



WP6: Connecting Culture to Tourism

Deliverable 6.1.3

Training of a tourist guide for the promotion of local businesses and products based on myths, popular events and theatrical tradition of the target area in Greek and English.

The action concerns the Development of a tourist guide in 1000 pcs. For the promotion of local businesses and products based on the myths, the popular events and the theatrical delivery of the target area in Greek and English.

The contractor will produce, design and print the bilingual guide with specific features which will contain information about the wider area of the municipality of Komotini, with rich photographic material.



WP6: Connecting Culture to Tourism

Deliverable 6.1.4

Creating a network of tourism businesses.

The action concerns the Creation of a network of tourist businesses in the area of the Municipality of Komotini.

The contractor will identify ten (10) local tourism companies that will be the local network of tourism businesses. As part of the operation of the network, the contractor will organize and coordinate four (4) local meetings of the network and one (1) cross-border with the respective local network of the Haskovo Region.

The contractor will draw up a local action plan for the network and in collaboration with the local Haskovo network will draft the cross-border action plan for the cross-border business network.

Timelines and cost of each action



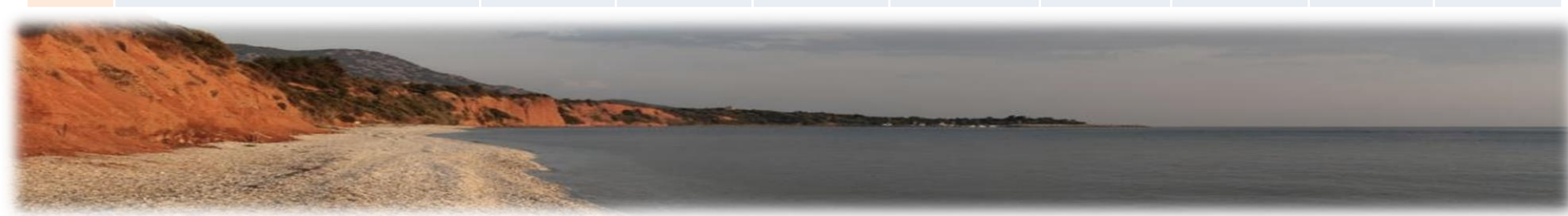
	DESCRIPTION OF THE DELIVERABLE	Quantity	COST UNIT IN €	TOTAL COST IN €	VAT IN €	TOTAL COST INCLUDING VAT
WP2: Communication & Dissemination						
Π.2.1.1	Elaboration of a communication & diffusion guide for the project IN ENGLISH LANGUAGE	1	1.118,95	1.118,95	268,55	1.387,50
Π.2.1.2	Website design	1	1.491,94	1.491,94	358,06	1.850,00
Π.2.1.3	Two newsletters / promotional leaflets	15.000	0,15	2.237,90	537,10	2.775,00
	Tourist / informative map of the intervention area	7500	0,30	2.237,90	537,10	2.775,00
	kit consisting of 10 postcards	750	1,49	1.118,95	268,55	1.387,50
	Bilingual leaflet (brochure type)	750	2,98	2.237,90	537,10	2.775,00
	tourist tour guide in an luxury edition	1.750	5,97	10.443,55	2.506,45	12.950,00
	Creation of project promotion and information material of the project (sum Π 2.1.3)	---	-----	18.276,21	4.386,29	22.662,50
Π.2.1.4	Elaboration of an electronic campaign to promote the project and its actions	1	1.118,95	1.118,95	268,55	1.387,50
Π.2.1.5	Information events	3	447,58	1.342,74	322,26	1.665,00
	Final Conference	1	2.983,87	2.983,87	716,13	3.700,00
	Creation of project CHIC promotion and information material OF THW CHIC PROJECT (sum Π 2.1.5)	-----	-----	4.326,61	1.038,39	5.365,00

	DESCRIPTION OF THE DELIVERABLE	Quantity	COST UNIT IN €	TOTAL COST IN €	VAT IN €	TOTAL COST INCLUDING VAT
WP5: Creating Common Tools						
Π 5.1.1	Marking Study in the Intervention Area	1	2.237,90	2.237,90	537,10	2.775,00
Π 5.1.2	Information marking network for visitors to the area of the Municipality of Komotini (50 markings)	50	59,68	2.983,87	716,13	3.700,00
				5.221,77	1.253,23	4.237,10

	DESCRIPTION OF THE DELIVERABLE	Quantity	COST UNIT IN €	TOTAL COST IN €	VAT IN €	TOTAL COST INCLUDING VAT
WP6: Connecting Culture to Tourism						
Π 6.1.1	Creating relevant training packages for tourism professionals	3	497,31	1.491,94	358,06	1.850,00
Π 6.1.2	Local Training	3	1.491,94	4.475,81	1.074,19	5.550,00
	Two-days Cross-Border Education	1	4.475,81	4.475,81	1.074,19	5.550,00
	Implementation of Training (SUM Π 6.1.2.)	----	-----	8.951,62	2.148,38	11.100,00
Π 6.1.3	Training of a tourist guide for the promotion of local businesses & products based on the myths, the popular events and the theatrical tradition of the target area (Greek & English)	1000	2,61	2.610,89	626,61	3.237,50
Π 6.1.4	Creating a network of tourism businesses	5	223,79	1.118,95	268,55	1.387,50

Time Lines of the CHIC project

	deliverables	WORKING MONTHS OF PROJECT (APRIL 2020 - November 2020)							
		1 ⁰² APR	2 ⁰² MAY	3 ⁰² JUNE	4 ⁰² JULY	5 ⁰² AUGUST	6 ⁰² SEPT	7 ⁰² OCT	8 ⁰² NOV
A	Contract signing	X							
B.	Contact the contracting authority	X							
Γ.	Project plan	X							
Δ.	Information collection	XXXXXX							
Π 2.1.1	Elaboration of a communication & diffusion guide for the project		XX						
Π 2.1.2	Website design		XXXXXX						
Π 2.1.3	Two newsletters / promotional leaflets			XX					XX
Π 2.1.3	Tourist/informative map of the intervention area			XX					
Π 2.1.3	kit consisting of 10 postcards			XX					
Π 2.1.3	Bilingual leaflet(brochure type)			XX					
Π 2.1.3	tourist tour guide in an luxury edition			XX					
Π 2.1.4	Elaboration of an electronic campaign to promote the project and the actions SOCIAL MEDIA CAMPAIGN			XX					
Π 2.1.5	Information events					XX			
Π 2.1.5	Final Conference								XX
Π 5.1.1	Marking Study in the Intervention Area			XX					
Π 5.1.2	Information marking network for visitors to the area of the Municipality of Komotini (50 markings)				XX				
Π 6.1.1	Creating relevant training packages for tourism professionals		XX						
Π 6.1.2	Local Training					XX			
Π 6.1.2	Two-days Cross-Border Education					XX			
Π 6.1.3	Training of a tourist guide for the promotion of local businesses & products based on the myths, the popular events and the theatrical tradition of the target area (Greek & English)			XX					
Π 6.1.4	Creating a network of tourism businesses					XX			



evaluation of project's actions

In particular for the actions:

For the projec CHIC

- communication with the contracting authority and suppliers
- Lists and times the materials will be made public

For INTERNET viewing

- Evaluation reports based on site traffic, number of impressions and clicks.
- Screenshots at regular intervals visitability measurement

For the MEETINGS

- List of participants
- List of guests
- Evaluation questionnaire to be completed by participants
- Report of the action – deliverable
- Photo gallery



Design the idea of the CHIC project



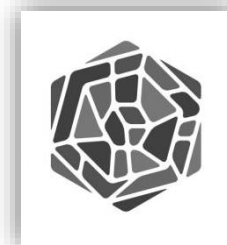
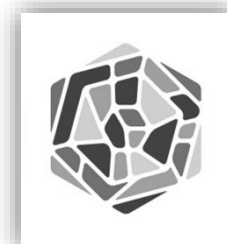
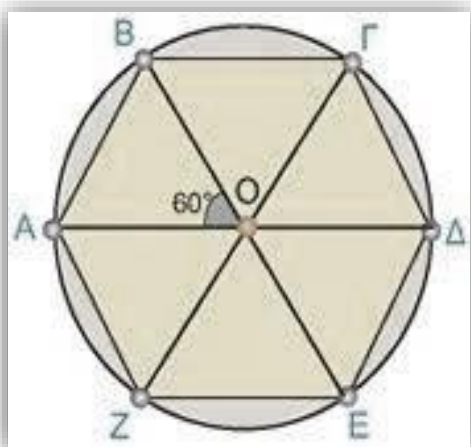


CHIC - Crossing the paths of History and Culture

The logo shows a concentric colored mosaic composed of culture, history, culture, geography, the 'philosophy' of the intervention area (area mentioned in the project).

We use a concentric and polygonal shape, to first show the similarity and uniformity of many 'aspects' of the two areas, which converge around the CHIC program and will of course be enhanced by its actions, but at the same time, many 'pieces' of mosaic to highlight the diversity and complexity of the intervention area with its particular cultural, historical and geographical characteristics.

An ambition is to be, in the future, together with the implementation of the actions of the project that accompanies it, a 'tool' for highlighting the identity and tourism of this area .





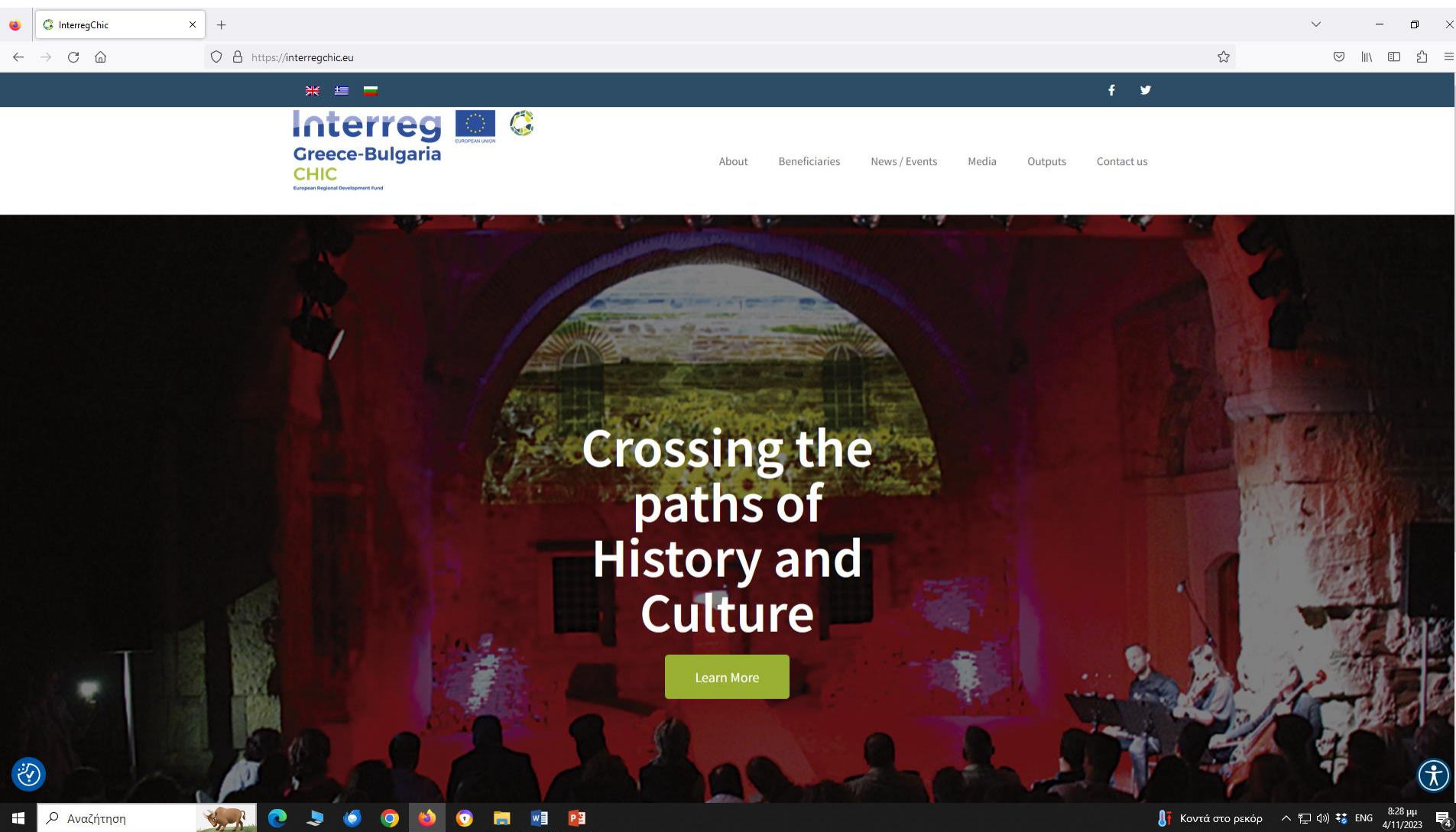
Interreg **Greece-Bulgaria** **CHIC**

European Regional Development Fund



Βυζαντινό Κάστρο Byzantine Fortress









About the project



Project ID

Title

"Crossing the paths of History and Culture"

Acronym

CHIC

Project

Interreg V-A Greece-Bulgaria 2014-2020 Cooperation Programme

The cross-border cooperation program Greece – Bulgaria 2014-2020 was approved by the European Commission on 09.09.2015 (decision C (2015) 6283). The total budget of the program amounts to 784.152,36 euros, of which 666.529,51 from the ERDF (85%) and 117.622,85 from the national participation of Greece and Bulgaria (15%) and aims to strengthen cross-border cooperation between the two countries in thematic differences that "translate into the following thematic priorities.

- Priority Axis: 1: A competitive and innovative cross-border area
- Priority Axis: 2: Sustainable and climatically adaptable cross-border area



Partners

Municipality of Komotini, in the context of the Interreg V-A cooperation program "Greece - Bulgaria 2014-2020", participates as a Leading Beneficiary in the implementation of the project entitled "Crossing the paths of History and Culture" and an acronym "CHIC". The Municipality of Haskovo from Bulgaria and Municipal Regional Theatre of Komotini also participate in the project as Beneficiaries.



Municipality of Komotini



Municipality of Haskovo



Municipal Regional Theatre of
Komotini



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

www.greece-bulgaria.eu

Dedicated to EU Regional Policy



Communication Strategy Plan

Project title: Providing expert references for the implementation of the work during:

1. WP2: Communication & Dissemination 2. WP5: Creating common tools 3. WP6: Connecting culture to tourism

**During of the implementation of the project: “«Crossing the paths of History and Culture» (CHIC)»
of the Co-financed Cross-Border Cooperation Program “Interreg V-A Cooperation Programme: GREECE-BULGARIA 2014-2020”**

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