

“Developing Identity ON Yield, SOil and Site”

“DIONYSOS”

MIS Code: 5016090

Deliverable 2.4.1

Designing Communication Policy



DOMI Development PC

Content

PREFACE.....	3
INTRODUCTION	4
THE PROJECT DIONYSOS.....	5
THE COMMUNICATION POLICY OF THE PROGRAMME.....	8
THE COMMUNICATION POLICY OF DIONYSOS PROJECT.....	10
THE COMMUNICATION ACTIVITIES OF “DIONYSOS”	12
Activity 2.2. (2.4.2) Website and Logo	16
Activity 2.3 (2.4.3 & 2.7.3) Preparing Dissemination Material: Brochures and USB sticks of the Project	20
Activity 2.4 (2.4.4, 2.5.4, 2.7.4 & 2.8.4) Publications in the Media	24
Activity 2.5 (2.1.5, 2.4.5, 2.5.5, 2.7.5 & 2.8.5) - Local Raising Awareness Seminars (and Opening and Closing Conferences)	26
Activity 4.1 (4.1.1, 4.2.1, 4.3.1, 4.4.1) The Wine Trails of Dionysos: Designing and Preparing trilingual Winetourism Guide in digital and conventional form.....	29
Activity 4.2 (4.1.2, 4.2.2, 4.3.2, 4.4.2, 4.5.2, 4.6.2, 4.7.2, 4.8.2) Upgrading the Landscape: Placing QRC enhanced information signposts in the vineyard area	30
Activity 4.4 (4.2.4, 4.3.4, 4.4.4, 4.5.4) Raising Local Cuisine: 10+10 Recipes based on Local Wine Varieties, Producing 3000 bottles of Dionysos Wine.....	32
Activity 5.5 (5.5.5, 5.8.5) Invitation, hospitality and guided tour of 2*10 journalists in the regional vineyard.....	33
Activity 6.2 (6.5.2, 6.8.2) Publications in Specific Journals & Websites and Area Logo	34
Activity 6.3 (6.2.3, 6.4.3, 6.5.3, 6.7.3, 6.8.3) Organization of Wine Tasting Events – Wine Festival.....	35
Activity 6.4 (6.4.4, 6.8.4) Participation in two Selected Fairs.....	36
MONITORING AND EVALUATION OF THE COMMUNICATION ACTION.....	38
The Objectives	38
The outputs – results –Impact.....	39
TIMETABLE OF COMMUNICATION ACTIONS.....	46



PREFACE

The present document entitled “**Designing Communication Policy**” has been elaborated as “**Deliverable 2.4.1 “Designing Communication Policy”**” of the project: “**Developing Identity ON Yield, SOil and Site**”, acronym: ‘**DIONYSOS**’ / (MIS CODE: 5016090), within the Work Package 2 “Communication & Dissemination”.

The project DIONYSOS is funded with resources of the Cooperation Programme INTERREG V-A "Greece-Bulgaria 2014-2020" and of the governments of Greece and Bulgaria.

The document has been prepared by DOMI Development PC after a public procurement procedure launched by Kavala Development Agency - Local Authorities Enterprise (PB4 of the particular project).

The specific deliverable lays down the project’s ‘Communication Policy’ and aims at setting the actual framework within which the planned communication deliverables will be developed.

In this context the document attempts to increase visibility of DIONSYSOS and its results, besides securing compliance of the project’s communication work with the relevant EU policies and guidelines.

Furthermore, and considering the importance of the communication action in the EU co-funded projects, the document pursues to exhaust the communication opportunities, which arise in the various activities of the project DIONYSOS outside Work Package 2, thus increasing the effectiveness of the communication effort and enhancing the success of the project as a whole.

INTRODUCTION

With reference to the communication work in the context of the Interreg VA GREECE – BULGARIA 2014 – 2020 projects, it is basically an entire bundle of activities reserved in the projects (Work Package 2) for designing and applying communication interventions within each venture. However aim of the particular action is to increase the visibility of the project and its results and propagate its achievements to the envisaged community groups.

What is less obtained in the particular work package is the adoption of the project results in the stakeholders' policies and work, so as to establish success of the project effort. Latter is undoubtedly a complicated work, which should be predominant in the entire project's work and infiltrate its particular activities and interventions.

In order to do so it is necessary to designing a tailor made communication policy for each single project in dependence on its objectives, actions and target groups. Furthermore the communication effort should be dispersed all over the project activities supporting their implementation and impact and contributing each to the achievement of the overall project goal. Still, and since individual project activities are not independent but interconnected to each other, relations between the individual project activities should be identified and utilized to supporting implementation of the project and securing its impact.

To doing so an effective analysis of the individual project actions in terms of communication to the targeted recipients (audience) is needed, a clear definition of the actions' communication objectives, a forecast on the expected results and certainly a monitoring system to recording level of fulfillment of objectives and to reviewing communication plan.

Having said that the present Communication Policy document does not aim at replacing the relevant EU directives and specifications, it simply accomplishes them and applies them to the context of the specific project.

THE PROJECT DIONYSOS

DIONYSOS Project is implemented under Priority axis [2] - A Sustainable and Climate adaptable Cross-Border area, Investment Priority: [6c] - Conserving, protecting, promoting and developing natural and cultural heritage and Specific Objective 4 - To valorise CB area's cultural and natural heritage for tourist purposes.

Dionysos project was submitted under the 2nd Call for proposals of the GR – BG 2014 – 2020 Programme in April 2016.

Aim of the project is to enforce the cultivation of the old local grape varieties in the areas of implementation, to highlight the local productive identity and to apply integrated approaches promoting the area as an oenotourism destination. In this context the project redesigns the current conventional viticultural and wine producing model, while enhancing cultivation of the local varieties as the area's differentiating element and as its comparative advantage, recording its less known history and tradition.

The local terroir, as the main factor for providing the special characteristics of topology and origin to the organoleptic and other attributes of wines are being emphasized. Interventions to the aesthetic image of the area are being implemented so as to raising the area's local identity and synergies are enhanced to developing the local tourism content, structured upon the unique area's wine tradition. Awareness raising actions contribute for the local communities to become conscious of the value of the local biodiversity and the area's oenotourism identity, while a series of actions support the area's promotion.

DIONYSOS area stretches over region East Macedonia and Thrace in Greece to the Prefectures of Haskovo and Kardzhali in Bulgaria.

Pilot actions are planned in the wider areas of Paggaion (Kavala), Soufli (Evros), Kirkovo (Kardzhali) and Haskovo.

The Partnership of the Project consists of the following beneficiaries:

1. Agricultural University of Athens, Department of Food Science & Human Nutrition / Special Account for Research Funds (GR) (LB, PB1)
2. Institute of Viticulture and Enology (BG) (PB2)

3. University of Plovdiv "Paisii Hilendarski", Faculty of Economics and Social Sciences (BG) (PB3)
4. Kavala Development Agency - Local Authorities Enterprise (GR) (PB4)
5. Federation of Professional, Crafts and Trade Associations of Evros (GR) (PB5)
6. Agency for Transnational Training and Development (GR) (PB6)
7. Municipality of Kirkovo (BG) (PB7)
8. Haskovo Chamber of Commerce and Industry (BG) (PB8)

The Action of Dionysos

Dionysos project is structured in four distinct Work Packages, besides the Work Packages 1 and 2, which are devoted to Management (WP 1) and Dissemination and Communication (WB 2).

WP3 – “Defining Area’s Wine ID – Specifying Area’s Advantage” reports the area’s viti- and vinicultural profile emphasizing on the old local vinicultural varieties, ending up with the presentation of the results in an internet based mapping structure.

WP 4 – “Enhancing Raising Area’s Wine ID – From Production to Tourism – Shaping Area’s Profile” is devoted to recording the areas’ production identity and to raising its vinicultural characteristics to a wine tourism destination profile. Tracing wine trails in the area along with plans to adapting target settlements to oenotourism destination characteristics besides integrating local gastronomy in this venture, so as to make up the area’s wine tourism profile, is the outcome of the particular bundle of activities.

The next **WP, 5 – “Preparing for “Tourism”** aims at sensitizing local tourism related businesspeople on the area’s wine tourism asset while improving quality of services and supporting competitiveness of enterprises and the area upon networking.

Last **WP 6 – “Area Promotion – Placing area in the Market”** capitalizes on the previous achievements and pursues to promote the local wine and the area on the market.



Taking account of the multifold project objectives becomes obvious that extensive communication effort has to be made in order to achieve pursued results. Opportunities for communication deriving from the individual project activities should be located and properly utilized. Whether training seminars or networking activities, project actions should be investigated on their communication potential and used for transmitting the appropriate messages to mobilizing the local community, thus facilitating and supporting Dionysos' overall intervention.

THE COMMUNICATION POLICY OF THE PROGRAMME

The legal basis for the communication strategy of **Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme** is expressed in the Commission regulation (EC) 1303/2013.

The overall aims of Information and Publicity (I&P) actions with regard to EU funding are:

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

The objective of I&P strategy is to increase the awareness of the general public and/or specific audiences targeted by the Project. Moreover, the transparency of the activities implemented and the EU funds used have to be guaranteed. Furthermore the implementation of an I&P strategy shall ensure that results achieved are disseminated widely and capitalised by policy makers and stakeholders in the eligible area. Beside those general aims, each Project shall define specific objectives in its own I&P strategy, according to the Project’s content.

In order to communicate effectively, **target audiences** should be clearly identified. In addition, specific target groups have to be addressed by a variety of activities.

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

Awareness: Highlighting of the role of the European Union 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.

In order to maximise the impact of communication activities, the following should be taken into account:

- Activities need to be timely
- Information used must be accurate
- The right audience(s) should be targeted
- Messages should be interesting for the targeted audience(s)

- Activities should be appropriate in terms of resources spent and expected impact.

A specific Work Package (WP2) of the Application Form of the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme requires that an I&P strategy shall be laid down.

The I&P strategy shall guarantee that Information and Publicity becomes an integrated part of any Project funded by the **Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme** throughout its life cycle.

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.

THE COMMUNICATION POLICY OF DIONYSOS PROJECT

Scope of the Communication Policy of Dionysos Project is the dissemination of the project objectives and results, in order to familiarise potential beneficiaries (local stakeholders, wider public) to encouraging their involvement and improving project's effectiveness. The final goal of the Communication strategy should be the adoption into policies of all Greek & Bulgarian participating areas of:

- **the highlighting of the local productive identity (by enhancing cultivation of the local varieties as the area's differentiating element and its comparative advantage)**
- **the applying of integrated approaches to promote the area as an oenotourism destination.**

The message

It means the key message the project wants to send.

The message is a simple and clear idea that acts as a guiding principle for all kinds of communication – everything from the content of leaflets, brochures and websites to the agenda for a media interview, to conversations with stakeholders etc. At this point it should be essential to underline that “a message” is not an advertising slogan or a marketing line. Messages sum up the main aims of the project and may focus on some of the specific aspects of the project.

The message of Dionysos project:

Cooperation for a Wine tourism destination with a unique Viti/Viniculture Identity

The Target Groups – The Audience

The principal target groups of the project should be divided in three (3) categories:

The 1st one is approached in order to **promote the value of the local viti/viniculture product** and thus will consist of:

- The vine growers
- The wine makers
- The environmental associations
- The hospitality actors
- The public.

The 2nd target group will further communicate the **local ID** and thus will consist of:

- The viti/vinicultural community
- The local stakeholders
- The cultural associations
- The tourism actors
- The inhabitants.

Last but not least, the 3rd target group refers to those individuals, professionals and stakeholders to be familiarized about the **wine product and the area as a wine tourism destination:**

- The regional and local authorities
- The wine enterprises
- The tourism businesses
- The public.

An accurate definition of **key actors** in each target group is essential to build an efficient communication policy.

THE COMMUNICATION ACTIVITIES OF “DIONYSOS”

It is WP2 which is dedicated to the information - public awareness of the project. Thus, objective of Work Package 2 is to establish an effective and continuous communication that informs the public of the importance, impact and advantages of the project. The communication measures of WP2 include: the Logo, the Website of the project, printed and e - information material (flyers, brochures and USB sticks), promotion actions in mass media (press publications, TV spots in Greece and Bulgaria), opening and closing conferences and local raising awareness seminars.

However, more specific communication activities **are foreseen in the other WPs (WP4, WP5, WP6)**, focusing on enhancing the involvement of the local stakeholders and the wider public to the core of the project:

- the enrichment of the local viniculture with local grape varieties
- the highlighting of the local productive identity
- the application of integrated approaches for the area’s promotion as oenotourism destination.

An overview of the communication activities foreseen in Dionysos’ project, is presented in the following list:

Overview of the communication activities foreseen in Dionysos project

Overview of the communication activities foreseen in Dionysos' project				
No	Activity No	Title of Activity	Partners Involved	Budget
WP2 Communication & Dissemination				
1	2.2. (2.4.2)	Website and Logo	PB4 Kavala Development Agency	8.090,00€
2	2.3 (2.4.3 & 2.7.3)	Preparing Dissemination Material: Brochures and USB sticks of the Project	PB4 Kavala Development Agency & PB7 Municipality of Kirkovo	23.906,55€
3	2.4 (2.4.4, 2.5.4, 2.7.4 & 2.8.4)	Publications in the Media	PB4 Kavala Development Agency, PB5 Federation of Professional, Crafts and Trade Associations of Evros, PB7 Municipality of Kirkovo & PB8 Hascovo Chamber of Commerce and Industry	29.040,17€
4	2.5 (2.1.5, 2.4.5, 2.5.5, 2.7.5 & 2.8.5)	Local Raising Awareness Seminars (+ Opening and Closing Conferences)	LP Department of Food Science & Human Nutrition - Agricultural University of Athens, PB4 Kavala Development Agency, PB5 Federation of Professional, Crafts and Trade Associations of Evros, PB7 Municipality of Kirkovo & PB8 Haskovo Chamber of Commerce and Industry	25.833,56€
WP4 Enhancing Raising Area's Wine ID – From Production to Tourism – Shaping Area's Profile				
5	4.1 (4.1.1,	The Wine Trails of Dionysos:	LB Department of Food Science & Human Nutrition	30.508,40€

Overview of the communication activities foreseen in Dionysos' project				
No	Activity No	Title of Activity	Partners Involved	Budget
	4.2.1, 4.3.1, 4.4.1)	Designing and Preparing trilingual Winetourism Guide in digital and conventional form	- Agricultural University of Athens, PB2 Institute of Viticulture and Enology, PB3 Faculty of Economics and Social Sciences, University of Plovdiv "Paisii Hilendarski" & PB4 Kavala Development Agency	
6	4.2 (4.1.2, 4.2.2, 4.3.2, 4.4.2, 4.5.2, 4.6.2, 4.7.2, 4.8.2)	Placing QRC enhanced information signposts in the vineyard area	LB Department of Food Science & Human Nutrition - Agricultural University of Athens, PB2 Institute of Viticulture and Enology, PB3 Faculty of Economics and Social Sciences, University of Plovdiv "Paisii Hilendarski", PB4 Kavala Development Agency, PB5 Federation of Professional, Crafts and Trade Associations of Evros, PB6 Agency for Transnational Training and Development, PB7 Municipality of Kirkovo & PB8 Haskovo Chamber of Commerce and Industry	58.184,87€
7	4.4 (4.2.4, 4.3.4, 4.4.4, 4.5.4)	Raising Local Cuisine: 10+10 Recipes based on Local Wine Varieties, Producing 3000 bottles of Dionysos Wine	PB2 Institute of Viticulture and Enology, Faculty of Economics and Social Sciences, PB3 University of Plovdiv "Paisii Hilendarski", PB4 Kavala Development Agency & PB5 Federation of Professional, Crafts and Trade Associations of Evros	14.925,60€
WP5 Preparing for Tourism				
8	5.5 (5.5.5,	Invitation, hospitality and	PB5 Federation of Professional, Crafts and Trade	10.203,00€

Overview of the communication activities foreseen in Dionysos' project				
No	Activity No	Title of Activity	Partners Involved	Budget
	5.8.5)	guided tour of 2*10 journalists in the regional vineyard	Associations of Evros & PB8 Haskovo Chamber of Commerce and Industry	
WP6 Area Promotion – Placing in the Market				
9	6.2 (6.5.2, 6.8.2)	Publications in Specific Journals & Websites and Area Logo	PB5 Federation of Professional, Crafts and Trade Associations of Evros & PB8 Haskovo Chamber of Commerce and Industry	17.393,80€
10	6.3 (6.2.3, 6.4.3, 6.5.3, 6.7.3, 6.8.3)	Organization of Wine Tasting Events – Wine Festival	PB2 Institute of Viticulture and Enology, Faculty of Economics and Social Sciences, PB4 Kavala Development Agency, PB5 Federation of Professional, Crafts and Trade Associations of Evros, PB7 Municipality of Kirkovo & PB8 Haskovo Chamber of Commerce and Industry	36.804,75€
11	6.4 (6.4.4, 6.8.4)	Participation in two Selected Fairs	PB4 Kavala Development Agency - Local Authorities Enterprise & PB8 Haskovo Chamber of Commerce and Industry	30.936,35€

The Communication activities in detail:

WP2 Communication & Dissemination

Activity 2.2. (2.4.2) Website and Logo

The Project logo

The logo of the project is the common visual element that will make the project easily recognizable.

The logo will be the identification of the project Dionysos which, with an original graphic design composition, will express the main idea of the Project.

It will be rather the motto of the project (apart from the obligatory logo template adjusted to each Project) which constitutes an essential part of the visual identity of the project, however strongly recommended by the Interreg Publicity Guide¹.

The project logo has to be comprehensive and easily understandable by the public.

The titles, the texts of the logo will be in English.

Three alternative logo proposals should be presented out of which the most appropriate for use will be chosen.

Concerning its technical specifications the logo must be linear (VECTOR FORMAT - linear) in .eps file and .ai color and black and white.

The logo shall be produced in the form:

- tiff and png on a transparent background colored and black and white
- jpeg and pdf on a white background at a resolution of 300 dpi, 150 dpi and 72 dpi color and black and white.

The logo of the project must be compatible with the relevant EU and Cooperation Program Greece - Bulgaria 2014-2020 standards.

All documents and other material produced (this includes .doc, .pdf, .ppt or similar documents, as well as information made available by electronic means and audio-visual material) within the frameworks of the Dionysos project (publications, presentations, promotional material etc.), will bear the project logo. On digital information carriers the logo is placed on front page, in

¹ p.5

introductory scene or picture, and also on the packaging (e.g. packaging of a CD, DVD etc.).

Audience addressed:

- The project partners
- The stakeholders
- The public administration
- The wider public

Expected results:

- Partners' identification with the project
- Project recognition by authorities Project Visualization to public

Partners involved:

- PB4 Kavala Development Agency is responsible for the development of the logo.

The Project Website

The **website** is the most usual and maybe useful electronic means to achieve publicity and dissemination on a certain project. It will be the tool to promote and publicize the project's actions.

The website is an increasingly important tool for stakeholder consultation and information transfer. Apart of that, it covers a wide range of target groups that range from the general public to specific audiences, as authorities, universities, organizations, enterprises etc.

The website will include the following sections:

Menu	Sub-menus - Content
Introductory page	A welcome to the site
The Dionysos project	Background Objectives Duration Budget & Funding Work- Packages / Activities Deliverables Results

Menu	Sub-menus - Content
The partners of Dionysos	Information about each partner, contact details and links to their own websites
The area of Dionysos	Short description of each area, Municipalities & Communities of each area, links to the Municipalities & Communities websites
News and announcements	In this section news and announcements of the project activities, should be presented
Meetings & Events	This section will present the events and activities that are scheduled. It will provide information such as timing, duration of the event, the venue, the topics, the speakers etc. This section will also present events and activities that have already been performed. Relevant multimedia content (in image, audio, video), photos, reviews, when available, could be also presented.
Deliverables	A summary in English of the project deliverables should be presented.
LINKS	<p>At least the links to the following websites:</p> <ul style="list-style-type: none"> • 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 <p>Also, the links to relevant projects and initiatives.</p>
Communication/Contact	With this contact page users will be able to view the contact details of the project partners, will be able to electronically submit their questions and also submit their comments by email.
Search	This service will allow users to search for the information they want. The search will be based either on the thematic categories, or keywords.

The **project website** will be professional, user-friendly, fully dynamic and attractive to the target groups and at the same time, it will present the information in an easy for understanding way.

It should have an intuitive system of links to all the key pages and sections of the site. The reader should be able to access all information with no more than three clicks.

An interface with social media has to be included.

The design should be minimal and professional, avoiding any sound, movement or clashes of color.

Good use of photography will enhance the visibility of the web site.

The website shall be in English, Greek and Bulgarian language. Concerning the deliverables, a summary in English will be uploaded to the site.

The website will be regularly updated with news and information and widely promoted.

The address of the website should appear on any publication of the project. Links to the website should be established at all partners' sites.

The site should respect the standards w3c and directives applicable to the Web Content Accessibility, concerning the access for people with disabilities.

According to the "Information & Publicity Project Partners GuideBook" Inerreg V-A Cooperation Programme - Greece Bulgaria 2014-2020², the website shall 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. There is also a need for a disclaimer on the bottom of the homepage that the material on the website does not necessarily reflect the official position of the EU, the Managing Authority, the Joint Secretariat and the participating countries. This disclaimer should include the following text: *"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 name of the website shall be short and memorable with direct reference to the project. Therefore, it shall run under its own Project domain (e.g. www.projectname.eu or www.Projectacronym.eu) or alternatively it can be part of an institutional website (e.g. www.ministry-environment.gr/department-for-water/research-andProjects/Project-name/html).

The website shall be kept online **at least two years after project closure**. The mandatory 5 years operation of a project's website starts from the contractual end date of a project. The responsible of the website has to communicate the website's expiry

² Information & Publicity Project Partners GuideBook" Inerreg V-A Cooperation Programme - Greece Bulgaria 2014-2020, p5



date to the Joint Secretariat (JS) and more specifically to the Communication Officer and the Project Officer at least four months before the expiration date.

Audience addressed

- The project partners
- The stakeholders
- The authorities
- The academic community, organizations, enterprises
- The wider public.

Expected results

- Project promotion
- Information on activities and achievements
- To attract 5.000 people over implementation period.

Partners involved:

PB4 Kavala Development Agency is responsible for the preparation of the project website.

Activity 2.3 (2.4.3 & 2.7.3) Preparing Dissemination Material: Brochures and USB sticks of the Project

The Flyers

The flyers aim at encouraging a wide participation in the project as well as helping to spread information about the project. They are intended to provide the general public with information on the project, its purpose, its objectives and activities, its partnership, as well as the availability of contact information for everyone who might be interested in getting more information and searching for more specialized material.

The flyer indicatively includes:

- a brief reference to the project partners,
- the budget,
- the main project objectives & activities
- the expected outcomes.

The web site address of the project has to be included in the flyer so as to facilitate the communication of the public and of the stakeholders with the project structures and inform them of the events and the details of the progress of its actions.

The text of the flyer should be short, bilingual (Greek & English for PB4, Bulgarian & English for PB7), adjusting the logo of the project and the program funding in accordance with the program's publicity rules.

The text of the flyer will be written in a simple and journalistic style.

The basic specifications of the graphic design of the flyer:

- Four color
- Triptych - Size A4
- Print: matte lamination, paper 170 gr., CMYK printing
- Language: Greek and English for Greek Partners, Bulgarian and English for Bulgarian Partners
- In printed and digital form.

Audience addressed

- The stakeholders
- The authorities
- The academic community,
- Local organizations,
- Local enterprises
- The wider public.

Expected results

- To inform 5.000 people.

Partners involved:

PB4 Kavala Development Agency - Local Authorities Enterprise has to prepare a bilingual flyer in 2.000 copies in Greek & English, and PB7, Municipality of Kirkovo, has to prepare 2.000 bilingual flyers in Bulgarian and English), (4.000 flyers in total).

The Brochures

The brochures will describe the aims, the content of actions of the project as well as the project outcomes and results. They aim both to provide more information on the important parameters of the project (the concept, the implementation

framework, the partners, the participating areas, the work packages, the activities, etc.) and to highlight the project results and achievements.

The brochures are addressed both to the general public and to the institutional actors and bodies / individuals who are particularly interested in the project implementation, its sustainability and in adopting its results.

The content of the brochure should include:

- the project partners
- the project areas
- the budget
- the project objectives
- the project activities
- the project results and achievements
- any significant events.

The text of the brochure should be comprehensive, written in a simple and journalistic style, in English, Greek, & Bulgarian), bearing the logo of the project, the EU and the program funding.

The brochure must be uploaded in the Project's webpage as well as the Programme's webpage³.

The technical characteristics of the brochure should be the following:

- Language: Greek and English for Greek Partners, Bulgarian and English for Bulgarian Partners
- Pages: 32 pages (without cover)
- Pieces: 1.000 for each PB (1.000 brochures for PB4 and 1.000 brochures for PB7)
- Size: 21 X 29.7 cm
- Paper quality: 320 gr for the cover and 150 gr for the interior
- Printing: 4 colors
- Finish: Protective varnish
- Binding: Spiral or tailor – glued.

³ Information & Publicity Project Partners GuideBook" Inerreg V-A Cooperation Programme - Greece Bulgaria 2014-2020, p.7

The brochures should bear the logo of the project and the labels of the Interreg Greece - Bulgaria 2014-2020 Programme, in accordance with the programme's publicity rules.

Audience addressed

- The stakeholders
- The authorities
- The academic community
- Specific individuals
- The wider public.

Expected results

- 4.000 people informed

Partners involved:

- PB4 Kavala Development Agency - Local Authorities Enterprise has to prepare a bilingual (Greek & English) brochure in 1.000 copies,
- PB7 Municipality of Kirkovo has to prepare a bilingual (Bulgarian & English) brochure in 1.000copies, (2.000 brochures in total).

The USB sticks

The specific activity concerns the preparation of 1.000 USB sticks on Dionysos project.

The sticks will contain both the basic information on the project (the project title, the partners, its objectives etc.) as well as rich material concerning the project deliverables and activities.

The USB sticks are addressed to those entities or individuals with particular interest in the project and its results. Representatives - executives with direct involvement in project related topics (executives of planning units of administration and of the local government or other bodies etc.) as well as executives of research entities and members of the research community will be the recipients of the particular communication means.

The USB sticks will be distributed a. o. at seminars and conferences organized by the project partners.

The memory of the sticks should be of 4 GB. The text of the sticks will be in two languages (Greek and English for Greek partners, Bulgarian and English for Bulgarian partners).

The sticks have to bear the logo of the project, the logo and the tag of the Interreg Greece - Bulgaria 2014-2020 program, in accordance with the program's publicity rules. The logo will be placed on the front page of the content, on the introductory page, picture, and also on the exterior of the stick.

Audience addressed

- The stakeholders
- The authorities
- The academic community
- Specific individuals
- The wider public.

Expected results

- 4.000 people to inform.

Partners involved:

- 600 USB bilingual sticks, in Greek and English shall be prepared by PB4 Kavala Development Agency - Local Authorities Enterprise,
- 400 USB bilingual sticks, in Bulgarian and English, by PB7 Municipality of Kirkovo), (1.000 USB sticks in total).

Activity 2.4 (2.4.4, 2.5.4, 2.7.4 & 2.8.4) Publications in the Media

The specific activity concerns both the preparation of press publications (4) as well as the preparation of TV spots (2).

Press Publications

Aim of the press publications is to promote the project and to inform - raise public awareness to participating in the project.

The publications will be written in a simple and journalistic style.

Each publication will include:

- a text related to the project activities, outputs and results. The text size will be of one-page A4
- creation of a photo gallery to supporting the text
- layout of the publication
- publication in printed media of the area (local - regional publication).

The language of the publications will be Greek for the Greek Partners, Bulgarian for the Bulgarian Partners.

The specific guidelines regarding their labeling have to be respected.

Audience addressed

- The stakeholders
- Local organizations, Local enterprises
- The wider public.

Expected results

- 2.000 persons informed.

Partners involved:

- 2 press publications in Greek shall be prepared by PB4, Kavala Development Agency - Local Authorities Enterprise,
- 2 press publications in Bulgarian by PB8, Haskovo Chamber of Commerce and Industry), (4 press publications in total).

TV spots

TV spots aim at promoting the project and at informing - raising public awareness to participation in the project.

The creation of the TV spot encompasses:

- designing the spot scenario,
- filming the video,
- cutting film,
- editing audiovisual material into a short duration of 1 minute,
- music coverage
- displaying film on a TV station of regional range at least 30 times.

The cameras to be used for the video should be of the latest technology to meeting all quality requirements.

The video will be produced in full HD resolution.

The TV spots shall bear the logo of the project and the labels of the Interreg Greece - Bulgaria 2014-2020 program, in compliance with the program's publicity rules.

Audience addressed

- The stakeholders
- The academic community, Local organizations, Local enterprises
- The wider public.

Expected results

- 4.000 people informed on the project.

Partners involved:

- 1 TV spot shall be prepared by PB5 Federation of Professional, Crafts and Trade Associations of Evros,
- 1 TV spot shall be prepared by PB7, Municipality of Kirkovo.

Activity 2.5 (2.1.5, 2.4.5, 2.5.5, 2.7.5 & 2.8.5) - Local Raising Awareness Seminars (and Opening and Closing Conferences)

The activity comprises the organization of 5 Local Awareness Seminars, 1 Opening and 1 Closing Conference on the project.

Local Raising Awareness Seminars

The planned local raising awareness seminars are addressed to the local stakeholders in each project area in order to raise awareness and mobilize them for their active participation in the project activities. Therefore, the content of each event will, in principle, be general informative, while linking the project actions and its outcomes with the benefits for the area and the participants, thereby sensitizing them to participate actively in interventions as e.g. tourism development or promotion of their area, improvement of quality of products and provided services etc..

Each seminar will be of local range and addressed to at least 40 participants.

Each seminar will include:

- arrangement of Speakers – Rapporteurs
- design and mailing the invitation and the agenda
- preparing the material for the participants – (folder with: the agenda, the working material, the speakers' presentations, a pen, a block, etc.)
- organizing the provision of a light lunch in the event break
- photo & video coverage of event
- provision of supporting services (reception and administrative support)
- arranging publicity on the seminar via at least 1 press release
- preparation of a report on the conclusions of the seminar in Greek (for Greek partners), in Bulgarian (for Bulgarian partners) and in English (for both the Greek and the Bulgarian partners).

The venue where each event will be hosted must be marked with the logo over the entire duration of the event.

Audience addressed

- The stakeholders
- The authorities
- The academic community, Local organizations, Local enterprises
- The wider public.

Expected results

- 250 persons to participate in the local seminars and
- people to inform by the press releases on the content of the seminars.

Partners involved:

- LB Department of Food Science & Human Nutrition - Agricultural University of Athens, is providing rapporteurs for the seminars
- 2 local awareness seminars will be organized by PB4 Kavala Development Agency - Local Authorities Enterprise,
- 1 local awareness seminar by PB5 Federation of Professional, Crafts and Trade Associations of Evros,
- 1 local awareness seminar by PB7 Municipality of Kirkovo and
- 1 local awareness seminar by PB8 Haskovo Chamber of Commerce and Industry, (5 seminars in total)

Opening and Closing Conferences

At the beginning of the Project an **opening conference** has to be organized in order to raise publicity on the Project, to secure high visibility of its objectives, to receive positive feedback from the audience.

The **closing conference**, on the other hand, shall inform about the results achieved during the Project implementation. The aim of the conference is to obtain deliverance of the project results.

The main focus of the closing conference lies on raising awareness at local actors of both areas so as for them to continue (after project completion) supporting the research and the cultivation of the old local grape varieties, thus highlighting the local productive identity, to continue broadening (in terms of both participation of actors and number of activities) the networks established by the project (Local Quality Pact & Cluster). According to the Programme Communication Guide⁴, the specific activity must include press release available

⁴ Information & Publicity Project Partners GuideBook” Inerreg V-A Cooperation Programme - Greece Bulgaria 2014-2020, p.7

in English, Greek and Bulgarian along with audiovisual material (photos, video etc.).

The Project Partners must inform in advance (at least 10 days before the selected date) both the Communication Officer and the Project Officer of the Programme about the final event⁵.

Success factors for each conference:

- Arranging great publicity on the event beforehand
- Wide participation of representatives of policy making stakeholders
- Wide participation of representatives of the vine & wine sector
- Wide participation of representatives of the tourism sector.

A great communication campaign is required with agencies and media of both areas, in order to secure the possible widest publicity:

Activities Before the conference

- Inform local stakeholders on the event
- Inform the, local and neighboring areas' Media
- Send Press Releases to Journalists (1 press release for each conference)
- Mobilize individuals with related characteristics that can act as multipliers in their communities.

Activities After the conference

- Send Press Releases to Journalists (1 press release for each conference)
- Send press kits to journalists who expressed interest but did not attend the event
- Write an article about the event.

Each conference will include:

- arrangement of Speakers
- design and mailing invitation and the agenda
- preparation of material for the participants – (folder with agenda, pot. information material, the presentations, a pen, a block, etc.)
- provision of catering in the event break
- photo & video coverage
- support services (reception and secretarial support)
- organization of publicity on the conference (as described above)

⁵ Information & Publicity Project Partners GuideBook” Inerreg V-A Cooperation Programme - Greece Bulgaria 2014-2020,p.7

- preparation of a press release, available in English, Greek and Bulgarian language
- preparation of report on the conclusions of the seminar in Greek (for Greek Partners), in Bulgarian (for Bulgarian Partners) and in English (for both the Greek and the Bulgarian Partners).

Audience addressed

- The local stakeholders
- The local administration
- The enterprises
- The organizations
- The general public.

Expected results

- 300 persons will participate in the conferences and
- persons will be informed by the press releases on the conferences' content.

Partners involved:

- LB Department of Food Science & Human Nutrition - Agricultural University of Athens, is providing rapporteurs for the conferences
- The opening conference will be organized by PB5, Federation of Professional, Crafts and Trade Associations of Evros, and
- the closing conference by PB8, Haskovo Chamber of Commerce and Industry, (2 conferences in total).

WP4 Enhancing Raising Area's Wine ID - From Production to Tourism - Shaping Area's Profile

Activity 4.1 (4.1.1, 4.2.1, 4.3.1, 4.4.1) The Wine Trails of Dionysos: Designing and Preparing trilingual Winetourism Guide in digital and conventional form

Activity 4.1 concerns the preparation of a guide on the wine tourism in the project area. This guide containing information both on the wineries and the vineyards of the area, on its particular natural and cultural resources, on its local cuisine etc. is addressed primarily to the visitors in order for them to make a tour and become acquainted with the particular wine characteristics of the area, secondly to the local actors and the local population, so as for them to realize the value of their area as a wine tourism destination.

The preparation of the guide encompasses: collection of data related to the wineries and the vineyards of the project area, making pictures of the various sites, the preparation of the texts, the layout of the guide and its publication in 2.500 copies. The guide will be prepared in Greek, English and Bulgarian language, its length including the photos shall be 32 pages.

Audience addressed

- The wine tourists
- The Local actors
- The Local enterprises
- The General public.

Expected results

- 2.500 persons will be informed about the wine tourism characteristics of the project area.

Partners involved and their role:

- PB3 Faculty of Economics and Social Sciences, University of Plovdiv "Paisii Hilendarski", has the lead. PB3 prepares the specs for the other PBs and prepares the Guide in conventional (printed) form (2500 copies)
- LB, Department of Food Science & Human Nutrition - Agricultural University of Athens - Special Account for Research Funds and
- PB2 Institute of Viticulture and Enology provide expertise on the GR and the BG vineyard respectively,
- PB4 Kavala Development Agency - Local Authorities Enterprise provides material on the Greek vineyard and prepares the guide in digital form (overall deliverable: a trilingual Guide –GR, BG, EN- on Wine Tourism in the Project Area in Digital and Conventional (printed) form).

Activity 4.2 (4.1.2, 4.2.2, 4.3.2, 4.4.2, 4.5.2, 4.6.2, 4.7.2, 4.8.2) Upgrading the Landscape: Placing QRC enhanced information signposts in the vineyard area

Aim of the specific activity is to highlight the local vineyard (in each of the 4 pilot areas of the project), to highlight its special features and to design a wine tour on which the visitor - tourist will come across the area's wine landscape, its culture, its natural environment, its wine and tourism product.

In the same sense, as activity 4.1, also the present activity is addressed, firstly to the visitors so as to make a tour and become acquainted with the specific local vine and wine characteristics, secondly to the local actors and the local population so as for them to become conscious of the value of their area in both terms as a vineyard with particular local varieties and as a wine tourism destination.

The activity includes selection of the area (4 areas in total) that will constitute the wine-tourism core of the area, selection – preparation – production of the material, which may comprise historical and environmental data, data on the vineyards and the vine varieties, visual material, interviews etc., which will be uploaded on the QRC digital platform. The activity also encompasses selection of the points where the QRC signs will be placed, the purchase and the placement of the signposts to guiding the visitors within the local vineyard of each area.

Audience addressed

- The visitors - tourists
- The Local enterprises
- The General public.

Expected results

- 4 areas equipped with QRC enhanced signposts
- 2.000 people access the platform.

Partners involved:

- LB, Department of Food Science & Human Nutrition - Agricultural University of Athens and PB2 Institute of Viticulture and Enology, Faculty of Economics and Social Sciences design guidelines on building up the QRC - system in the respective areas (GR and BG resp.) and provide information on the vineyard: in which areas to place the signposts (areas with local varieties, type of info to provide by the signposts, data on the vineyard, LB for GR, P2 for BG (vines, wineries etc.)
- PB3, University of Plovdiv "Paisii Hilendarski", prepare studies on the signposts' "information system" (how and where to place them and how to design them), they digitize the data and the material from the territorial partners and upload them on the QRC platform. PB3 develops the approach for placing and designing the sign posts in BG. P3 collects and digitizes the data for the QR platform (BG part)
- PB6 Agency for Transnational Training and Development prepare studies on the signposts' "information system" (how and where to place them and how to design them), they digitize the data and the material from the territorial partners and upload them on the QRC platform Partner 6

develops the approach for placing and designing the sign posts in GR. PB6 collects and digitizes the data for the QR platform (GR part)

- PB4, Kavala Development Agency - Local Authorities Enterprise provides PB6 with information and data on developing an information infrastructure on the vineyard of his area, purchases and places signposts to guiding the visitors in the vineyard in his area.
- PB5 Federation of Professional, Crafts and Trade Associations of Evros, provide provides P6 with information and data on developing an information infrastructure on the vineyard of his area, purchases and places signposts to guiding the visitors in the vineyard in his area.
- PB7, Municipality of Kirkovo provides PB3 with information and data on developing an information infrastructure on the vineyard of his area, purchases and places signposts to guiding the visitors in the local vineyard.
- PB8, Haskovo Chamber of Commerce and Industry provides P3 with information and data on developing an information infrastructure on the vineyard of his area, purchases and places signposts.

(in total: 4 areas equipped with QRC enhanced signposts (15 sign posts per area (3 large and 12 small ones)).

Activity 4.4 (4.2.4, 4.3.4, 4.4.4, 4.5.4) Raising Local Cuisine: 10+10 Recipes based on Local Wine Varieties, Producing 3000 bottles of Dionysos Wine

The present activity refers to the design of 10+10 local recipes from the project areas in GR and BG respectively (the 4 pilot project areas, 2 areas in GR, 2 areas in BG) on the basis of the local wine varieties of these areas.

Aim of the specific activity is to supplement the visual part of the oenotourism experience with the gastronomic part, thus enriching the wine tourism profile of the Dionysos areas.

The activity concerns the creation of 20 local recipes from the project areas (10 recipes from the Greek areas and 10 recipes from the Bulgarian) on the basis of the local wine varieties of those areas.

20 new "creative" recipes will be developed taking into account the local products of each area, the traditional cuisine, as well as the local wine varieties.

3 photos per recipe will be provided.

- 10 recipes will be presented in EN & GR language,
- 10 recipes in BG & EN language.

- The recipes will be also uploaded on the project website.

The activity concerns also production of 3.000 bottles of wine from wine varieties of the cross-border area.

The wine, being a common and representative product of the project, bears the title 'DIONYSOS'.

The wine shall be served for tasting to the local actors and the general public during the events of the project implementation.

Audience addressed

- The tourism businesses
- The organizations
- The Local actors of tourism
- The Visitors – Wine tourists
- The General public.

Expected results

- 1.600 persons to be informed on the recipes.

Partners involved:

- PB2, Institute of Viticulture and Enology, Faculty of Economics and Social Sciences and
- PB5, Federation of Professional, Crafts and Trade Associations of Evros.

The two partners produce the common project area wine – the Dionysos wine.

- PB3, University of Plovdiv "Paisii Hilendarski" develops 10 recipes upon the local wine and local ingredients for the BG area
- PB4, Kavala Development Agency - Local Authorities' Enterprise develops 10 recipes upon the local wine and local ingredients for the GR area.

20 Recipes in total, based on Local Wine Varieties - 10 (GR) and 10 (BG)

3.000 bottles of Dionysos Wine.

WP5 Preparing for Tourism

Activity 5.5 (5.5.5, 5.8.5) Invitation, hospitality and guided tour of 2*10 journalists in the regional vineyard

The present activity refers to a familiarization trip of 20 journalists (hosting - touring - guiding 20 journalists - 10 Greek and 10 Bulgarian journalists).

The objective of the activity is to promote the project area and its particular vine-wine identity. The tour of journalists, as well as their stay in the area, will have multiple results for the area in terms of publicity, as e.g. publications (articles, press releases) compiled by the journalists – participants which will contribute to enhancing wine tourism and promoting the cross border area as a wine tourism destination.

The tour will take place at selected places of the cross-border project area. A two-day stay is foreseen for the journalists. The activity includes: guided tours, accommodation, meals, provision of bus and translation.

Audience addressed

- The 20 Journalists
- The local actors in the project areas
- The local actors in other areas
- The general public in other areas.

Expected results

- 20 journalists acquainted with the regional vineyard and the wine tourism characteristics of the project area
- 4.000 individuals informed about the project and the wine tourism characteristics of the project area.

Partners involved:

- PB5 Federation of Professional, Crafts and Trade Associations of Evros and
- PB8 Haskovo Chamber of Commerce and Industry

The two partners organize the familiarization trip in common.

WP6 Area Promotion – Placing on the Market

Activity 6.2 (6.5.2, 6.8.2) Publications in Specific Journals & Websites and Area Logo

The particular activity aims at promoting the vine-wine identity of the Greek region, of the Bulgarian region and of the whole project area and at raising awareness on the natural/ cultural asset of the area at the local and the wider community.

Activity 6.2 comprises the design of 1 territorial logo for the entire project area with 4 versions, presenting each of the 4 pilot areas, of 5 publications in specialized journals (3 in Greek journals, 2 in Bulgarian journals) and 5 publications on specialized internet sites (2 on Greek sites, 3 on Bulgarian sites).

The logo of the area will be designed in English and Greek (for Greece), in English and Bulgarian (for Bulgaria) and will be the identifying mark of the Greek and of the Bulgarian area with regard to the project. The areas' logo will make a clear reference to the logo of the overall project.

Entries in magazines and websites will be in Greek - in Greek magazines and sites (for Greece), in Bulgarian – in Bulgarian magazines and sites (for Bulgaria) and will include: text writing, photo material and publishing.

The size of the journal publications will be of a full-page.

In addition at least 1 journal publication and at least 1 web site publication per area, should be made on a nationwide media.

Audience addressed

- The business community
- The tourism experts
- The wine experts
- The general public.

Expected results

- 1.000 people to identify the logo with the areas

4.000 persons informed about the vine-wine identity of the areas in GR and BG. Partners involved:

- PB5, Federation of Professional, Crafts and Trade Associations of Evros undertake to publicize on the Greek project area in 3 journals/magazines and on 2 internet sites and to design the areas' logos.
- PB8, Haskovo Chamber of Commerce and Industry undertake to publish on the BG project area in 2 journals/magazines and on 3 web sites.

(in total 10 publications – 5 in specialized journals, 5 on specialized internet sites).

Activity 6.3 (6.2.3, 6.4.3, 6.5.3, 6.7.3, 6.8.3) Organization of Wine Tasting Events – Wine Festival

The activity regards the organization of 4 wine tasting events - wine festivals – aiming at promoting the local areas' wine identity and at making the local wine known to the local and the wider communities.

For each tasting event - wine festival: arranging the appropriate infrastructure for the event, the appropriate samples of wine from local producers for tasting, the necessary experts - wine tasters (at least 2 wine tasters) to judge the quality, publicity to advertising the event

The promotion of each event will include: at least 2 press releases (1 press release before the event and 1 press release in the aftermath), 2 banners and 20 billboards.

The banners will be single-sided, with metallic structure, printed on tarpaulin, of at least 80cm x 200cm size, color printed (four color print).

Also, for each event, photo documentation and one report on the event in Greek for GR partners, in Bulgarian for BG partners and in English for both (in printed and electronic form) are to be prepared.

Audience addressed

- The wine community (viniculturists, wine makers, wine experts)
- The tourism community
- The local stakeholders
- The general public

Expected results

- 500 people taste the wine - 3.500 people informed on the project.

Partners involved:

- PB2, Institute of Viticulture and Enology, Faculty of Economics and Social Sciences provides the other partners with specs on the organization of the events,
- PB4, Kavala Development Agency - Local Authorities Enterprise,
- PB5, Federation of Professional, Crafts and Trade Associations of Evros,
- PB7, Municipality of Kirkovo,
- PB8, Haskovo Chamber of Commerce and Industry

organize a wine tasting event and a wine festival each in their areas, so as to make the local wine varieties known to the local and the wider community.

4 Wine Tasting Events – Festivals in total.

Activity 6.4 (6.4.4, 6.8.4) Participation in two Selected Fairs

The activity concerns the participation of the partners involved in the specific activity in 2 wine fairs, one in Greece and one in Bulgaria, with the aim to raising awareness on the local traditional wine varieties and on the project area.

The participation in each fair requires: stand rental, presence of 2 wine experts, supply and transportation of local wines and the equipment for their presentation and serving, creation and transport of 2 banners, 20 billboards and 500 leaflets and respective decoration with them of the stand, availability of information leaflets on the wines of each area (both in GR and in BG) in the stand of the fairs, 1 press release referring to the participation in each fair.

Banners

- Type: roll-up banners for presentation
- Number: 2pcs
- Size: at least 80cm width - 200cm height,
- Material: Metallic structure and tarpaulin
- Print: one-sided four-color.

Billboards

- Number of Billboards: 20pcs.
- Posters
Size: at least A3
Paper quality: velvet 150gr
Print: One-sided, 4 color print
- Posters glued on hard board of poster size.

A report in Greek and English for GR partners, in Bulgarian and English for BG partners, in hard copy and digital form to prepare.

Audience addressed

- The wine community outside the project area
- The tourism businesses outside the project area
- The general public outside the project area.

Expected results

- 3.000 people informed on the project.

Partners involved:

- PB4, Kavala Development Agency - Local Authorities Enterprise and
- PB8, Haskovo Chamber of Commerce and Industry

participate at the two fairs in common and present the project areas and their local wine varieties.

MONITORING AND EVALUATION OF THE COMMUNICATION ACTION

The Objectives

Monitoring and evaluation of the communication plan aim at securing the effective application of the communication action. Two aspects are examined within this field:

- proper implementation of the communication plan
- achievement of the objectives in terms of communication.

Since the evidence of the success of a plan cannot be provided before completion of the plan application and measurement of its results, it is necessary to secure at all stages of the project progress, that the plan is being properly applied according to its provisions and that it works towards the desired results.

Deviations should be located through the evaluation and lead to plan adjustments.

More in particular monitoring and evaluation aim at enabling project partners to observe the outputs and results of all activities concerning publicity measures.

Monitoring will help partners to receive inputs from the beginning of the communication activities, make corrections during implementation and adjust methods and tactics to ensure success of intervention.

In this framework, the objectives for the monitoring / evaluation procedures are as follows:

- Improving the effectiveness of the communication plan
- Increasing partners' ability to apply preventing measures leading to the revision of the Communication Plan, in cases that activities and results decline from the objectives set.

The outputs – results –Impact

Publicity action per work package, type of intervention, targeted audience and expected outputs and results

WP & Activities	Type of Intervention	Outputs	The Audience	Results
WP 2				
Activity 2.2. (2.4.2) Website and Logo	Project Logo	1 project logo	The project partners The stakeholders The public administration The wider public	Partners' identification with the project Project recognition by authorities Project Visualization to public
	Project website	1 project website	The project partners The stakeholders The authorities The academic community, organizations, enterprises The wider public	Project promotion Information on activities and achievements To attract 5.000 people over implementation period
Activity 2.3 (2.4.3 & 2.7.3) Preparing Dissemination Material: Flyers, Brochures and USB sticks of the Project	Flyers	4.000 flyers (2 flyers * 2.000 copies, 2.000 bilingual copies in Greek & English, 2.000 bilingual copies in Bulgarian & English)	The stakeholders The authorities The academic community, organizations, enterprises The wider public	To inform 5.000 people

WP & Activities	Type of Intervention	Outputs	The Audience	Results
	Brochures	2.000 brochures, 1.000 copies in Greek & English, 1.000 copies in Bulgarian & English)	The stakeholders The authorities The academic community Specific individuals The wider public	4.000 people informed
	USB sticks	1.000 USB sticks, 600 sticks in Greek & English, 400 sticks in Bulgarian & English)	The stakeholders The authorities The academic community Specific individuals The wider public	4.000 people to inform
Activity 2.4 (2.4.4, 2.5.4, 2.7.4 & 2.8.4) Publications in the Media	Press publications	4 press publications (2 in Greek, 2 in Bulgarian)	The stakeholders Local organizations, Local enterprises The wider public	2.000 persons informed
	TV spots	2 TV spots (1 in Greece and 1 in Bulgaria)	The stakeholders The academic community, Local organizations, Local	4.000 people informed on the project

WP & Activities	Type of Intervention	Outputs	The Audience	Results
			enterprises The wider public	
Activity 2.5 (2.1.5, 2.4.5, 2.5.5, 2.7.5 & 2.8.5) Local Raising Awareness Seminars (+ Opening and Closing Conferences)	Local raising awareness seminars	5 local seminars	The stakeholders The authorities The academic community, Local organizations, Local enterprises The wider public	250 persons to participate in the local seminars and 1.000 people to inform by the press releases on the content of the seminars
	Opening and closing conferences	2 conferences (1 conference on project objectives) 1 conference on project results	The local stakeholders The local administration The entrepreneurs The organizations The general public	300 persons will participate in the conferences and 1.000 persons will be informed by the press releases on the conferences' content
WP4				
Activity 4.1 (4.1.1, 4.2.1, 4.3.1, 4.4.1) The Wine Trails of Dionysos: Designing and Preparing trilingual Wine tourism Guide	Guide on Wine Tourism in the Project Area	A trilingual Guide –GR, BG, EN - on Wine Tourism in the Project Area in Digital and Conventional (printed) form), 2.500 copies	The wine tourists The Local actors The Local enterprises The General public	2.500 persons will be informed about the wine tourism characteristics of the project area

WP & Activities	Type of Intervention	Outputs	The Audience	Results
in digital and conventional form				
Activity 4.2 (4.2.1, 4.3.1, 4.4.1, 4.5.1, 4.6.1, 4.7.1, 4.8.1) Upgrading the Landscape: Placing QRC enhanced information signposts in the vineyard area	QRC enhanced signposts	60 sign posts (12 large and 48 small ones) 4 areas equipped with QRC enhanced signposts (15 sign posts per area (3 large and 12 small ones) per area	The visitors - tourists The Local enterprises The General public	4 areas equipped with QRC enhanced signposts 2.000 people access the platform
Activity 4.4 (4.2.4, 4.3.4, 4.4.4, 4.5.4) Raising Local Cuisine: 10+10 Recipes based on Local Wine Varieties, Producing 3.000 bottles of Dionysos Wine	Recipes based on Local Wine Varieties	20 Recipes based on Local Wine Varieties (10 in GR+10 in BG) (10 Recipes in EN & GR language, 10 Recipes in EN & BG language)	The businesses The organizations The Local actors of tourism The Visitors – Wine tourists The General public	1.600 persons to be informed on the recipes
	Bottles of Dionysos Wine	3.000 bottles of Dionysos Wine	The authorities The wine businesses The Local actors The Visitors – Wine tourists The public	9.000 persons will taste the Dionysos wine in the 2 countries

WP & Activities	Type of Intervention	Outputs	The Audience	Results
WP5				
Activity 5.5 (5.5.5, 5.8.5) Invitation, hospitality and guided tour of 2*10 journalists in the regional vineyard	Guided tour of 2*10 journalists in the regional vineyard	1 guided tour	The 20 Journalists The Local actors	20 journalists acquainted with the regional vineyard and the wine tourism characteristics of the project area
		10 publications (press releases) on the internet or in magazines - newspapers	The Local actors in other areas The General Public in other areas	4.000 individuals informed about the project and the wine tourism characteristics of the project area
WP6				
Activity 6.2 (6.5.2, 6.8.2) Publications in specific Journals and Websites and Area Logo	Area Logo	2 Areas' Logos	The business community The General Public	1.000 people to identify the logo with the areas
	Publications in specific Journals and Websites	10 publications, out of which 4 in nationwide media (5 in specialized journals, 5 on specialized internet sites)	The tourism experts The wine experts The business community The general public	4.000 persons informed about the vine-wine identity of the areas in GR and BG
Activity 6.3 (6.2.3, 6.4.3, 6.5.3, 6.7.3, 6.8.3) Organization of Wine Tasting Events - Wine	Wine Tasting Events	4 Wine Tasting Events	The wine community (viculturists, wine makers, wine experts) The tourism community	500 people taste the wine and are informed on the project

WP & Activities	Type of Intervention	Outputs	The Audience	Results
Festival			The local stakeholders The general public	
		8 press releases	The general public	1.000 people informed
		8 banners	The general public	1.000 people informed
		80 billboards	The general public	1.000 people informed
Activity 6.4 (6.4.4, 6.8.4) Participation in two selected fairs	Participation in two selected fairs	Participating in 2 fairs	The wine community outside the project area The tourism businesses The general public	800 people informed
		1.000 leaflets	The wine community The General public	1.000 persons informed on the local traditional wine varieties and on the project area
		400 information leaflets on the wines of each area	The General public	400 persons informed on the local traditional wine varieties
		2 banners	The General public	400 people sensitized
		20 billboards	The General public	400 people sensitized

The expected impact

- A thoroughly communicated project well known by all relevant local, regional and cross border stakeholders (both policy and decision makers and the wider public)
- The acquaintance of the potential beneficiaries (local stakeholders, wider public) with the project and their active involvement in the project activities, contributing to the project's effectiveness
- Awareness raising at local actors with regard to added value of an integrated and coordinated approach towards preservation of the local grape varieties and development of wine tourism set up the core of the policy.

TIMETABLE OF COMMUNICATION ACTIONS

Below is set out the sequence of the Communication Actions in Dependence on the Implementation of the types of project activities.

2.2. (2.4.2) Website and Logo

To prepare in the 1st phase of the project and to maintain over the entire lifetime of it and beyond

2.3 (2.4.3 & 2.7.3) Preparing Dissemination Material: Brochures and USB sticks of the Project

Both Brochures and USB sticks to prepare in the last phase of the project, when sufficient amount of achievements are available for promotion.

2.4 (2.4.4, 2.5.4, 2.7.4 & 2.8.4) Publications in the Media

TV spots to display in the 2nd phase of the project, prior to actions to the public (seminars, festivities etc.)

Publications to make close to actions to the public.

2.5 (2.1.5, 2.4.5, 2.5.5, 2.7.5 & 2.8.5) Local Raising Awareness Seminars and Opening and Closing Conferences

Opening conference to organize in the 1st phase of the project.

Closing conference to organize at the closure of the project.

Awareness raising seminars should be held in conjunction with the application of partners' activities – in a period of about 2-3 months before starting with the training seminars

4.1 (4.1.1, 4.2.1, 4.3.1, 4.4.1) The Wine Trails of Dionysos: Designing and Preparing trilingual Wine tourism Guide in digital and conventional form

To prepare before holding the seminars to the local tourism community and the tour for the journalists.

4.2 (4.1.2, 4.2.2, 4.3.2, 4.4.2, 4.5.2, 4.6.2, 4.7.2, 4.8.2) Placing QRC enhanced information signposts in the vineyard area

To prepare prior to the tour of the journalists.

4.4 (4.2.4, 4.3.4, 4.4.4, 4.5.4) Raising Local Cuisine: 10+10 Recipes based on Local Wine Varieties, Producing 3000 bottles of Dionysos Wine

Both interventions to hold in the midlife of the project.

5.5 (5.5.5, 5.8.5) Invitation, hospitality and guided tour of 2*10 journalists in the regional vineyard

To organize in the last phase of the project, so as to better promote the area and the project.

6.2 (6.5.2, 6.8.2) Publications in Specific Journals & Websites and Area Logo

To make in the last period of the project, or after accomplishment of specific Work Packages (e.g. WP 3 or 4), when achievements can be publicized.

6.3 (6.2.3, 6.4.3, 6.5.3, 6.7.3, 6.8.3) Organization of Wine Tasting Events – Wine Festival

To hold in the 2nd period of the project life time and possibly in conjunction with other major local events.

6.4 (6.4.4, 6.8.4) Participation in two Selected Fairs

To hold in the 2nd half of the project life time.