

INTERREG V-A COOPERATION PROGRAMME
GREECE – BULGARIA 2014 – 2020
Reinforcing Protected Areas Capacity through an Innovative
Methodology for Sustainability
– **BIO2CARE** –
(Reg. No: 1890)

Communication and Visibility Plan
V.2.4

Proposed Contents

(according to IP Guide V 2.0 Dec 2015¹, relevant literature and previous experiences)

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¹ http://www.greece-bulgaria.eu/gallery/Files/2nd%20call-1st%20Phase/1st%20info/I_P-Guide-GR-BG-2014_2020.pdf

1. Introduction

According to the Information and Publicity (I&P) project partners' guidebook of Interreg V-A Cooperation Programme Greece – Bulgaria (V 2.0, Dec. 2015), communication activities should be properly planned focusing on highlighting the role of the EU as partner and on the achievements and impact of the actions taken. Ensuring transparency as far as access to the Funds is concerned and equal opportunities and non-discrimination as far as visibility implementation is concerned, should be key objectives while developing and implementing a communication plan.

In order to optimize the impact of communication actions, the following generic principles will be taken into account while developing and implementing BIO2CARE communication plan:

- ✓ Activities need to be timely. Identifying not only to whom and how but also when (and how often) is the most appropriate time to communicate, can have a major impact to the communication efficiency.
- ✓ Information used must be accurate. Too generic or too scientific information may fail to produce long – term results. Information can be communicated in a variety of ways to meet the needs of the stakeholders. Feedback from stakeholders on the other hand can also be valuable.
- ✓ The right audiences should be targeted. An efficient communication strategy will convince a significant proportion of the target audience to take action and convince them that the project's results are useful and important. Good communication changes behaviour and attitudes.
- ✓ Messages should be interesting for the targeted audiences. Clear messages and information, which are easy to notice and be understood, can help towards this direction. Additionally, communication means should be presentable and attractive.
- ✓ Activities should be appropriate in terms of resources spent and expected impact. Specific means of communication, such as social media campaigns, can have a great impact on specific target groups (e.g. students) with relevantly low resources.
- ✓ The communication plan is a framework and should be an evolving document that can be revised whenever appropriate. A good communication strategy reflects the ability to use

unexpected opportunities for the benefit of the Project. In some cases, these opportunities can be as important as the scheduled/planned actions and may be also free of cost. Where such opportunities arise, they should be taken up. There should also be room in it to seize a good opportunity.

- ✓ The communication plan should be integrated into the project management plan. The Partners shall plan relevant human and financial resources and allocate the responsibilities among the partnership. Additionally, the communication plan should be reviewed continuously throughout the project to ensure that it remains effective.
- ✓ Accessibility is of key concern for the BIO2CARE partnership. Accessibility is ensuring that people with disabilities can access the communication channels (website, promotional material, venues etc.) and that there are no barriers which prevent this. In other words, making something accessible means providing alternative means (formats or options) to access what's on offer if the "standard" offer is not accessible.

2. Scope of BIO2CARE Communication and Visibility Plan

As described in the "Project Application Guidelines 2nd Call for Proposals" (v1.0 – December 2015) of the OP "GREECE – BULGARIA 2014-2020", each project must, within the Project Application, implement under WP2- Information and Publicity, describing the Actions for carrying out the external communication of project efforts and outputs, dissemination of results etc, a specific deliverable being called "Production of communication material and tools". On BIO2CARE Application, the second WP sets clearly the main elements of BIO2CARE communication activity:

B.4 INFORMATION AND PUBLICITY

B.4.1 Information and Publicity Strategy

The guiding principles for shaping BIO2CARE project information and publicity strategy are: (a) the production of advertising material in formats accessible for all, (b) diffusion throughout the border region and to achieve communication with the direct and indirect beneficiaries (outdoorsy people, people with disabilities and of third age and institutions, companies and professionals) within and outside the CB area, (c) information and promoting the active participation of the public and target groups in project activities through publicity events and sensitization / activation as also through the use of digital channels and tools, and (e) cooperation and use of local / regional media, adjusted to local conditions, to ensure further penetration in local communities and markets.

In this frame, a guiding tool is the Communication Plan of the project, after a detailed diagnosis of needs. In the Plan, the objectives will be specified, means (communication channels and techniques) and resources (financial, human) for its implementation. It will form the final timetable of activities and will finalize roles and assignments in each Beneficiary. Finally, it will specify the procedures for monitoring and continuous evaluation of the implementation of the Scheme, and will identify ways to comply with the Programme publicity regulations. Early enough (first two months) a BIO2CARE project specific webpage will be created. It will be accessible according to WCAG 2.0 standard (see. D 2.4). This will be coupled with BIO2CARE project systematic and well organised presence on social media.

Various publicity events will be identified by the Communication Plan. Public events and presentations, will be open to the public, in order to further promote the BIO2CARE project, the objectives/outputs of the project and the general information of the public regarding biodiversity, circular economy, sustainability issues. All events, will be addressed to media and will be accompanied by announcements, press releases and in the press and the media. Each partner will be responsible for press/radio/TV campaign, promoting BIO2CARE in local, regional and national level, both in Greece and in Bulgaria. BIO2CARE project four newsletters are a basic instrument to get in contact with either specialised or not audience. They will be disseminated in printed or by e-mail using partners contact lists. Finally, partners will produce a set of promo material (posters, flyers etc) relevant to BIO2CARE objectives in three languages (digital/written communication).

WP2 consist of five (5) distinct activities/deliverables:

Deliverable 2.1.1	Preparation of One (1) communication plan
Deliverable 2.1.2	Preparation of four (4) newsletters in three languages
Deliverable 2.1.3	Promo material in three languages
Deliverable 2.1.4	One (1) project website and one (1) social media campaign
Deliverable 2.1.5	Three (3) presentations/contributions to external events

All eight (8) project partners will be involved on designing and implementing WP2 activities. WP2 activities will be spread during entire project lifetime.

A budget of €21,725.00 is available for deliverable “Preparation of One (1) communication plan”, while a total budget of €93,455.00 is available for entire WP2 Communication and Visibility activities, an 8.7% of total project budget.

3. Methodology of BIO2CARE Communication and Visibility Plan

Early enough, during BIO2CARE project proposal preparation all partners had elaborated a common approach on how to prepare a BIO2CARE Communication and Visibility Plan. They had agreed that as this Plan would be the first deliverable of the project it will act as a testbed to partners cooperation, offering the opportunity to set in light both partners' internal weaknesses as also project partnership inertia. Realising this point, all partners had agreed that principles like unanimous agreement should apply, while guidelines like the full coverage of all partners' Communication and Visibility needs and specificities should be respected.

After the approval of the project and during project fine tuning cooperating with Greek Managing Authority for European Territorial Cooperation Programmes, partners had agreed that the main tool to collect partners Communication and Visibility needs will be a specific well-designed detailed questionnaire covering all issues, that will be able to guide and to support partners to deliver in an optimum way, a high quality WP2. It has been agreed that LB will prepare a draft questionnaire, will send it to partners for consultation, will collect partners contributions and deliver the final edition of the Questionnaire. In this Questionnaire each partner will be responsible for two tasks: (a) to return to LB the filled questionnaire and (b) to be responsible for editing one chapter. This is a direct and effective way to secure the real integrated character of the partnership, as also to involve all partners and offering room to express appropriately their needs and local conditions.

As a second step all partners have to return the filled questionnaire and each one has to process partners answers related to the chapter each one is responsible for and to deliver this chapter to LB to prepare the final edition of BIO2CARE Communication and Visibility Plan.

The Questionnaire should be in accordance with BIO2CARE Application Form and relevant Subsidy Contract, to be in line with Greece-Bulgaria 2014-2020 CBC programme and relevant "Guidebook on information and publicity" and to benefit from various related documents (e.g. "Communication toolkit" issued by INTERACT), as also to be based on partners experience implementing EU funded projects.

An indicative structure is the following:

- | |
|--|
| Chapter 1. Introduction |
| Chapter 2. Scope of BIO2CARE Communication and Visibility Plan |
| Chapter 3. Methodology of BIO2CARE Communication and Visibility Plan |
| Chapter 4. Overall communication objectives of BIO2CARE |
| Chapter 5. Target groups identification |

Chapter 6. Communication activities and tools chosen
Chapter 7. Monitoring and Evaluation - Indicators of achievements
Chapter 9. Timetable
Chapter 10. Information and Publicity Guidebook
ANNEXES

Questionnaire main elements

The Questionnaire for the BIO2CARE Communication and Visibility Plan must be designed in order to collect partners views about at least the following main issues:

1. BIO2CARE Project key target groups identification. This question has to clarify the characteristics of targeted groups, its size and the objective of actions addressing them.

2. BIO2CARE Project communication environment. It is important to identify key media channels and means and to acquire credible data (e.g. contact list) in order to establish a smooth and fruitful cooperation with them. Those data must be well structured to be easy to process. A possible grouping could be the following:

- Type of Media
- Media Name/Title
- Circulation Period
- Language
- Geographical Coverage
- Publication costs
- Other Details

3. BIO2CARE Communication and Visibility Plan monitoring system. It is essential to elaborate a small but coherent set of indicators in order to support BIO2CARE Communication and Visibility Plan monitoring, in an easy and credible way.

Those indicators should cover at least the following issues:

1. Media Impact
2. Events Impact
3. Website Impact
4. Project/Deliverables related Impact

Consequently, the BIO2CARE Communication and Visibility Plan, could set the following questions:

1. Please identify key target groups that are necessary for the successful and efficient communication of BIO2CARE Project.

2. Please provide specific objectives for each target group you identified in Table 1, related to the action's objectives and the phases of the BIO2CARE cycle. For a number of targets groups the objectives can be the same. You may also add a brief justification of why you selected the specific target group.
3. Please fill in the following contact list with persons that can facilitate the communication of the BIO2CARE Project results. You may also include persons that you would like to reach and/or you believe that they will be interested in the results of the Project (e.g. Mayors, Directors, Secretariats, etc.)
4. Please identify key media means that could potentially be utilized for the communication/ implementation of the BIO2CARE Project.
5. Please provide a number of specific indicators that you believe are essential for the efficient monitoring of the impact of BIO2CARE communication strategy (e.g. *number of participants in events/meetings, number of visitors on the BIO2CARE website, number of articles published in media regarding BIO2CARE etc.*).

Questionnaire data processing

Partners have to process filled questionnaire data in an open, simple and traceable way accessible to all partners. They have to process data with in spreadsheets and to disseminate them to partners those spreadsheets, not only for checking but most important to spread the knowledge to those they are not well experienced yet on how to elaborate a data-driven Communication and Visibility Plan.

4. Overall communication objectives of BIO2CARE

The Communication Plan at hand shall give guidance for the project partner organisations cooperating within the project BIO2CARE to plan and organise communication and dissemination activities and measures.

The main aim of the communication activities within the BIO2CARE project is to get in touch with the key target groups, to inform them about the existing problems and to create a win-win situation for all parties involved by bringing those parties together to engage in a participatory process.

The Communication Plan shall guarantee that Information and Publicity becomes an integral part of the activities funded under the BIO2CARE project throughout its life cycle. The Partners shall plan relevant human and financial resources and allocate the responsibilities among the partnership.

The objective of the Communication Plan shall be to raise the awareness of the general public and/ or specific audiences on the Project actions. The implementation of a Communication Plan strategy

shall furthermore ensure that the results achieved are disseminated widely and capitalised by policy makers and stakeholders in the Project Area.

The objective of BIO2CARE is rather complex: to reinforce the administrative capacities of local authorities and bodies in a very crucial sector (Reinforcing protected areas capacity through an innovative methodology for sustainability) having major environmental and economic impacts locally and globally.

The benefit of the present Communication Plan is to give a basic structure for the staff in each project partner organisation for finding the most effective way to transfer the goals and contents of BIO2CARE to the representatives of each target group.

5. Target groups identification

When we are starting working on a Communication and Visibility Plan, the identification of Target groups, is one of the hardest tasks. During BIO2CARE drafting the partners had clarified a lot of issues that helped them a lot to choose a set of characteristics that should be further identified during project implementation. Those issues are (1) the definition of the targeted group, (2) the name of the targeted organisation or relevant body, (3) the estimated number of persons to address, (4) the most appropriate way/mean to use to communicate with and (5) the frequency of communication with it. It is clear that each BIO2CARE work package could have its own target group(s) to communicate and react with.

After processing tables no1 and 2, on questionnaires being filled by all partners, we are reaching the following findings:

Partners have declared that a total number of 9634 persons should be reached during the entire project lifetime. It must be clarified that this number sums the multiple times that project will reach a number of single persons, meaning that some persons will be contacted multiple times i.e. during implementation of one, two or three WPs. Consequently, the number of natural persons will be quite less.

Most important is the finding that partners declared an adequate number of institutions to target for communication activities, as furthermore in many cases they had clearly defined concrete target organisations. In some other cases partners choose to keep a level of flexibility describing only the type of targeted organisations.

Partners have target groups from a very wide spectrum of society, including academic/research community, experts in various fields, journalists, disabled persons, policy makers, administration personnel, local population / local community, visitors and local businesses etc.

Target Group	Organization/relevant body	Est. number of persons
Academic/Researchers	Aristotle University of Thessaloniki, University of Athens, University of Patras, Democritus University, EMMaTECH, FRI (NAGREF), Con-E-Ect UNESCO Chair	280
BG experts in the field of Protected areas	BG environmental NGOs	15
Businesses/Entrepreneurs	Private sector, from GEOTEE	500
Civil servants	Forestry Department, LIFE Greek Task Force, Ministry of Environment and Energy, Regional Department of Environment, Public sector	104
Disabled persons	Regional Federations of Persons with Disabilities in the Epirus and the Northern Ionian Islands, in Western Greece and the South Ionian Islands, in Thessaly, in Central Greece, in the Peloponnese, in the North Aegean and in the South Aegean Associations of Persons with Disabilities in West Attica, in Kefallinia and in Lefkada "ELPIDA". Prefectural Associations of Disabled Persons in Viotia and in Fokida.	N/A
Environmental experts	MOEW, Private sector	40
Experts from international PAs	Various – contacts of RNPd	20
Experts from other BG protected areas	MOEW/ PAs	70
Experts of other BG universities with similar scientific scope	BG universities	N/A
Experts working for local sustainable development	Local NGOs	33
Forestry experts	Regional structures of the Forestry Agency	10
International experts in the field of Protected areas	International environmental NGOs	40
International experts of similar scientific scope	Various – contacts of SWU experts	40
Journalists	Local, regional and national media	245
Local businesses	Producers of goods and suppliers of services from and near the BG project target area	33
Local people from the municipalities from South Rila	Local businesses, tourism-related	30
Management experts	Local municipalities, protected areas administrations, etc.	20

Management, monitoring and control experts	Other protected areas	30
Mass Media	Regional/National media	24
Mayors and officials of municipalities from South Rila	Municipal administrations of Blagoevgrad, Simitli, Razlog, Belitsa and Yakoruda	15
Municipal officials	From the municipal administrations around the project target area	33
NGOs	Private sector	76
Parents of disabled persons	Panhellenic Federation of Parents and Guardians of Disabled Persons	N/A
People with disabilities	Private sector	80
Policy makers / Politicians	From all institutions who have some relation to the future policies of protected areas management (Rila NP in particular), Ministry of Environment and Energy, Natura 2000 National Committee and Public sector	191
All visitors to the BG project area and people who live in it		2000
Potential users of the sustainability eco-labelling scheme	Producers of goods and suppliers of services from and near the BG project target area	50
Potential visitors to the BG project target area / Rila NP with special needs	N/A	500
Potential visitors to with special needs the BG project target area / Rila NP	N/A	1000
Regional development experts	District government of Blagoevgrad	5
Representatives of other local institutions from BG project area	Schools, museums, forestries, etc.	33
Residents	Within the boundaries of PAs	2075
Site managers	Management Bodies of selected Protected Areas	104
Stakeholders		20
Students		420
Tour operators offering alternative tourism products	Private companies	10
Tourist agents	At national level	27
Tourist agents	Within the boundaries of PAs	5
Tourist enterprises	Private sector	16
Tourists/Visitors	Within the boundaries of PAs	1200
Volunteers	NP EPAMATH	170
Young people who are not employees of RNPd	Students form environmental specialties / Earth sciences, including such with special needs	80
Est. number of persons		9634

Aforementioned table has been condensed to the following one presenting partners' selected target groups being grouped into bigger groupings in order to provide flexibility during project implementation as also to coordinate partners communication activities and to provide fewer target groups in order to facilitate project monitoring and to support project evaluation.

Target Group (big groupings)	Target Group (definition)
Academic/Research community	Academic/Research staff, Students
Experts	BG experts in the field of Protected areas, Environmental experts, Experts from international PAs, Experts from other BG protected areas, Experts of other BG universities with similar scientific scope, Experts of other RIEWs in BG, Experts working for local sustainable development, Forestry experts, International experts in the field of Protected areas, International experts of similar scientific scope, Management experts, Management, monitoring and control experts, Regional development experts, Site managers.
Journalists	Journalists, Mass Media
Disabled persons	Disabled persons and Parents of disabled persons
Policy makers	Policy makers, Politicians
Administration	Civil servants, Municipal officials, Representatives of other local institutions from BG project area
Local population / Local community	Residents, Local people from the municipalities from South Rila, Population of the BG project area, Non-Governmental Organizations, Stakeholders, Volunteers
Visitors	All visitors to the BG project area, Potential visitors with special needs to the BG project target area / Rila NP, Tourists/Visitors
Local businesses	Local businesses, Potential users of the sustainability eco-labelling scheme, Tour operators offering alternative tourism products, Tourist agents/Enterprises, Young people who are not employees of RNPd

Work packages communication needs

Another interesting finding is the intensity for communication activities each work package needs according to partners approaches. The following tables shows that WP2 and WP4, need the majority of communication effort due to the character of their contents. This has been expressed in terms of number of persons that each work package need. Partners had underlined the importance of disseminating the results from WP4 (Mitigating illegal activities and promoting protected areas Sustainable Development: Circular economy and Green Entrepreneurship), which is apparently, the BIO2CARE project main output.

Work Package	Est. number of persons	%
WP1 - Project Management & Coordination	26	0,27%
WP2 - Communication & Dissemination	4229	43,90%
WP3 - Integrated Management - Decision Support System	326	3,38%
WP4 - Mitigating illegal activities and promoting protected areas Sustainable Development: Circular economy and Green Entrepreneurship	3769	39,12%
WP5 - Integrated Approach - Policy Recommendation	1284	13,33%
Total	9634	100,00%

Target Groups Justification

As partners have justified a wide spectrum of target groups from specific academics, researchers, experts, administration staff and politicians to more generally described groups like the local population, local businessmen and visitors/tourists. Partners have targeted those groups for a lot of reasons. It is evident even it has never been told that BIO2CARE project adopts and applies the quadruple helix approach, involving/addressing both academia, public authorities, private entities either they are organized (businesses, groups of disabled persons), either they are not (natural persons as local population and visitors) and NGO's.

Consequently partners justification for Academic/Research community, says that this group can increase the scientific quality for some of the results (especially those related with the methodological framework) through discussion and exchange of knowledge.

Similarly, partners had chosen to address many experts originating from various fields and/or various positions as also to administration staff in order to increase their capacity for better decision making and applying BIO2CARE tools. Local entrepreneurs can benefit from BIO2CARE deliverables adopting practices and developing products and services implementing green entrepreneurship, as also they can potentially increase the environmental performance of their businesses. People working on tourism industry can benefit from the development of new touristic packages/services. Visitors, local population, students and specific groups like disabled persons can benefit from new improved access to specific natural parks and on many more after the dissemination of BIO2CARE outputs. NGOs can reach wider audiences and influence decisions towards environmental friendlier choices.

Justification (partners replies)
A key objective of BIO2CARE is make PAs more accessible and enjoyable to people with disabilities, thus including them in the project's works and results is essential.
A significant number of tourists visit annually the PAs having a noticeable impact to the carrying capacity of the area. Small changes in their behaviour (e.g. food choices, type of transportation) can lead to better environmental protection.

All approaches and methodologies under the project should be put to practice. This is one of the groups that can take part.
All managers of natural resources and owners of state lands, at least at the regional level, should be informed about new methodologies
Better management of human impacts over the environment are related in many cases to the people \ who visit environmentally important territories.
BIO2CARE results facilitate green entrepreneurship and can potentially increase the environmental performance of businesses. In that aspect they are a key target group for communication the results.
Communicating the results of BIO2CARE to (1) journalists is essential to reach wider audiences in local/regional/national levels thus increasing impact, to (2) especially those related to the development of the decision-making system, to policy makers and to site managers is necessary to ensure that project results will be applied in practice.
Disabled persons as potential users of accessible infrastructure developed by the project
Environment protection as a whole is ultimately for the environment itself but also for the people. So, people should be informed about environmental issues, or at least at the place they live in.
New developments should be realized at the tourist market, so tour operators must definitely be involved
NGOs can reach wider audiences and influence decisions towards environmental friendlier choices.
No visibility actions can be full without media participation
Parents of disabled persons as potential users of accessible infrastructure developed by the project
People working in local authorities can make a difference by taking into account the results of BIO2CARE while developing regional strategies, applying monitoring procedures and making decisions.
Reaching academics/researchers can increase the scientific quality for some of the results (especially those related with the methodological framework) through discussion and exchange of knowledge.
Residents are the key contributors to the ecological footprint of NPEMTH, since a significant number of lives within the boundaries of the PA. Raising the awareness of residents can lead to a major improvement of the environmental status of PA.
Results of BIO2CARE must be well communicated to environmental experts to increase their capacity for better decision making and applying BIO2CARE tools.
Rising awareness of students is necessary to achieve long-term impact.
The final project report with policy recommendations should reach those the recommendations are meant for
The project will develop, adapt and test methodologies that may be used in the work of (1) BG central bodies dealing with environment management and thus improve the whole process, (2) environmental NGOs and thus support environment protection in BG, (3) international environmental NGOs and thus support environment protection in the global field, (4) other (international) protected areas' administrations and thus support better environment management in the global scale, (5) other BG regional bodies dealing with environment management and thus improve the whole process, (6) other protected areas' administrations and thus support better environment management in BG, (7) other scientific and educational institutions in BG and thus support

environment protection in BG and (8) other scientific and educational institutions in the global scale and thus support environment protection as a whole.
There is a pilot measure directly related to this target group
These are the future users, partners and decision-makers. They should be involved as early as possible
These are the people who should be using the new products under D4.4
These are the people who would use the new software developed under p. 4.3.
Tourist agents can act as the mean to promote green tourism and communicate eco-friendly choices to tourists and people with disabilities.

Inevitably partners had declared their specific objectives while working with aforementioned groups. Project outputs dissemination, information about project activities, were among the most desirable objectives. Those had been coupled with a clear focus on improving capacity building by familiarising stakeholders with project methods and practices and by asking people to get informed and get involved.

Specific Objectives (partners replies)
Building capacity
Dissemination of results
Giving information and rising awareness
Inform potential users and motivate them to participate
Inform them about new developments and opportunities.
Inform them about practical scientific results from the project
Inform them about project results and hopefully inspire actions for policy improvements
Inform them about the new products and the opportunities they provide.
Prepare them to use the new software efficiently
Raise public awareness
Share information and experience and multiply project results
Simple information, rising awareness, attract them as visitors.
Stimulate sales / tourist visits to the newly developed infrastructure
Teach them about environment protection but also 'raise' friends of Rila NP and the environment as a whole
The group should be informed about new opportunities and stimulated to participate
Use media as carriers of project information
Visitors should be informed about new measures for better management of human impacts and should become – hopefully – more careful and caring.

6. Communication activities and tools chosen

In this chapter, the main activities that will take place during the period covered by the communication and visibility plan are presented analytically. In specific, the nature of activities and the responsibilities for delivering the activities are described, and all communication outputs to be produced are clearly stated. Also, details of advantages of particular tools (media, advertising, events, etc.) in the local context are included. The above are based on the results of the survey/questionnaire annexed in this communication plan.

To promote the Bio2Care project and disseminate its results, as well as to effectively disseminate the project's aims and results to its target groups, a variety of communication activities and tools will be used. These means are grouped into the following four categories:

- Printed, audiovisual and electronic material
- Mass media
- Website and social media
- Meetings, events and seminars

The variety of means that can be utilized under each category is very high. In the context of the proposal and as it has been specified in the process, the Project Partners have finalized the tools they will use for effective communication. These tools per category are presented in Table 6.1 below.

Table 6.1. Communication activities and tools used to effectively disseminate the project's aims and results to its target groups, per category.

Categories	Activities and tools
Printed, audiovisual and electronic material	Project leaflet
	Visibility banner
	Promotional poster
	Project flyer
	Brochure with project results
	Promotional fanny pack
	Promotional cinch pack (backbag)
	Promo video
	TV spot
	Radio spot
Mass media	Press Releases
	Media Boxes
Website and social media	Project website (and partners' websites)
	E-newsletter
	Project Facebook, Twitter, Instagram
Meetings, events and seminars	Participation in external events
	Closing seminar

	Journalist event
	Project presentations
	Stakeholder meetings – Info meetings
	Raising awareness and communication campaign for seminars
	Workshops
	Information and training days
	Final event

All project partners are involved in the implementation of the communication and publicity actions of the project. Every communication activity has a partner, responsible for its implementation, yet other partners may be involved in the implementation of this same activity, as supporting partners or participating in its implementation. These communication activities and tools per responsible project partner are presented in Table 6.2 below.

Table 6.2. Communication activities and tools per responsible project partner.

Project Partner	Communication activities and tools
LB	Promotional fanny pack
	Project leaflet
	Promo video
	E-newsletter
	Participation in external events
PB3	Raising awareness and communication campaign for seminars
PB4	Promotional cinch pack
PB5	Website
PB6	Project's Facebook, Twitter, Instagram
	Final event
PB7	TV spot
	Radio spot
	Media boxes
	Closing seminar
	Journalist event
	Project presentations
	Stakeholder meetings - Info meetings
	Workshops
	Information and training days
PB8	Contribution and support to all events organized by other BG partners
PB9	Visibility banner
	Promotional poster
	Project's flyer

	Brochure with project results
	Workshops



The communication activities and tools of Bio2Care project per responsible project partner and the role of involved partners are presented in Table 6.3 below.

Table 6.3. Responsible partner and other partners involved in the implementation of each communication activity/tool.

Communication activities and tools	Responsible Project Partner	Involved Project Partners and their role
Promotional fanny pack	LB	-
Project leaflet	LB	All: provide information
Promo video	LB	-
E-newsletter	LB	PB4: design of template lay out PB9: collect and process info from BG partners; contribute to final editing; translate contents to Bulgarian All: contributing to the writing up
Participation in external events	LB	PB6: provide contribution PB9: provide contribution
Raising awareness and communication campaign for seminars	PP3	-
Promotional cinch pack	PB4	-
Website	PB5	All: provide contribution to the content
Project's Facebook, Twitter, Youtube	PB6	All: provide contribution to the content
Final event	PB6	-
TV spot	PB7	-
Radio spot	PB7	-
Media boxes	PB7	-
Closing seminar	PB7	-
Journalist event	PB7	-
Project presentations	PB7	-
Stakeholder meetings - Info meetings	PB7	-
Workshops	PB7	-
Information and training days	PB7	-
Visibility banner	PB9	All: approval of concept/design
Promotional poster	PB9	All: approval of concept/design
Project's flyer	PB9	All: approval of concet/design
Workshops	PB9	-

In the present chapter, every communication activity and tool mentioned in the project proposal has been further defined/analyzed and fully specified. This further analysis of each communication activity, tool and material as well as the responsible partner and all involved partners to undertake its implementation are shown in Table 6.4, below.

Table 6.4. Communication activities and tools per responsible project partner and the role of the involved partners, short description and deliverables

Communication activities and tools		Partner		Short Description	Del. No	No of copies / pieces
		Responsible	Involved			
Printed, audiovisual and electronic material*	Preparatory actions for promo material	PB4	-	Writing up of all project promo material (i.e. specifications on the visibility aspects)	2.4.3	1
	Preparatory actions for promo material	LB	-	Designing leaflet and relevant promo material, collect and provide info for video etc.	2.1.3	1
	Promotional fanny pack 	LB	-	One main zippered main compartment One extra hidden rear zippered pocket Adjustable polyweb waist belt. 14" x 6" x 3" Waist size is up to 50 inches	2.1.3	100
	Promotional cinch pack 	PB4	-	Promotional polyester cinch pack with durable 190T polyester construction and contrasting simulated leather reinforcement black trim at the corners. Dimension: 36 x 40cm. Large imprint area: 2colors, 239 x 250mm.	2.4.3	400
	Visibility banner	PB9	Approval of concepts/designs by other partners	Banners format max 200x80 cm, colours 4+0, vinyl plus metal stand, in English	2.9.3	2
	Promotional poster	PB9	Approval of concepts/designs by other partners	Posters format 50x70 cm, colours 4+0, in English and Bulgarian	2.9.3	2000
	Project flyer	PB9	Approval of concepts/designs by other partners	Flyers format 1/3 of A4, colours 4+4, three-lingual (Bulgarian, Greek, English)	2.9.3	4000
	Brochure with project results	PB9	Approval of concepts/designs by other partners	Brochure format max. A5, colours 4+4, pages 24; three-lingual (BG-GR-ENG)	2.9.3	2800
	Project leaflet	LB	All (providing information)	Printing of a promotional leaflet presenting the actions of BIO2CARE Project	2.13	2000
	Promo video	LB	-	Creation of a promotional video (approximately 5 minutes long), for use on the social media profiles of BIO2CARE and other purposes. Short description of BIO2CARE project, and the areas of interest (In English and Greek)	2.1.3	2

	TV spot	PB7	-	TV spot min. 100''. The clip will reflect the results achieved on the project	2.7.2	1
	Radio spot	PB7	External contractor	Radio spot min. 30''. The clip will reflect the results achieved on the project	2.7.2	1
Mass media**	Press-releases	PB9	All BG partners to provide contribution	Short information about project progress / achievements / results to be sent periodically to BG local, regional and national media for all BG partners together	All	At least 4 (every 6 months); plus individual for special occasions
	Media boxes	PB7	External contractor	Publications in web site / newspaper. The publications will be published at the beginning / after the third Steering comity meeting/ of the project and at the end of the project and will aim to inform stakeholders and provide up-to-date information to the general public about the progress of the project and the results achieved.	2.7.2	2
Website and Social Media***	E-newsletter	LB	All partners contributing to the writing up of 4 newsletters PB4: design template and lay out PB9 to collect and process info from all BG partners; contribute to final editing; translate contents into Bulgarian		2.2	4 issues
	Project profiles in Facebook, Twitter, Instagram	PB6	All partners contributing to the content PB6 to appoint external contractor	Create and maintain project profile in selected social media; publish regular information about project progress, project topics and project partners	2.6.4	3 profiles at least; min. 1 publication in every month
	Web-site	PB5	All partners contributing to the content PB9 to appoint external contractor	Create and maintain project web-site answering guiding international principles for accessibility. Fill it in with contents and keep it up to date with any regular information concerning the project.	2.4	1 web-site, constant update
Meetings, events,	Presentation of the project at external events	LB	PB6 and PB9 to provide contributions	Participation in external events (scientific conferences), where the targets and results of BIO2CARE will be presented.	2.5	3 external events
	Closing seminar	PB7	Appointment of external logistics contractor	Rila National Park will hold a seminar for 50 participants in the newly built visitor information	2.7.1	50 packs

				center in Blagoevgrad, which will reflect the results of the project. Visibility material: participants' pack - : manual -format A4, in color, 5-8 pages, flash – 8 Gb, folder- format A4, pen and notepad, Flyers format 1/3 of A4, colors 4+4, three languages (Bulgarian, Greek, English).		
	Journalist event	PB7	External contractor	Branded materials for participants: manual A4 3-4 pages in colour; flash 4 or 8 Gb, folder A4; pen and notepad; badge; eco-bag for A4 documents	2.7.3	20 packs
	Presentations of methodological framework	PB7	Appointment of external logistics contractor	Organizing and conducting of 2 rounds for presentation of the results from the implementation of the methodological framework within a potential tourist product "Destination South RILA". Branded info packs incl.- manual - format A4 in colours, 5-8 pages; flash – 4 Gb, folder- format A4, pen and notepad, Flyers format 1/3 of A4, colors, three languages (Bulgarian, Greek, English).	3.7.3	30 packs
	Info meetings	PB7	Appointment of external logistics contractor	Organizing and conducting of 2 information meetings with representatives of stakeholders from the municipalities of Blagoevgrad, Simitli, Razlog, Belitsa and Yakoruda to their inclusion in the development of common tourist product with project name "Destination South RILA". Branded info packs - manual format A4 in color, 5-8 pages, flash – 4 Gb, folder- format A4, pen and notepad, Flyers format 1/3 of A4, colors, three languages (Bulgarian, Greek, English),	3.7.4	30 packs
	Raising awareness and Communication Campaign for seminars	PB3	Appointment of external contractor	Raising awareness and Communication Campaign for seminars: - Identification of focus groups interested to BIO2CARE project - Campaign design and organisation regarding the project training seminars and workshop	2.3.3	1 report 2 press releases, 2 Agendas, 2 Application/ Google Forms, 2 post training Press Releases with results & photos
	Two (2) targeted workshops regarding biodiversity preservation, circular economy and symbiotic activities	PB7 PB9	Appointment of external logistics contractors	Two workshops for presenting concepts and results from studies under the project; total of 80 participants in the first one; total of 30 people in the second Branded participants' packs: manual -format A4 in color, up to 10 pages; flash – 8 Gb, folder- format	5.7.2 5.9.2	80 packs 30 packs

				A4, pen and notepad, Flyers format 1/3 of A4, colors, three languages, (Bulgarian, Greek, English); eco bags for A4 documents.		
	Two (2) targeted workshops regarding BIO2CARE labelling scheme	PB9	Appointment of external logistics contractor	Two workshops for presenting concepts and results from studies under the project; total of 40 participants. Branded info packs - manual -format A4 in color, up to 10 pages; flash – 8 Gb, folder-format A4, pen and notepad, Flyers format 1/3 of A4, colors, three languages, (Bulgarian, Greek, English)	5.9.3	40 packs
	Information and training days	PB7	Appointment of external logistics contractor	6 information and training days for people with disabilities. Publication of brochure standard and brochure standard in Braille	5.7.4	30 brochure standard, 30 brochure standard in Braille BG, 30 brochure standard in Braille ENG
	Final event	PB6	Appointment of external contractor	Event for presenting the results and policy recommendations. Branded info-packs: manual - format A4 in color, up to 10 pages; flash – 8 Gb, folder- format A4, pen and notepad, small souvenir	5.6.5	40 packs

7. Monitoring and Evaluation - Indicators of achievements

Findings

Based on findings from partners replies on relevant questionnaire, we are realising that there is a common perception among partners about project monitoring and evaluation. Partners, had returned questionnaires, setting 3-4 indicators per each subject (Media Impact, Events Impact, Website Impact and Project/Deliverables related Impact).

A) Media Impact:

Evaluating the impact of BIO2CARE project, in national and regional press, is an important tool. Press monitoring will ensure that no reference to the BIO2CARE project in the media will go unnoticed. The monitoring will be organized in cooperation with all partners and, when relevant, with other cross-border or transnational programmes. A **press book**, including the main articles published, could be developed on a yearly basis. All eight partners, took part on the survey, returning specific section filled. There is a general consent that (1) the number of articles/ publication/ publications (printed), published in media regarding BIO2CARE, (2) the number of broadcasts/ appearances in digital media about the project, (3) the number of journalists participating in BIO2CARE events and (4) the number of Press Releases issued, are partners' main concerns. Number of people the media has reached, is another concern, which should be said, is much more difficult to measure, as it is based on calculations based on media daily/ weekly/ monthly circulation, which is an indirect method.

Partners answers, are the following:

- Number of articles published in media regarding BIO2CARE
- Number of search results in Google engine using the keyword BIO2CARE
- Number of journalists participating in BIO2CARE events
- 10 articles published in media regarding BIO2CARE
- 5 participants in events/meetings
- Number of Press Releases issued
- Number of publications during project lifetime
- Number of appearances in digital media during project lifetime
- Number of people the media has reached
- Number of publications (printed) about the project
- Number of broadcasts about the project
- Number of web publications about the project

B) Events Impact:

Events are a good occasion to measure and analyze the efficiency of communication. All nine partners, took part on the survey, returning specific section filled. There is a general consent that (1) the number of participants in BIO2CARE events/training sessions, (2) the number of target groups involved in the events/training sessions, (3) the number of events organized and (4) the audience satisfaction rate attending BIO2CARE events, are partners' main concerns. Aforementioned indicators constitute an interesting mixture of quantitative and qualitative indicators, that should be adopted, for the benefit of the project.

Partners answers, are the following:

- Number of participants in BIO2CARE events/training sessions
- Number of target groups involved in the events/training
- Number of events organized
- 150 participants in events/meetings
- 5 number of articles published in media regarding events BIO2CARE
- Number of events throughout project lifetime
- Persons attended events
- Events audience satisfaction rate

C) Website Impact:

All nine partners, took part on the survey, returning specific section filled. There is a general consent that (1) the number of single/unique visitors on the BIO2CARE website, (2) the number of views/comments/likes on social media, (3) the number of visitors registered to receive BIO2CARE newsletter, (4) the number of hits per month in project website, project social media and (5) the number of downloads per month, are partners' main concerns. It is evident that partners, are deeply caring both about project's media attractiveness in terms of number of visitors and visits, but also in terms of the value of those media content, counting the number of files being downloaded.

Partners answers, are the following:

- Number of visitors on the BIO2CARE website
- Number of views/comments/likes on social media
- Number of visitors registered to receive BIO2CARE newsletter
- *500 visitors on the BIO2CARE website*
- Single visitors per month
- Hits per month (in project website, project social media etc)

- Downloads per month

D) Project/Deliverables related Impact:

Eight out of eighth partners, have returned specific section filled. There is a general consent that (1) the number of promo materials/copies disseminated to target groups, (2) the number of Disabled persons' associations that showed interest to project deliverables and (3) the number of Disabled persons as potential visitors, are partners' main concerns. Partners have proposed some indicators, that are not related to Communication Plan monitoring and evaluation, as the number of studies/tools produced, the number of target groups the deliverables have reached and so on. Those indicators, will be part of the project evaluation work. Also, some indicators, being proposed to this section, have already being covered on other sections, like the number of downloads of studies and tools produced by BIO2CARE, while some others like the number of people participating in the production of the deliverable and the number of people the deliverables have reached, are quite difficult to measure in a securely way.

Partners answers, are the following:

Number of downloads of studies and tools produced by BIO2CARE

Number of promo materials/copies disseminated to target groups

Number of studies/tools produced

Number of Disabled persons' associations that showed interest to project deliverables
 (justification: questionnaire addressing Disabled persons' associations)

Disabled persons as potential visitors (justification: freely filled questionnaire on NCDP website addressing NCDP website audience)

Number of people participating in the production of the deliverable

Number of people the deliverables have reached

Number of target groups the deliverables have reached

Conclusion - Proposals

It is suggested to partnership that a small but comprehensive number per subject, should be monitored during project implementation, in order not to burden partners with extra workload, but in the same time to monitor project implementation effectively, securing project proper delivery and optimising project's impact value.

A) Media Impact

The following indicators, are proposed to be monitored:

- (1) the number of articles/ publication/ publications (printed), published in media regarding BIO2CARE,

(2) the number of broadcasts/ appearances in digital media about the project,

B) Events Impact:

The following indicators, are proposed to be monitored:

- (1) the number of participants in BIO2CARE events/training sessions,
- (2) the number of target groups involved in the events/training sessions,
- (3) the number of events organized,
- (4) the audience satisfaction rate attending BIO2CARE event.

C) Website Impact:

The following indicators, are proposed to be monitored:

- (1) the number of single/unique visitors on the BIO2CARE website,
- (2) the number of views/comments/likes on social media,
- (3) the number of visitors registered to receive BIO2CARE newsletter,
- (4) the number of hits per month in project website, project social media
- (5) the number of downloads per month.

D) Project/Deliverables related Impact:

The following indicators, are proposed to be monitored:

- (1) the number of promo materials/copies disseminated to target groups,
- (2) the number of Disabled persons' associations that showed interest to project deliverables,
- (3) the number of Disabled persons as potential visitors.

Consequently, the nomenclature of Communication Plan indicators monitoring, could be organised as follows:

Subject	Indicator Code	Indicator title
Media Impact	CP.A.1	Articles/ publications, either in printed media or in electronic mass media, published, regarding BIO2CARE project (scientific papers not included)
	CP.A.2	Broadcasts/ appearances in digital media about BIO2CARE project
Events Impact	CP.B.1	Participants in BIO2CARE events/training sessions
	CP.B.2	Target groups involved in the events/training sessions
	CP.B.3	Events organized
	CP.B.4	Audience satisfaction rate attending BIO2CARE event
Website Impact	CP.C.1	Single/unique visitors on the BIO2CARE website,
	CP.C.2	Views/comments/likes on social media,
	CP.C.3	Visitors registered to receive BIO2CARE newsletter
	CP.C.4	Hits per month in project website, project social media

	CP.C.5	Downloads per month
Project/ Deliverables related Impact	CP.D.1	Promo materials/copies disseminated to target groups
	CP.D.2	Disabled persons' associations that showed interest to project deliverables
	CP. D.3	Disabled persons as potential visitors

Media Impact Indicators monitoring

Indicator Code	CP.A.1			
Indicator title	Articles/ publications, either in printed media or in electronic mass media, published, regarding BIO2CARE project (scientific papers not included)			
Indicator description	Every kind of article or publication being published, with the initiative of partners or not, published either in printed media (newspapers, magazines) or in electronic mass media (newspapers and magazines websites, blogs etc), regarding BIO2CARE project. Scientific papers will not be included, as we are measuring impact, to non-specialised audience i.e. general public and stakeholders.			
Unit	Number			
Mean of verification	Press clipping, partners Media offices			
Reporting frequency	Twice, in the middle and at the end of project life time			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Indicator Code	CP.A.2			
Indicator title	Broadcasts/ appearances in digital media about BIO2CARE project			
Indicator description	Every kind of partners staff appearance, on local, regional, national electronic mass media (TV, radio, webinars, media channels on internet etc), introducing project to general audience			
Unit	Number			
Mean of verification	Press clipping, partners Media offices, searches on internet			
Reporting frequency	Twice, in the middle and at the end of project life time			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Events Impact Indicators monitoring

Indicator Code	CP.B.1			
Indicator title	Participants in BIO2CARE events/training sessions			
Indicator description	All kind of participants, attending BIO2CARE events and trainings sessions.			
Unit	Number			
Mean of verification	Calculations on events and trainings sessions participants lists.			
Reporting frequency	Twice, in the middle and at the end of project life time			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Indicator Code	CP.B.2			
Indicator title	Target groups involved in the events/training sessions			
Indicator description	All type of target groups that events and trainings sessions participants are representing			
Unit	Number			
Mean of verification	Calculations on events and trainings sessions participants lists.			
Reporting frequency	Twice, in the middle and at the end of project life time			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Indicator Code	CP.B.3			
Indicator title	Events organized			
Indicator description	Every kind of events and training sessions that partners have been organising.			
Unit	Number			
Mean of verification	Calculations on events and trainings sessions participants lists.			
Reporting frequency	Twice, in the middle and at the end of project life time			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Indicator Code	CP.B.4			
Indicator title	Audience satisfaction rate attending BIO2CARE event			
Indicator description	The level of participants' satisfaction, after attending the event/seminar			
Unit	Percentage			
Mean of verification	Calculations on evaluation sheets being distributed to events and trainings sessions participants.			
Reporting frequency	Twice, in the middle and at the end of project life time			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Website Impact Indicators monitoring

Indicator Code	CP.C.1			
Indicator title	Single/unique visitors on the BIO2CARE website			
Indicator description	Single/unique visitors on the BIO2CARE website, identified by their IP address (total visitors, visitors per semester, increase rate per semester)			
Unit	Number and percentage			
Mean of verification	Website automated statistics			
Reporting frequency	Two times per year i.e. four times during project lifetime			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Indicator Code	CP.C.2			
Indicator title	Views/comments/likes on social media			
Indicator description	Total number of Views/comments/likes on BIO2CARE social media			
Unit	Number			
Mean of verification	Social media automated statistics			
Reporting frequency	Two times per year i.e. four times during project lifetime			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

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Indicator Code	CP.C.3			
Indicator title	Visitors registered to receive BIO2CARE newsletter			
Indicator description	Registrations for receiving BIO2CARE newsletter (total registered, registrations per semester, increase rate per semester)			
Unit	Number and percentage			
Mean of verification	Website automated statistics			
Reporting frequency	Two times per year i.e. four times during project lifetime			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Indicator Code	CP.C.4			
Indicator title	Hits per month in project website, project social media			
Indicator description	Visitors hits per month in project website, project social media (total hits, hits per semester, increase rate per semester)			
Unit	Number and percentage			
Mean of verification	Website automated statistics			
Reporting frequency	Two times per year i.e. four times during project lifetime			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Indicator Code	CP.C.5			
Indicator title	Downloads per month			
Indicator description	Files being downloaded by visitors (total downloads, downloads per semester, increase rate per semester)			
Unit	Number and percentage			
Mean of verification	Website automated statistics			
Reporting frequency	Two times per year i.e. four times during project lifetime			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

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Project/ Deliverables related Impact Indicators monitoring

Indicator Code	CP.D.1			
Indicator title	Promo materials/copies disseminated to target groups			
Indicator description	Total quantities of every kind of promo materials being disseminated to various target groups			
Unit	Number			
Mean of verification				
Reporting frequency	Twice, in the middle and at the end of project life time			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

Indicator Code	CP.D.2			
Indicator title	Disabled persons' associations that showed interest to project deliverables			
Indicator description	All Disabled persons' associations that expressed their interest to project deliverables			
Unit	Number			
Mean of verification	Disabled persons' associations correspondence with partners			
Reporting frequency	Twice, in the middle and at the end of project life time			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)



Indicator Code	CP. D.3			
Indicator title	Disabled persons as potential visitors			
Indicator description	Disabled persons that have been informed about BIO2CARE activities <u>and</u> have expressed their interest to visit in a foreseeable time, sites where small infrastructures have been deployed, by BIO2CARE.			
Unit	Number			
Mean of verification	Disabled persons' associations reports and/or questionnaires to Disabled persons			
Reporting frequency	Twice, in the middle and at the end of project life time			
Target value	Value achieved (middle)	Implementation rate (middle)	Value achieved (end)	Implementation rate (end)

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8. Human and Financial Resources

Once the project communication activities and tools have been defined, the human and financial resources required for the implementation of the current communication plan are analysed in the present chapter. Specifically, in the table below (Table 8.1), the Persons or Manmonths or number of external assistance experts required for the implementation of the communication activities and the members of the management team responsible the implementation are shown. Also, the budget required to implement the communication activities (in absolute figures) is given.

Table 8.1. Human and financial resources required for the implementation of the communication activities and tools (per project partner).

Communication activities and tools		Partner		Del. No	No of copies / pieces	Budget (euros)	Estim. persons / manmonths
		Responsible	Involved				
Printed, audiovisual and electronic material*	Preparatory actions for promo material	PB4	-	2.4.3	1	1500	1 staff member (0,50m/m)
	Preparatory actions for promo material	LB	-	2.1.3	1	3000	1 staff member
	Promotional fanny pack 	LB	-	2.1.3	100	1000	1 ext. expert
	Promotional cinch pack 	PB4	-	2.4.3	400	1680	1 ext. expert
	Visibility banner	PB9	Approval of concepts/designs by other partners	2.9.3	2	300	1 ext. expert
	Promotional poster	PB9	Approval of concepts/designs by other partners	2.9.3	2000	1400	1 ext. expert
	Project flyer	PB9	Approval of concepts/designs by other partners	2.9.3	4000	800	1 ext. expert
	Brochure with project results	PB9	Approval of concepts/designs by other partners	2.9.3	2800	2800	1 ext. expert

Communication activities and tools	Partner		Del. No	No of copies / pieces	Budget (euros)	Estim. persons / manmoths
	Responsible	Involved				
Project leaflet	LB	All (providing information)	2.13	2000	2000	1 ext. expert
Promo video	LB	-	2.1.3	2	500	2 staff members
TV spot	PB7	-	2.7.2	1	363	1 ext. expert
Radio spot	PB7	External contractor	2.7.2	1	187	1 ext. expert
Mass media**	Press-releases	PB9	All BG partners to provide contribution	All	At least 4 (every 6 months); plus individual for special occasions	-
	Raising awareness and Communication Campaign for seminars (organised within the project)	PB3		2.3.3	9	1 ext. expert
	Media boxes	PB7	External contractor	2.7.2	2	550
						N/A
Website and Social Media***	E-newsletter	LB	All partners contributing to the writing up of 4 newsletters PB4: design template and lay out PB9 to collect and process info from all BG partners; contribute to final editing; translate contents into Bulgarian	2.2	4 issues	LB: 3.500 PB3: 400 PB4: 3.900 PB9: 3500
	Project profiles in Facebook, Twitter, Instagram	PB6	All partners contributing to the content PB6 to appoint external contractor	2.6.4	3 profiles at least; min. 1 publication in every month	5000
	Web-site	PB5	All partners contributing to the content PB9 to appoint external contractor	2.4	1 web-site, constant update	PB9: 5300
Meetings, events, seminars	Presentation of the project at external events	LB	PB6 and PB9 to provide contributions	2.5	3 external events	LB: 4750 PB6: 4000 PB9: 3400
	Closing seminar	PB7	Appointment of external logistics contractor	2.7.1	50 packs	945
	Journalist event	PB7	External contractor	2.7.3	20 packs	305
	Presentations of methodological framework	PB7	Appointment of external logistics contractor	3.7.3	30 packs	876.71
	Info meetings	PB7	Appointment of external logistics contractor	3.7.4	30 packs	753.90

Communication activities and tools	Partner		Del. No	No of copies / pieces	Budget (euros)	Estim. persons / manmoths
	Responsible	Involved				
Raising awareness and Communication Campaign for seminars	PB3	Appointment of external contractor	2.3.3	1 report 2 press releases, 2 Agendas, 2 Application/ Google Forms, 2 post training Press Releases with results & photos	2000	1 ext. expert
Two (2) targeted workshops regarding biodiversity preservation, circular economy and symbiotic activities	PB7 PB9	Appointment of external logistics contractors	5.7.2 5.9.2	80 packs 30 packs	PB7 – 1600 PB9 - 600	1 ext. expert 1 ext. expert
Two (2) targeted workshops regarding BIO2CARE labelling scheme	PB9	Appointment of external logistics contractor	5.9.3	40 packs	600	1 ext. expert
Information and training days	PB7	Appointment of external logistics contractor	5.7.4	30 brochure standard, 30 brochure standard in Braille BG, 30 brochure standard in Braille ENG	1354.20	1 ext. expert
Final event	PB6	Appointment of external contractor	5.6.5	40 packs	600	1 ext. expert

A total of 29 communication activities and tools will be designed, produced and/or implemented during the project duration. Most of them are under the responsibility of PB9 (24%) who is in charge of the Work Package 2 in total (Communication and Dissemination), PB7 (31%) and LB (21%) while PB3, PB4, PB6 are responsible for the least of them (7% each) and PB5 is responsible only for the implementation of one communication activity (3%).

9. Timetable

Visibility activities will expand throughout the duration of the BIO2CARE project (24 months) but naturally will be concentrated in the second project year as there will come the deliverables that serve as a basis for information to share. It is proposed to arrange the implementation of the Communication Plan, as follows:

WP 2.1: Preparation of one (1) communication plan

Apart from the current document itself, this deliverable includes a closing seminar for 50 participants organized by PB7. It is proposed that the event takes place towards the end of the project which is logical. At least 2 weeks preparation are required.

WP 2.2: Preparation of four (4) newsletters in three languages

It is proposed that the 4 newsletters come in December 2018 (general project presentation), January 2019 (mid-project implementation and news), July 2019 (most of small infrastructure developments) and October 2019 (overall project implementation and results). General newsletter 'template' has been prepared. At least two-weeks preparatory phase is required.

WP 2.3: Promo material in three languages

It is proposed that the bulk of promo material (fanny pack, cinch pack, project flyer posters, visibility banners and leaflets) are produced between December 2018 and February/March 2019, so that there is enough time left for dissemination. Same applies for the project promo video (at this point a TV spot has already been produced by PB7 and broadcasted in BG). A radio spot and brochure with project results are naturally to appear towards the project end. At least two-weeks preparatory phase is required for each material.

Since there is no special deliverable assigned for press-releases and media boxes (publications) apart from social media, we have added these to D2.3. Initial pre-release has been disseminated in BG after the project kick-off meeting, in Chrisoupolis, Greece. Second press-release has been disseminated in BG after the 1st JSC meeting in Blagoevgrad in April 2018 and third one – after the 2nd JSC meeting in Xanthi, Greece in October. At least two more press-releases will be issued and sent to target media – after the 3rd JSC meeting in Blagoevgrad in April 2019 and around the Final project meeting in Porto Lagos in October 2019.

WP 2.4: One (1) Project website and one (1) media social campaign

Project web-site has been launched in the second project period and will be operated by PB5 till the project end when it will be decided how to manage it further. It is proposed that project news and products appear on the site in English (translations into BG and GR as decided by partners for every individual occasion) right after their production. For each entry, at least 2 days preparation period is required.

It is suggested that social media profiles of the project (Facebook, Twitter, Instagram) are made most of starting January 2019, with at least two entries in each profile per month per country, till the end of the project in October 2019. For each entry, at least 2 days preparation period is required.

WP 2.5: Three (3) presentations/contributions to external events

One presentation has already been made by the LB (Gaidajis G., Angelakoglou K. and Kakanis I. “Rethinking management of protected areas towards a circular economy – The BIO2CARE project”) at ECOCITY forum 2018, Athens 3-5 October 2018. It is proposed that one more presentation is made in Greece and one in Bulgaria whenever there are suitable venues but within the project deadline and within the Greece-Bulgaria CBC Programme eligible area. Suggestions for and selection of the event should be made at least 2-3 months in advance.

WP 3.3: One (1) report including results from the implementation of the methodological framework in two intervention areas

PB7 has already conducted presentations of the Methodological Framework for assessing the environmental status of the examined area through the estimation of holistic environmental sustainability indicators (carrying capacity, ecological footprint, carbon footprint, water footprint) in Destination South Rila, in August 2018. Preparation started the previous month.

WP 3.4: One (1) case study/model assessing the symbiotic potential of the existing and future activities within the examined areas & One (1) comparative study based on the Life Cycle Approach, presenting the benefits of circular economy for the environment (existing situation vs symbiotic situation)

PB7 has already conducted presentations of the Life Cycle Approach and the benefits of circular economy for the environment, in Destination South Rila, in October 2018. Preparation started the previous month.

WP 4.2: Pathways for recreational purposes and birdwatching for handicapped and disabled

PB7 has started the construction of a small Visitor Center accessible to all with a public ceremony in October 2018. It is proposed they hold an opening ceremony for the ready Visitor Center in April 2019. Time required for preparation is at least 10 days.

WP 5.2: Two (2) targetted workshops regarding biodiversity preservation, circular economy and symbiotic activities

It is proposed that both workshops are organized in July-August 2019 for presenting concepts and results from studies under the project’s WP3; total of 80 participants in the first one; total of 30 people in the second. Branded packs will be produced for all as a visibility measure. At least one month preparation is needed for both events.

WP 5.3: Two (2) targetted workshops regarding BIO2CARE labelling scheme

It is proposed that both workshops are organized in July-August 2019 for presenting concepts and results from studies under the project’s WP4; total of 40 participants. Branded packs will be produced for all as a visibility measure. At least one month preparation is needed for both events.

WP 5.4: ESAMEA visiting and promoting the new pathways

It is proposed that PB7 conducts its 6 information and training days for people with disabilities, for the promotion of new accessible tourist path in August 2019 when the path should be ready. It will be accompanied by publication of brochure standard and brochure standard in Braille. Preparatory activities will require at least a month.

PB5 will undertake a campaign for promoting new accessible visitor infrastructure after its completion; so it is proposed that first the publicity/communication materials are produced (e.g., maps, special labeling, promotional material, etc.), and then networking activities and promotional event organization take place.

WP 5.5: One (1) report with Results and Policy recommendations

It is proposed that PB6 organizes the event for presentation of the report towards the end of the project, so that the report is ready and covering all lessons learnt from the project. At least two weeks preparation is needed for this event.

WP's and communication means	2017	2018												2019											
	Months																								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
WP 2																									
WP 2.1: Closing conference																							...	✓	
WP 2.2: Newsletters													...	✓	✓					...	✓		...	✓	
WP 2.3: Promo materials											...	✓	...	✓	✓	✓	✓					✓	
Press-releases	✓					✓							✓					✓						✓	
WP 2.4: Web site and social media campaign			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
WP 2.5: Presentations at external events															✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
WP 3																									
WP 3.3: Presentations in South Rila									...	✓															
WP 3.4: Presentations in South Rila											...	✓													
WP 4																									
WP 4.2: Events for small infrastructure in BG											...	✓					...	✓							
WP 5																									
WP 5.2: Two workshops for results from WP3																				...	✓	✓			
WP 5.3: Two workshops for results from WP4																				...	✓	✓			
WP 5.4: Promotion of accessible pathways																					...	✓	✓	✓	
WP 5.5: Policy recommendations																							...	✓	

Legend: ☐ preparation, ☒ delivery

10. Information and Publicity Guidebook

The Guidebook on information and publicity is prepared for the final beneficiaries involved in Projects funded by the **Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme¹**, co-funded by the European Regional Development Fund (ERDF) and national funds of the participating countries to be able to comply with the Regulation (EC) 1303/2013 and Commission implementing regulation (EU) 821/2014.

This guidebook covers the way the EU identity and the Projects should be promoted. It is presenting the requirements and guidelines for briefings, written material, press conferences, presentations, invitations, signs, and commemorative plaques etc.

The guidebook can be updated or/and revised during the Programming Period, so the final beneficiaries are strongly advised to be in contact with the Communication Officer of the Programme for all issues that concern Information and Publicity.

The general goals of I&P actions with regard to EU funding are:

- To acknowledge the role and support provided by the EU Funds.
- To promote understanding of the objectives and achievements of interventions co-funded by the EU.

The objectives of any I&P actions concerning Interreg co-funded Projects should be the following:

- **Awareness:** Highlighting of the role of the EU and the Structural Funds of the European Union for the general public and the promotion of the added value of EU participation in the co-funded Projects;
- **Transparency:** Ensuring transparency as far as access to the Funds is concerned.
- **Equal opportunities and non-discrimination:** Ensure accessibility and as far as visibility implementation is concerned.

Visual identity - Logo

The Project logo is an important part of the visual identity and should be used in all Project outputs. All Project beneficiaries must use the following logo template adjusted to each project.



The use of a motto is optional however strongly recommended. The file and the technical details of the logo format will be provided by the Joint Secretariat and will be also available on the Programme's website.

In order to mark objects and to indicate the European Union's contribution, all Projects or activities financed from the Programme's funds have to be marked with the logo. These objects include:

- Buildings;
- Events;
- Machinery;
- Equipment;
- Publications;
- Information and advertising material;
- Digital information carriers and material;
- Television shows, articles and other texts in a technically possible and suitable manner;
- Advertisements in print or digital media;
- Souvenirs.

The logo should be used in ALL I&P material. This includes .doc, .pdf, .ppt or similar documents, as well as information made available by electronic means and audio-visual material. The logo must always be visible. In case it is not possible to mark the produced material with the logo due to distinctive features of this material, at least emblems of and reference to the European Union must be provided.

Information and communication material such as publications, newsletters, brochures etc must contain a clear indication of the EU's participation on the title page. Publications should include references to the body responsible for the information.

On digital information carriers the logo is placed on front page, in introductory scene or picture, and also on the packaging (e.g. packaging of a CD, DVD etc.).

Project Partners are obliged to send any I&P material to the Communication Officer of the Joint Secretariat.

The logo must be placed on an object financed from or completed with the help of the Programme funds immediately after acquiring or completing the object, except for objects on which the logo has been placed already during production. In case construction or other activities are carried out within the Project, the object must be marked with the logo immediately after starting the activities. In case of an event, the location where the event is hosted must be marked with the logo for the duration of the event. **The marking of objects must remain legible and correct for at least five years after the last eligible date of the Project activities.** Project Partners have to retain a sample copy of ALL I&P materials, advertisements and other similar objects to prove correct marking. In case of activities, the Project Partners have to retain photos and videos (where applicable) or other evidence, which proves marking of events. In case marking

of the use of the Programme funds is damaged before the period of marking expires, the Project Partner must replace it.

Website

Website is a valuable tool for the Project and with the time it becomes the first source of information. **Thus, the development of a structured website is an essential part of a Project.** The name of the website shall be short and memorable. It can run under its own Project domain (e.g. www.Projectname.eu or www.Projectacronym.eu) or alternative it can be part of an institutional website (e.g. www.ministry-environment.gr/department-for-water/research-andProjects/Project-name/html).

The website should be in English, which is the official language of the Programme, with the possibility of using also the languages of the participating countries, Greece and Bulgaria. **The webpage should be marked with the logo.**

The Project's webpage must:

- provide information about the Project, its nature, goals, activities, benefits and the expected results;
- include some basic description of the Partners and their contact details;
- has a category under which one the produced communication materials such as: press releases, newsletters, invitations, posters, fact sheets, photos and links) can be found.

Last but not least, it must refer to the Cooperation Programme and the EU co-funding. This includes a short description of the Programme along with the textual reference to the sources of financing. Both must appear on the homepage (front page) of the Project's webpage. The website has to be linked with the Programme's website (redirection via the logo that should be included in a prominent place).

The **disclaimer** on the bottom of the homepage is a requirement. The disclaimer should include the following:

"This webpage has been produced with the financial assistance of the European Union. The contents of the webpage are sole responsibility of <Beneficiary's name> 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".

The beneficiaries need to make available at least the **links** to the following websites as well:

- the website dedicated to EU Regional Policy:
http://ec.europa.eu/regional_policy/index_en.htm
- the Programme's website: <http://www.greece-bulgaria.eu>
- the institutional websites of the partners

The Project's website should be launched within the first six (6) months after Project's start and shall be kept online at least two years after Project closure. Please note that the mandatory 5 years operation of a Project's website starts from the contractual end date of a Project. In case

of an audit check by a competent body (i.e. Second Level Control) the Project Partners must be able to prove that the Project site was operational for this period, that the data corresponded to the needs of the Project and of the Programme, and that all information and publicity requirements were met in accordance with the I&P Guidebook. **The website's expiry date should be communicated to the Joint Secretariat (JS) and more specifically to the Communication Officer and the Project Officer at least four months before the expiration date.**

Social Media

The project could be promoted also in the so-called social media e.g. Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest etc. It is up to the Partners to decide to include it in the communication strategy the use of social media with a specially designed strategy, developed also to needs of each platform and its technical requirements. Based on previous experience, there were numerous examples of Projects, which included the use of Social Media in their Communication Strategies, but soon it was found out that it is difficult to maintain implementation of communications over time. Thus, the use of Social Media is strongly recommended, only in cases where there is a strong commitment from the Partners side.

Result leaflet

At least one leaflet/booklet, including the Project results, must be published. This leaflet/ booklet must be available in English, Greek and Bulgarian. It must be uploaded on the Project's webpage as well as the Programme's webpage. The draft of the leaflet/booklet is strongly advised to be consulted with the Communication Officer of the Programme for guidance.

Public final event

At least one conference (if it is one then it must be the final conference) must be organised in order to inform the public about the results achieved during the Project implementation. This activity must include press release available in English, Greek and Bulgarian and visual materials. The Project Partners must inform in advance of 10 days before the event both the Communication Officer and the Project Officer.

Media relations

The media relations are highly recommended and expected up to a certain extent. The communication with and via the mass media is an essential tool for reaching the general public. Many potential activities can be chosen such as press releases, press conferences or press (field) trips, public relations campaigns, paid articles and ads, direct contacts and interviews etc. In order to set the basis for an effective media communication, it is highly recommended to set up a contact database of relevant contact persons/ journalists at the Project start. The Project Partners must inform in advance both the Communication Officer and the Project Officer for any of the aforementioned activities.

Please note that ALL I&P activities financed from the Programme's funds have to have an explicit reference to EU contribution and the Programme including a reference to the relevant financing sources.

Gender equality and non-discrimination

The principals for gender equality and non-discrimination should be strongly respected when implementing the project activities. Accessible promotion and inclusive communication are strongly recommended.

Examples:

Accessibility of venues: To make sure that any conference/seminar/meeting rooms or other venues are accessible and reachable.

Accessibility of information material: To consider the variety of audiences and to modify the content in a way that it is usable and accessible, e.g. people with cognitive and developmental disabilities present a widely varied audience whose individual members may benefit from modified content, as well as alternate formats.

Means for marking objects

The Project Partners must mark the objects financed from the Programme funds with a **sticker, information sign, billboard or board of gratitude** with the logo.

Sticker

The Project Partners are recommended to mark the objects financed from the “Greece-Bulgaria 2014- 2020” Cooperation Programme funds with a sticker of the logo as follows:

- Small objects (office equipment, furniture items, smaller means of work etc) with a waterproof/ **weatherproof sticker of approximately 50×20 mm;**
- Larger objects (vehicles, equipment etc.) with a **waterproof/weatherproof sticker of approximately 120×50 mm.**

Stickers must remain legible and correct for at least five years after the last eligible date of the Project activities. In case stickers are damaged or wear out the Project Partner must replace them.

Stickers on the objects may not be used, in case there is an information sign in the same room as the object(s) financed from the Programme funds, concerning the co-financing of all objects/ material in the room in total. Additionally, stickers may not be used in case the logo has been placed on the object(s) during production. In this case the JS is to decide on the means of marking the object(s) or on minimum measures of marking an activity.

Information sign

Any buildings, rooms, facilities or other similar objects are rented, purchased, built, renovated or furnished with the help of the Programme funds, an information sign with the logo must be placed in a visible location in these buildings, rooms, facilities or in a place related to these.

Minimum measures of an information sign should be approximately 220x150. In case of infrastructure or construction with public contribution below € 500.000,00 installed information

signs must remain legible and correct for at least five years after the last eligible date of the Project activities.

Billboard

If the total public contribution in financing an infrastructure or construction object is larger than € 500.000,00 a billboard will be set up in the location of the object. The billboard must correspond to the following conditions:

- The billboard should be set up in a place visible by the public that is in close proximity to the object to be acquired or built;
- The logo will be placed on the billboard and it will cover at least 25% of the area of the billboard;
- Minimum measurement of the billboard should be approximately 1500x1000 mm;
- The billboard must be made of durable and weatherproof material in case of outdoor use;

It is also permitted to put logos of other authorities connected to completing or financing the object and any other additional information regarding the object on the billboard.

Board of gratitude

In case the total public contribution is larger than € 500.000,00 when acquiring an object or financing an infrastructure or construction object, the Project Partner must install a board of gratitude at the location of the object within six months after acquiring the object or completing the works. Public contribution includes the Programme funds, and co-financing by public and public equivalent bodies. In case of financing an infrastructure or construction object, the Project Partner will replace the billboard with the board of gratitude within six months after completing the works. The board of gratitude must correspond to the following conditions:

- Board of gratitude will be set up in a visible place that is located on the object, in close vicinity or at a location connected to it.
- The logo will be placed on the board of gratitude and it will cover at least 25% of the area of the board of gratitude.
- Completion date of the object will be given on the board of gratitude.
- Minimum measures of the board of gratitude should be approximately 500x300 mm.
- The board of gratitude must be made of durable and weatherproof material in case of outdoor use.
- The installed board of gratitude must be retained at least until December 31, 2025.

Further support by the Programme

The Lead Partners are informing the Communication Officer of the Joint Secretariat and the Managing Authority on public Project events. If possible, staff members of the Joint Secretariat and/or the Managing Authority will participate to these events and offer promotion material (e.g. Programme banners or posters).

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The Communication Officer of the JS and the Managing Authority can be contacted for any open questions or doubts. **All I&P activities and materials to be consulted in advance with the Communication Officer of the JS.**

Note: We need to be sure that the activities described in CP are taking into account the horizontal principles of the programme and are accessible! (PB5 will help in this task)

Questionnaire A1

Project Acronym: BIO2CARE
INTERREG V-A CP



ANNEXES

Questionnaire A1

Project Acronym: BIO2CARE
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ANNEX 1: Partners responses for “Indicators of achievement”

	LB	PP2	PP3
	DUTH	NP-EMATH	M. NESTOS
Category	Indicators of achievement		
Media Impact	1. Number of articles published in media regarding BIO2CARE	1. <i>10 articles published in media regarding BIO2CARE</i>	1. Number of articles published in media regarding BIO2CARE
	2. Number of search results in Google engine using the keyword BIO2CARE	2. <i>5 participants in events/meetings</i>	2. Number of search results in Google engine using the keyword BIO2CARE
	3. Number of journalists participating in BIO2CARE events		3. Number of journalists participating in BIO2CARE events
Events Impact	1. Number of participants in BIO2CARE events/training sessions	1. <i>150 participants in events/meetings</i>	1. Number of participants in BIO2CARE events/training sessions
	2. Number of target groups involved in the events/training	2. <i>5 number of articles published in media regarding events BIO2CARE</i>	2. Number of target groups involved in the events/training
	3. Number of events organized		3. Number of events organized
Website Impact	1. Number of visitors on the BIO2CARE website	1. <i>500 visitors on the BIO2CARE website</i>	1. Number of visitors on the BIO2CARE website
	2. Number of views/comments/likes on social media		2. Number of views/comments/likes on social media
	3. Number of visitors registered to receive BIO2CARE newsletter		3. Number of visitors registered to receive BIO2CARE newsletter
Project/Deliverables related Impact	1. Number of downloads of studies and tools produced by BIO2CARE		1. Number of downloads of studies and tools produced by BIO2CARE
	2. Number of promo materials/copies disseminated to target groups		2. Number of promo materials/copies disseminated to target groups
	3. Number of studies/tools produced		3. Number of studies/tools produced

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	PP4	PP5	PP6
	EKBY	ESAMEA	RIEWB
Category	Indicators of achievement		
Media Impact	1. Number of articles published in media regarding BIO2CARE	1. Number of publications during project lifetime	1. Number of people the media has reached
	2. Number of search results in Google engine using the keyword BIO2CARE	2. Number of appearances in digital media during project lifetime	2. Number of publications (printed) about the project
	3. Number of journalists participating in BIO2CARE events		3. Number of broadcasts about the project
	4. Number of Press Releases issued		4. Number of web publications about the project
Events Impact	1. Number of participants in BIO2CARE events/training sessions	1. Number of events throughout project lifetime	1. Number of participants in events
	2. Number of target groups involved in the events/training	2. Persons attended events	2. Number of target groups the event has involved
	3. Number of events organized	3. Events audience satisfaction rate	3. Number of publications (printed, web) about the event
			4. Number of broadcasts about the event
Website Impact	1. Number of visitors on the BIO2CARE website	1. Single visitors per month	1. Number of visitors to the web site over a certain period of time
	2. Number of views/comments/likes on social media	2. Hits per month (in project website, project social media etc)	2. Number of web site visitors who have provided some feedback
	3. Number of visitors registered to receive BIO2CARE newsletter	3. Downloads per month	3. Number of sharings of web site publications
Project/Deliverables related Impact	1. Number of downloads of studies and tools produced by BIO2CARE	1. Number of Disabled persons' associations that showed interest to project deliverables (justification: questionnaire addressing Disabled persons' associations)	1. Number of people participating in the production of the deliverable

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	2. Number of promo materials/copies disseminated to target groups	2. Disabled persons as potential visitors (justification: freely filled questionnaire on NCDP website addressing NCDP website audience)	2. Number of people the deliverables have reached
	3. Number of studies/tools produced		3. Number of target groups the deliverables have reached

	PP7	PP8	PP9
	RNPD	SWU	PTF
Category	Indicators of achievement		
Media Impact	1. Number of people the media has reached	1. Number of people the media has reached	1. Number of people the media has reached
	2. Number of publications (printed) about the project	2. Number of publications (printed) about the project	2. Number of publications (printed) about the project
	3. Number of broadcasts about the project	3. Number of broadcasts about the project	3. Number of broadcasts about the project
	4. Number of web publications about the project	4. Number of web publications about the project	4. Number of web publications about the project
Events Impact	1. Number of participants in events	1. Number of participants in events	1. Number of participants in events
	2. Number of target groups the event has involved	2. Number of target groups the event has involved	2. Number of target groups the event has involved
	3. Number of publications (printed, web) about the event	3. Number of publications (printed, web) about the event	3. Number of publications (printed, web) about the event
	4. Number of broadcasts about the event	4. Number of broadcasts about the event	4. Number of broadcasts about the event
Website Impact	1. Number of visitors to the web site over a certain period of time	1. Number of visitors to the web site over a certain period of time	1. Number of visitors to the web site over a certain period of time
	2. Number of web site visitors who have provided some feedback	2. Number of web site visitors who have provided some feedback	2. Number of web site visitors who have provided some feedback
	3. Number of sharings of web site publications	3. Number of sharings of web site publications	3. Number of sharings of web site publications

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Project/D eliverable s related Impact	1. Number of people participating in the production of the deliverable	1. Number of people participating in the production of the deliverable	1. Number of people participating in the production of the deliverable
	2. Number of people the deliverables have reached	2. Number of people the deliverables have reached	2. Number of people the deliverables have reached
	3. Number of target groups the deliverables have reached	3. Number of target groups the deliverables have reached	3. Number of target groups the deliverables have reached

Questionnaire A1

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ANNEX 2: Filled Questionnaires

Partners:

LB- DUTH

PP3- Municipality of Nestos

PP4- The Goulandris Natural History Museum-Greek Biotope/Wetland Centre (PP4)

PP5- NCDP

PP6- RIEWB

PP7- RNPД

PP8- SWU

PP9- PTF

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Reinforcing Protected Areas Capacity through an Innovative
Methodology for Sustainability
– **BIO2CARE** –
(Reg. No: 1890)

1. Please identify key target groups that are necessary for the successful and efficient communication of BIO2CARE Project.

**add as many rows as necessary*

WP ²	Target Group ³	Organization/relevant body ⁴	Est. number of persons ⁵	How to communicate ⁶	When to communicate ⁷
WP1	Journalists	Local media	2	Direct communication (e.g. phone – e-mail)	Biannually
	Policy makers	Public sector	2	Direct communication (e.g. phone – e-mail)	Biannually
WP2	Academics/Researchers	Democritus University	40	Newsletter	Biannually
	Journalists	Local/Regional media	5	Press release	Biannually
	Civil servants	Public sector	20	Newsletter	Biannually
	Environmental experts	Private sector	4	Newsletter	Biannually
	Students	Democritus University	100	Web-page, leaflets, social media	Intermediate
	Tourists/Visitors	Within the boundaries of PAs	500	Web-page, leaflets, social media	Intermediate
	Tourist agents	Private sector	5	Newsletter	Biannually
	Residents	Within the boundaries of PAs	1000	Web-page, leaflets, social media	Early
	NGOs	Private sector	4	Direct communication (e.g. phone – e-mail)	Early

² Please indicate the relevant Work Packages that interest the specific target group.

³ Please propose specific target groups you believe are essential for the successful implementation of BIO2CARE Project (e.g. civil servants, journalists, residents, students, academic/researchers, NGOs, etc.).

⁴ Please specify the organization/department/sector the specific target group is working on/belong to (e.g. private sector, public sector, local media, ministry of environment, technical chamber etc.).

⁵ Please provide a solid estimation of the number of people that belong to the specific target group and can potentially be reached.

⁶ Please provide the mean you believe is the most appropriate to reach the specific audience (e.g. newsletter, web-page, seminars, promotional items (specify), press releases etc.).

⁷ Please propose the Project Life Stage (Early, Intermediate, Late) that you believe is the best time to communicate to them.

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WP3	Academics/Researchers	Democritus University	10	Direct communication (e.g. phone – e-mail)	Early
	Environmental experts	Private sector	4	Direct communication (e.g. phone – e-mail)	Early
WP4	Tourists/Visitors	Within the boundaries of PAs	100	Web-page, leaflets, social media	Intermediate
	People with disabilities	Private sector	-	Web-page, leaflets, social media	Intermediate
	Businesses/Entrepreneurs	Private sector	10	Web-page, leaflets, social media	Intermediate
	Environmental experts	Private sector	4	Web-page, leaflets, social media	Intermediate
	Tourist agents	Within the boundaries of PAs	5	Direct communication (e.g. phone – e-mail)	Intermediate
	NGOs	Private sector	4	Direct communication (e.g. phone – e-mail)	Intermediate
WP5	Policy makers	Public sector	4	Direct communication (e.g. phone – e-mail)	Late
	Businesses/Entrepreneurs	Private sector	10	Direct communication (e.g. phone – e-mail)	Late
	Students	Democritus University	50	Web-page, leaflets, social media	Late
	Environmental experts	Private sector	10	Direct communication (e.g. phone – e-mail)	Late
	People with disabilities	Private sector	-	Web-page, leaflets, social media	Late
	NGOs	Private sector	4	Direct communication (e.g. phone – e-mail)	Late

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2. Please provide specific objectives for each target group you identified in Table 1, related to the action's objectives and the phases of the BIO2CARE cycle. For a number of target groups the objectives can be the same. You may also add a brief justification of why you selected the specific target group.

Target Group ⁸	Justification ⁹	Specific Objectives ¹⁰
Journalists	Communicating the results of BIO2CARE to journalists is essential to reach wider audiences in local/regional/wider levels thus increasing impact.	Simple information and rising awareness – multiply impact
Policy makers	Communicating the results of BIO2CARE, especially those related to the development of the decision making system, to policy makers is necessary to ensure that project results will be applied in practice.	Rising awareness and building capacity
Academics/Researchers	Reaching academics/researchers can increase the scientific quality for some of the results (especially those related with the methodological framework) through discussion and exchange of knowledge.	Rising awareness
Civil servants	People working in local authorities can make a difference by taking into account the results of BIO2CARE while developing regional strategies, applying monitoring procedures and making decisions.	Rising awareness and building capacity
Environmental experts	Results of BIO2CARE must be well communicated to environmental experts to increase their capacity for better decision making and applying BIO2CARE tools.	Rising awareness and building capacity
Students	Rising awareness of students is necessary to achieve long-term impact.	Rising awareness and building capacity
Tourists/Visitors	A significant number of tourists visit annually the PAs having a noticeable impact to the carrying capacity of the area. Small changes in their behavior (e.g. food choices, type of transportation) can lead to better environmental protection.	Simple information and rising awareness

⁸ As filled in Table 1

⁹ This is optional but you should at least justify the target groups you highly believe that are necessary for BIO2CARE project

¹⁰ E.g. simple information, rising awareness, building capacity etc.

Questionnaire A1

Project Acronym: BIO2CARE
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Tourist agents	Tourist agents can act as the mean to promote green tourism and communicate eco-friendly choices to tourists and people with disabilities.	Rising awareness and building capacity
Residents	Residents are the key contributors to the ecological footprint of NPEMTH, since a significant number lives within the boundaries of the PA. Raising the awareness of residents can lead to a major improvement of the environmental status of PA.	Simple information and rising awareness
People with disabilities	A key objective of BIO2CARE is make PAs more accessible and enjoyable to people with disabilities, thus including them in the project's works and results is essential.	Simple information and rising awareness
Businesses/Entrepreneurs	BIO2CARE results facilitate green entrepreneurship and can potentially increase the environmental performance of businesses. In that aspect they are a key target group for communication the results.	Rising awareness and building capacity
Non Governmental Organizations	NGOs can reach wider audiences and influence decisions towards environmental friendlier choices.	Simple information and rising awareness – multiply impact

3. Please fill in the following contact list with persons that can facilitate the communication of the BIO2CARE Project results. You may also include persons that you would like to reach and/or you believe that they will be interested in the results of the Project (e.g. Mayors, Directors, Secretariats, etc.)

S/N	Name	Organization	Position	E-mail	Contact Info
1	Pantelis Botsaris	Democritus University of Thrace	Deputy Rector, Head of the Research Committee	panmpots@pme.duth.gr	+30 25410 79878
2	Touna Meimari	Democritus University of Thrace	Head of the secretariat of the research committee	metu@rescom.duth.gr	+30 25410 79451
3	Christina Lambraki	Democritus University of Thrace	Head of the department of Project Monitoring	xlamprak@kom.duth.gr	+30 25310 39080
4	Tsitsis Dimitrios	Democritus University of Thrace	Head of the Employment and Career Office of DUTH	dtsitsis@xan.duth.gr	+30 25410 79115

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5	Paraskevi Giourka	Democritus University of Thrace	Unit of Innovation and Entrepreneurship of DUTH, Innovation Consultant	pgiourka@gmail.com	+30 25410 79429
6	N/A	Environmental Education Center of Maronia	N/A	info@kpemaronias.gr	+30 25330 22596 www.kpemaronias.gr
7	N/A	Environmental Education Center of Philippi	N/A	kpefilip@yahoo.gr	+30 2510 516661 www.kpe-philippi.gr
8	N/A	Chamber of Commerce Xanthi	N/A	N/A	+30 25410 22533
9	N/A	Hotel Association of Thrace	N/A	thacehoteliers@otenet.gr	+30 25310 36420
10	Sylaios Georgios	DUTH	Professor, Department of Environmental Engineering (Water management expert)	gsylaios@env.duth.gr	+30 25410 79398
11	Kangalou Ifigenia	DUTH	Professor, Department of Civil Engineering (Ecology Expert)	ikagkalo@civil.duth.gr	+30 25410 79601
12	Lemonidis Vasilios	Commercial Association of Kavala	N/A	lemonidishoes@gmail.com	+30 6976235722
13	Kaipakis Artemios	Economic Chamber of Eastern Macedonia	N/A	kaipakis@yahoo.gr	+30 6936221893
14	Passalidis Ioannis	Agricultural Association of Nestos	N/A	i.passalidis@yahoo.gr	+30 6972311544
15	Kachelou Evangelia	Commercial Association of Chrysoupoli	N/A	kachelou@gmail.com	+30 6977876041
16	N/A	Prefecture of Eastern Macedonia and Thrace	Deputy chief office (Kavala)	antip-kavalas@pamth.gov.gr	+30 2510 834369
17	N/A	Prefecture of Eastern Macedonia and Thrace	Department of Development (Kavala)	da.kavalas@pamth.gov.gr	+30 25130 503506
18	N/A	Prefecture of Eastern Macedonia and Thrace	Department of Environment (Kavala)	tpy.kavalas@pamth.gov.gr	+30 2513 503451

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19	Dempas Markos	Chamber of Kavala	N/A	ndempas@otenet.gr	+30 6937015599
20	Kirtazoglou Sofia	Technical Chamber of Eastern Macedonia	N/A	sofiak.architect@gmail.com	+30 6972774402
21	Tsanaka Alexandra	Technical Chamber of Eastern Macedonia	N/A	tsanakal@yahoo.gr	+30 6944292152
22	N/A	GEOTEE Eastern Macedonia	N/A	geoteeam@otonet.gr	+30 2510 222942
23	N/A	GEOTEE Thrace	N/A	thraki@geotee.gr	+30 25510 21366
24	N/A	Fisheries Research Institute – NAGREF Secretary	N/A	fri@inale.gr	+30 25940 22692
25	N/A	Forestry department of Kavala	N/A	daskav@otonet.gr	+30 2510 461826
26	Antoniadis Konstantinos	Prefecture of Eastern Macedonia and Thrace	Tourism Deputy Chief	antoniadis326@yahoo.gr	+30 6944519929
27	Lithiropoulos Christos	Prefecture of Eastern Macedonia and Thrace	Environment Deputy Chief	xlithiropoulos@gmail.com	+30 6945890998
28	N/A	Greenpeace (Greece)	N/A	gpgreece@greenpeace.org	+30 210 3840774
29	N/A	WWF (Greece)	N/A	support@wwf.gr	+30 210 3247578
30	N/A	Callisto (Environmental organization for wildlife and nature protection)	N/A	info@callisto.gr	+30 2310 252530

Questionnaire A1

Project Acronym: BIO2CARE
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4. Please identify key media means that could potentially be utilized for the communication/implementation of the BIO2CARE Project.

**add as many rows as necessary*

Type of Media ¹¹	Name/Title	Circulation Period ¹²	Language ¹³	Geographical Coverage ¹⁴	Other Details ¹⁵
Digital	Employment and Career Office of DUTH	daily	GR	National/regional	Webpage
Digital	DUTH Liaison Office (www.career.duth.gr)	daily	GR	National/regional	Webpage
Digital	www.xanthipress.gr	daily	GR	National/regional	Webpage
Digital	www.xanthi2.gr	daily	GR	National/regional	Webpage
Digital	www.xanthinea.gr	daily	GR	National/regional	Webpage
Digital	www.ecocity.gr	daily	GR	National	Webpage
Digital	www.b2green.gr	daily	GR	National	Webpage
Digital	www.oikologos.gr	daily	GR	National	Webpage
Digital	www.econews.gr	daily	GR	National	Webpage
Digital	www.xanthinews.gr	daily	GR	National/regional	Webpage
Digital	Journal of Engineering Science and Technology Review	per 2 months	EN	International	Scientific Journal
Printed	“Μαχητής”	daily	GR	Regional	Newspaper
Printed	“Εμπρός”	daily	GR	Regional	Newspaper
Printed	“Αγώνας”	daily	GR	Regional	Newspaper
Printed	“Θράκη”	daily	GR	Regional	Newspaper
Printed	“Φωνή της Ξάνθης”	daily	GR	Regional	Newspaper
Printed	“Αδέσμευτη”	daily	GR	Regional	Newspaper

¹¹ Select between: Printed Media or Digital/Social Media

¹² Select among: Daily, Weekly, Yearly

¹³ Select among: GR, BG, EN (you may select more than one)

¹⁴ Select among: Local, Regional, National, International

¹⁵ Please fill in other details if necessary (e.g. newspaper, television, web-site etc.)

Questionnaire A1

Project Acronym: BIO2CARE
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Printed	“Ακρίτας”	daily	GR	Regional	Newspaper
Printed	“Επικαιρότητα”	daily	GR	Regional	Newspaper
Digital	Super FM	daily	GR	Regional	Radio
Digital	“Όμορφη Πόλη”	daily	GR	Regional	Radio
Digital	FM100	daily	GR	Regional	Radio
Digital	Radio Xanthi 93,5	daily	GR	Regional	Radio
Digital	“3ο Ραδιοφωνικό Πρόγραμμα”	daily	GR	Regional	Radio
Digital	“Κανάλι 6”	daily	GR	Regional	Television
Digital	Xanthi Channel	daily	GR	Regional	Television
Digital	“Εγνατία”	daily	GR	Regional	Television

. Please provide a number of specific indicators that you believe are essential for the efficient monitoring of the impact of BIO2CARE communication strategy (e.g. *number of participants in events/meetings, number of visitors on the BIO2CARE website, number of articles published in media regarding BIO2CARE etc.*). Note that all proposed indicators should be quantifiable in an objective manner.

Category	Indicators of achievement ¹⁶
Media Impact	1. Number of articles published in media regarding BIO2CARE
	2. Number of search results in Google engine using the keyword BIO2CARE
	3. Number of journalists participating in BIO2CARE events
	4. -
	5. -
Events Impact	1. Number of participants in BIO2CARE events/training sessions
	2. Number of target groups involved in the events/training

¹⁶ Fill in at least two per category

Questionnaire A1

Project Acronym: BIO2CARE
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	3. Number of events organized
	4. -
	5. -
Website Impact	1. Number of visitors on the BIO2CARE website
	2. Number of views/comments/likes on social media
	3. Number of visitors registered to receive BIO2CARE newsletter
	4. -
	5. -
Project/Deliverables related Impact	1. Number of downloads of studies and tools produced by BIO2CARE
	2. Number of promo materials/copies disseminated to target groups
	3. Number of studies/tools produced
	4. -
	5. -

Questionnaire A1

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INTERREG V-A COOPERATION PROGRAMME

GREECE – BULGARIA 2014 – 2020

Reinforcing Protected Areas Capacity through an Innovative
Methodology for Sustainability

– **BIO2CARE** –

(Reg. No: 1890)

Questionnaire A1

Survey for the development of BIO2CARE

Communication and Visibility Plan

1st Round

MUNICIPALITY OF NESTOS (PP3)

During the 1st round of the survey, initial thoughts and data will be acquired that can facilitate the development of an efficient Communication Plan. The results of the 1st round will be consolidated into a summary report that will feedback the 2nd round of the survey during of which specific target groups and means of communication will be re-evaluated by all partners. This will enable the joint and of high quality standards development of BIO2CARE communication and visibility plan.

Questionnaire A1

Project Acronym: BIO2CARE
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1. Please identify key target groups that are necessary for the successful and efficient communication of BIO2CARE Project.

**add as many rows as necessary*

WP ¹⁷	Target Group ¹⁸	Organization/relevant body ¹⁹	Est. number of persons ²⁰	How to communicate ²¹	When to communicate ²²
WP1	Journalists	Local media	4	Via mail or newsletter	Biannually
	Policy makers	Public sector	4	Via mail or newsletter	Biannually
WP2	Journalists	Local/Regional media	4	Press release	Biannually
	Civil servants	Public sector	10	Newsletter	Biannually
	Residents	Within the boundaries of PAs	1000	Web-page, leaflets, social media	Early
	Tourists/Visitors	Within the boundaries of PAs	500	Web-page, leaflets, social media	Intermediate
	Tourist agents	Private sector	10	Via mail, newsletter or phone	Biannually

¹⁷ Please indicate the relevant Work Packages that interest the specific target group.

¹⁸ Please propose specific target groups you believe are essential for the successful implementation of BIO2CARE Project (e.g. civil servants, journalists, residents, students, academic/researchers, NGOs, etc.).

¹⁹ Please specify the organization/department/sector the specific target group is working on/belong to (e.g. private sector, public sector, local media, ministry of environment, technical chamber etc.).

²⁰ Please provide a solid estimation of the number of people that belong to the specific target group and can potentially be reached.

²¹ Please provide the mean you believe is the most appropriate to reach the specific audience (e.g. newsletter, web-page, seminars, promotional items (specify), press releases etc.).

²² Please propose the Project Life Stage (Early, Intermediate, Late) that you believe is the best time to communicate to them.

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	Students	Eastern Macedonia & Thrace Institute Technology	100	Web-page, leaflets, social media	Intermediate
	NGOs	Private sector	2	Via mail, newsletter or phone	Early
	Environmental experts	Private sector	2	Newsletter	Biannually
WP3	Academics/Researchers	Democritus University	4	Via mail, newsletter or phone	Early
	Environmental experts	Private sector	2	Via mail, newsletter or phone	Early
WP4	Tourists/Visitors	Within the boundaries of PAs	100	Web-page, leaflets, social media	Intermediate
	People with disabilities	Private sector	40	Web-page, leaflets, social media	Intermediate
	Businesses/Entrepreneurs	Private sector	200	Web-page, leaflets, social media	Intermediate
	Environmental experts	Private sector	2	Web-page, leaflets, social media	Intermediate
	Tourist agents	Private sector	10	Via mail, newsletter or phone	Intermediate
	NGOs	Private sector	2	Via mail, newsletter or phone	Intermediate
WP5	Policy makers	Public sector	4	Via mail, newsletter or phone	Late
	Businesses/Entrepreneurs	Private sector	10	Via mail, newsletter or phone	Late
	Students	Eastern Macedonia & Thrace Institute Technology	10	Web-page, leaflets, social media	Late
	Environmental experts	Private sector	2	Via mail, newsletter or phone	Late
	People with disabilities	Private sector	40	Web-page, leaflets, social media	Late
	NGOs	Private sector	4	Via mail, newsletter or phone	Late

Questionnaire A1

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2. Please provide specific objectives for each target group you identified in Table 1, related to the action's objectives and the phases of the BIO2CARE cycle. For a number of target groups the objectives can be the same. You may also add a brief justification of why you selected the specific target group.

Target Group ²³	Justification ²⁴	Specific Objectives ²⁵
Journalists	Communicating the results of BIO2CARE to journalists is essential to reach wider audiences in local/regional/wider levels thus increasing impact.	Simple information and rising awareness – multiply impact
Policy makers	Communicating the results of BIO2CARE, especially those related to the development of the decision making system, to policy makers is necessary to ensure that project results will be applied in practice.	Rising awareness and building capacity
Academics/Researchers	Reaching academics/researchers can increase the scientific quality for some of the results (especially those related with the methodological framework) through discussion and exchange of knowledge.	Rising awareness
Civil servants	People working in local authorities can make a difference by taking into account the results of BIO2CARE while developing regional strategies, applying monitoring procedures and making decisions.	Rising awareness and building capacity
Environmental experts	Results of BIO2CARE must be well communicated to environmental experts to increase their capacity for better decision making and applying BIO2CARE tools.	Rising awareness and building capacity

²³ As filled in Table 1

²⁴ This is optional but you should at least justify the target groups you highly believe that are necessary for BIO2CARE project

²⁵ E.g. simple information, rising awareness, building capacity etc.

Questionnaire A1

Project Acronym: BIO2CARE
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Students	Rising awareness of students is necessary to achieve long-term impact.	Rising awareness and building capacity
Tourists/Visitors	A significant number of tourists visit annually the PAs having a noticeable impact to the carrying capacity of the area. Small changes in their behavior (e.g. food choices, type of transportation) can lead to better environmental protection.	Simple information and rising awareness
Tourist agents	Tourist agents can act as the mean to promote green tourism and communicate eco-friendly choices to tourists and people with disabilities.	Rising awareness and building capacity
Residents	Residents are the key contributors to the ecological footprint of NPEMTH, since a significant number lives within the boundaries of the PA. Raising the awareness of residents can lead to a major improvement of the environmental status of PA.	Simple information and rising awareness
People with disabilities	A key objective of BIO2CARE is make PAs more accessible and enjoyable to people with disabilities, thus including them in the project's works and results is essential.	Simple information and rising awareness
Businesses/Entrepreneurs	BIO2CARE results facilitate green entrepreneurship and can potentially increase the environmental performance of businesses. In that aspect they are a key target group for communication the results.	Rising awareness and building capacity
Non Governmental Organizations	NGOs can reach wider audiences and influence decisions towards environmental friendlier choices.	Simple information and rising awareness – multiply impact

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Project Acronym: BIO2CARE
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3. Please fill in the following contact list with persons that can facilitate the communication of the BIO2CARE Project results. You may also include persons that you would like to reach and/or you believe that they will be interested in the results of the Project (e.g. Mayors, Directors, Secretariats, etc.)

S/N	Name	Organization	Position	E-mail	Contact Info
1	Metios Christos	Prefecture of Eastern Macedonia and Thrace	Deputy chief	periferiarxis@pamth.gov.gr , cmetios@gmail.com	+30 6981 210505 +30 25313 52101
2	Markopoulos Theodoros	Prefecture of Eastern Macedonia and Thrace	Deputy chief office (Kavala)	antip-kavalas@pamth.gov.gr	+30 2510 834369
3	Dimarxopoulos Charalampos	Municipality of Xanthi	Mayor	dimarxos@cityofxanthi.gr	+30 25413 50810 +30 25410 75555
4	Tsanaka Dimitra	Municipality of Kavala	Mayor	mayor@kavala.gov.gr	+30 2513 500100
5	Mihoglou Thomas	Municipality of Topeiros	Mayor	info@topeiros.gr	+30 25413 52613
6	Hatzimanouil Kostas	Municipality of Thassos	Mayor	dimos@thassos.gr	+30 25933 50100
	Anastasiadis Filipos	Municipality of Pagaio	Mayor	info@dimospaggaiou.gr	+30 25923 50002-3
7	Papatheodorou Kostas	Anaptyxiaki Nestou	N/A	annestou@gmail.com	+30 5913 50118
8	Antoniadis Konstantinos	Prefecture of Eastern Macedonia and Thrace	Tourism Deputy Chief	antoniadis326@yahoo.gr	+30 6944 519929
9	Lithiropoulos Christos	Prefecture of Eastern Macedonia and Thrace	Environment Deputy Chief	xlithiropoulos@gmail.com	+30 6945 890998
10	N/A	Prefecture of Eastern Macedonia and Thrace	Department of Development (Kavala)	da.kavalas@pamth.gov.gr	+30 25130 503506
11	N/A	Prefecture of Eastern Macedonia and Thrace	Department of Environment (Kavala)	tpy.kavalas@pamth.gov.gr	+30 2513 503451

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12	Skordas Michail	Development Agency of KAVALA	CEO	anka@ankavala.gr	+30 2510 620 459
13	Dempas Markos	Chamber of Kavala	N/A	ndempas@otenet.gr	+30 6937 015599
14	Iosifidis Alexandros	Ergoanptyxi SA	N/A		+30 2510 291635
15	Kremydas Smaragdos	Association of Disable People of Kavala	N/A	amea_nkav@hotmail.gr	+30 2510 291218
16	Iosifidou Anastasia	Public Benefit Organisation of the City of Kavala (DIMOFELIA).	N/A	kavalagreece@kavalagreece.gr	+30 2510 831388
17	Kyriazidis Dimitis	Technical Chamber of Eastern Macedonia	N/A	teeam@tee.gr, dimkey@gmail.com,	+30 251.0227430
18	Tsanaka Alexandra	Technical Chamber of Eastern Macedonia	N/A	tsanakal@yahoo.gr	+30 6944292152
19	N/A	GEOTEE Eastern Macedonia	N/A	geoteeam@otonet.gr	+30 2510 222942
20	N/A	Fisheries Research Institute – NAGREF Secretary	N/A	fri@inale.gr	+30 25940 22692
21	N/A	Forestry department of Kavala	N/A	daskav@otonet.gr	+30 2510 461826
22	Mpandekas Dimitrios	Eastern Macedonia & Thrace Institute Technology	N/A	sec_pres@teiemt.gr	+30 2510 462132
23	Emanouloudis Dimitrios	UNESCO Chair Con-E-Ect	Chair holder	unescochair@teiemt.gr	+30 2510 462 146
	Merou Theodora	DEPARTMENT OF FORESTRY AND NATURAL ENVIRONMENT MANAGEMENT Eastern Macedonia & Thrace Institute Technology	N/A	thmerou@teikav.edu.gr	+30 25210 60473
24	Katopodis Nikolaos	University of Michigan	Professor	ndk@umich.edu	
25	Fátima Antonethe Castaneda Mena	Instituto de Recursos Energéticos (IRE) , Universidad Galileo, Guatemala Centro América & focal	N/A	fatimacastaneda@galileo.edu	

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		point UNESCO Con-E-Ect - Guatemala			
26	Alejandra Stehr Gesche	UNESCO Chair in Natural Resources Management, Land Planning and Environmental Protection, Universidad de Concepción - Chile	N/A	astehr@udec.cl	
27	Vasileios PSALLIDAS	Nat. MAB. Committee / MIO-ECSDE	Secretariat	psallidas@mio-ecsde.org	
28	Michail SCOULLOS	Hellenic National MAB. Committee; UNESCO Chair; UoA	Chairman	scoullas@chem.uoa.gr	
29	Philippe Pypaert	UNESCO	Official	p.pypaert@unesco.org	
30	Αικατερίνη Τζίτζικώστα	Hellenic UNESCO Commission	Chairperson	A.Tzitzikostas@pkm.gov.gr	
31	N/A	Environmental Education Center of Philippi	N/A	kpefilip@yahoo.gr	+30 2510 516661
32	Kachelou Evangelia	Commercial Association of Chrysoupoli	N/A	kachelou@gmail.com	+30 25910 24924 +30 6977 876041
33	Lemonidis Vasilios	Commercial Association of Kavala	N/A	empsykav@otenet.gr	+30 2510 223747 +30 6976 235722
34	Kaipakis Artemios	Economic Chamber of Eastern Macedonia	N/A	kaipakis@yahoo.gr	+30 6936 221893
35	Passalidis Ioannis	Agricultural Association of Nestos	N/A	i.passalidis@yahoo.gr nfo@asnestos.gr	+30 25910 62130 +30 6972 311544
37	N/A	<u>Hunting Federation of Macedonia & Thrace</u>	N/A	hunters@hunters.gr	+30 2310 477128
38	N/A	Hotel Association of Kavala Prefecture	N/A	info@kavala-hotels.gr	+30 2510 600060
39	N/A	Hotel Association of Thassos	N/A	www.thassos-hotels.com	+30 2593 023610

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40	N/A	Federation of Professionals, Craftsmen & Merchants of Kavala	N/A	oevek@otenet.gr	+30 2510 223323
41	Argyrakis Savvas	Nestos Farmers Association	N/A		69779209991
42	N/A	Opsometha		info@opsometha.org	+30 6946 037016
43	N/A	Greenpeace (Greece)	N/A	gpgreece@greenpeace.org	+30 210 3840774
44	N/A	WWF (Greece)	N/A	support@wwf.gr	+30 210 3247578
45	Lepidas Kostas	Kavala COOP	N/A	maria@easkavalas.gr kwstas.lepidas@gmail.com	+30 2510 232792
46	Xekarfotakis Mixail	NESPAR SA	N/A	info@nespar.gr	+30 25910 61779
47	Pepidas Georgios	Paradisos Agricultural Association	N/A	paradis1@otenet.gr	+30 69772 56812 +30 25910 53078
48	Patsidis Dimitrios	Kavala	N/A	schotman@otenet.gr	+30 6974 057813
49	Papargyriou Tasos	Agricultural Association	N/A	t.papargyriou@gmail.com	+30 6974 454114
50	Emmanouilidis Nikos	Agiasma Agricultural Association	N/A	agiasma.ae@gmail.com	+30 69767 79797 +30 25910 56550
52	Vlahos Dimitrios	ASSOS Agricultural Association	N/A	info@as-assos.gr	+30 69322 96323 +30 25910 62015
53	Loutsikas Nikos	Gousteri S.A.	N/A	info@gousteri.com	+30 69467 77798 +30 25103 61363
54	Penioglou Achilleas	Alkyon S.A.	N/A	alkyonfruit@gmail.com	+30 69784 44770 +30 25103 61212

Questionnaire A1

Project Acronym: BIO2CARE
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4. Please identify key media means that could potentially be utilized for the communication/implementation of the BIO2CARE Project.

**add as many rows as necessary*

Type of Media ²⁶	Name/Title	Circulation Period ²⁷	Language ²⁸	Geographical Coverage ²⁹	Other Details ³⁰
Digital	www.kavalanews.gr	daily	GR	National/regional	Webpage
Digital	www.proininews.gr	daily	GR	National/regional	Webpage
Digital	www.kavalawebnews.gr	daily	GR	National/regional	Webpage
Digital	www.xronometro.com	daily	GR	National/regional	Webpage
Digital	www.k-tipos.gr	daily	GR	National/regional	Webpage
Digital	www.kavalapost.gr	daily	GR	National/regional	Webpage
Digital	www.kavalapress.gr	daily	GR	National/regional	Webpage
Digital	www.tipaki.gr	daily	GR	National/regional	Webpage
Printed	Πρωινή	daily	GR	Regional	Newspaper
Printed	Επικαιρότητα του Νέστου	Weekly	GR	Regional	Newspaper
Printed	Η Φωνή του Νέστου	Weekly	GR	Regional	Newspaper
Printed	Χρονομετρο	daily	GR	Regional	Newspaper
Printed	Νέα Εγνατία	daily	GR	Regional	Newspaper
Printed	7 ^η Ημέρα	daily	GR	Regional	Newspaper
Printed	Το Τυπάκι	monthly	GR	Regional	Magazine
Digital	ΡΑΔΙΟ ΠΡΩΙΝΗ 93.7 FM	daily	GR	Regional	Radio

²⁶ Select between: Printed Media or Digital/Social Media

²⁷ Select among: Daily, Weekly, Yearly

²⁸ Select among: GR, BG, EN (you may select more than one)

²⁹ Select among: Local, Regional, National, International

³⁰ Please fill in other details if necessary (e.g. newspaper, television, web-site etc.)

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Digital	ALPHA RADIO 88.6 FM	daily	GR	Regional	Radio
Digital	ΡΑΔΙΟ ΕΝΑ 90.5 FM	daily	GR	Regional	Radio
Digital	Στο Κόκκινο 102.8 FM	daily	GR	Regional	Radio
Digital	ENA Channel	daily	GR	Regional	Television
Digital	Center TV	daily	GR	Regional	Television

5. Please provide a number of specific indicators that you believe are essential for the efficient monitoring of the impact of BIO2CARE communication strategy (e.g. *number of participants in events/meetings, number of visitors on the BIO2CARE website, number of articles published in media regarding BIO2CARE etc.*). Note that all proposed indicators should be quantifiable in an objective manner.

Category	Indicators of achievement ³¹
Media Impact	1. Number of articles published in media regarding BIO2CARE
	2. Number of search results in Google engine using the keyword BIO2CARE
	3. Number of journalists participating in BIO2CARE events
	4. -
	5. -
Events Impact	1. Number of participants in BIO2CARE events/training sessions
	2. Number of target groups involved in the events/training
	3. Number of events organized
	4. -
	5. -
Website Impact	1. Number of visitors on the BIO2CARE website
	2. Number of views/comments/likes on social media
	3. Number of visitors registered to receive BIO2CARE newsletter

³¹ Fill in at least two per category

Questionnaire A1

Project Acronym: BIO2CARE
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Project/Deliverables related Impact	4. -
	5. -
	1. Number of downloads of studies and tools produced by BIO2CARE
	2. Number of promo materials/copies disseminated to target groups
	3. Number of studies/tools produced
	4. -
	5. -

Questionnaire A1

Project Acronym: BIO2CARE
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INTERREG V-A COOPERATION PROGRAMME

GREECE – BULGARIA 2014 – 2020

Reinforcing Protected Areas Capacity through an Innovative
Methodology for Sustainability

– BIO2CARE –

(Reg. No: 1890)

Questionnaire A1

Survey for the development of BIO2CARE

Communication and Visibility Plan

1st Round

The Goulandris Natural History Museum-Greek Biotope/Wetland Centre (PP4)

During the 1st round of the survey, initial thoughts and data will be acquired that can facilitate the development of an efficient Communication Plan. The results of the 1st round will be consolidated into a summary report that will feedback the 2nd round of the survey during of which specific target groups and means of communication will be re-evaluated by all partners. This will enable the joint and of high quality standards development of BIO2CARE communication and visibility plan.

Questionnaire A1

Project Acronym: BIO2CARE
INTERREG V-A CP



1. Please identify key target groups that are necessary for the successful and efficient communication of BIO2CARE Project.

**add as many rows as necessary*

WP ³²	Target Group ³³	Organization/relevant body ³⁴	Est. number of persons ³⁵	How to communicate ³⁶	When to communicate ³⁷
WP1					
WP2	Mass Media	Regional/National media	24	Press Releases, Articles, Newsletter	Early
	Academics/Researchers	Aristotle University of Thessaloniki University of Athens University of Patras	17	Newsletter	Intermediate
	Policy makers	Natura 2000 National Committee Ministry of Environment and Energy	1 10	Newsletter	Intermediate
	Site managers	Management Bodies of selected Protected Areas	26	Newsletter, Web-site	Intermediate

³² Please indicate the relevant Work Packages that interest the specific target group.

³³ Please propose specific target groups you believe are essential for the successful implementation of BIO2CARE Project (e.g. civil servants, journalists, residents, students, academic/researchers, NGOs, etc.).

³⁴ Please specify the organization/department/sector the specific target group is working on/belong to (e.g. private sector, public sector, local media, ministry of environment, technical chamber etc.).

³⁵ Please provide a solid estimation of the number of people that belong to the specific target group and can potentially be reached.

³⁶ Please provide the mean you believe is the most appropriate to reach the specific audience (e.g. newsletter, web-page, seminars, promotional items (specify), press releases etc.).

³⁷ Please propose the Project Life Stage (Early, Intermediate, Late) that you believe is the best time to communicate to them.

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	Civil servants	LIFE Greek Task Force	3	Newsletter, Web-site	Intermediate
	Tourist enterprises	Private sector	2	Newsletter, leaflets, web-page, social media	Intermediate
	NGOs	Private sector	14	Newsletter, leaflets, web-page, social media	Intermediate
WP3	Academics/Researchers	Aristotle University of Thessaloniki University of Athens University of Patras	17	Newsletter	Intermediate
	Policy makers	Natura 2000 National Committee Ministry of Environment and Energy	1 10	Newsletter, Direct communication (e.g. phone – e-mail)	Intermediate
	Site managers	Management Bodies of selected Protected Areas	26	Newsletter, Direct communication (e.g. phone – e-mail)	Intermediate
	Civil servants	LIFE Greek Task Force	3	Newsletter, Direct communication (e.g. phone – e-mail)	Intermediate
	NGOS	Private sector	14	Newsletter, Direct communication (e.g. phone – e-mail)	Intermediate
WP4	Site managers	Management Bodies of selected Protected Areas	26	Newsletter, Direct communication (e.g. phone – e-mail)	Intermediate
	Tourist agents	At national level	2	Newsletter, Direct communication (e.g. phone – e-mail)	Intermediate
	NGOs	Private sector	14	Newsletter, Direct communication (e.g. phone – e-mail)	Intermediate
WP5	Academics/Researchers	Aristotle University of Thessaloniki University of Athens University of Patras	17	Direct communication (e.g. phone – e-mail)	Late

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	Site managers	Management Bodies of selected Protected Areas	26	Direct communication (e.g. phone – e-mail)	Late
	Civil servants	LIFE Greek Task Force	3	Direct communication (e.g. phone – e-mail)	Late
	Tourist enterprises	Private sector	14	Direct communication (e.g. phone – e-mail)	Late
	NGOs	Private sector	14	Direct communication (e.g. phone – e-mail)	Late

2. Please provide specific objectives for each target group you identified in Table 1, related to the action's objectives and the phases of the BIO2CARE cycle. For a number of target groups, the objectives can be the same. You may also add a brief justification of why you selected the specific target group.

Target Group ³⁸	Justification ³⁹	Specific Objectives ⁴⁰
Mass Media	Communicating the results of BIO2CARE to journalists is essential to reach wider audiences in local/regional/national levels thus increasing impact.	Giving information and rising awareness
Policy makers	Communicating the results of BIO2CARE, especially those related to the development of the decision making system, to policy makers is necessary to ensure that project results will be applied in practice.	Dissemination of results and building capacity
Site managers	Communicating the results of BIO2CARE, to site managers is necessary to ensure that project results will be applied in practice.	Dissemination of results and building capacity

³⁸ As filled in Table 1

³⁹ This is optional but you should at least justify the target groups you highly believe that are necessary for BIO2CARE project

⁴⁰ E.g. simple information, rising awareness, building capacity etc.

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Project Acronym: BIO2CARE
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Academics/Researchers	Reaching academics/researchers can increase the scientific quality for some of the results (especially those related with the methodological framework) through discussion and exchange of knowledge.	Dissemination of results
Tourist agents/Enterprises	Tourist agents can act as the mean to promote green tourism and communicate eco-friendly choices to tourists.	Rising awareness and building capacity
Non-Governmental Organizations	NGOs can reach wider audiences and influence decisions towards environmental friendlier choices.	Dissemination of results and rising awareness

3. Please fill in the following contact list with persons that can facilitate the communication of the BIO2CARE Project results. You may also include persons that you would like to reach and/or you believe that they will be interested in the results of the Project (e.g. Mayors, Directors, Secretariats, etc.)

S/N	Name	Organization	Position	E-mail	Contact Info
1	Mr. Lykousis Vasileios	Natura 2000 National Committee	President	vlikou@hcmr.gr	T: 22910 76452
2	Mr. Lazopoulos Georgios	Ministry of Environment and Energy / Directorate General for the Environmental Policy / Directorate for the Management of the Natural Environment and Biodiversity	Director	g.lazopoulos@prv.ypeka.gr	T: 210 8662772
3	Ms. Kritikou Martha	Ministry of Environment and Energy / Directorate General for the Environmental Policy	Head of Unit	m.kritikou@prv.ypeka.gr	
4	Mr. Manalis Nikolaos	Ministry of Environment and Energy / Directorate General for Spatial Planning	Director General	n.manalis@prv.ypeka.gr	
5	Mr. Drougas Panagiotis	Ministry of Environment and Energy / Directorate General for Forests and Forest	Head of Department	p.drougas@prv.ypeka.gr	

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		Environment / Directorate for Planning and Forest Policy			
6	Mr. Alvanopoulos Georgios	Ministry of Environment and Energy / Directorate General for the Environmental Policy / Directorate for Biodiversity, Soil and Waste Management	Head of Department	g.alvanopoulos@prv.ypeka.gr	T: 210 8642010
7	Mr. Ververis Charalampos	Ministry of Environment and Energy / Directorate General for the Environmental Policy / Directorate for Biodiversity, Soil and Waste Management		ch.ververis@prv.ypeka.gr	
8	Mr. Manouris Georgios	Ministry of Environment and Energy / Directorate General for Spatial Planning / Directorate for Spatial Planning	Director	g.manouris@prv.ypeka.gr	
9	Mr. Dimopoulos Konstantinos	Ministry of Environment and Energy / Directorate General for Forests and Forest Environment	Director General	k.dimopoulos@prv.ypeka.gr	T: 2131512108
10	Mr. Vakalis Dimitrios	Ministry of Environment and Energy / Directorate General for Forests and Forest Environment / Directorate for Planning and Forest Policy	Director	d.vakalis@prv.gr	T: 2131512111
11	Mr. Protopapas Georgios	Ministry of Environment and Energy / Green Fund	Director	g.protopapas@prv.ypeka.gr	T: 210 5241903
12	Ms. Koutsovoulou Katerina	LIFE Greek Task Force	Nature/Biodiversity Officer	kkoutsovoulou@prasinotameio.gr	T: 210 5241903
13	Ms. Koligiorga Kellie	LIFE Greek Task Force	Environmental Communication Officer	kkoligiorga@prasinotameio.gr	T: 210 5241903

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14	Mr. Homatidis Dimitris	LIFE Greek Task Force	Environment Officer	dhomatidis@prasinotameio.gr	T: 210 5241903
15	Mr. Athanasiadis Andreas	Management Body of Evros Delta	President	info@evros-delta.gr	T: 25510 61000
16	Ms. Makrigianni Eleni	Management Body of Evros Delta	Coordinator	info@evros-delta.gr	T: 25510 61000
17	Mr. Bakaloudis Dimitrios	Management Body of Dadia - Lefkimi - Soufli Forest	President	info@dadia-np.gr	T: 25540 32202
18	Ms. Konstantinidou Anna	Management Body of Dadia - Lefkimi - Soufli Forest	Coordinator	info@dadia-np.gr	T: 25540 32202
19	Mr. Kechagioglou Stavros	Management Body of Rodopi Mountain	President	info@fdor.gr	T: 25320 21030
20	Ms. Portalioi Panagiota	Management Body of Rodopi Mountain	Coordinator	gportalioi@fdor.gr	T: 25320 21030
21	Ms. Kagkalou Ifigeneia	Management Body of Kara - Mavrovouni - Kefalovriso - Velestino	President	info@fdkarlas.gr	T: 24280 73993
22	Mr. Sidiropoulos Pantelis	Management Body of Kara - Mavrovouni - Kefalovriso - Velestino	Coordinator	info@fdkarlas.gr	T: 24280 73993
23	Ms. Bobori Dimitra	Management Body of Lakes Volvi and Koronia	President	foreaskv@otenet.gr	T: 23940 24553
24	Ms. Vafeiadou Anthi	Management Body of Lakes Volvi and Koronia	Coordinator	vafeiadou@foreaskv.gr	T: 23940 24553
25	Ms. Tsavdaroglou Foteini	Management Body of Lakes Volvi and Koronia	Coordinator	foreaskv@otenet.gr	T: 23940 24553
26	Mr. Kazantzidis Savvas	Management Body of Lake Kerkini	President	info@kerkini.gr	T: 23270 28004
27	Mr. Naziridis Theodoros	Management Body of Lake Kerkini	Coordinator	info@kerkini.gr	T: 23270 28004

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Project Acronym: BIO2CARE
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28	Mr. Giannakis Nikolaos	Management Body of Lakes Prespes	President	fdedp@otenet.gr	T:23850 51870
29	Mr. Kouimtzis Themistoklis	Management Body of Axios Delta	President	info@axiosdelta.gr	T:2310 794811
30	Ms. Vareltzidou Stella	Management Body of Axios Delta	Coordinator	Stella@axiosdelta.gr	T: 2310 794811
31	Mr. Tsoumanis Petros	Management Body of Pamvotis Lake	President	malpi@otenet.gr	T: 26510 21834
32	Ms. Chioteli Katerina	Management Body of Pamvotis Lake	Coordinator	malpi@otenet.gr	T: 26510 21834
33	Mr. Komninos Theodoros	Management Body of Rivers Kalamas and Acherontas	President	info@kalamas-acherontas.gr	T: 26650 21319
34	Ms. Konsta Evdoxia	Management Body of Rivers Kalamas and Acherontas	Coordinator	ekonsta@kalamas-acherontas.gr	
35	Mr. Pergantis Fotis	Management Body of Messolonghi Lagoon	President	info@fdlmes.gr	T:26320 55094
36	Mr. Selimas Ioannis	Management Body of Messolonghi Lagoon	Coordinator	g.selimas@fdlmes.gr	T: 26320 55094
37	Mr. Karavas Nikolaos	Management Body of Kotychi-Strofylia Wetlands	President	fdks@otenet.gr	T: 26930 31939
38	Ms. Karamperou Georgia	Management Body of Kotychi-Strofylia Wetlands	Coordinator	fdks@otenet.gr	T: 26930 31939
39	Mr. Koutsikopoulos Konstantinos	Management Body of Amvrakikos Gulf	President	foreas_amvrakikou@yahoo.gr	T: 26810 71919
40	Mr. Barelos Dimitris	Management Body of Amvrakikos Gulf	Coordinator	foreas_amvrakikou@yahoo.gr	T: 26810 71919
41	Ms. Vokou Despoina	Aristotle University of Thessaloniki, School of Biology	Professor	vokou@bio.auth.gr	T: 2310 998323
42	Ms. Bobori Dimitra	Aristotle University of Thessaloniki, School of Biology	Assistant Professor	bobori@bio.auth.gr	T: 2310 998334

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43	Mr. Tsiripidis Ioannis	Aristotle University of Thessaloniki, School of Biology	Assistant Professor	tsiripid@bio.auth.gr	T: 2310998584
44	Mr. Gitas Ioannis	Aristotle University of Thessaloniki, School of Forestry	Associate Professor	igitas@for.auth.gr	T: 2310 992699
45	Ms. Tsitsoni Thekla	Aristotle University of Thessaloniki, School of Forestry	Professor	tsitsoni@for.auth.gr	T: 2310992763
46	Mr. Zagas Theocharis	Aristotle University of Thessaloniki, School of Forestry	Professor	zagas@for.auth.gr	T: 2310998903
47	Mr. Papamichail Dimitrios	Aristotle University of Thessaloniki, School of Agriculture	Professor	papamich@agro.auth.gr	T: 2310 998755
48	Ms. Partalidou Maria	Aristotle University of Thessaloniki, School of Agriculture	Assistant Professor	parmar@agro.auth.gr	T: 2310 998701
49	Ms. Kalmpourtzi Kyriaki	Aristotle University of Thessaloniki, School of Agriculture	Professor	kalbourt@agro.auth.gr	T: 2310 998621
50	Ms. Iakovidou Olga	Aristotle University of Thessaloniki, School of Agriculture	Professor	olg@agro.auth.gr	T: 2310 998813
51	Ms. Kostopoulou Styliani	Aristotle University of Thessaloniki, School of Economics	Assistant Professor	kostos@econ.auth.gr	T: 2310 996423
52	Mr. Panagiotis Dimopoulos	University of Patras/Department of Biology	Professor	pdimopoulos@upatras.gr	T: 2610 996777
53	Ms. Panitsa Maria	University of Patras/Department of Biology	Assistant Professor	mpanitsa@upatras.gr	T: 2610 969238
54	Mr. Koutsikopoulos Konstantinos	University of Patras/Department of Biology	Professor	ckouts@upatras.gr	T: 2610 996100
55	Mr. Papageorgiou Aristotelis	Democritus University of Thrace/Department of Forestry and	Associate Professor	apapage@fmenr.duth.gr	T: 25520 41155

Questionnaire A1

Project Acronym: BIO2CARE
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		Management of the Environment and Natural Resources			
56	Mr. Mallinis Georgios	Democritus University of Thrace/Department of Forestry and Management of the Environment and Natural Resources	Assistant Professor	gmallin@fmenr.duth.gr	T: 25520 41107
57	Ms. Radoglou Kalliopi	Democritus University of Thrace/Department of Forestry and Management of the Environment and Natural Resources	Professor	kradoglo@fmenr.duth.gr	
58	Mr. Karavellas Demitres	WWF Greece	Director General	d.karavellas@wwf.gr	T: 210 3247578
59	Mr. Liarikos Constantinos	WWF Greece	Head of conservation	k.liarikos@wwf.gr	T: 210 3247578
60	Ms. Nantsou Theodota	WWF Greece	Head of policy	t.nantsou@wwf.gr	T: 210 3247578
61	Ms. Maragou Panagiota	WWF Greece	Coordination of scientific substantiation and support	p.maragou@wwf.gr	T: 210 3247578
62	Ms. Christopoulou Ioli	WWF Greece	Nature policy officer	i.hristopoulou@wwf.gr	T: 210 3247578
63	Mr. Psaroudas Spyros	CALLISTO	General Director	info@callisto.gr	T: 2310 252530
64	Mr. Mertzanis Georgios	CALLISTO	Scientific Coordinator	info@callisto.gr	T: 2310 252530
65	Ms. Trigou Roula	Hellenic Ornithological Society	Media and Communication Officer	rtrigou@ornithologiki.gr	T: 210 8228704

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66	Ms. Ntemiri Konstantina	Hellenic Ornithological Society	Policy Officer	kntemiri@ornithologiki.gr	T: 210 8228704
67	Mr. Sgouros Georgios	Hellenic Ornithological Society	Director	gsgouros@ornithologiki.gr	T: 210 8228704
68	Mr. Petrou Nikos	Hellenic Society for Nature Protection	President	info@eepf.gr	T: 210 3224944
69	Mr. Skampardonis Stamatis	Hellenic Society for Nature Protection	Vice-President	info@eepf.gr	T: 210 3224944
70	Mr. Stefanou Panos	ARCTUROS	Communication Officer	arcturos@arcturos.gr	T: 23860 41500
71	Ms. Myrsini Malakou	Society for the Protection of Prespa	Managing Director	spp@spp.gr	T: 23850 51211
72	Mr. Tsoukias Michalis	Trekking Hellas	CEO - Partner	m.tsoukias@trekking.gr	T: 210 3310323
73	Mr. Tsaravopoulos Fivos	Paths of Greece	CEO	info@pathsofgreece.gr	T: 6937668338

4. Please identify key media means that could potentially be utilized for the communication/implementation of the BIO2CARE Project.

**add as many rows as necessary*

Type of Media ⁴¹	Name/Title	Circulation Period ⁴²	Language ⁴³	Geographical Coverage ⁴⁴	Other Details ⁴⁵
Printed/Digital	“Η Καθημερινή”	Daily	GR/EN	National	Newspaper
Printed/Digital	“Το Βήμα”	Daily	GR/EN	National	Newspaper
Printed/Digital	“Αυγή”	Daily	GR/EN	National	Newspaper

⁴¹ Select between: Printed Media or Digital/Social Media

⁴² Select among: Daily, Weekly, Yearly

⁴³ Select among: GR, BG, EN (you may select more than one)

⁴⁴ Select among: Local, Regional, National, International

⁴⁵ Please fill in other details if necessary (e.g. newspaper, television, web-site etc.)

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Printed/Digital	“Έθνος»	Daily	GR/EN	National	Newspaper
Printed/Digital	“ΤΑ ΝΕΑ»	Daily	GR/EN	National	Newspaper
Printed/Digital	“Εφημερίδα των Συντακτών»	Daily	GR/EN	National	Newspaper
Printed/Digital	“ΝΑΥΤΕΜΠΟΡΙΚΗ”	Daily	GR/EN	National	Newspaper
Printed/Digital	“ΜΑΚΕΔΟΝΙΑ”	Daily	GR	Regional	Newspaper
Printed/Digital	“ΚΕΡΔΟΣ”	Daily	GR	National	Newspaper
Printed/Digital	“Real News”	Weekly	GR	National	Newsletter
Printed/Digital	“ΠΡΩΤΟ ΘΕΜΑ”	Weekly	GR	National	Newsletter
Digital	ERT 3	Daily	GR	National	TV
Digital	SKAI	Daily	GR	National	TV
Digital	ANT1	Daily	GR	National	TV
Digital	Alpha	Daily	GR	National	TV
Digital	Star Channel	Daily	GR	National	TV
Digital	Makedonia	Daily	GR	Regional	TV
Digital	ERT WEB TV	Daily	GR	National	WEB TV
Digital	www.voria.gr	Daily	GR	Regional	e-newspaper
Digital	www.thessnews.gr	Weekly	GR	Regional	e-newspaper
Digital	www.greenagenda.gr	Daily	GR	National	e-magazine
Digital	“Στο Κόκκινο»	Daily	GR	National/Regional	Radio
Digital	www.dasaxeio.com	Daily	GR	National	Webpage
Digital	www.biodiversity-info.gr	Daily	GR/EN	National	Webpage

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5. Please provide a number of specific indicators that you believe are essential for the efficient monitoring of the impact of BIO2CARE communication strategy (e.g. *number of participants in events/meetings, number of visitors on the BIO2CARE website, number of articles published in media regarding BIO2CARE etc.*). Note that all proposed indicators should be quantifiable in an objective manner.

Category	Indicators of achievement ⁴⁶
Media Impact	1. Number of articles published in media regarding BIO2CARE
	2. Number of search results in Google engine using the keyword BIO2CARE
	3. Number of journalists participating in BIO2CARE events
	4. Number of Press Releases issued
Events Impact	1. Number of participants in BIO2CARE events/training sessions
	2. Number of target groups involved in the events/training
	3. Number of events organized
	4. -
Website Impact	1. Number of visitors on the BIO2CARE website
	2. Number of views/comments/likes on social media
	3. Number of visitors registered to receive BIO2CARE newsletter
	4. -
Project/Deliverables related Impact	1. Number of downloads of studies and tools produced by BIO2CARE
	2. Number of promo materials/copies disseminated to target groups
	3. Number of studies/tools produced
	4. -

⁴⁶ Fill in at least two per category

Questionnaire A1

Project Acronym: BIO2CARE
INTERREG V-A CP



INTERREG V-A COOPERATION PROGRAMME

GREECE – BULGARIA 2014 – 2020

Reinforcing Protected Areas Capacity through an Innovative
Methodology for Sustainability

– **BIO2CARE** –

(Reg. No: 1890)

Questionnaire A1

Survey for the development of BIO2CARE

Communication and Visibility Plan

1st Round

NCDP

During the 1st round of the survey, initial thoughts and data will be acquired that can facilitate the development of an efficient Communication Plan. The results of the 1st round will be consolidated into a summary report that will feedback the 2nd round of the survey during of which specific target groups and means of communication will be re-evaluated by all partners. This will enable the joint and of high quality standards development of BIO2CARE communication and visibility plan.

Questionnaire A1

Project Acronym: BIO2CARE
INTERREG V-A CP



1. Please identify key target groups that are necessary for the successful and efficient communication of BIO2CARE Project.

**add as many rows as necessary*

WP ⁴⁷	Target Group ⁴⁸	Organization/relevant body ⁴⁹	Est. number of persons ⁵⁰	How to communicate ⁵¹	When to communicate ⁵²
1,2,4,5	Disabled persons	Panhellenic Federation of Persons with Multiple Sclerosis	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	National Federation of Blind	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	National Federation of Persons with Disabilities	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Federation of Deaf of Greece	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Hellenic Thalassemia Federation	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Panhellenic Federation of Nephropaths	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration

⁴⁷ Please indicate the relevant Work Packages that interest the specific target group.

⁴⁸ Please propose specific target groups you believe are essential for the successful implementation of BIO2CARE Project (e.g. civil servants, journalists, residents, students, academic/researchers, NGOs, etc.).

⁴⁹ Please specify the organization/department/sector the specific target group is working on/belong to (e.g. private sector, public sector, local media, ministry of environment, technical chamber etc.).

⁵⁰ Please provide a solid estimation of the number of people that belong to the specific target group and can potentially be reached.

⁵¹ Please provide the mean you believe is the most appropriate to reach the specific audience (e.g. newsletter, web-page, seminars, promotional items (specify), press releases etc.).

⁵² Please propose the Project Life Stage (Early, Intermediate, Late) that you believe is the best time to communicate to them.

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1,2,4,5	Parents of disabled persons	Panhellenic Federation of Parents and Guardians of Disabled Persons	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Pan-Hellenic Federation of Families Associations for Mental Health	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Pan-Hellenic Association of Associations of Persons with Diabetes Mellitus	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Hellenic Society for the Protection of Greek Hemophilia	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Panhellenic Association of Hansen	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Panhellenic Association of Patients with Congenital Heart Diseases	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Hellenic Federation of Hepatopotentials	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Anti-Prevention Society for Mental Disorders "The Renaissance"	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Hellenic Association of HIV-positive "Positive Voice"	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Pan-Hellenic Association of Thrombophilic Greece	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Federation of Cancer Patients of Greece	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Regional Association of Persons with Disabilities of East Macedonia and Thrace	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Regional Federation of Persons with Disabilities of Central Macedonia	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Regional Federation of Persons with Disabilities in Western Macedonia	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration

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1,2,4,5	Disabled persons	Regional Federation of Persons with Disabilities in the Epirus and the Northern Ionian Islands	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Regional Federation of Persons with Disabilities in Western Greece and the South Ionian Islands	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Regional Federation of Persons with Disabilities Thessaly	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Regional Federation of Persons with Disabilities in Central Greece	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Regional Federation of Persons with Disabilities in the Peloponnese	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Regional Federation of Persons with Disabilities in the North Aegean	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Regional Federation of Persons with Disabilities in the South Aegean	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Association of Persons with Disabilities in West Attica	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Association of Persons with Disabilities in Kefallinia	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Association of Persons with Disabilities in Lefkada "ELPIDA"	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Prefectural Association of Disabled Persons in Viotia	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration
1,2,4,5	Disabled persons	Prefectural Association of Disabled Persons in Fokida	N/A	Newsletter, web-page, promotional items, press releases	Entire project duration

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2. Please provide specific objectives for each target group you identified in Table 1, related to the action's objectives and the phases of the BIO2CARE cycle. For a number of target groups the objectives can be the same. You may also add a brief justification of why you selected the specific target group.

**add as many rows as necessary*

Target Group ⁵³	Justification ⁵⁴	Specific Objectives ⁵⁵
Disabled persons	Disabled persons as potential users of accessible infrastructure developed by the project	Simple information, rising awareness, attract them as visitors.
Parents of disabled persons	Parents of disabled persons as potential users of accessible infrastructure developed by the project	Simple information, rising awareness, attract them as visitors.

3. Please fill in the following contact list with persons that can facilitate the communication of the BIO2CARE Project results. You may also include persons that you would like to reach and/or you believe that they will be interested in the results of the Project (e.g. Mayors, Directors, Secretariats, etc.)

**add as many rows as necessary*

S/N	Name	Organization	Position	E-mail	Contact Info (Tel., Fax., Postal, Skype)
Media at Serres Prefecture					
1.	Komitoudis K.	"Proodos" Local newspaper	Owner - Director	eproodos@otenet.gr	Tel: +3023210/ 22212

⁵³ As filled in Table 1

⁵⁴ This is optional but you should at least justify the target groups you highly believe that are necessary for BIO2CARE project

⁵⁵ E.g. simple information, rising awareness, building capacity etc.

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					Fax: +3023210/ 23680
2.	Tsepelas Nikolaos	"Tipos" Local newspaper	Owner - Director	tsepelas@otenet.gr	Tel: +3023210/ 52225 Fax: +3023210/ 52606
3.	Fraggedaki Adamantia	"Kathimerinos Paratiritis" Local newspaper	Owner - Director	paratiritis@compulogic.gr	Tel: +3023210/ 64463-64483 Fax: +3023210/ 64433
4.	Giannakou Aggeliki	"Nea Epohi" Local newspaper	Owner - Director	neaepohi@sparknet.gr	Tel: +3023210/ 64600 Fax: +3023210/ 26191
5.	Arambatzis Dimitrios	"Seraiko Tharos" Local newspaper	Owner - Director	sertharros@yahoo.gr	Tel: +3023210/ 46745- 46380 Fax: +3023210/ 45200
6.	Arambatzis Dimitrios	"Akritiki Foni" Local newspaper	Owner - Director	akritikifoni@yahoo.gr	Tel: +3023210/ 46745- 46380 Fax: +3023210/ 45200
7.	Petalotis Themistoklis	"Elefthero Vima" Local newspaper	Owner - Director	el-vima@otenet.gr	Tel: +3023210/ 39944 Fax: +3023210/ 39946
8.	Rakintzis Stelios	"Anexartitos" Local newspaper	Owner - Director	anex@otenet.gr	Tel: +3023210/ 59404- 46666- 46665 Fax: +3023210/ 59242
9.	Natsiou Dimitrios	"Simerini ton Serron" Local newspaper	Director	8dimitri@otenet.gr	Tel: +3023210/ 64622 Fax: +3023210/ 99629
10.	Drovatzikas Nikolaos	"Adesmefti Gnomi" Local newspaper	Owner - Director	newtv@otenet.gr	Tel: +3023210/ 55910 Fax: +3023210/ 55904, 59242
11.	Komitoudi Maria	"Seraikos tipos" Local newspaper	Owner - Director	eproodos@otenet.gr	Tel: +3023210/ 22212 Fax: +3023210/ 23680
12.	Mikropoulou G.	"Seraika Spor" Local newspaper	Owner - Director	tsepelas@otenet.gr	Tel: +3023210/ 52225- 52226 Fax: +3023210/ 52606
13.	Rakintzis Stelios	"Seraiki evdomada" Local newspaper	Owner - Director	sweek@ser.forthnet.gr	Tel: +3023210/ 59404- 46666- 46665 Fax: +3023210/ 59242
14.	Triantafilou Christos	"Nea Poria" Local newspaper	Owner - Director	efnporia@otenet.gr	Tel: +3023220/ 22101, 24105

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					Fax: +3023220/ 22101
15.	Ihtsi Andromahi	"Ta nea tis agrotias" Local newspaper	Owner - Director	tsepelas@otenet.gr	Tel: +302321052225 Fax: 2321052606
16.	Drovatzikas Nikolaos	"Nea Tileorasi" Regional TV channel	Owner - Director	newtv@otenet.gr	Tel: +3023210/ 55910 Fax: +3023210/55904
17.	Papamichail Antonis	"T.V.S." Regional TV channel	Owner - Director	tvsv@tvsv.gr	Tel: +3023210/51688-26621 Fax: +3023210/55904
18.	Elioglou Theodoros	"Tile-epiloges" Regional TV channel	Owner - Director	rtl10@otenet.gr	Tel: +302321045535 Fax: +302321045534
19.	Arabatzi Fotini	"Diktio" Regional TV channel	Owner - Director	diktyotv@otenet.gr	Tel: +3023210/51500-52500 Fax: +3023210/51300
20.	N/A	"Diavlos Rodolivos Municipal Company" Regional TV channel	N/A	rodolivo@otenet.gr	Tel: +3023210/51521 Fax: +3023210/51531
21.	Kiomourtzidou Sofia	"Sintiki" Regional Radio station	Owner - Director	i-kiom@otenet.gr	Tel: +3023230/ 23150 Fax: +3023230/ 23150
22.	Bozanis Nikolaos	"Serres" Regional Radio station	Owner	serresfm@hol.gr	Tel: +3023210/ 65777 Fax: +3023210/ 51201
23.	Pasialis Apostolos	"Epikairoitita" Regional Radio station	Owner	epikero@otenet.gr	Tel: +3023210/ 58520 Fax: +3023210/ 67857
24.	Saoulidis Stelios	"ERA Serron" Regional Radio station	Director	era-serres@otenet.gr	Tel: +3023210/ 55784-55888-55638-55877 Fax: +3023210/ 55638
25.	Kelesidis Stelios	"Acroama" Regional Radio station	Director	akroama@otenet.gr	Tel: +3023210/ 50331 Fax: +3023210/ 46250
26.	Litharis Alexandros	"Radio 1" Regional Radio station	Owner - Director	radio1@hol.gr	Tel: +3023210/ 62562-51101 Fax: 23210/ 51501
27.	Tsesmedjis Konstantinos	"E-103" Regional Radio station	Owner - Director	info@e103.gr	Tel: +3023210/ 65979-65963- 25436 Fax: +3023210/ 237

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28.	Elioglou Theodors	"Epilogos" Regional Radio station	Director	rtl10@otenet.gr	Tel: +3023210/ 45534 - 5 Fax: +3023210/ 45535
29.	Arabatzis Dimitrios	"Iho FM 102,4" Regional Radio station	Owner - Director	hxofmradio@in.gr	Tel: +3023220/ 25111-24715 Fax: +3023220/ 24715
30.	Stafanoglou Fotis	"Mega" Regional Radio station	Owner - Director	mega-@otenet.gr	Tel: +3023210/ 55737 Fax: +3023210/ 55365
31.	Tsatsis Anastasios	"Alpha" Regional Radio station	Owner - Director	alfagr@otenet.gr	Tel: +3023210/ 54444 Fax: +3023210/ 52413
32.	Drambas Christos	"Makedonia" Regional Radio station	Owner - Director	info@noizeradio.gr	Tel: +3023210/ 56666 Fax: +3023210/ 56667
33.	Alevra Anna	"Rodon" Regional Radio station	Owner - Director	alevra@otenet.gr	Tel: +3023210/ 58800 Fax: +3023210/ 58802

Media at Thessaloniki Prefecture

1.				athlitik@otenet.gr	
2.				typosb@otenet.gr	
3.				pirgos@radiothessaloniki.gr	
4.				info@maketv.gr	
5.				dimotisonline@fm100.gr	
6.				info@makthes.gr	
7.				thestival@gmail.com	
8.				voria@voria.gr	
9.				958radio.ert3@ert.gr	
10.				makedonia@ert.gr	
11.				depthe@fm100.gr	
12.				newsradiofm100@gmail.com ,	
13.				newstv100@gmail.com	
14.				epikoinonia.ert3@ert.gr	

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15.				info@dailythess.gr	
16.				dailythess@gmail.com,	
17.				mta@amna.gr	
18.				typosbon@gmail.com	
19.				pirgos@radiothessaloniki.gr	
20.				press@karfitsa.gr	
21.				tkostikiadis@seleo.gr	
22.				thessnews1@gmail.com	
23.				info@thessnews.gr	
24.				info@parallaximag.gr	
25.				info@thesspress.gr	
26.				theo.chondrogiannos@gmail.com	
27.				repanas@yahoo.com	
28.				omiridouanna@gmail.com	
29.				kostas.koukoumakas@vice.com	
30.				fotiadesa@gmail.com	
31.				angelosvassos@makthes.gr	
32.				avassos74@gmail.com	
33.				kapantai@makthes.gr	
34.				glykapa@yahoo.gr	
35.				karathanou@gmail.com	
36.				kolokotronip@antenna.gr	
Media at Drama Prefecture					
1.				info@xirafi.gr;	
2.				info@dramaweb.gr ;	

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3.				info@godrama.gr	
4.				admin@idol.gr	
5.				astarfmtv@otenet.gr	
6.				startvfm@otenet.gr	
7.				astarfmtv@otenet.gr	
8.				tvd@otenet.gr	
9.				alfatvdr@gmail.com	
10.				artstudio@drama.gr	
11.				dramini@otenet.gr	
12.				draradio@otenet.gr	
13.				enidrama@otenet.gr	
14.				enimerosi@siept.gr	
15.				hxodramas@gmail.com	
16.				neapoldr@otenet.gr	
17.				provdra@otenet.gr	
18.				proinostyp@otenet.gr	
19.				xronikad@otenet.gr	
20.				info@psithiri.gr	
Media at Kavala Prefecture					
1.		Radio Alpha 88.6		alphamediagroup@otenet.gr	
2.		Radio Makedonisa		asokars@yahoo.gr	
3.		Kavala		asves196@otenet.gr	
4.		Dimotis Filipon		dimotis_fillipon@yahoo.gr	
5.		Eleftheria		eleftheria2008@gmail.com	
6.		Radio Enimeros 102.8		enimero1@yahoo.gr	

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7.		Epikerotita Nestou		epiknestou@yahoo.gr	
8.		ERA Kavalas 96.3 / 106.7		era-kavala1@ert.gr	
9.		Evdomadiea		evdomadiaia@evdomadiaia.gr	
10.		Evdomi, Studio 7 99.7		evdomi@evdomi.gr	
11.		Hronometro		hartis@otenet.gr	
12.		Iho		hxo1013@otenet.gr	
13.		Analitis		info@centertv.gr	
14.		Analitis, Ena Channel, Center TV, Radio Ena 90.5		info@enachannel.gr	
15.		Radio Energy 96.6		info@energy966.com	
16.		Enimeros		info@enimeros.gr	
17.		Lobby 101.8		info@lobbyfm.gr	
18.		Dimotis Filipon		info@philippi.in	
19.		URP 89.6		info@urp.gr	
20.		Kathimerinos Tipos, Ksirafi		info@xirafi.gr	
21.		Kanali 5 91.7, Sfera Kavalas		kanali5@kav.forthnet.gr	
22.		Agrotiki Epikerotita		karagkio@otenet.gr	
23.		Radio Makedonisa		makedonisa@otenet.gr	
24.		Express		mitakos@kav.forthnet.gr	
25.		Lobby 101.8		mountzouri@lobbyfm.gr	
26.		Neapolis, Radio Neapolis 90.8		neapolka@otenet.gr	
27.		Nea Egnatia		negnatia@otenet.gr	
28.		Radio Delta 98.6		ntertifm986@gmail.com	
29.		Proini, Proini TV, Radio Proini 93.7		proini3@otenet.gr	
30.		Radio Alexandros 98.1		radio@radioalexandros.gr	
31.		Ta nea tis Thasou		saganis@hol.gr	

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32.		Stohos FM 98.9		stoxosfm@gmail.com	
33.		Taxidromos		taxydrom@otenet.gr	
34.		I foni tis aftodiikisis		tedk@xan.forthnet.gr	
35.		Thasion gi		thasiong@otenet.gr	
36.		Foni toy Nestou		thrakinews@gmail.com	
37.		To Hrima		toxrima@otenet.gr	
38.		URP 89.6		urp@urp.gr	
39.		URP 89.6		urpfm@otenet.gr	
40.		Stohos FM 98.9		zagorianos@tha.forthnet.gr	
Media at Xanthi Prefecture					
1.				xanthinews@gmail.com ,	
2.				empros@ixanthi.gr ,	
3.				agonas@xan.forthnet.gr ,	
4.				info@egnatiea.tv ,	
5.				news@thrakinet.tv ,	
6.				thrakinews@gmail.com ,	
7.				radio@aa888.gr	
Media at Rodopi Prefecture					
1.				karaiskk@otenet.gr	
2.				tsochlias@gmail.com	
3.				kepoer@yahoo.gr	
4.				info@thrakikiagora.gr	
5.				xronos@xronos.gr	
6.				xronos@otenet.gr	
7.				paratir@otenet.gr	
Media at Evros Prefecture					

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1.		Municipal Radio Didimotixo 99		99drd@otenet.gr	
2.				alexpolygonline@gmail.com	
3.		Didimotiho		did-xo@otenet.gr	
4.		Evroikologika		ecoevro@hol.gr	
5.		Ellinikos 88.9		ell889@otenet.gr	
6.		Eleftheri Thraki		elthraki@otenet.gr	
7.		Eparhiakos Tipos		epartyo@yahoo.gr	
8.		Ellada 98.6		eprom@otenet.gr	
9.		ERA		era-orestiada2@ert.gr	
10.		Evro Sky 100.4		eurosky@otenet.gr	
11.				farosalexandroupolis@yahoo.gr	
12.		I Gnomi		gnomi2@otenet.gr	
13.		Heat 88.3		heat@axd.forthnet.gr	
14.		Ellinikos 88.9		info@889.gr	
15.				info@alexandroupoli.net	
16.		Radio DeeJay Alexandroupolis – High FM 94.8		info@deejayradio.gr	
17.		Delta TV		info@deltatv.gr	
18.		En Didimotiho		info@didymoteicho.gr	
19.		Heat 88.3		info@heatradio.gr	
20.		Polis 102.6		info@polisradio.gr	
21.		Politis tis Thrakis		info@politis-thrakis.gr	
22.		Alpha 104		info@radioalfa.gr	
23.		Evros 97.1		info@radioevros.gr	
24.		Maximum 93.6		Info@radiomax.gr	
25.		Review		info@review.gr	
26.		Sferikos 99.3		info@sferikos.gr	

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27.		Status Radio		info@statusradio.gr	
28.		Tharros		info@tharros.gr	
29.		Kanali 97.3		kanali5@axd.forthnet.gr	
30.		Dionisos		mail@dionysos-net.gr	
31.		Methorios		methorio@otenet.gr	
32.		Thraki Net		news@thrakinet.tv	
33.		Apopsi		newspaper@apopsi.info	
34.				olorfan@otenet.gr	
35.		Municipal TV Orestiadass		orestiada@gmail.com	
36.		Panthrakiki		panthrakiki@hotmail.com	
37.				petrovdim@otenet.gr	
38.		Pirsos		pyrsos1@hotmail.com	
39.		Pirsos		pyrsos1@yahoo.gr	
40.		Samothraki 101.9		radio@radiosamothraki.gr	
41.		Municipal Radio Tihero92.6		radio926@otenet.gr	
42.		Alpha 104		radioalfa@radioalfa.gr	
43.		Voreas		rissos@otenet.gr	
44.		Ta Nea tis Traianoupolis		somet_27@panafonet.gr	
45.		Stathmos		stathmo@yahoo.gr	
46.		Night FM 106.6		stauros_ouzounis@yahoo.gr	
47.		Tharros		tharrosa@otenet.gr	

4. Please identify key media means that could potentially be utilized for the communication/implementation of the BIO2CARE Project.

**add as many rows as necessary*

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Type of Media ⁵⁶	Name/Title	Circulation Period ⁵⁷	Language ⁵⁸	Geographical Coverage ⁵⁹	Other Details ⁶⁰
Media at Serres Prefecture					
Printed Media	Proodos	Daily	Greek	Local	Local newspaper
Printed Media	Tipos	Daily	Greek	Local	Local newspaper
Printed Media	Kathimerinos Paratiritis	Daily	Greek	Local	Local newspaper
Printed Media	Nea Epohi	Daily	Greek	Local	Local newspaper
Printed Media	Seraiko Tharos	Daily	Greek	Local	Local newspaper
Printed Media	Akritiki Foni	Daily	Greek	Local	Local newspaper
Printed Media	Elefthero Vima	Daily	Greek	Local	Local newspaper
Printed Media	Anexartitos	Daily	Greek	Local	Local newspaper
Printed Media	Simerini ton Serron	Daily	Greek	Local	Local newspaper
Printed Media	Adesmefti Gnomi	Weekly	Greek	Local	Local newspaper
Printed Media	Seraikos tipos	Weekly	Greek	Local	Local newspaper
Printed Media	Seraika Spor	Weekly	Greek	Local	Local newspaper
Printed Media	Seraiki evdomada	Weekly	Greek	Local	Local newspaper
Printed Media	Panseraiki	Weekly	Greek	Local	Local newspaper
Printed Media	Nigrita	Weekly	Greek	Local	Local newspaper
Printed Media	I foni tis Visaltias	Weekly	Greek	Local	Local newspaper
Printed Media	Ta nea tis agrotias	Weekly	Greek	Local	Local newspaper
Printed Media	Nea Poria	Weekly	Greek	Local	Local newspaper

⁵⁶ Select between: Printed Media or Digital/Social Media

⁵⁷ Select among: Daily, Weekly, Yearly

⁵⁸ Select among: GR, BG, EN (you may select more than one)

⁵⁹ Select among: Local, Regional, National, International

⁶⁰ Please fill in other details if necessary (e.g. newspaper, television, web-site etc.)

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Digital Media	Nea Tileorasi	Daily	Greek	Regional	Regional TV channel
Digital Media	T.V.S.	Daily	Greek	Regional	Regional TV channel
Digital Media	Tile-epiloges	Daily	Greek	Regional	Regional TV channel
Digital Media	Diktio	Daily	Greek	Regional	Regional TV channel
Digital Media	Diavlos Rodolivous Municipal Company	Daily	Greek	Regional	Regional TV channel
Digital Media	Sintiki	Daily	Greek	Regional	Regional Radio station
Digital Media	Filidos	Daily	Greek	Regional	Regional Radio station
Digital Media	Serres	Daily	Greek	Regional	Regional Radio station
Digital Media	Epikairotita	Daily	Greek	Regional	Regional Radio station
Digital Media	ERA Serron	Daily	Greek	Regional	Regional Radio station
Digital Media	Acroama	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio 1	Daily	Greek	Regional	Regional Radio station
Digital Media	E-103	Daily	Greek	Regional	Regional Radio station
Digital Media	Epiloges	Daily	Greek	Regional	Regional Radio station
Digital Media	Iho FM 102,4	Daily	Greek	Regional	Regional Radio station
Digital Media	Mega	Daily	Greek	Regional	Regional Radio station
Digital Media	Alpha	Daily	Greek	Regional	Regional Radio station
Digital Media	Makedonia	Daily	Greek	Regional	Regional Radio station
Digital Media	Rodon	Daily	Greek	Regional	Regional Radio station
Media at Kavala Prefecture					
Printed Media	Agrotiki Epikerotita	Daily	Greek	Local	Local newspaper
Printed Media	Analitis	Daily	Greek	Local	Local newspaper
Printed Media	Dimotis Filipon	Daily	Greek	Local	Local newspaper
Printed Media	Evdomi	Daily	Greek	Local	Local newspaper
Printed Media	Evdomadiea	Daily	Greek	Local	Local newspaper
Printed Media	Eleftheria	Daily	Greek	Local	Local newspaper
Printed Media	Enimeros	Daily	Greek	Local	Local newspaper

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Printed Media	Express	Daily	Greek	Local	Local newspaper
Printed Media	Epikerotita Nestou	Daily	Greek	Local	Local newspaper
Printed Media	Thasiaki	Daily	Greek	Local	Local newspaper
Printed Media	I foni tis aftodiikisis	Daily	Greek	Local	Local newspaper
Printed Media	Thasion gi	Daily	Greek	Local	Local newspaper
Printed Media	Kavala	Daily	Greek	Local	Local newspaper
Printed Media	Kathimerinos Tipos	Daily	Greek	Local	Local newspaper
Printed Media	Nea Egnatia	Daily	Greek	Local	Local newspaper
Printed Media	Neapolis	Daily	Greek	Local	Local newspaper
Printed Media	Ksirafi	Daily	Greek	Local	Local newspaper
Printed Media	Proini	Daily	Greek	Local	Local newspaper
Printed Media	Ta nea tis Thasou	Daily	Greek	Local	Local newspaper
Printed Media	Taxidromos	Daily	Greek	Local	Local newspaper
Printed Media	To Hrima	Daily	Greek	Local	Local newspaper
Printed Media	Foni toy Nestou	Daily	Greek	Local	Local newspaper
Printed Media	Hronometro	Daily	Greek	Local	Local newspaper
Digital Media	Ena Channel	Daily	Greek	Regional	Regional TV channel
Digital Media	Proini TV	Daily	Greek	Regional	Regional TV channel
Digital Media	Center TV	Daily	Greek	Regional	Regional TV channel
Digital Media	Radio Alexandros 98.1	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio Alpha 88.6	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio Delta 98.6	Daily	Greek	Regional	Regional Radio station
Digital Media	Municipal Radio 97.0	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio Ena 90.5	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio Enimeros 102.8	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio Energy 96.6	Daily	Greek	Regional	Regional Radio station
Digital Media	ERA Kavalas 96.3 / 106.7	Daily	Greek	Regional	Regional Radio station

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Digital Media	Iho	Daily	Greek	Regional	Regional Radio station
Digital Media	Kanali 5 91.7	Daily	Greek	Regional	Regional Radio station
Digital Media	Sfera Kavallas	Daily	Greek	Regional	Regional Radio station
Digital Media	Lobby 101.8	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio Neapolis 90.8	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio Proini 93.7	Daily	Greek	Regional	Regional Radio station
Digital Media	Stop FM 94.4	Daily	Greek	Regional	Regional Radio station
Digital Media	Stohos FM 98.9	Daily	Greek	Regional	Regional Radio station
Digital Media	Studio 7 99.7	Daily	Greek	Regional	Regional Radio station
Digital Media	URP 89.6	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio Makedonisa	Daily	Greek	Regional	Regional Radio station
Media at Xanthi Prefecture					
Printed Media	Adesmefti tis Thrakis	Daily	Greek	Local	Local newspaper
Printed Media	Maxitis	Daily	Greek	Local	Local newspaper
Printed Media	Foni tis Xanthis	Daily	Greek	Local	Local newspaper
Digital Media	XANTHI CHANNEL	Daily	Greek	Regional	Regional TV channel
Media at Evros Prefecture					
Printed Media	Eleftheri Thraki	Daily	Greek	Local	Local newspaper
Printed Media	Eparhiakos Tipos	Daily	Greek	Local	Local newspaper
Printed Media	I Gnomi	Daily	Greek	Local	Local newspaper
Printed Media	Panthrakiki	Daily	Greek	Local	Local newspaper
Printed Media	Apopsi	Weekly	Greek	Local	Local newspaper
Printed Media	Tharros	Weekly	Greek	Local	Local newspaper
Printed Media	Maxitis	Weekly	Greek	Local	Local newspaper
Printed Media	Methorios	Weekly	Greek	Local	Local newspaper
Printed Media	Politis tis Thrakis	Weekly	Greek	Local	Local newspaper
Printed Media	Panthrakiko Vima	Weekly	Greek	Local	Local newspaper

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Printed Media	Pirsos	Weekly	Greek	Local	Local newspaper
Printed Media	Athlitiki tou Evrou	Weekly	Greek	Local	Local newspaper
Printed Media	Voreas	Monthly	Greek	Regional	Magazine
Printed Media	Exopolis	N/A	Greek	Regional	Magazine
Printed Media	O Faros tis Alexandroupolis	Quarterly	Greek	Regional	Magazine
Printed Media	Stathmos	Monthly	Greek	Regional	Magazine
Printed Media	Review	Monthly	Greek	Regional	Magazine
Printed Media	To Vima tis Anthias	Monthly	Greek	Regional	Magazine
Printed Media	Dionisos	Monthly	Greek	Regional	Magazine
Printed Media	Didimotiho	Monthly	Greek	Regional	Magazine
Printed Media	Gnorimia	Bi-monthly	Greek	Regional	Magazine
Printed Media	En dimo Tiherou	Monthly	Greek	Regional	Magazine
Printed Media	I Vira	Bi-monthly	Greek	Regional	Magazine
Printed Media	En Didimotiho	Monthly	Greek	Regional	Magazine
Printed Media	Thrikios Anemos	N/A	Greek	Regional	Magazine
Printed Media	Endohora	Bi-monthly	Greek	Regional	Magazine
Printed Media	Evroikologika	N/A	Greek	Regional	Magazine
Printed Media	Ta Nea tis Traianoupolis	Bi-monthly	Greek	Regional	Magazine
Digital Media	Delta TV	Daily	Greek	Regional	Regional TV channel
Digital Media	Municipal TV Orestiadas	Daily	Greek	Regional	Regional TV channel
Digital Media	Thraki Net	Daily	Greek	Regional	Regional TV channel
Digital Media	Alpha 104	Daily	Greek	Regional	Regional Radio station
Digital Media	Polis 102.6	Daily	Greek	Regional	Regional Radio station
Digital Media	Delta 102.3	Daily	Greek	Regional	Regional Radio station
Digital Media	Municipal Radio Didimotixo 99	Daily	Greek	Regional	Regional Radio station
Digital Media	Municipal Radio Orestiada 101.5	Daily	Greek	Regional	Regional Radio station
Digital Media	Municipal Radio Tihero92.6	Daily	Greek	Regional	Regional Radio station

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Digital Media	Sferikos 99.3	Daily	Greek	Regional	Regional Radio station
Digital Media	Diavlos Evrou 96.6	Daily	Greek	Regional	Regional Radio station
Digital Media	Evros 97.1	Daily	Greek	Regional	Regional Radio station
Digital Media	Evro Sky 100.4	Daily	Greek	Regional	Regional Radio station
Digital Media	Ellada 98.6	Daily	Greek	Regional	Regional Radio station
Digital Media	Ellinikos 88.9	Daily	Greek	Regional	Regional Radio station
Digital Media	ERA	Daily	Greek	Regional	Regional Radio station
Digital Media	Thraki 100 FM	Daily	Greek	Regional	Regional Radio station
Digital Media	Kanali 97.3	Daily	Greek	Regional	Regional Radio station
Digital Media	Maximum 93.6	Daily	Greek	Regional	Regional Radio station
Digital Media	Methorios 96	Daily	Greek	Regional	Regional Radio station
Digital Media	Melodia 96.1	Daily	Greek	Regional	Regional Radio station
Digital Media	Paradosiakos FM 104.3	Daily	Greek	Regional	Regional Radio station
Digital Media	Status Radio	Daily	Greek	Regional	Regional Radio station
Digital Media	Samothraki 101.9	Daily	Greek	Regional	Regional Radio station
Digital Media	Star 101.4	Daily	Greek	Regional	Regional Radio station
Digital Media	Heat 88.3	Daily	Greek	Regional	Regional Radio station
Digital Media	Radio DeeJay Alexandroupolis – High FM 94.8	Daily	Greek	Regional	Regional Radio station
Digital Media	Night FM 106.6	Daily	Greek	Regional	Regional Radio station

5. Please provide a number of specific indicators that you believe are essential for the efficient monitoring of the impact of BIO2CARE communication strategy (e.g. *number of participants in events/meetings, number of visitors on the BIO2CARE website, number of articles published in media regarding BIO2CARE etc.*). Note that all proposed indicators should be quantifiable in an objective manner.

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Category	Indicators of achievement ⁶¹
Media Impact	1. Number of publications during project lifetime
	2. Number of appearances in digital media during project lifetime
Events Impact	1. Number of events throughout project lifetime
	2. Persons attended events
	3. Events audience satisfaction rate
Website Impact	1. Single visitors per month
	2. Hits per month (in project website, project social media etc)
	3. Downloads per month
Project/Deliverables related Impact	1. Number of Disabled persons' associations that showed interest to project deliverables (justification: questionnaire addressing Disabled persons' associations)
	2. Disabled persons as potential visitors (justification: freely filled questionnaire on NCDP website addressing NCDP website audience)
	3.

⁶¹ Fill in at least two per category

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Reinforcing Protected Areas Capacity through an Innovative
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(Reg. No: 1890)

During the 1st round of the survey, initial thoughts and data will be acquired that can facilitate the development of an efficient Communication Plan. The results of the 1st round will be consolidated into a summary report that will feedback the 2nd round of the survey during of which specific target groups and means of communication will be re-evaluated by all partners. This will enable the joint and of high quality standards development of BIO2CARE communication and visibility plan.

1. Please identify key target groups that are necessary for the successful and efficient communication of BIO2CARE Project.

**add as many rows as necessary*

WP ⁶²	Target Group ⁶³	Organization/relevant body ⁶⁴	Est. number of persons ⁶⁵	How to communicate ⁶⁶	When to communicate ⁶⁷
WP2	All groups listed for other WPs				
	Journalists	Local, regional and national media	Min. 30	All accessible communication channels	During the whole project
	Population of the BG project area	N/A	Min.	Through the measures included in WP2	During the whole project
WP3	Experts from other BG protected areas	MOEW/ PAs	Min. 10	Send project newsletter	When products are ready
	Experts from international PAs	Various – contacts of RNPd	Min. 20	Send project newsletter	When products are ready
	Mayors and officials of municipalities from South Rila	Municipal administrations of Blagoevgrad, Simitli, Razlog, Belitsa and Yakoruda	Min. 15	Hold information meetings	When products are ready
	Local people from the municipalities from South Rila	Local businesses, tourism-related	Min. 30	Hold information meetings	When products are ready

⁶² Please indicate the relevant Work Packages that interest the specific target group.

⁶³ Please propose specific target groups you believe are essential for the successful implementation of BIO2CARE Project (e.g. civil servants, journalists, residents, students, academic/researchers, NGOs, etc.).

⁶⁴ Please specify the organization/department/sector the specific target group is working on/belong to (e.g. private sector, public sector, local media, ministry of environment, technical chamber etc.).

⁶⁵ Please provide a solid estimation of the number of people that belong to the specific target group and can potentially be reached.

⁶⁶ Please provide the mean you believe is the most appropriate to reach the specific audience (e.g. newsletter, web-page, seminars, promotional items (specify), press releases etc.).

⁶⁷ Please propose the Project Life Stage (Early, Intermediate, Late) that you believe is the best time to communicate to them.

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WP4	Potential visitors to with special needs the BG project target area / Rila NP	N/A	Min. 500	RNPD web-site; project web-site, social media; all other accessible media (printed, radio, TV, on-line)	When infrastructure activities are finished
	Management, monitoring and control experts	Other protected areas	Min. 30	Present the smart applications to them	When the apps are ready
WP5	Young people who are not employees of RNPD	Students form environmental specialties / Earth sciences, including such with special needs	Min. 80	Hold 4 training sessions	Towards the end of the project
	Potential visitors to the BG project target area / Rila NP with special needs	N/A	Min. 500	RNPD web-site; project web-site, social media; all other accessible media (printed, radio, TV, on-line)	When new path for disabled people is ready
	Policy makers	From all institutions who have some relation to the future policies of protected areas management (Rila NP in particular)	Min. 30	Hold an information/ closing event; send the document directly	At project end

2. Please provide specific objectives for each target group you identified in Table 1, related to the action's objectives and the phases of the BIO2CARE cycle. For a number of target groups the objectives can be the same. You may also add a brief justification of why you selected the specific target group.

**add as many rows as necessary*

Questionnaire A1

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Target Group ⁶⁸	Justification ⁶⁹	Specific Objectives ⁷⁰
Experts from other BG protected areas	The project will develop, adapt and test methodologies that may be used in the work of other protected areas' administrations and thus support better environment management in BG	Share information and experience and multiply project results
Experts from international PAs	The project will develop, adapt and test methodologies that may be used in the work of other (international) protected areas' administrations and thus support better environment management in the global scale	Share information and experience and multiply project results
Mayors and officials of municipalities from South Rila	There is a pilot measure directly related to this target group	The group should be informed about new opportunities and stimulated to participate
Local people from the municipalities from South Rila	There is a pilot measure directly related to this target group	The group should be informed about new opportunities and stimulated to participate
Potential visitors with special needs to the BG project target area / Rila NP	This is a specific target group of the whole project and some activities are directly oriented at it. Naturally these activities and their outcomes should be communicated to the target group.	Inform them about new developments and opportunities.
Management, monitoring and control experts	These are the people who should be using the new products under D4.4	Inform them about the new products and the opportunities they provide.
Young people who are not employees of RNPД	These are the future users, partners and decision-makers. They should be involved as early as possible	Teach them about environment protection but also 'raise' friends of Rila NP and the environment as a whole
Policy makers	The final project report with policy recommendations should reach those the recommendations are meant for	Inform them about project results and hopefully inspire actions for policy improvements

⁶⁸ As filled in Table 1

⁶⁹ This is optional but you should at least justify the target groups you highly believe that are necessary for BIO2CARE project

⁷⁰ E.g. simple information, rising awareness, building capacity etc.

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Journalists	No visibility actions can be full without media participation	Use media as carriers of project information
Population of the BG project area	Environment protection as a whole is ultimately for the environment itself but also for the people. So people should be informed about environmental issues, or at least at the place they live in.	Raise public awareness

3. Please fill in the following contact list with persons that can facilitate the communication of the BIO2CARE Project results. You may also include persons that you would like to reach and/or you believe that they will be interested in the results of the Project (e.g. Mayors, Directors, Secretariats, etc.)

**add as many rows as necessary*

S/N	Name	Organization	Position	E-mail	Contact Info (Tel., Fax., Postal, Skype)
1	Neno Dimov	MOEW	Minister of Environment and Water	edno_gishe@moew.government.bg	+ 359 2 988 25 77 + 359 2 986 25 33 – fax 1000, Sofia, Sofia, 22 Mariya Luiza Blvd
2	Kameliya Radeva	Executive Environment Agency	Executive Director	iaos@eea.government.bg	+ 359 2/ 955 90 11 + 359 2/ 940 64 78 + 359 2/ 955 90 15 – fax 136 Tzar Boris III blvd. P.O.Box 251, 1618 Sofia, Bulgaria
3	Biser Mihaylov	Regional administration Blagoevgrad	Regional Governor	Info@bl.government.bg	+ 359 73 88 14 01 + 359 73 88 14 03 – fax Sq. G. Izmirliiev No 9 Blagoevgrad, 2700

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					Bulgaria
4	Dr. Atanas Kambitov	Municipality of Blagoevgrad	Mayor	kmet@blgmun.com	+ 359 73/884413 Sq. Georgi Izmirliiev 1, 2700 Blagoevgrad
5	Apostol Apostolov	Municipality of Simitli	Mayor	simitly@mail.bg	+359 748/72138, +359 748/72231– fax, 27 "Hristo Botev" str. 2730 Simitli
6	Eng.Krasimir Gerchev	Municipality of Razlog	Mayor	ob_razlog@bcmesta.bg	+359 747/80095 +359 747/80081 – fax 2760 Razlog 1 "Stefan Stambolov" str.
7	Radoslav Revanski	Municipality of Belitca	Mayor	obelica@abv.bg	+ 359 7444/ 2323 + 359 7444 2277 – fax
8	Eng.Nuredin Kafelov	Municipality of Yakoruda	Mayor	oba_yda@abv.bg	+ 359 7442 23 28 + 359 7442 26 28 – fax 1 "Vasil Levski", str. Yakoruda
9	Ivaylo Zlatanov	Regional Education Devision - Blagoevgrad	Manager	mail@rio-blg.com	+ 359 73/885273 + 359 73/885268 – fax 2 „Trakiya“ str.Blagoevgrad, 2700

4. Please identify key media means that could potentially be utilized for the communication/implementation of the BIO2CARE Project.

**add as many rows as necessary*

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Type of Media ⁷¹	Name/Title	Circulation Period ⁷²	Language ⁷³	Geographical Coverage ⁷⁴	Other Details ⁷⁵
Printed media	Struma	Daily	Bulgarian	Regional	Newspaper
Printed media	Vyara	Daily	Bulgarian	Regional	Newspaper
Printed media	24 Chasa (24 Hours)	Daily	Bulgarian	National	Newspaper
Printed media	Trud	Daily	Bulgarian	National	Newspaper
Printed media	Standart	Daily	Bulgarian	National	Newspaper
Printed media	Telegraph	Daily	Bulgarian	National	Newspaper
Printed media	Top Presa	Daily	Bulgarian	Regional	Newspaper
Digital/Social media	BNT2	Daily	Bulgarian	Regional/national	TV
Digital/Social media	Darts	Daily	Bulgarian	Regional/national	TV
Digital/Social media	Gotse Delchev Cable	Daily	Bulgarian	Regional/local	TV
Digital/Social media	BATS Petrich	Daily	Bulgarian	Regional/local	TV
Digital/Social media	Blagoevgrad Radio	Daily	Bulgarian	Regional/national	Radio
Digital/Social media	BNR (Bulgarian National Radio)	Daily	Bulgarian	National	Radio
Digital/Social media	Focus (of Focus News Agency)	Daily	Bulgarian	Regional/national	Radio
Digital/Social media	Darik	Daily	Bulgarian	National	Radio
Digital/Social media	Boomerang – Bansko	Daily	Bulgarian	Regional/local	Radio
Digital/Social media	V-99 Gotse Delchev	Daily	Bulgarian	Regional/local	Radio
Digital/Social media	BTA (Bulgarian Telegraph Agency)	Daily	Bulgarian	National	News Agency
Digital/Social media	E79	Daily	Bulgarian	Regional	News Agency
Digital/Social media	Infomreja	Daily	Bulgarian	Regional	News Agency

⁷¹ Select between: Printed Media or Digital/Social Media

⁷² Select among: Daily, Weekly, Yearly

⁷³ Select among: GR, BG, EN (you may select more than one)

⁷⁴ Select among: Local, Regional, National, International

⁷⁵ Please fill in other details if necessary (e.g. newspaper, television, web-site etc.)

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Digital/Social media	Blagoevgrad Info	Daily	Bulgarian	Regional	News Agency
Digital/Social media	Standart	Daily	Bulgarian	Regional	News Agency
Digital/Social media	Balkanite.net	Daily	Bulgarian	Regional	News Agency
Digital/Social media	BGNes	Daily	Bulgarian	Regional	News Agency
Digital/Social media	Pirinsko.com	Daily	Bulgarian	Regional	News Agency
Digital/Social media	Blagoevgrad Utre	Daily	Bulgarian	Regional	News Agency
Digital/Social media	Ilinden Press	Daily	Bulgarian	Regional	News Agency
Digital/Social media	Agencia.bg	Daily	Bulgarian	Regional	News Agency

5. Please provide a number of specific indicators that you believe are essential for the efficient monitoring of the impact of BIO2CARE communication strategy (e.g. *number of participants in events/meetings, number of visitors on the BIO2CARE website, number of articles published in media regarding BIO2CARE etc.*). Note that all proposed indicators should be quantifiable in an objective manner.

The indicators have been developed together by the BG partners

Category	Indicators of achievement ⁷⁶
Media Impact	1. Number of people the media has reached
	2. Number of publications (printed) about the project
	3. Number of broadcasts about the project
	4. Number of web publications about the project
	5.
Events Impact	1. Number of participants in events
	2. Number of target groups the event has involved
	3. Number of publications (printed, web) about the event

⁷⁶ Fill in at least two per category

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	4. Number of broadcasts about the event
Website Impact	1. Number of visitors to the web site over a certain period of time
	2. Number of web site visitors who have provided some feedback
	3. Number of sharings of web site publications
Project/Deliverables related Impact	1. Number of people participating in the production of the deliverable
	2. Number of people the deliverables have reached
	3. Number of target groups the deliverables have reached
	4.
	5.

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INTERREG V-A COOPERATION PROGRAMME
GREECE – BULGARIA 2014 – 2020
Reinforcing Protected Areas Capacity through an Innovative
Methodology for Sustainability
– **BIO2CARE** –
(Reg. No: 1890)

Questionnaire A1

Survey for the development of BIO2CARE Communication and Visibility Plan 1st Round

PP8 – SWU

During the 1st round of the survey, initial thoughts and data will be acquired that can facilitate the development of an efficient Communication Plan. The results of the 1st round will be consolidated into a summary report that will feedback the 2nd round of the survey during of which specific target groups and means of communication will be re-evaluated by all partners. This will enable the joint and of high quality standards development of BIO2CARE communication and visibility plan.

1. Please identify key target groups that are necessary for the successful and efficient communication of BIO2CARE Project.

**add as many rows as necessary*

WP ⁷⁷	Target Group ⁷⁸	Organization/relevant body ⁷⁹	Est. number of persons ⁸⁰	How to communicate ⁸¹	When to communicate ⁸²
WP2	All groups listed for other WPs				
	Journalists	Local, regional and national media	Min. 30	All accessible communication channels	During the whole project
	Population of the BG project area	N/A	Min.	Through the measures included in WP2	During the whole project
WP3	Experts of other BG universities with similar scientific scope	BG universities	Min. 30	Send project newsletter	When products are ready
	International experts of similar scientific scope	Various – contacts of SWU experts	Min. 30	Send project newsletter	When products are ready
WP4	All visitors to the BG project area and people who live in it	N/A	Over 1000	SWU web-site; project web-site, social media; all other accessible media (printed, radio, TV, on-line)	When high-tech monitoring equipment is bought and operational

⁷⁷ Please indicate the relevant Work Packages that interest the specific target group.

⁷⁸ Please propose specific target groups you believe are essential for the successful implementation of BIO2CARE Project (e.g. civil servants, journalists, residents, students, academic/researchers, NGOs, etc.).

⁷⁹ Please specify the organization/department/sector the specific target group is working on/belong to (e.g. private sector, public sector, local media, ministry of environment, technical chamber etc.).

⁸⁰ Please provide a solid estimation of the number of people that belong to the specific target group and can potentially be reached.

⁸¹ Please provide the mean you believe is the most appropriate to reach the specific audience (e.g. newsletter, web-page, seminars, promotional items (specify), press releases etc.).

⁸² Please propose the Project Life Stage (Early, Intermediate, Late) that you believe is the best time to communicate to them.

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	Management experts	Local municipalities, protected areas administrations, etc.	Min. 10	Organize training in the use of new software under 4.3	When the software is ready
WP5	Municipal officials	From the municipal administrations around the project target area	Min. 11	Hold a training session	By the end of the project
	Local businesses	Producers of goods and suppliers of services from and near the BG project target area	Min. 11	Hold a training session	By the end of the project
	Experts working for local sustainable development	Local NGOs	Min. 11	Hold a training session	By the end of the project
	Representatives of other local institutions from BG project area	Schools, museums, forestries, etc.	Min. 11	Hold a training session	By the end of the project
	Policy makers	From all institutions who have some relation to the future policies of protected areas management (Rila NP in particular)	Min. 30	Hold an information/ closing event; send the document directly	At project end

2. Please provide specific objectives for each target group you identified in Table 1, related to the action's objectives and the phases of the BIO2CARE cycle. For a number of target groups the objectives can be the same. You may also add a brief justification of why you selected the specific target group.

**add as many rows as necessary*

Questionnaire A1

Project Acronym: BIO2CARE
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Target Group ⁸³	Justification ⁸⁴	Specific Objectives ⁸⁵
Experts of other BG universities with similar scientific scope	The project will develop, adapt and test methodologies that may be used in the work of other scientific and educational institutions in BG and thus support environment protection in BG	Share information and experience and multiply project results
International experts of similar scientific scope	The project will develop, adapt and test methodologies that may be used in the work of other scientific and educational institutions in the global scale and thus support environment protection as a whole	Share information and experience and multiply project results
All visitors to the BG project area	Better management of human impacts over the environment are related in many cases to the people who visit environmentally important territories.	Visitors should be informed about new measures for better management of human impacts and should become – hopefully – more careful and caring.
Management experts	These are the people who would use the new software developed under p. 4.3.	Prepare them to use the new software efficiently
Municipal officials	All approaches and methodologies under the project should be put to practice. This is one of the groups that can take part.	Inform them about practical scientific results from the project
Local businesses	All approaches and methodologies under the project should be put to practice. This is one of the groups that can take part.	Inform them about practical scientific results from the project
Experts working for local sustainable development	All approaches and methodologies under the project should be put to practice. This is one of the groups that can take part.	Inform them about practical scientific results from the project

⁸³ As filled in Table 1

⁸⁴ This is optional but you should at least justify the target groups you highly believe that are necessary for BIO2CARE project

⁸⁵ E.g. simple information, rising awareness, building capacity etc.

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Representatives of other local institutions from BG project area	All approaches and methodologies under the project should be put to practice. This is one of the groups that can take part.	Inform them about practical scientific results from the project
Policy makers	The final project report with policy recommendations should reach those the recommendations are meant for	Inform them about project results and hopefully inspire actions for policy improvements
Journalists	No visibility actions can be full without media participation	Use media as carriers of project information
Population of the BG project area	Environment protection as a whole is ultimately for the environment itself but also for the people. So people should be informed about environmental issues, or at least at the place they live in.	Raise public awareness

3. Please fill in the following contact list with persons that can facilitate the communication of the BIO2CARE Project results. You may also include persons that you would like to reach and/or you believe that they will be interested in the results of the Project (e.g. Mayors, Directors, Secretariats, etc.)

**add as many rows as necessary*

S/N	Name	Organization	Position	E-mail	Contact Info (Tel., Fax., Postal, Skype)
1	Borislav Yurukov	SW University "Neofit Rilski"	Rector	info@swu.bg	+359 73 88 55 05
2	Rosen Banenski	Pirin National Park	Director	director@pirin.bg	0898 779942
3	Biser Mihaylov	Regional administration Blagoevgrad	Regional Governor	Info@bl.government.bg	+359 (73) 88 14 01

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4	Atanas Kambitov	Municipality of Blagoevgrad	Mayor	kmet@blgmun.com	073 / 884416
5	Georgi Ikonov	Municipality of Bansko	Mayor	obabansko@bansko.bg	0749/886 11

4. Please identify key media means that could potentially be utilized for the communication/implementation of the BIO2CARE Project.

**add as many rows as necessary*

SAME MEDIA AS THE OTHER BG PARTNERS

Type of Media ⁸⁶	Name/Title	Circulation Period ⁸⁷	Language ⁸⁸	Geographical Coverage ⁸⁹	Other Details ⁹⁰

⁸⁶ Select between: Printed Media or Digital/Social Media

⁸⁷ Select among: Daily, Weekly, Yearly

⁸⁸ Select among: GR, BG, EN (you may select more than one)

⁸⁹ Select among: Local, Regional, National, International

⁹⁰ Please fill in other details if necessary (e.g. newspaper, television, web-site etc.)

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5. Please provide a number of specific indicators that you believe are essential for the efficient monitoring of the impact of BIO2CARE communication strategy (e.g. *number of participants in events/meetings, number of visitors on the BIO2CARE website, number of articles published in media regarding BIO2CARE etc.*). Note that all proposed indicators should be quantifiable in an objective manner.

The indicators have been developed together by the BG partners

Category	Indicators of achievement ⁹¹
Media Impact	1. Number of people the media has reached
	2. Number of publications (printed) about the project
	3. Number of broadcasts about the project
	4. Number of web publications about the project
Events Impact	1. Number of participants in events
	2. Number of target groups the event has involved
	3. Number of publications (printed, web) about the event
	4. Number of broadcasts about the event
Website Impact	1. Number of visitors to the web site over a certain period of time
	2. Number of web site visitors who have provided some feedback
	3. Number of sharings of web site publications
Project/Deliverables related Impact	1. Number of people participating in the production of the deliverable
	2. Number of people the deliverables have reached
	3. Number of target groups the deliverables have reached

⁹¹ Fill in at least two per category

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INTERREG V-A COOPERATION PROGRAMME

GREECE – BULGARIA 2014 – 2020

Reinforcing Protected Areas Capacity through an Innovative
Methodology for Sustainability
– **BIO2CARE** –
(Reg. No: 1890)

Questionnaire A1

Survey for the development of BIO2CARE

Communication and Visibility Plan

1st Round

PP9 – PTF

During the 1st round of the survey, initial thoughts and data will be acquired that can facilitate the development of an efficient Communication Plan. The results of the 1st round will be consolidated into a summary report that will feedback the 2nd round of the survey during of which specific target groups and means of communication will be re-evaluated by all partners. This will enable the joint and of high quality standards development of BIO2CARE communication and visibility plan.

Questionnaire A1

Project Acronym: BIO2CARE
INTERREG V-A CP



**add as many rows as necessary*

⁹² Please indicate the relevant Work Packages that interest the specific target group.

⁹³ Please propose specific target groups you believe are essential for the successful implementation of BIO CARE Project (e.g. civil servants, journalists, residents, students, academic/researchers, NGOs, etc.).

⁹⁴ Please specify the organization/department/sector the specific target group is working on/belong to (e.g. private sector, public sector, local media, ministry of environment, technical chamber etc.).

⁹⁵ Please provide a solid estimation of the number of people that belong to the specific target group and can potentially be reached.

⁹⁶ Please provide the mean you believe is the most appropriate to reach the specific audience (e.g. newsletter, web-page, seminars, promotional items (specify), press releases etc.).

⁹⁷ Please propose the Project Life Stage (Early, Intermediate, Late) that you believe is the best time to communicate to them.

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	people should be informed about environmental issues, or at least at the place they live in.	
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3. Please fill in the following contact list with persons that can facilitate the communication of the BIO2CARE Project results. You may also include persons that you would like to reach and/or you believe that they will be interested in the results of the Project (e.g. Mayors, Directors, Secretariats, etc.)

**add as many rows as necessary*

S/N	Name	Organization	Position	E-mail	Contact Info (Tel., Fax., Postal, Skype)
1	Toma Belev	Association of Bulgarian Parks	Chairperson		Mostly his FB profile
2	Rumyana Ivanova	Bulgarian Biodiversity Foundation	Executive Director	rumyana.ivanova@biodiversity.bg	+359 896 798910
3	Lyubitsa Tomova	Association of Southwest Municipalities	Executive Director	aswm@abv.bg	+359 888 796233
4	Hristina Tsoneva	Regional Historical Museum of Blagoevgrad	Director	rimbld@gmail.com	+359 73 885373
5	Zornitsa Radonova	Bulgarian Tourism Union	Executive Secretary	Bts.sofia@gmail.com	+359 2 9873409
6	Rumyana Galabova	Union of Disabled People – Blagoevgrad Regional Office	Secretary		+359 73 592803

4. Please identify key media means that could potentially be utilized for the communication/implementation of the BIO2CARE Project.

**add as many rows as necessary*

We have only filled media from our database that have not been included by other partners

5. Please provide a number of specific indicators that you believe are essential for the efficient monitoring of the impact of BIO2CARE communication strategy (e.g. *number of participants in events/meetings, number of visitors on the BIO2CARE website, number of articles published in media regarding BIO2CARE etc.*). Note that all proposed indicators should be quantifiable in an objective manner.

Category	Indicators of achievement ¹⁰⁶
Media Impact	1. Number of people the media has reached
	2. Number of publications (printed) about the project
	3. Number of broadcasts about the project
	4. Number of web publications about the project
	5.
Events Impact	1. Number of participants in events
	2. Number of target groups the event has involved

	3. Number of publications (printed, web) about the event
	4. Number of broadcasts about the event
	5.
Website Impact	1. Number of visitors to the web site over a certain period of time
	2. Number of web site visitors who have provided some feedback
	3. Number of sharings of web site publications
	4.
	5.
Project/Deliverables related Impact	1. Number of people participating in the production of the deliverable
	2. Number of people the deliverables have reached
	3. Number of target groups the deliverables have reached
	4.
	5.