

Information and Publicity Plan for Bulgaria

Social Plate Project

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1. INTRODUCTION

Greece and Bulgaria, two neighbouring countries with a rich past, since the end of the 1990s have entered an era of closer co-operation, due to the INTERREG Programme “Greece-Bulgaria”.

The main idea behind “INTERREG” is that countries have issues which can be better solved if they work together with their neighbours than if each one remains confined within its borders.

Within the framework of the project – 2014-2020, the European Union together with Greece and Bulgaria are providing € 129.695.57.00 million (total funding).

This Information and Publicity Plan for Bulgaria will be drafted according to the Terms of Reference and the Information and Publicity Project Partners Guidebook of Cross-Border Cooperation Program INTERREG V-A-GREECE-BULGARIA 2014-2020.

2. BACKGROUND INFORMATION

Within the framework of the INTERREG VA-GREECE-BULGARIA 2014-2020 cooperation program, the project idea is the use of “food surplus” in an effort to optimize waste prevention strategy and hence also promote environmental friendly tactics in the entrepreneurial code of conduct. These will be achieved with the creation of a social structure in food distribution to vulnerable social groups and the development of the “food angels” platform, where social cooperatives or other companies can donate long-lasting products. Other activities concern the mapping of the needs in food for social structures and a joint assessment of the existing situation.

Supporting Social Enterprises in Combating Poverty and Social Exclusions Project is supported by the Cross-border Cooperation Program INTERREG VA-GREECE-BULGARIA 2014-2020, co-funded by the European Union through the European Regional Development Fund.

3. PROJECT SCOPE

The scope of the project is related to support the creation of a new social enterprise in the form of a non-governmental organization in Greece that aims to distribute long-lasting products that would otherwise be wasted. This will encourage an environmental approach and at the same time will involve people from financial and professional groups providing daily employment of the enterprise.

The popularization of the new social enterprise in Bulgaria will be promoted through the so-called Social Franchise - the cross-border transfer of the experience of the social enterprise in Greece to the territory of Bulgaria in Borino Municipality, by setting up an NGO office and hiring 2 people to ensure the timely and proper implementation of the project in accordance with the Partnership Agreement and in particular the Grant Agreement.

4. ANALYSIS OF THE CURRENT SITUATION

Borino Municipality is one of the border regions of Bulgaria, including some of the most disadvantaged and isolated communities, with high levels of poverty and unemployment. These are factors that put vulnerable groups at increased risk. Social entrepreneurship has been successfully used to alleviate similar problems in other EU regions / Member States but is not sufficiently developed in the border regions. This worsening socio-economic context has led to the search for conditions for partnership, the formation and functioning of social enterprises in Greece and Bulgaria, which offer both the opportunity for vulnerable groups to enter the labour market and

facilitate the demand for new and sustainable resources to achieve public goals in the public interest.

Simitli is a small city in Blagoevgrad Province in southwestern Bulgaria. Among the priorities stated in The Regional Plan for Development of District of Blagoevgrad are sustainable development through enhancing the cross-border cooperation and improving the quality of life.

"Active youths" is an example how the ideas of young and successful people from Simitli can work in favour of society. It is a non-profit organization operating in the public interest, according to the non-profit purpose. Its objective is to promote the involvement of young people in social, economic and political life in Bulgaria, their adaptation, better integration and realization of the individual; promotion of volunteering; social inclusion of young people; identification and participation in solving current problems of young people.

In this connection, the popularization of the Social Plate Project is an absolute necessity. Through communication strategy, methods and channels information will reach a significantly larger group of people who could benefit from the opportunities provided by the project. The information campaign will also provide an opportunity to familiarize society with the achievements of the Social Plate Project.

5. OBJECTIVES OF THE INFORMATION AND PUBLICITY PLAN

The main objective of the Information and Publicity Plan is to increase the awareness of the general public and/or specific audiences targeted by the project and to inform all interested parties and the general public about the project's idea, its activities, objectives and results. Moreover, it will guarantee the transparency of the implemented activities and the usage of the EU funds. Furthermore the implementation of the Information and Publicity strategy will ensure that the achieved results are disseminated widely and capitalised by policy makers and stakeholders in the eligible area.

A detailed communication plan that will be drawn up at the beginning of the project will fully comply with the program's communication strategy, focusing on a comprehensive, multilateral and horizontal approach designed to ensure high visibility of the project, thereby enhancing consensus in its policies EU.

All partners will act on information and publicity and will be responsible for ensuring visibility of project activities and frequent communication with the national / regional media. The information and publicity measures ensure that the life span of the project will last longer than the project implementation itself. In particular, the partnership ensures that the results of the project will be used with regard to target groups and target sectors and potential users. Communication and dissemination activities will highlight the role of the European Union and the Structural Funds in general and, of course, the project in particular.

6. TARGET GROUPS

In order to communicate effectively, the relevant target groups will be clearly identified. All these groups have different characteristics and needs. In addition, specific target groups will be addressed by a variety of activities.

The goal is to reach as many decision-makers as possible, but also to involve the actual stakeholders - the target groups of the project, as this is a way to turn them into communicators of the efforts.

The project is a natural continuation of the overall process of involving decision-makers and turning them into communicators of the problems that arise as to how social enterprises can fight poverty and social exclusion.

The target groups of the project are:

- Vulnerable groups of people: people who are in a state of poverty or long-term unemployed; homeless; people with disabilities; refugees; immigrants;
- Local and regional authorities;
- Social solidarity organizations;

- Universities;
- Research institutions;
- Social enterprises;
- Local and regional business.

7. COMMUNICATION STRATEGY

The communication strategy includes concrete actions for information and publicity to achieve the intended objectives. The communication activities will contain clear message and will be properly planned. The strategy will focus on the idea, achievements and impact of the project and will highlight the role of the EU as a partner.

- Production of communication material: 3 banners, 2000 leaflets, 200 notebooks and pens, translation of material from Bulgarian to English, etc.;
- TV and radio spots, entries to local and national press;
- One opening and one closing conference in Bulgaria for 200 people (translation services, rental of audio-visual means, coffee break and light launch, travel expenses for 3 speakers, etc.)
- Creation of the Publicity Plan for Bulgaria in English.

8. COMMUNICATION METHODS AND CHANNELS

The communication methods and channels will be the most appropriate for the implementation of the Information and Publicity Plan.

8.1. Printed materials

- Within the framework of the project banners will be positioned in the town hall building and in publicly important places in the municipality. Banners will be used as a static element as branding to promote the project during its events. They will contain an easy to understand information about the project;
- The brochures will be used to disseminate the project's outputs, results and achievements. The brochures will be easily understood using short descriptions, dots and graphics to make it easier to read. They will be disseminate on the territory of the municipality;
- For the proper dissemination and information on the project, printed material will be designed and produced, such as notebooks and pens.

8.2. Appearance in media: The communication via different kinds of media is an essential tool for reaching a wide audience. Using TV, radio and press gives an opportunity for reaching more interested groups of people.ю

- TV:
 - 5 x 30 seconds spots on regional TV.
- Radio stations:
 - 15 x 30 seconds spots on regional radio stations;
- Press:
 - 1 ad / publication on national press;
 - 10 ads / publications on regional press.

8.3. Conferences in Bulgaria: There will be two conferences in Bulgaria – one opening and one closing. The events will be organized to reach a wide audience with clear messages. The opening conference will present the idea, objectives and opportunities the project provides. The closing conference will contain information on the results achieved within the framework of the project. Events will feature translation, opportunities for audio-visual material presentation. Expectations are for the presence of

200 people. Three speakers will be invited to provide the necessary information on the project.

8.4. Creation of the Publicity Plan for Bulgaria: The Information and Publicity Plan aims to create a strategy to successfully promote the project's idea, objectives, opportunities and results, as well as the EU's contribution, among the stakeholders. The Information and Publicity Plan for Bulgaria will be drafted according to the Terms of Reference and the Information and Publicity Project Partners Guidebook of Cross-Border Cooperation Program INTERREG V-A-GREECE-BULGARIA 2014-2020.

9. FISCAL PLANNING

Production of communication material: 3 banners, 2000 leaflets, 200 notebooks and pens, translation of material from Bulgarian to English, etc.	7,000.00 €
TV and radio spots, entries to local and national press	10,000.00 €
Two conferences in Bulgaria for 200 people	15,000.00 €
Creation of the Publicity Plan for Bulgaria in English	5,000.00 €
Total	37,000.00 €

10. SCHEDULE

3 banners	November 2018
2000 leaflets	November 2018
200 notebooks and pens	November 2018
TV	5 x 30 seconds spots on regional TV: January – October 2019
Radio	15 x 30 seconds spots on regional radio stations: January – October 2019
Press	1 ad / publication on national press: November 2018 – October 2019 10 ads / publications on regional press: November 2018 – October 2019
Opening conference in Bulgaria	December 2018
Closing conference in Bulgaria	October 2019
Information and Publicity Plan for Bulgaria	October 2018

11. MONITORING AND EVALUATION

Efficiency and effectiveness of all information and communication activities will be monitored by monthly reports sent to the contracting authority.