

PROJECT: Promoting health on successful grounds:
Enhancing hospitals' cooperation on emergencies

ACRONYM: MediciNet II

WORK PACKAGE: WP2

DELIVERABLE: D.2.1.1 – Information & Publicity Handbook

BENEFICIARY: General Hospital of Komotini “Sismanogleio”

WEBSITE: <http://www.medicinet.eu>

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Partnership

Role	Partner name	Country
Lead Beneficiary	General Hospital of Komotini "Sismanogleio"	Greece
Partner Beneficiary 2	Multi-profile Hospital for Active Treatment "Dr. Atanas Dafovski" AD	Bulgaria

Short presentation of the programme

The Cooperation Programme "Greece-Bulgaria 2014-2020" was approved by the European Commission on 09/09/2015 by Decision C(2015) 6283. The total budget (ERDF and national contribution) for the European Territorial Programme "Greece-Bulgaria 2007-2013" is €129,695,572.00. The total financing consists of €110.241.234,00 (85%) ERDF funding and €19.434.338,00 (15%) national contribution. The eligible area of the Programme consists of the Region of Eastern Macedonia-Thrace (Regional Units of Evros, Kavala, Xanthi, Rodopi and Drama) and the Region of Central Macedonia (Regional Units of Thessaloniki and Serres) in Greece and the South-Central Planning Region and South-West Planning Region (Districts of Blagoevgrad, Smolyan, Kardjali and Haskovo) in Bulgaria. The Priority Axes are PA 1: A competitive and Innovative Cross-Border area, PA 2: A Sustainable and climate adaptable Cross-Border area PA, 3: A better interconnected Cross-Border area, PA 4: A socially inclusive Cross-Border area.

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1 Introduction

The Information and Publicity Handbook constitutes a main deliverable for all projects under the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020" as a strategic tool aiming to the wide dissemination and sensitisation concerning the project and its results. Furthermore, it contributes to the effective communication between the project partners, in accordance to the guidelines of the Information and Publicity project partners Guidebook provided by the programme.

The Information and Publicity Handbook (hereinafter IPH) constitutes a dynamic tool adjusted to the effectiveness of the project information and publicity activities, as well as to its internal and external environment. The adjustments vary depending on the modifications of the budget or the addition/removal of activities in the framework of the wider objective of the Handbook.

The objective of IPH is the organisation of the information and dissemination, as well as the dissemination of activities and outputs of MediciNet II project. The main objective of the project is the improvement of the effectiveness of primary health services and emergency healthcare in the wider area of Rodopi and Kardzhali.

2 Strategy of the Information and Publicity Handbook

The communication plan is a key deliverable for all projects that are embedded in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme as a strategic tool aiming to increase the awareness regarding the project and to the dissemination of its results as well, targeting both the community as well as specific groups.

The Information and Publicity Handbook of MediciNet II project constitutes the main tool for the planning and implementation of all dissemination activities of the project. Meanwhile, it contributes by ensuring efficient communication between the project partners.

The adopted strategy approaches the Communication Plan as a business plan which has internal and external environment, methodology, strategy, targets, tools, indicators, alternatives and corrective actions.

In order to respond to the communication strategy and objectives, the IPH has to take up several challenges:

- Capitalizing the lessons learnt from other territorial cooperation projects;
- The cross-border nature of the Programme, in which the project is affiliated;
- Addressing targets with very different levels of awareness of the subject.

Generally, the correlation between the development and the implementation of an IPH is a complicated and dynamic procedure which demands constant monitoring in order to ensure the right action at the right time.

Moreover, communication strategy should meet the following criteria:

- Specialised communication for each target, obtained through personalised tools and activities;
- Coherent, integrated and synergic actions with concrete and positive results on the territory;
- Easy, effective and transparent language aimed to inform and at the same time to "bridge the gap" among EU and non-EU institutions and citizens;
- Key-messages that take into account differences in language, culture, religion, society, etc.;
- Active confrontation with the stakeholders through methods of participated planning;
- Widespread dissemination through traditional and innovative channels;
- Transversal approach (public relations, press office) aimed to inform public opinion about the positive contribution of the European Union.

3 Objectives

3.1 3.1 General Communication objectives

The communication objectives are in line with the specific objectives of MediciNet II project and in line with the strategy of Interreg V-A «Greece-Bulgaria 2014-2020» Cooperation Programme, as follows:

- 1. Raise general awareness towards the MediciNet II Project, its activities and its potential impact in the cross-border area.**
 - Raise specific attention of stakeholders, policy – and decision - makers to the project as an important instrument for the benefit of the programme area.
 - Make the general public more aware of the results and benefits achieved by the project.
 - The establishment of a positive atmosphere for the project acceptance and the mobilisation of target-groups, aiming to increased participation in the project activities.
- 2. Demonstrate the role of the EU and ensure transparency about the use of public funding.**
 - Specify the contribution of EU Funds to the project and emphasise on the added value for the community.
 - Show where and how the EU money is spent as well as the concrete achievements of the project activities.

3.2 Specific objectives

In order to promote the general objective of the project MediciNet II, being the improvement of the effectiveness of primary health services and emergency healthcare in the wider area of Rodopi and Kardzhali, there are specific communication objectives.

In this context, it is particularly important to develop a communication strategy that will maximize access to the benefits from the project activities through the information and publicity measures.

In terms of Awareness	<ul style="list-style-type: none"> ▪ To promote the role of the project in the Cross-Border Area of Greece-Bulgaria ▪ To promote the benefits for the people of the Cross-Border area as a result of the project implementation
In terms of promoting the EU role	<ul style="list-style-type: none"> ▪ To promote the role of European Funding to the everyday problems of the citizens ▪ To identify the contribution of MediciNet II project at the level of provided services for the protection of natural and water resources across borders

Taking these into consideration, the communication strategy must:

- promote the project and its results to the general public and to all the relevant stakeholders,
- deliver adequate information about the project, its role and benefits to the beneficiaries,
- highlight the specific impacts of project implementation in the sectors of Health, Health Care, in the cooperation for the improvement of the living standards of the local population and the know-how deriving from the project execution,
- establish a partnership channel between the stakeholders of the area
- improve the effort of diminishing the potential negative impacts of borders in the quality of life
- emphasise the short-term, mid-term and long-term benefits which will result by the implementation of the project

3.3 Target audience

Target audience is the groups that MediciNet II addresses and tries to approach. Some of them are targets of internal communication and some other are beyond the project's structure. The main target audience for the MediciNet II project which should actually be addressed through this Communication Plan are:

- Stakeholders for the upgrade of primary health services and emergency health care in local, regional, national level
- Representatives of all the local, regional and national authorities in the cross-border area
- Local, regional, national, European, but also specialized media
- Staff of the two partners
- The general public.

3.4 Activities per target audience

The information that will be provided and the publicity that will be directed towards the various target groups will be differentiated based on their needs as well as their unique characteristics. Besides, the specific objectives of the IPH differentiate depending on the target group.

Targeted audience	Specific objective	Information/ Message	Goals/ Expected result
Stakeholders in the sector of health (local, regional, national)	<ol style="list-style-type: none"> 1. Familiarise them with the project, support and participate to the attainment of its goals. 2. Check for other potentials for territorial cooperation 3. Act like information multipliers, promoting the implementation of the project 	The potentials of territorial cooperation in the sector of health	<ol style="list-style-type: none"> 1. Widespread dissemination and understanding of the project details 2. Support of the project and design of new ones in a bigger scale
Local, regional, national authorities	<ol style="list-style-type: none"> 1. Familiarize them with the project, support and develop supplementary benefits 2. Check for potential of vertical territorial (or not) cooperation 3. Act like information multipliers, promoting the implementation of the project. 	<ol style="list-style-type: none"> 1. The potentials of cooperation on the field of environment, sustainable management of environmental resources and sustainable development 2. Improving the quality of service 	<ol style="list-style-type: none"> 1. Ensuring information and sensitisation of the entities, local society 2. Ensuring complementarities and synergy for information 3. Utilization of the range and subject matter for which the entities and the partners are responsible for the creation of networks and strategic cooperation in favor of the attainment of project's objectives
Mass Media (local, regional, national, European, and specialized media, Press, radio, television, and electronic media)	<ol style="list-style-type: none"> 1. Involve them in the dissemination strategy 2. Transform them into publicity multipliers 3. Involve them as observers of transparency 	Information about the project, its benefits and expected results.	<ol style="list-style-type: none"> 1. Regular provision to the mass-media of interesting news about the project 2. Participation of the mass-media in events and actions related to the project 3. Ensuring precision, clarity, and reliability concerning the information related to the project 4. Promotion of the results from the implementation of the project. 5. Categorization of news items and promotion with the appropriate media (at the local or national level) 6. Support for the initiative taken through the project 7. Transparency concerning the management of resources of the European Union

The general public	Promotion of the benefits from cross-border cooperation in the health sector and its results	Information about the project, its benefits and expected results focused on environment and sustainable development	<ol style="list-style-type: none"> 1. Promotion of the results and benefits of the implementation of the project through the highlighting of good practices 2. Promotion of the social and economic impact of the project 3. Increase of the public's knowledge of the project and of support for the initiative 4. Transparency concerning the management of resources of the European Union
Staff of the hospitals	<ol style="list-style-type: none"> 1. Involvement of hospitals staff in the implementation of the project and inspire them in a new level of health care. 2. Encouragement of the staff to be the communicants of the project objectives and actions 3. Dissemination of the results by the hospitals staff 	<p>Information about the project.</p> <p>Potential benefits of the cooperation in the sector of health</p>	<ol style="list-style-type: none"> 1. Involvement of the hospitals staff 2. Inspire them to participate creating a new dimension in the daily job 3. Increase their knowledge regarding cross-border cooperation in the sector of health

4 Communication activities

4.1 Intervention categories

The interventions of the Information and Publicity Handbook are divided into three categories:

- 1. Institutional communication**
 - Visual identity and coordinated image
 - Information material and external communication
 - Internal communication and website based on ICT innovative solutions
- 2. Public relations**
 - Press office
 - Events, conferences, workshops
 - Exhibitions, sponsorships
- 3. Marketing communication**
 - Advertising
 - Videos, tributes
 - Promotional material

4.2 Available tools

The implementation of the strategy is strongly connected to specific communicational tools. These tools are used depending on the target group and the objective of the every campaign.

The main communicational tools which will be used are:

- Printed material
- Marketing material
- Website
- Video spot
- Social media
- Articles in press (printed and electronic)
- Newsletters (printed and digital)
- Communication events, seminars, single-day conferences, etc.

5 Information and publicity activities

Work Package 2 "Communication and Dissemination" constitutes a major part of the project, which takes place throughout the whole project duration, considering that its promotion and the promotion of activities are part of the project success.

The subject of WP2 is the planning of the communication strategy of MediciNet II, including an integrated sum of activities and tools in relation to the objectives to be achieved, as well as the planning and implementation of information and publicity activities for the promotion of the project concept, objectives, activities and results. The main goal within this Work Package is the formation of an integrated visual ID of the project, in order to become distinct and identifiable as a set of interventions for the upgrade of primary health services and emergencies in the eligible area.

Activities to be implemented within this work package are organized in four (7) actions:

- **Activity 2.1.: Elaboration of Information and Publicity Handbook of MediciNet II project**
 - Information and Publicity Handbook
- **Activity 2.2.: Development of visual ID of MediciNet II project**
 - Project logo
 - Guidelines for the graphic design and philosophy
- **Activity 2.3.: Design and production of information and publicity material of MediciNet II project**
 - Cartes-postales
 - 400 information packages (information kits)
 - Two (2) banners
 - Trilingual result booklet
- **Activity 2.4. Organisation of five (5) open project events**
 - Press conference
 - Closing conference
 - Three (3) info-days
- **Activity 2.5.: Project website**
 - Project website
 - Update of website content
- **Activity 2.6.: Production of five-minute video spot**
 - Five-minute video spot in three languages
- **Activity 2.7. Planning and implementation of media campaign (press, radio, TV, social media)**
 - Four (4) articles
 - Radio spot
 - Transmission of radio spot
 - Social media campaign
- **Target and expected results**

The main objective of this work package is to ensure the wide publicity and promotion of the project idea, objectives, activities, results and outputs in partners' territories and beyond them inside and outside the cross-border Area.

Moreover, through the implementation of the above mentioned actions, the expected results are the following:

- the identification of those involved and the stakeholders, the target groups and the potential beneficiaries. Provision of detailed information concerning the project idea, objectives, activities, results and outputs
- the development of a communication strategy based on the principles and the rules of the Programme's Information and Publicity guide as well as on the communication and dissemination of the objectives set by MediciNet II Project
- the dissemination of project actions and outputs inside and outside the eligible Programme Area
- the wide visibility of the project itself as well as of its main outputs
- the highlighting of the Programme's benefits for the cross-border area as well as of the necessity of the EU funding.

Activity 2.2. Elaboration of Information and Publicity Handbook of MediciNet II project	
Brief description	<p>The design of the information and publicity material of the project MediciNet II requires the design and development of the project visual ID, which includes the logo design, graphic philosophy and generally the identity (brand) of the project. However, considering the fact that all projects implemented under the European Territorial Cooperation Programmes must comply with a set of communication rules, which brings a limited framework of options, but significantly enhances its visibility.</p> <p>This activity includes the logo design, the slogan and the presentation of the guidelines for the project graphic philosophy.</p>
Total budget of the activity (% of the total budget of WP/project)	<i>The present activity is part of the additional services provided by the Consultant thus, is not a part of the project budget.</i>
Involved partners	LB
Beneficiaries / target groups	Project team
Estimated timetable	01.12.2017-31.12.2017
Review of the role of the General Hospital of Komotini "Sismanogleio" and its contribution to the activity planning and implementation	
Role of the General Hospital of Komotini "Sismanogleio"	The General Hospital of Komotini "Sismanogleio" will be responsible for designing the logo, proposing slogans and stating the guidelines of the design philosophy of the project.
Role of the General Hospital of Komotini "Sismanogleio" in relation to the deliverables	<p>Project logo</p> <p>Guidelines for the graphic design and philosophy</p>

Available budget for the Greek Partner within the activity (% of the total project budget)	<i>This action is an additional service of the Consultant and is not part of the project budget.</i>
Success factors	Immediate execution of the deliverable, compliance with the communication design and attractiveness of the concept idea and the design philosophy will ensure the long-term visibility of the project
Milestones	- Timely preparation of the visual identity of the project
Evaluation indicators	<ul style="list-style-type: none"> - Presentation of strategy at the inaugural partner meeting - Compliance with the program's information and publicity guide and development of a common, modern, promotional and effective visual identity - Month of design completion (e.g. M3 or M4) - The Project's strategy will be presented in the partner's kick off meeting
Multipliers	- Exploitation of the project's identity from all partners and project team
Activity 2.3 Design and production of information and publicity material of MediciNet II project	
Brief description	<p>The action includes the preparation and production of multilingual communication material in both countries, aiming at promoting and publicizing the project as well as its actions and results in the cross-border area, using both traditional and modern tools.</p> <p>The activity includes Cartes-Postales, an information package (envelope, note block, pen, bilingual bulletin, roll-up banner, trilingual project results form).</p>

Total budget of the activity (% of the total budget of WP/project)	6.859.80€ 20,94% of the Work Package 2 budget 0,51% of the total budget
Involved partners	LB
Beneficiaries / target groups	-Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area. -Health professionals. -Local population of the cross-border region of Rodopi-Kardzhali
Estimated timetable	01.01.2018-30.06.2019
Review of the role of the General Hospital of Komotini "Sismanogleio" and its contribution to the activity planning and implementation	
Role of the General Hospital of Komotini "Sismanogleio"	The General Hospital of Komotini "Sismanogleio" will be responsible for the preparation of the information and publicity material of the project, which will be used as a basis for the dissemination of actions at local and regional level, based on common project standards approved by both partners.
Role of the General Hospital of Komotini "Sismanogleio" in relation to the deliverables	D.2.1.2.a Cartes-Postales (20.000) D.2.1.2.b 400 information packages including folder, notepad, pen and bilingual brochure (400) D.2.1.2.c Roll-up banners (2) D.2.1.2.d Trilingual result booklet (1.000)
Available budget for the Greek Partner within the activity (% of the total project budget)	100%

Success factors	Immediate design and production of materials, compliance with the communication design and attractiveness of the concept and the design philosophy (content and visualization) will ensure the long-term visibility of the project
Milestones	<ul style="list-style-type: none"> - Timely preparation of project information and publicity material. - Timely preparation of information packages for scheduled events
Evaluation indicators	<ul style="list-style-type: none"> - Compliance with the program's information and publicity guide and common visual identity of the individual deliverables - Number of recipients -Dissemination Points
Multipliers	- Points of dissemination to facilities of other stakeholders
Activity 2.4 Organisation of five (5) open project events	
Brief description	The activity concerns the organization of a press conference, the final event (conference) of the project, as well as three informative events. These five events will aim to stimulate public interest in the project, but also to inform the public, authorities, organizations, etc. on the idea of the program, the planned activities, the objectives and the expected results. In addition, more science-oriented events will be addressed to a more specialized audience from the health sector (doctors, nurses, health professionals).
Total budget of the activity (% of the total budget of WP/project)	<p>12.000,00€</p> <p>36,63% of the Work Package 2 budget</p> <p>0,90% the total budget</p>
Involved partners	LB,
Beneficiaries / target groups	-Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area.

	<ul style="list-style-type: none"> -Healthcare professionals (private doctors, employees in private medical centres or hospitals, etc.), other health-related stakeholders. -Professional, voluntary and other organizations active in the health sector. -Local and regional authorities. -Media -Local population of the cross-border region of Rodopi-Kardzhali.
Estimated timetable	01.12.2017-30.06.2019
Review of the role of the General Hospital of Komotini "Sismanogleio" and its contribution to the activity planning and implementation	
Role of the General Hospital of Komotini "Sismanogleio"	The General Hospital of Komotini "Sismanogleio" will be responsible for the organization of a press conference, the final event of the project, as well as three informative events.
Role of the General Hospital of Komotini "Sismanogleio" in relation to the deliverables	<p>D.2.1.3.a Organisation of one (1) press conference</p> <p>D.2.1.3.b Organisation of one (1) Closing conference</p> <p>D.2.1.3.c Organisation of three (3) info-days</p>
Available budget for the Greek Partner within the activity (% of the total project budget)	100%
Success factors	<p>The broad and targeted advertising of each event.</p> <p>The choice of attractive and project-related topics.</p>

	<p>The invitation of speakers with high awareness and / or profound and up-to-date knowledge of the topics to be presented.</p> <p>Scheduled events will take into account working days and hours, national and local holidays,</p> <p>The possibility of a combination of project events with other popular events in the region.</p>
Milestones	<p>Completion of the initial planning and announcement of each event agenda at least one month before the organization of the</p> <p>Print and distribution of the events invitations by any means (by post, by e-mail, by fax) fifteen days before the beginning of each event.</p> <p>The promotion of a final press release one day before the beginning of each event, and one on the day of the event (after its completion) to disseminate the main results.</p>
Evaluation indicators	<p>- Number of participants</p> <p>- Intensity of dissemination by the media</p>
Multipliers	<p>- Media</p>
Activity 2.5 Project website	
Brief description	<p>The activity concerns the upgrading of the existing MediciNet website (www.medicinet.eu) and the regular updating of its content in order to keep the general public informed about the progress of the project, its actions etc.,</p> <p>The website will:</p> <ul style="list-style-type: none"> ▪ Allow broad visibility of the project and its concept without geographical constraints. ▪ Direct information about the project in real time to better promote the activities and events of the project. ▪ Maintain the interest not only in the health sector at local level but also across the border and after the end of the project.

	<ul style="list-style-type: none"> Inform the public, authorities, organizations, etc. regarding the project idea, the activities planned, the objectives and the expected results.
Total budget of the activity (% of the total budget of WP/project)	<p>2.000,00€</p> <p>6,11% the WP2 budget</p> <p>0,15% total budget</p>
Involved partners	LB,
Beneficiaries / target groups	<p>Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area.</p> <p>Healthcare professionals (private doctors, employees in private medical centres or hospitals, etc.), other health-related stakeholders.</p> <p>Professional, voluntary and other organizations active in the health sector.</p> <p>Local and regional authorities.</p> <p>Media</p> <p>Local population of the cross-border region of Rodopi-Kardzhali.</p>
Estimated timetable	01.01.2018-31.07.2019
Review of the role of the General Hospital of Komotini "Sismanogleio" and its contribution to the activity planning and implementation	
Role of the General Hospital of Komotini "Sismanogleio"	The General Hospital of Komotini "Sismanogleio" will be responsible for upgrading and regular updating of the project's website.

Role of the General Hospital of Komotini "Sismanogleio" in relation to the deliverables	D.2.1.4.a.1 Project website D.2.1.4.a.2 Update of website content in three languages
Available budget for the Greek Partner within the activity (% of the total project budget)	100%
Success factors	Timely upgrading of the site so that it can be exploited by partners.
Milestones	The scheduled and timely delivery of the translated content.
Evaluation indicators	Number of visitors.
Multipliers	- Social media
Activity 2.6 Production of five-minute video spot	
Brief description	<p>The activity concerns the design and production of a 5-minute video that will promote the project's deliverables and results on both sides of the border.</p> <ul style="list-style-type: none"> ▪ Production will include Video shootings from project interventions and actions. ▪ The material will be in HD resolution and will be used as presentation material (presentations, video clips) and for the promotional purposes of the Project. ▪ Deliverable will be given in dvd (unmodified), but also in a 5 minute video clip, with script, speech and free music and minimal features: ▪ Format: QuickTime Movie (.mov), Apple ProRes 422, 25fps, 1920x1080, Stereo, 48.000kHz in hard disk, sound high definition.

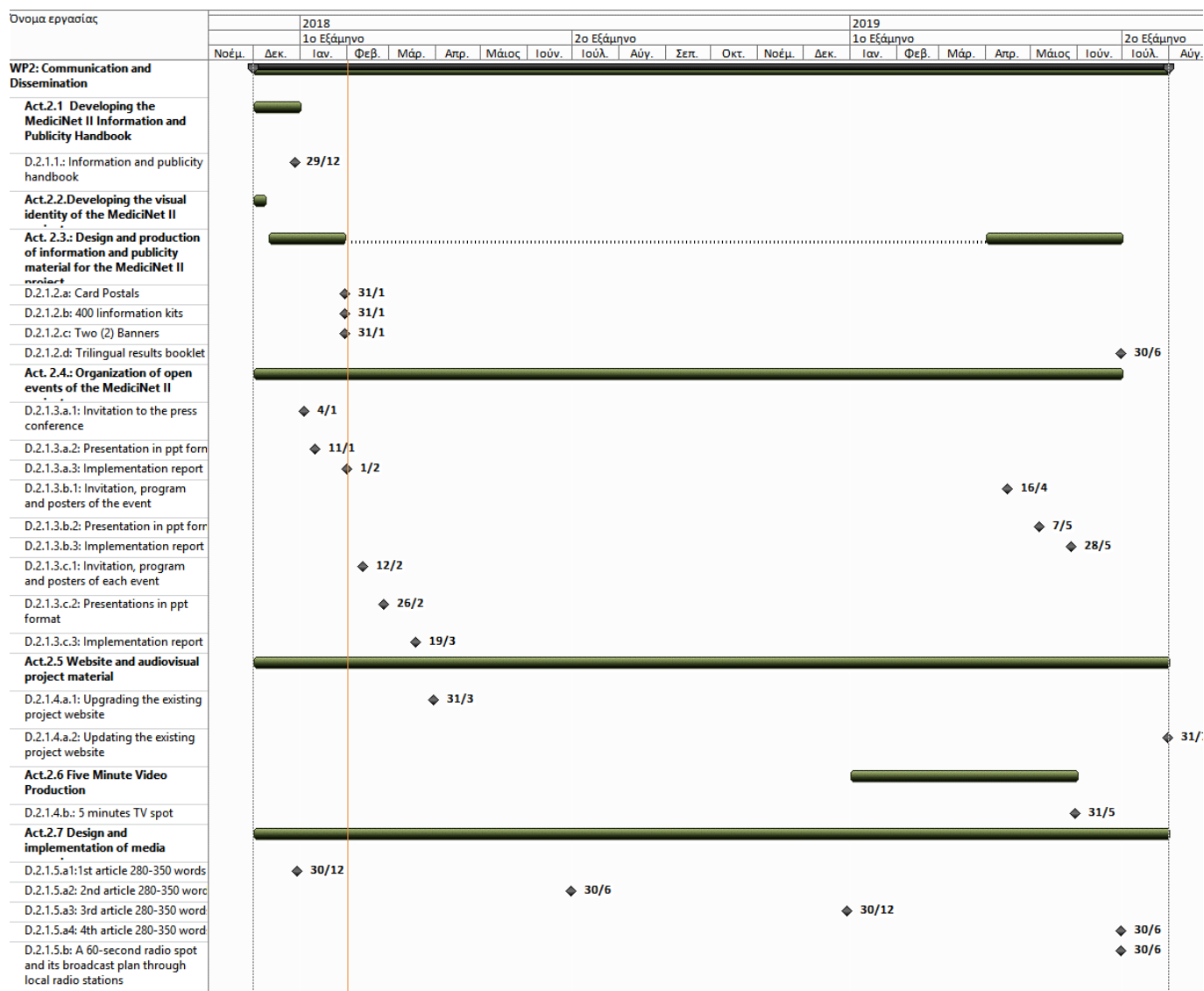
Total budget of the activity (% of the total budget of WP/project)	7.000,00€ 21,37% of WP2 budget 0,52% the total budget
Involved partners	LB,
Beneficiaries / target groups	Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area. Healthcare professionals (private doctors, employees in private medical centres or hospitals, etc.), other health-related stakeholders. Professional, voluntary and other organizations active in the health sector. Local and regional authorities. Media Local population of the cross-border region of Rodopi-Kardzhali.
Estimated timetable	01.01.2019-31.05.2019
Review of the role of the General Hospital of Komotini "Sismanogleio" and its contribution to the activity planning and implementation	
Role of the General Hospital of Komotini "Sismanogleio"	The General Hospital of Komotini "Sismanogleio" will be responsible for the design and production of a five-minute television video that will promote the deliverables and the results of the project on both sides of the border.
Role of the General Hospital of Komotini "Sismanogleio" in relation to the deliverables	D.2.1.4.b Five-minute video spot in three languages

Available budget for the Greek Partner within the activity (% of the total project budget)	100%
Success factors	Timely production of video spot encompassing all the project main deliverables and results on both sides of the border
Milestones	Video production Video publication
Evaluation indicators	- Number of Viewers
Multipliers	- Webpage, YouTube, Social media
Activity 2.7 Planning and implementation of media campaign (press, radio, TV, social media)	
Brief description	<p>Activity 2.7 includes the preparation and implementation of the communication campaign through the Mass Media to promote and publicize the project as well as its actions and results. Through the planned activities of the project the target groups and the beneficiaries will be informed about the actions, objectives and expected results of the project. This is expected to increase the interest of the community in the project. The action includes:</p> <ul style="list-style-type: none"> • Preparation and publication of four articles in the local press • Production and transmission of a radio spot
Total budget of the activity (% of the total budget of WP/project)	<p>3.400,00€</p> <p>10,38% of the WP 2</p> <p>0,25% the total budget</p>
Involved partners	LB,

Beneficiaries / target groups	<p>Administrative, medical and nursing staff of primary, secondary and tertiary Health Units in the cross-border area.</p> <p>Healthcare professionals (private doctors, employees in private medical centres or hospitals, etc.), other health-related stakeholders.</p> <p>Professional, voluntary and other organizations active in the health sector.</p> <p>Local and regional authorities.</p> <p>Media</p> <p>Local population of the cross-border region of Rodopi-Kardzhali.</p>
Estimated timetable	01.01.2018-30.06.2019
Review of the role of the General Hospital of Komotini "Sismanogleio" and its contribution to the activity planning and implementation	
Role of the General Hospital of Komotini "Sismanogleio"	The General Hospital of Komotini "Sismanogleio" will be responsible for the writing and publication of four articles in the local press and the production and broadcasting of a radio spot.
Role of the General Hospital of Komotini "Sismanogleio" in relation to the deliverables	<p>D.2.1.5.a Four (4) articles 280-350 words for the local press for promoting the project's concept idea, activities, results and deliverables.</p> <p>D.2.1.5.b One Radio spot of 60 seconds and broadcasting plan to local radio stations.</p>
Available budget for the Greek Partner within the activity (% of the total project budget)	100%
Success factors	<p>Selection of simple, understandable and clearly communicated messages (messages should be related to the content of the project and be simple and understandable).</p> <p>Selecting Mass Media with the greatest influence on the target groups and the beneficiaries mentioned above.</p>

	Timely delivery of the TV spots to maximize as possible their impact, and to contribute to the effective dissemination of the results of the project
Milestones	Timely publication of press releases Timely delivery of the TV spot
Evaluation indicators	The number of article entries The content of the radio spot
Multipliers	Media Social media

The implementation schedule for Work Package 2 is illustrated in the following diagram. The following working hypotheses were prepared: (a) the press conference will be held on 1 January 2018; (b) the project's closing day will be on 14/5/2019; and (c) the information events will be held within the March 2018. In any case these dates are indicative and the final dates of the above events will be determined in due time in cooperation with the competent staff of the General Hospital of Komotini "Sismanogleio".



6 Development of Visual Identity of the project

The design of the information and publicity material of the MediciNet II project initially presupposes the design and development of the visual identity of the project, which includes the design of the logo, slogan, graphic design and more generally the "brand" of the project. However, taking into account the fact that the projects included in and implemented under the Operational Programmes of the European Territorial Cooperation Objective require the observance of a set of publicity rules, this limits the creative freedom of each project but at the same time optimizes its visibility.

In the current 2014-2020 Programming Period, the visual identity of projects in the Operational Programmes of the "European Territorial Cooperation Objective" has been changed in a single direction, aiming at the best recognition and dissemination of the role of the European Union and its thematic development goals.

The new Brand & Visibility framework of Interreg projects and especially and in particular the MediciNet II project are formed by the following documents:

- Interreg V-A Cooperation Programme "Greece-Bulgaria 2014-2020".
- Information and Publicity Guide for the Interreg V-A "Greece-Bulgaria 2014-2020" projects of the European Territorial Cooperation Program.
- Brand Design Manual of the Operational Programmes of the European Territorial Cooperation Objective (final version 18.12.2014).
- Relevant declaration of the General Hospital of Komotini "Sismanogleio".

And they are reviewed by the following:

- The latest version of the MediciNet II Application Form,
- Any publicity rules resulting from the operating regulation or other internal document of the Komotini General Hospital "Sismanogleio"
- The strategy resulting from the final version of the Information and Publicity Handbook
- Any comments, remarks and proposals from the two (2) project partners

The new framework for the visual identity of Interreg projects.

Each European Territorial Cooperation Programme aims to develop projects of particular added value for the life of European citizens. The visibility and dissemination of these Programmes is a prerequisite for raising awareness of more people and for implementing a larger number of projects. Relevant Programmes are implemented across the European Union or beyond, covering each European Region. These Programmes offer a unique network of projects focusing on improving the standard of living of citizens, developing regions and protecting and sustaining the environment.

However, the diversity of the European Union's cross-border and transnational Programmes may evolve in weakness if they do not appear to be interlinked. In the past, they appeared as separate Programmes, while in reality they shared the same objectives: to minimize the obstacles created by the existence of national borders between the European and their neighbouring countries.

More than one hundred (100) European Territorial Cooperation Programmes have agreed to put an end to this logic of isolation by making a joint effort to create a harmonized visual identity and a common name for use in each language: Interreg. Interreg is now the common name - advertising of each European Territorial Cooperation Programme and is required to be used publicly as much as possible. This enables all stakeholders of INTERREG (stakeholders) to benefit from communication amongst themselves, both to attract new stakeholders and to optimize the visibility of projects.

Interreg's new, harmonized brand is expected to help improve the visibility of all Programmes, highlighting the value of Interreg at European and regional / local level. Below is shown exactly this alignment of all the different logos and graphic philosophies under the "umbrella" brand of Interreg.



The brand

Brand design is a wider concept than a simple logo: It consists of features such as colours, fonts, and a structure that supports page layout (grid). Only such a combination can contribute to a good result.

The logo

The logo is the most important element of Interreg's visual identity. The new logo has been designed to have a strong but discreet look that makes it easy to combine with other logos in common promotions. A completely typographic approach was chosen without using any other graphics to prevent the use of other design and graphic elements.



Reference to the European Regional Development Fund (ERDF)

The visual reference to the European Regional Development Fund is mandatory, but it is not necessary to be part of the logo.



Logo colours

The colours of the logo come from the colours of the European Union flag and must not be changed. In addition, they are the main colours of the Interreg brand and are used to identify the brand beyond the logo in all optical communications.

The logo of the Interreg V-A "Greece-Bulgaria 2014-2020" European Territorial Cooperation Programme is presented below, and the three colours that make up this are analysed in all colour chart systems.




			
Colour	Reflex Blue	Light Blue	Yellow
Pantone	Reflex Blue	2716	Yellow
CMYK	100/80/0/0	41/30/0/0	0/0/100/0
HEX	003399	9FAEE5	FFCC00
RGB	0/51/153	159/174/229	255/204/0

The systematic use of the above three colours in various applications (fonts, graphics, video animations, lines, grids, etc.) enhances the graphic coherence of the visual identity of each project and improves the aesthetics of the printed or electronic model.

The embedding method is used to address the mandatory use of the above logo as it is incorporated into the design of the visual identity of the MediciNet II project. So the Limitation of the Publicity Guide becomes an opportunity

Fond

For the Programme and project logos (project and Programme name) and the reference to the European Regional Development Fund, the Montserrat font has been chosen for being optically similar to the Interreg logo.

The font for all other applications from the text body to the headlines is Open Sans. It has a neutral and at the same time friendly look that fits all applications. It is also versatile, as it has a wide variety of styles and weights (intense & subtle variations). It is personalized for print, online and electronic use, easy to read on all media. As an alternative font Vollkorn was chosen.

Note: For the European Union flag uses the Arial font as it is strictly defined in Article 4 (4) of Commission Implementing Regulation (EU) 821/2014, without change.



Προάγοντας την υγεία σε επιτυχημένη βάση:
Ενισχύοντας τη συνεργασία των νοσοκομείων
σε επείγοντα περιστατικά


**Promoting health on successful grounds:
Enhancing hospitals' cooperation on emergencies**

Lorem ipsum dolor sit amet, tale autem vix eu, sit
splendide scripserit cu, mea ne dictas voluptua.
Ne sed posse voluptaria,

ΕΝΤΥΠΟ ΑΠΟΤΕΛΕΣΜΑΤΩΝ

RESULTS BOOKLET


LOREM IPSUM DOLOR



European Union
European Regional Development Fund



Montserrat Regular



Arial Regular



Open Sans Font Family
Open Sans Bold
 Open Sans Semibold
 Open Sans Regular
Open Sans Italic

Thematic Objectives

The 11 thematic objectives to help achieve the objectives of the Europe 2020 Strategy are represented in Interreg with a set of colour schemes and icons. These unchanged colours and icons are suggested to be used when communicating these goals, especially to the beneficiaries and potential beneficiaries of the Programmes.

P/N appearance		Thematic objective/Θεματικός στόχος		Pantone	CMYK	HEX	RGB
		Research and innovation Έρευνα και καινοτομία		109 U	0/24/93/0	#fdc608	253/198/8
		Information and communication technologies Τεχνολογίες της πληροφορίας και των επικοινωνιών		2716 U	41/30/0/0	#a3add8	163/173/216
		Competitiveness of SMEs Ανταγωνιστικότητα των ΜΜΕ		3115 U	71/0/19/0	#1cb8cf	28/184/207
		Low-carbon economy Οικονομία με μειωμένη χρήση άνθρακα		347 U	81/13/76/1	#159961	21/153/97
		Combating climate change Προσαρμογή στην κλιματική αλλαγή		206 U	4/86/43/0	#e34063	227/64/99
		Environment and resource efficiency Περιβάλλον και αποδοτική χρήση πόρων		382 U	49/0/99/0	#98c222	152/194/34
		Sustainable transport Βιώσιμες μεταφορές		Cool Gray U 9	46/37/34/15	#8a898c	138/137/140
		Employment and mobility Απασχόληση και κινητικότητα		1665 U	2/71/72/0	#ea6647	234/102/71
		Better education, training Βελτίωση της εκπαίδευσης, της κατάρτισης και της δια βίου μάθησης		515 U	11/44/0/0	#e0a6cc	224/166/204
		Social inclusion Κοινωνική ένταξη		513 U	43/70/12/0	#a36298	163/98/152
		Better public administration Αποδοτική δημόσια διοίκηση		3145 U	87/32/35/16	#3c7486	60/116/134

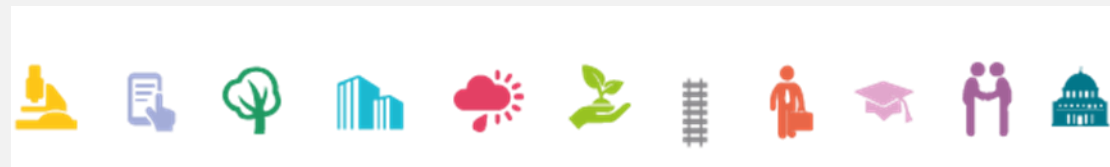
Colours of the thematic objectives

This colour scheme was created to name the thematic goal of each project. Colours have been chosen to create a harmonious matching colour scheme and give sufficient contrast to Interreg's core brand and logo.

For the logos of the projects using the Interreg logo as the basis, the following thematic colours should be used to print the acronym of each project. For example, an innovation project will use the yellow font when plotting the acronym of the project.

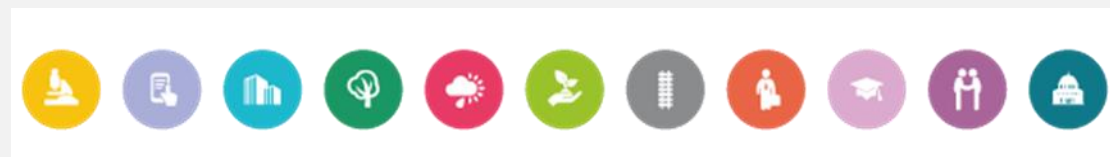
Custom appearance

The icons were designed to fit visually as a whole, using similar illustrations, formats and linear weights. Typical use of icons is to print them in the colour of the themed object they represent.



Negative

Icons can also be used in negative. A prerequisite for such use of icons is to place them in a circle.



Interreg logo as a project logo

When using the Interreg logo as a project logo, almost the same principles apply. The name (acronym) of the project is written under the name of the Program. The colour of the name (acronym) of the project corresponds to the colour of the thematic objective of the project.



European Regional Development Fund (ERDF)









The logo also appears with the reference to the European Regional Development Fund (ERDF), which is marked with a noticeably smaller font below. Use of this case is necessary when there is no other point on this page's reference to that Fund. If it is chosen to refer to the European Regional Development Fund at a different point from the logo, the word may be made in any font that fits the design of the form, at a font size of at least "7.5". In any case, it should be clearly visible and legible.



MediciNet II logo

According to the above, the MediciNet II logo is shaped as follows:

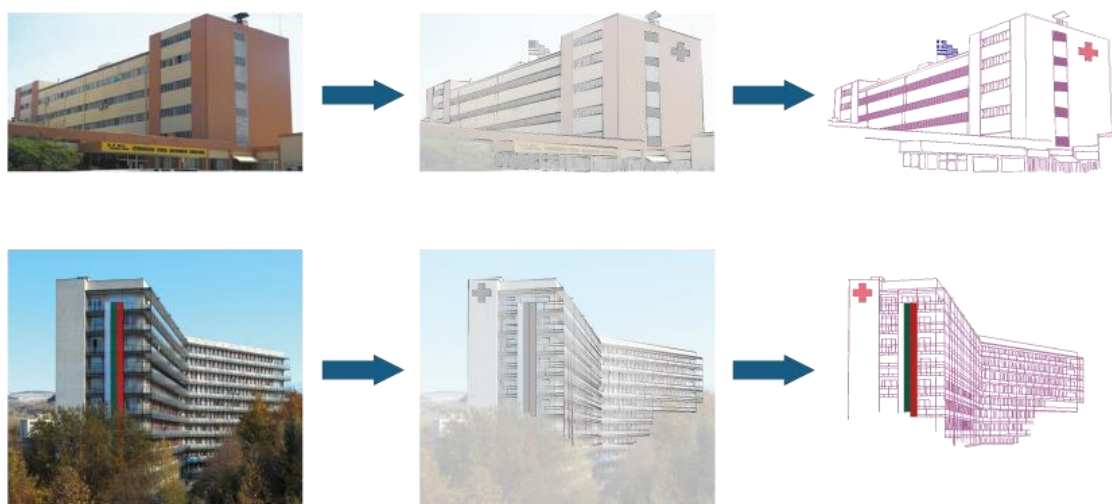


			Pantone	CMYK	HEX	RGB
	Reflex Blue		Reflex Blue	100/80/0/0	#003399	0/51/153
	Light Blue		2716	41/30/0/0	#9FAEE5	159/174/229
	Yellow		Yellow	0/0/100/0	#FFCC00	255/204/0
	513 U		513 U	43/70/12/0	#A36298	163/98/152

The design philosophy of MediciNet II

Having already defined the project's main logo, the basic fonts to be used, and the basic colour of the corresponding thematic target, the basic directions and extensions of the visual identity design of the MediciNet II project are outlined below. One of the first issues that need to be finalized is the visualization of the two hospitals / project partners in something easy to memorize at a glance. This could be done by using possible logos of the two hospitals, or by taking photos of the hospitals, or by designing it or by any other simple and modern way.

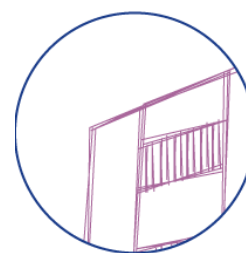
In this case, the General Hospital of Komotini "Sismanogleio" does not have a logo. However, the two hospitals have a building structure and appearance that is easily recognizable by citizens. The photos of the two hospitals used in the previous project had a good reception angle (perspective), but they were not available in very high resolution. But the most important issue is that they are not included as tools in the optimal mix of visual identity of the project. For this reason, the following conversion was chosen:



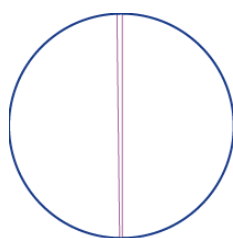
This approach takes into account the following multiple parameters:

Colour

The primary colour is close to the purple (RGB 163/98/152) corresponding to the thematic objective "Social Integration" according to Interreg's branding manual. It fits in colour with the acronym of the project and is in harmony with Interreg's blue



Line drawing



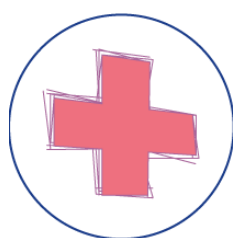
The depiction of buildings is linear, respecting a simple-minimal approach and incorporating all the important details that make the two hospitals recognizable by the population of the wider region. Particularly for the depiction of the General Hospital of Komotini "Sismanogleio" was chosen the "filling" in some of the windows of the building for the performance of its depth. In the case of the Multi-profile Hospital for Active Treatment Hospital "Dr. Atanas Dafovski" AD, the approach of the "open book" is already evident and does not require any other detail.

Nationality

The two hospitals are recognizable by the local population. However, several project actions target a wider audience at regional and cross-border level. It is therefore necessary to highlight the nationality of the two hospitals. In the case of Multi-profile Hospital for Active Treatment "Dr. Atanas Dafovski" AD the three-colour banner-flag was maintained. In the case of the General Hospital of Komotini "Sismanogleio", a Greek flag was added in detail at the centre of the building's roof.

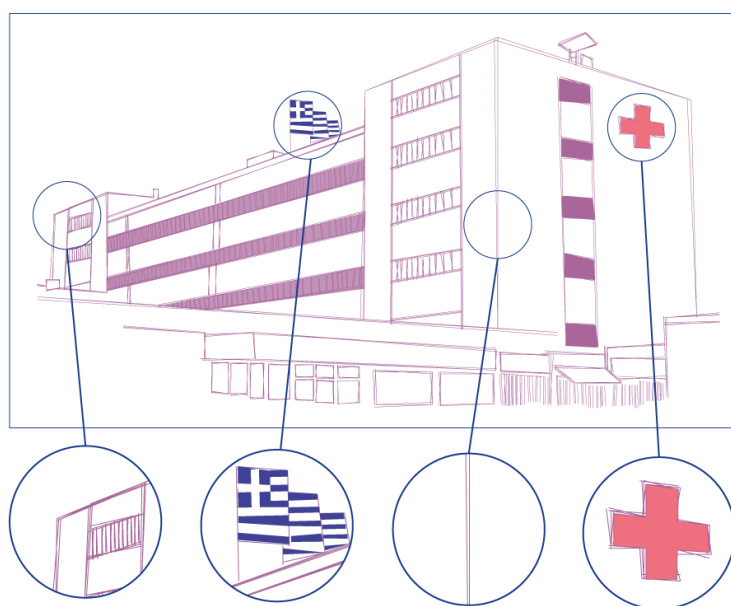


Thematic Objective Health



To highlight the thematic objective of the project ("health"), a red cross on the side-top of each building was added to the final design, highlighting their basic status as General Hospitals.

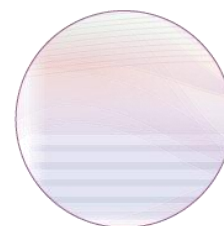
Overall depiction



The plan shows the four (4) key elements that make up the virtual reconstruction of the two hospital buildings for their widespread use as elements of the visual identity of the project.

National Flags

In some of the models, it was considered appropriate to add the colours of the two countries (blue, green, red) with a faint-transparent impression for the optimal visualization of the participating countries. Each colour combination is placed next to each partner's report (design or name).



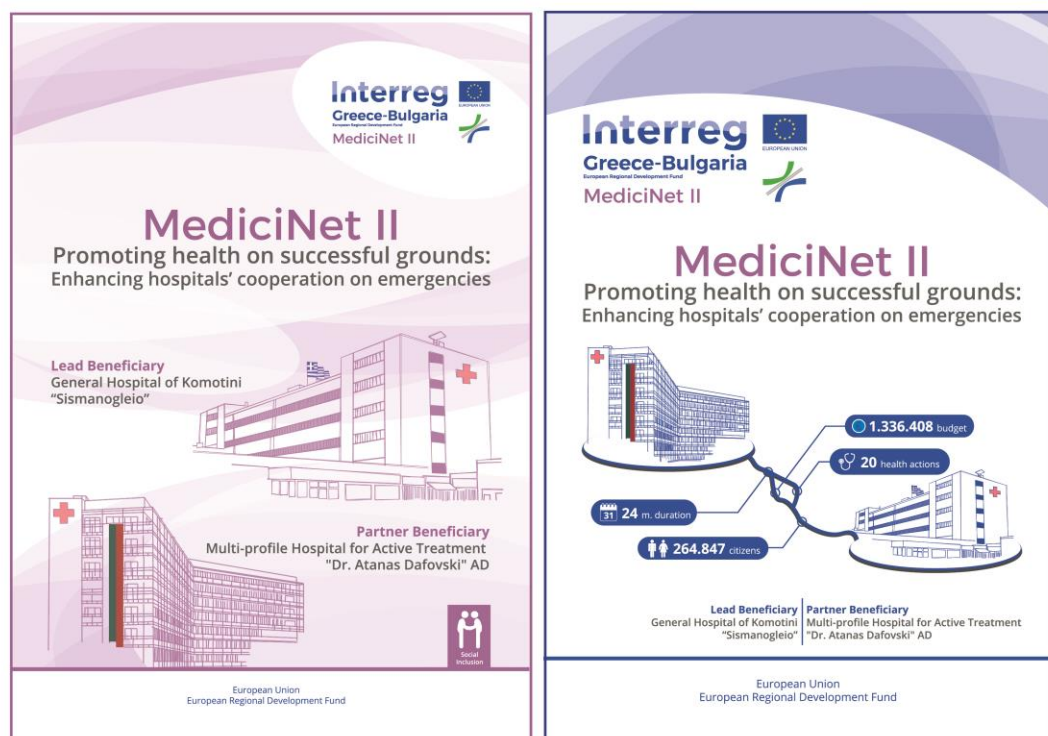
Size

The designs were implemented in such a way as to be noticeable, both in roll-up banner and in small size (small form). Even in the smallest size, the reader is able to observe both the building structure and the details of the national flag and its health theme.



Other graphics-Use of blue

Graphic applications complementing the visual identity of the project, as well as printed and electronic publications, consist of curves in the nuances of the thematic objective of "social inclusion". As alternative colour suggestions, it is suggested to use blue (reflex blue, RGB 0/51/153), which replaces most of the purple designs.

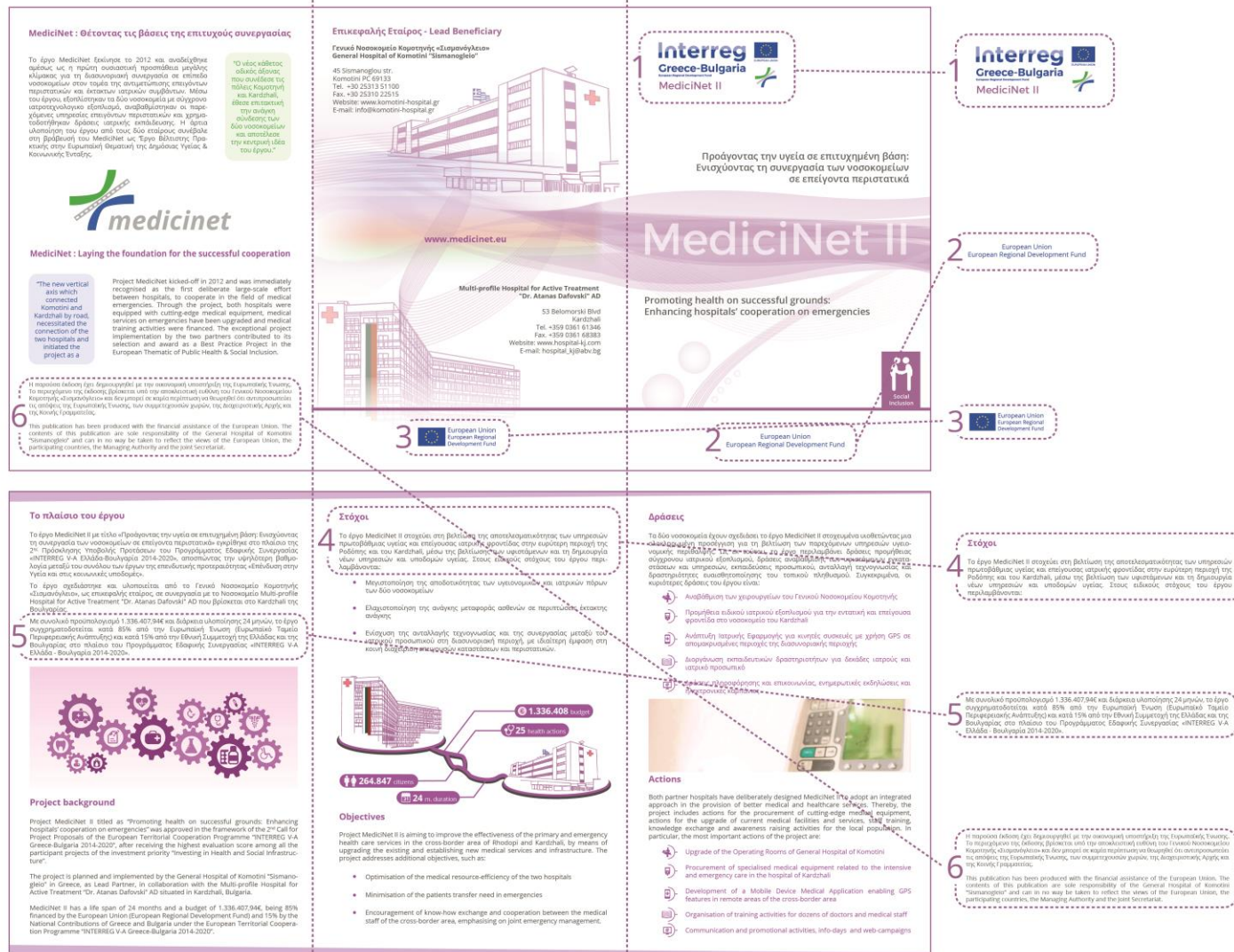


Observance of publicity rules

All publicity rules for all types of editions have been adhered. More specifically

1. the location and size of the logo in each version,
2. reference to the European Regional Development Fund (ERDF) as part of the logo or as a separate reference,
3. stamping the flag of the European Union,
4. use only of the appropriate fonts,
5. the reference to the sources of project, co-financing, and
6. responsibility disclaimer.

As an example of the use of the above six (6) indicators, the triptych form has been used, which is presented both in the relevant section below and in a miniature below:



7 Recommended communication tools

The tools to be used to promote and publicize the MediciNet II project will be tailored to the specific needs of individual groups and individuals that are the target groups of the project.

In any case, the communication strategy for promotion and publicity includes the use of three categories of information tools.

1. Media, such as newspapers, magazines, radio stations, television, outdoor advertising, internet.
2. Promotion of activities such as brochures, newsletters, press releases, articles, TV and radio production, documentaries, CD-ROMs.
3. Direct communication activities such as information centres, reports, conferences, conferences, call centres, special events and activities, mobile information units.

A combination of different media and communication tools is necessary to ensure effective communication of messages. The design and implementation of many information activities should be based on the key communication principles discussed above, thus contributing to improving the effectiveness of information and meeting the needs of the target groups.

In this framework, it is suggested to use the following tools:

Informational Material (Posters, Booklets, Information Packages)

The use of printed and electronic material is an important way of providing information to target groups. The design and distribution of information material should be such as to enable public to understand and accept the project. These tools are complementary to other publicity activities. The expected results from the distribution of information material will be to inform and raise awareness among the public and interested groups, to promote the idea of the project, its objectives and activities, as well as the dissemination of the results to the stakeholders and the general public.

Press Releases

The press (newspapers & magazines) is a mean of ensuring broad and daily visibility at national, regional and local level. Inputs to the press or tributes, interviews and general reports may be used. The language to be used should be simple to be readily perceived by the average reader. Regarding the newspaper coverage, it is suggested that entries should be made to newspapers with high readability ratios, in order to increase the effectiveness of the information campaign. Equally important is the use of listings or tributes in specialized newspapers that are mainly aimed at professionals. Press releases are a form of periodic public information on the progress of the project and its activities.

Audiovisual material

Audiovisual material is one of the most important information and promotion tools. Its use ensures that the idea and the messages of the project will penetrate in a simple and understandable way to the general public and target groups. The use of composite optical and acoustic tools enhances persuasiveness and makes the message more interesting and more resonant.

According to "Interreg in motion" Guide to video production, created by INTERACT for Interreg in July 2017, the use of video as a promotion tool is absolutely essential and able to communicate the project objectives in a smart, modern, cost-efficient and entertaining manner.

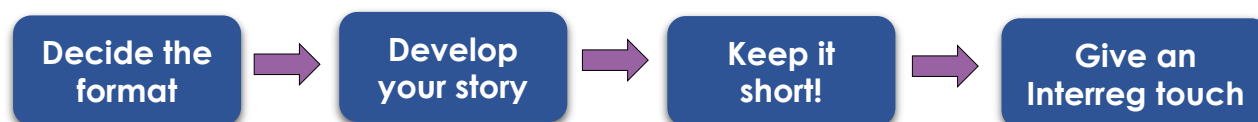
Videos dominate the digital communication landscape and are great tools to convey complicated messages to various target audiences. It is estimated that over three-fourths (78 per cent) of the world's mobile data traffic will be video by 2021. Interreg projects (and programmes) have to come up with creative ideas and effective use of channels to create a space for themselves in the attention of their target groups. Videos can be key communication products in such an environment, as they can pass on crucial messages or pages of information in a matter of minutes or even seconds, in a visualised and possibly fun way. Some of the most important guidelines, creative video practices and innovative solutions for typical challenges are shortly illustrated below:

1. Video production is strongly suggested in order to
 - Promote the project, to convey the message of "we exist", "we do things" and "there are gains to be had for both of us if you work with us" to your potential stakeholders and wider audience.
 - Specifically promote an activity, an output or a set of activities/outputs, to attract project attention.
 - Promote project results and the role of EU
 - Inform relevant stakeholders about project progress and next steps
 - Communicate project achievements, by combining actual footage of those achievements with creative approaches such as animated infographics.
 - Promote a major event, prior to or after, such as annual or opening/closing conference, forum, cooperation day, etc. with their main highlights and key messages.
2. The production requires answers to 5 "W"s and 1H when planning your video
 - Why: What are the objectives and main messages? What shall be achieved video? Is video the most appropriate way to achieve these objectives? This will not only impact the format, but also the planning for the storyline.
 - What: What is the format? Is it animated or filmed footage?
 - Who: Who are the targeted audiences? This will set the tone of the messages.
 - Where: Where will it be published? On which occasions?
 - When: How much time will be allocated for the video? When will it be published? Consider time constraints and the "Zeitgeist" (spirit of time).
 - How: What resources will be allocated to your video? (Human resources, money, technical resources, etc.) Will it be produced in-house or outsourced?
3. Project interview tips

When featuring a series of activities, skip the typical "project summary" facts and focus on the improvements brought by the project such as:

- What has the project provided that made a difference?
- What is improved compared to the situation before the project?
- What would be if the project was not implemented?

Once the video revokes the interest and convinces the viewer of the benefit, they will go to the sources you provide for the "project summary" facts and more.



Social Media

Using social networks offers to users great potential and flexibility. The benefits of the proper use of social networks are many:

- the ability to create links with a very large number of people, as the internet attracts many people from all over the world
- the possibility of creating links with people who may be far away, as the internet eliminates distances
- the ability to create a wide variety of social ties
- The choice between a large number of social groups and the search for a group that will best express the users
- the ability to search and find content (photos, videos, etc.) to which users can not otherwise access
- Immediate updating of everything that happens in the project and in the area, as the news is disseminated among Internet users very quickly

The use of social networks such as Facebook, Twitter, etc. as a collaboration platform connects organizations around the world in many different ways. These tools bring technology into contact with businesses and organizations, connecting people with information, creating new potential routes on the market, improving communication with target groups, and helping spread the project brand.

8 Effectiveness indicators

The success of the communication strategy objectives will provide:

- Inform all parties involved about the project and its actions.
- Understand the objectives and strategy of the project.
- Participation in public events to be organized under the project umbrella
- Dissemination of information.
- Achieving the specific objectives for each target group

Index	Target value
Information package	400
Event posters	100
Press releases	4
Number of events	5
Participants in the events	500
Upgrade of website	1
Unique visitors to the website	1,500
Accounts on social media	3
Followers on Facebook	100
Followers on Twitter	65
Subscribers on YouTube	20
Frequency of sending e-mails and Newsletters (in days)	30

9 Communication team

The communication strategy will be implemented by a team of two partners. It will include both personal and external collaborators as well as Managers from the Managing Authority who will approve actions and material. The diagram presents the organization of roles in the implementation of the Information and Publicity Handbook and the people involved.

