



COMMUNICATION PLAN

“CROSS BORDER CREATIVITY ON THE RISE” PROJECT REF. No 2007CB16IPO006 - 2011-2-85

I. Introduction and aim of the communication plan

1.1. Introduction

“Creativity on the rise” project responds to the Bulgaria-Serbia programme strategy to reinforce territorial cohesion, competitiveness and sustainable development by setting up a joint cross border cooperation model to positively capitalize on the cultural and creative resources of the area, in compliance with the priority axis 2 “Enhancing capacity for joint planning, problem solving and development and key area”, item 2.2 “Sustainable development through efficient utilization of regional resources”, by setting up a joint action plan - as the result of a network of mutual cooperation and understanding across borders - and concrete activities (workshops, study visits and creativity week event) to foster the potential of creative industry as a factor contributing to employment especially for young creatives. The project will develop a model, based on international good practice and methodologies, to value the rich cultural heritage and contemporary local artistic potential to curb brain drain among the younger generations and contribute to the growth and capacity of the target groups (local authorities and cultural organization in addition to young people) linked to tourist attractiveness.

1.2 Aim of the plan

The aim of the current communication plan is to assist and support all activities related to visibility of the project, to increase the public awareness about the programme as well as providing the stakeholders with accurate and reliable information and data on the programme. Moreover, these activities have the task to highlight the financial support from the EU.

The main aim of the plan is to provide visibility of the project which will be guaranteed by the maximum publicity. The following communication plan contains:

- ✓ clear guidelines for production of material;
- ✓ organization of seminars of other public or internal events;
- ✓ consequences for partner who do not comply with the rules set forth;
- ✓ general and specific objectives;
- ✓ primary and secondary communication target groups;
- ✓ messages, tools, tasks with related costs and time schedules.



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The monitoring and assessment system which is based on the progress report for each partner will be set up to evaluate effectiveness and efficiency of the actions. Communication will be organized in the following two levels:

- ✓ at the level of the joint partnership (a website; final main exhibition; events foreseen in “two cross border creativity week”; final conference, local promotional material, local artistic events)
- ✓ regional level with respective budgets allocated.

1.3 General information about external communication and promotion activities

All measures regarding promotion and information under the Programme, should be performed in accordance with Community and national regulations. Below, the basic legal acts specifying information and promotion obligations of institutions involved in measures co- financed from EU funds have been listed, as well as documents specifying the rules of performing these measures under CBC Bulgaria – Serbia Programme.

The drafted communication plan foresees:

- ✓ a clearly identifiable coordinate image (design of logo), promotional materials (gadgets, USB, folders, cotton bags, t-shirt with artistic designs) and art catalogue;
- ✓ a blog of project and activities which taking place with a link to the promotion of the cultural artistic events;
- ✓ a final conference (which will take place during the exhibit week);
- ✓ press conference and publications of ads in the local media.

The responsible partner for drafting the communication plan and organising the final conference is NGO “Young movement for the future”, but all the partners are engaged for the dissemination actions in their own areas.

1.4 Main objectives are:

- ⤴ to raise public awareness on CBC Bulgaria- Serbia Programme, attracting public interest, encouraging application with projects and to ensure transparency in the implementation process of the programme, as well as that to ensure equal access to information for all who might be interested and to increase the knowledge of the public about the positive role of the programme;
- ⤴ to mobilize the international community and key audiences in order to strengthen and raise the profile of Bulgaria-Serbia and, in doing so, contribute towards its mission to create a free, independent and pluralistic media in order to ensure equal access to information for all who might be interested.



1.5 Specific objectives are:

- ⤴ to raise awareness among key audiences (internal and external) of the CBC Bulgaria-Serbia work funding and implementing effective media activities;
- ⤴ to support and raise awareness of the CBC Bulgaria - Serbia knowledge, generating role among key audiences;
- ⤴ to increase the CBC Bulgaria - Serbia online presence;
- ⤴ to provide information related to opportunities for joint (EU and national) funding in implementation of programme activities in municipalities and regions, detailed description of funds allocation under relevant operations;
- ⤴ to encourage public discussion on priority issues related to regional development policy;
- ⤴ to organize informational campaigns for all target groups through mass media – radio stations, television, newspapers;
- ⤴ to use contemporary information technologies to provide updated information for the operational programme to those who are unable to have access;
- ⤴ to organize info days and press conferences with mass media representatives in order to disseminate information on the programme.

1.6 Expert in communication

A Communication expert is an integral part of creating and delivering information. He has a variety of roles, including coordinating media and marketing events and meetings. He will often perform basic media relations tasks, such as answering questions, maintaining media contact lists and composing press releases and other communication materials. Assisting project website and assisting in marketing and advertising campaigns.

The Communications Expert is responsible for:

- participating in the development of the Communications Plan;
- coordinating communications;
- providing technical support;
- maintaining appropriate records and reports related to visibility;
- performing additional tasks or duties as assigned during a mission;
- monitoring all task force communications; assist the project's events (conferences, press conference); making sure the programme's digital platform (website) is maintained and kept up to date; developing press releases to local media; video/documentaries for television and/or distribution; monitoring and communicating results.

1.6 Beneficiary's responsibilities:



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- ⤴ the beneficiary has the responsibility to inform the audience about the social aim and the effect of the project;
- ⤴ the beneficiary must clearly announce that the project is co-founded by EU through Bulgaria-Serbia IPA Cross Border Programme;
- ⤴ the project's results must be accessible to the public for free;
- ⤴ the lead partner has the task to coordinate the information activities between partners;

1.7 Primary target groups are:

- ⤴ artists and cultural workers: a larger group of artists will be positively affected by the project because their work will be showcased in the final event;
- ⤴ young people and students: will be the enlarged target group as they will be involved and will be able to replicate the “creativity on the rise” labs and will be invited to actively participate in the final event;
- ⤴ local authorities and cultural organizations: are referred to the partners and to the staff and management of the other institutions /authorities involved in the networking and promotion activities of the network/.

1.8 Secondary target groups are:

- ⤴ students and young people employed and unemployed with an interest in culture/artistic expression of any kind;
- ⤴ local economic actors in the value chain: tourist operators, cultural operators;
- ⤴ artisans, environment and natural resource operators, and their organizations;
- ⤴ the population at large on the area: they will participate in the public events, or will be given promotional material to appreciate the potential of cultural/artistic expression and will increase awareness on the value of the creative industry for the socio-development of the area.



II. Financial parameters and schedule:

2.1 Budget

MATERIALS		PARTNERS											
		PP1			PP2			PP3			PP4		
Items	Unit	Units	Unit rate	TOTAL	Units	Unit rate	TOTAL	Units	Unit rate	TOTAL	Units	Unit rate	TOTAL
Purchase of advertising materials				3275			12000			900			7300
Gadgets (pens)	per item	2500	0.80	2000	-	-	-	500	1.00	500	300	1.00	300
USB	per item	50	4.50	225	-	-	-	50	4.50	225	-	-	-
Folders	per item	250	0.60	150	-	-	-	250	0.70	175	-	-	-
Posters	per item	500	1.80	900	-	-	-	-	-	-	-	-	-
Cotton bags/ T-shirt with artists design	per item	-	-	-	1000	5	5000	-	-	-	1000	5.00	5000
other gadgets for event	per item	-	-	-	500	4.00	2000	-	-	-	-	-	-
flyers		-	-	-	10000	0.20	2000	-	-	-	10000	0.20	2000
brchure/catal ogue	per item	-	-	-	300	8.00	2400.0 0	-	-	-	-	-	-
banners	per item	-	-	-	6	100	600	-	-	-	-	-	-
Elaboration, design etc.				3000			-			-			-
design of logo and promotional materials	per contract	1	1000	1000	-	-	-	-	-	-	-	-	-
web site	per	1.00	2000.	2000.	-	-	0.00	-	-	0.00	-	-	0.00



development	contract		00	00									
Publications in mass-media				640						640			-
newspaper ad	per publication	4	80.00	320	-	-	-	4	80.00	320	--	-	-
tv and radio ad	per publication	4	80.00	320	-	-	-	4	80.00	320	-	-	-
TOTAL				6915				12000		1540			7300
													27 755

2.2. Time schedules

SUB-TENDERING DATA					
Project partner	Budget line	Provisional launching date	Supply		Notes
			Type	Amount (EUR)	
LP (PP1)	BL4-information and publicity	December 2013	B1	4275	Purchase of advertising materials (gadgets, USB, folders, posters). Elaboration design, etc. (design of logo and promotional materials)
PP2	BL4-information and publicity	February 2014	B1	12000	
PP3					
PP4	BL4-information and publicity	August 2014	B1	7300	

note: supply B1 - less or equal to 20,000 euro Single Tender



Expenses not to be procured, if any:

Project partner	Budget line	Type of expenses	Amount
LP	BL4- Information and publicity	Website Development	2000
		Newspaper, Radio and TV ad	640
PP2			
PP3	BL4- Information and publicity	Delivery of Advertising materials	900
		Media Services	640
PP4			

III. Requirements

3.1. Programme logo

The Programme logo plays a role of utmost significance in creating brand association regarding visual communication. Thus, the logo of Programme should not be recreated in any circumstance. This means that the Programme logo proportions, colours, or any other design details must not be changed. Several format version of the Programme logo, including the vector format for professional design purposes, are available for download from the Programme website. The Programme logo show the real maps of Bulgaria and Serbia, 'covered' by their respective national flags, where the eligible crossborder area is displayed in the same blue colour, thus symbolizing the cross-border cooperation idea. Programme logo must always be displayed in its entirety, including the Programme name written in English.

Full colour version: This version is highly recommended when there are no restrictions imposed by the texture and colour of the material on which the visual identity of the Programme is applied. It is recommendable that the full colour version be displayed, whenever possible, on a white background.

Monochromatic version: The monochromatic version (either standard monochromatic or outlined version) is recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers - whenever the full-color version of the logo cannot be applied.



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Important note: The logo should not be oversized. In order to create the maximum impact and visibility, the presence of a white space around the graphic signature is very efficient. This space individualizes the logo by separating it from the surrounding elements (margin of the page, other logos or graphic elements, etc.). Within the logo, the Programme name should be written in "Arial" font.

3.2. Promotional materials

General rules and recommendations

Basic rules:

Use the key visibility elements: Project name (together with project logo - if available), Programme logo, EU flag, the co-financing-statement, and the disclaimer (when applicable).

Recommendations:

- ✓ Use vector format images of the project logo, Programme logo, EU flag, and other logos/image files (such as logos of the project partners). Vector format images are high quality images used for professional design purposes.
- ✓ Use local language whenever possible. Bi-lingual promotional materials, such as brochures, are also an option, but it is not recommendable to make three-lingual promotional materials because it is usually very difficult to include all the basic visibility elements in all the three languages on the cover. If you decide to make three-lingual materials, choose larger format such as A4.
- ✓ Type face (font) - Use Calibri, Arial or Times New Roman font types. Do not use more than one type of font per publication.
- ✓ Illustrate your materials whenever possible with appropriate images and/or photos. Avoid using clip art images. Consult professional designers whenever possible, especially for the project logo design.

The project is co-funded by the EU through the Bulgaria- Serbia IPA Cross Border Programme



✓ For preparation of promotional materials such as brochures, leaflets, calendars, business cards, newsletters, etc. you can use *Microsoft Office Publisher*, which is much easier to use and has more design templates and options than Microsoft Office Word.

✓ Consult the Joint Technical Secretariat communication officer if you have any concerning the communication and visibility issues, including the design of your promo materials.

3.3. Publications:

The publications such as newsletters, brochures, leaflets, etc. must include at least the following visual elements:

On the front cover:

- The European Union flag
- The Programme logo
- The project name
- The co-financing sentence

And,

➤ The content disclaimer, which can be placed on the back cover or other visible place within the publication.

3.4. Posters and banners:

Posters and banners are an inexpensive and very effective visibility materials. Posters in various formats can be effectively used for promoting project events while the various kinds of plastic and textile banners are intended to serve as a backdrop for special events such as conferences and festivals. One of the most popular and practical types of banners is the so-called "quick banner". Quick banners are the types of vinyl banners that are mounted on a light and compact frame (usually made from aluminum) and can be displayed without the need to attach to other stable object or walls. They are also very easy to transport. It is essential to use the best quality image files (vector files if possible) when designing posters and banners due to the size of this type of visibility materials.

3.5. T-shirts and bags:

Promotional materials such a t-shirts, and bags (paper bags as well as conference bags) are popular as promotional gifts during project events and for wearing/carrying by the project team members. Paper bags in particular are very practical because their entire surface can easily be used for visibility purposes and because they can be used for preparation of various kinds of promotional gifts sets. Like other promotional materials, t-shirts, and bags also need to display the minimum visibility elements:



- The project name (along with the Project logo - if available);
- Programme logo;
- EU logo.

The co-financing statement can be excluded from the t-shirts and conference bags for practical printing reasons, but should be included on the paper bags. Tip: Make sure that the paper quality of the bags is good enough for the bag purposes. A good standard for the paper quality is 150 gsm or better.

3.6. Small promotional materials:

Promotional materials such as pens, USBs, key chains, and badges are also very popular as promotional gift materials but are at times difficult to brand due to the limited printing/engraving space. For such small promotional materials it is enough to display the Project name and the EU flag, but whenever possible, include the Programme logo as well. Plastic pens are very cheap and popular for distribution along with the brochures and leaflets while metal pens are much more expensive but suitable for engraving. There are also biodegradable pens available on the market. Biodegradable pens tend to be a bit more expensive but are a lot more environmentally friendly than the plastic pens.

USB flash memory sticks come in various shapes and sizes and are very practical promotional gift because they can include a lot of multimedia materials uploaded on them (as an alternative to the promotional CDs and DVDs which are becoming more and more obsolete). Their price varies depending on the brand and memory capacity.

Tip: Engraving is more expensive but a more permanent method of branding small promotional materials due to the fact that the standard color printed images on such small surfaces tend to fade and get erased over time.

3.7. Project logo

Design tips:

- Keep the design simple and clearly distinguishable even when depicted in small size and/or monochromatic.
- The logo may include the project name (if short), project acronym (if meaningful) or project slogan.
- Make sure to request from your designer to provide you with the various color versions of the logo (full color, black and white, monochromatic) as well as the vector format image.
- Project logo should symbolically represent the main project idea and/or purpose.

3.8 Visibility at the project events



Various public events could be organized during the course of a project implementation or to celebrate its successful completion: info-events, conferences, workshops, seminars, fairs. Organizing a public event (or participating in an event organized independently from the action, for example by the Joint Technical Secretariat) may offer excellent opportunities for generating interest in a project's particular achievements. When such an event takes place, it is mandatory to display a special visual item (banner, poster, etc.) of the project – with the EU logo, the logo of the Bulgaria – Serbia IPA Crossborder Programme and the name of the project. If possible the EU flag and the national flags of both neighboring countries could also be displayed. The Invitation, the Programme, and all written materials from the event should also contain the name the above element. For the media representatives a special press release should be prepared by the communication experts and distributed to them before the event. At the end of the event interesting photos and the event summary should also be distributed to the journalists.

Important note: Whenever possible, and especially for specialized training events and conferences, keep a clear record of participants (including the journalists). Registration lists should contain at least the names and signatures of the participants and the basic contact information (telephone number and/or an e-mail address).

3.9 Project visibility in the Mass media

3.9.1. Press releases and press conferences

Press releases can be a very useful contribution to the communication activities around an action. As a general rule, a press release should be issued at the start of all actions. A newsworthy press release should contain: a heading, a strong leading paragraph summarizing the essential facts, the main body of the story, quotes, some background information, and contact details for further information.

The communication experts are advised to be proactive and to inform the media on a regular basis on the social goals and impact of their project, as well as on its progress. In this relation, special Press releases, summarizing the most important information on the project /or a special event/ should be distributed to the respective representative of the media. When possible some selected photos could also be included.

The press releases and other printed publications should incorporate the EU flag, the Programme logo, the name of the project (with the project logo - if available) and the cofinancing statement. When a publication, displaying the EU logo and the Programme logo, contains study or research results or personal remarks/reflections the content disclaimer must be included as well.

If a press conference is organized, the EU flag and a special banner about the project should be displayed. The communication experts of the project could also organize visits for journalists to the project site (or invite them at a special



project event) to make the project and the Programme more visible for the general public. The timing and the focus of such visits shall be well chosen.

3.9.2 Visibility on internet - project web site and the social media pages

A project web site should contain at least the following visibility elements:

- ✓ Project name (and project logo - if available),
- ✓ EU flag,
- ✓ Programme logo,
- ✓ The co-financing statement,

Important note: The above mentioned elements must be visible at all times on the project web site, meaning on all the web site pages, not only on the home page.

Recommendations:

- Adjust the web site design to the target audience
- Make sure the web site is adjusted for viewing on various internet search programs,
- The website interface should be user friendly,
- The website should have an option for viewing in all Bulgarian, Serbian and English languages,
- The following sections can enrich your project website content: "useful links", "events calendar", "multimedia gallery", "project events",
- Update the content of the project web site and social media pages on a regular basis,
- Include the project web site address on all your publicity and visibility materials.

IV. Consequences for partner who do not comply with the rules set forth

Failure to complete the requirements for the information and publicity of the project can lead to financial corrections. Any failure to complete the requirements will be immediately reported to the MA. The MA reserves the right to verify such circumstances and take appropriate measures, where necessary.