

Information & Publicity Strategy

Social Plate Project



<https://www.socialplate.eu/en/>

“The contents of this deliverable are sole responsibility of the Central Market of Thessaloniki SA and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat”

The Central Market of Thessaloniki SA participates in the project "Supporting Social Enterprises in combating poverty and social exclusion" with the acronym "Social Plate", which is implemented within the framework of the INTERREG V-A Greece-Bulgaria Territorial Cooperation Program 2014-2020 and co-funded by the European Union and National Funds of the participating countries

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1. Introduction

Co-funded Projects enable the EU to demonstrate in a practical way how the EU impacts on the everyday lives of citizens. Within this framework the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme’s budget across the European Union amounts to € 129.695.572,00 million (total funding) for the Programming Period 2014-2020.

This Information & Publicity Plan has been drafted to understand the needs of the SOCIAL PLATE project and based on these, to list all the actions which are proposed.

2. Background Information

Summary of the project

Within the framework of the **INTERREG VA-GREECE-BULGARIA 2014-2020** cooperation program, the project "Social Plate", co-funded by the European Union, is being implemented to develop and implement social enterprises in Greece and Bulgaria to combat the waste of agricultural products and foodstuffs, to use them for a social purpose and to front the social challenges of poverty, unemployment and exclusion in a wider context.

Objectives of the project

The cross-border region of Greece and Bulgaria includes some of the most vulnerable population groups, which are suffering from increased poverty and unemployment rates.

In this context two Urban non-profit companies will be set up, one in Greece and one in Bulgaria for the distribution of food to vulnerable social groups below the poverty line, social grocery stores.

In addition, the development and implementation of social entrepreneurship will be



pursued by combating the unnecessary waste of agricultural products and foodstuffs and their exploitation for a public purpose.

The objective of the action is to provide a source of information and inspiration to the world and to provide an incentive to help the economy grow in a sustainable way to develop empathy for those at risk of poverty or social exclusion.

3. Information & Publicity Strategy

Appropriate Visibility

Purpose of the Communication Strategy

The communication strategy of the project aims to use effective and transparent language, personalized communication in every target group through specially designed tools and activities with the direct purpose of broad dissemination of contacts through traditional and innovative channels, a horizontal approach aimed at informing the public on the positive contribution of the European Union and the Structural Funds, and on increasing the responsible environmental behavior of citizens.

Communication Objectives

The main objective of the second "Communication and dissemination" work package is to inform all interested parties and the general public about the project's idea, its activities, its objectives and its results.

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.

Basic Stages of Communication

There are three basic stages of communication:

- General Information about the plan and its activities
- Dissemination of information to target groups, such as citizens, schools, through design and implementation of integrated environmental education programs
- Dissemination of the project's results and benefits.

The information and publicity measures of the Communication Plan, through which the project's results will be promoted, will be the website of the project, the media, the production of informative material, conferences and workshops.

Target Group

The main types of audiences with which the project has to communicate are called "target groups". All these groups have different characteristics and needs. A campaign, to be effective, it is important to know exactly in who to address. The partners must identify their own stakeholders for the project.

The target groups of the project are:

- People who are in a state of poverty or threatened by violence
- Long-term unemployed
- Homeless
- People with disabilities
- Immigrants
- Refugees
- Minorities and individuals with cultural and religious peculiarities
- Social Solidarity Organizations
- OTA
- Religious Organizations

4. Visual Identity

The logo is the most important element of the visual identity of the project. A logo must be designed to be aesthetically and functionally perfect. It must highlight the project that it represents, so it can help it achieve its aim.

The logo is "built" by the typographical elements. Proper font selection or design of the print designs that will form the desired logo is the most important problem the



designer has to solve. The logo is the visual embodiment of the spirit of the project and what defines it and makes it recognizable.

The logo does not have the direct task of promoting products or services but it identifies the project that it represents. It has to be functional and not just decorative. Its role is to represent the project in a way as simple as possible.

The logo should be used in all communication materials:

- Informative Material
- Audiovisual material
- Digital materials: websites, social media, networking platforms etc.
- Events: e.g. Information days, conferences, events

We designed the following possible logos within the Social Plate project:

A)



The use of hands is based on the bonding and the support of a social group . The logic of using them is to join two or more people who help each other. The open hand indicates need for help.

"One Hand helps the other and both of them the Face"

Orange is a positive color that reminds us, among other things, the sense of food. To further enrich the food element, we also use the green color. Orange and green are colors that have good performance both in social networks and in print.

B) **Social Plate**
 SUPPORTING SOCIAL ENTERPRISES
 IN COMBATING POVERTY AND SOCIAL EXCLUSION



Blue is a color that has no absolute identity in recent years.

Its use is neutral so this helps us to use it wherever and whenever we want, while creating the need for positive emotions. To keep the feel of food we give a touch to the hands of the two colors of the food (orange and green) and we add the purple as a sign of solidarity.

Gray, as the ultimate neutral color, helps us keep the balance in our multicolor. Blue, orange, green and gray are colors that have good performance both in social networks and in print.





Closed hands indicate problem handling, accepting help, and needing solutions to a problem through a team. In addition, the circle (conceivable and not) refers to the union, the shape of the plate and the concept that each begin has an end. The positive result of the end is internal integration when we give our help to someone who needs it.

"Together we can!"

Green and orange are colors that stay firmly, and they have the sense of food and are enriched by more joyful and positive colors trying to create a positive aura in this new venture. All the colors used are correct and good in both social networks and printing.

Additional Proposals

SOCIAL PLATE
SUPPORTING SOCIAL ENTERPRISES IN COMBATING POVERTY AND SOCIAL EXCLUSION

SOCIAL PLATE
SUPPORTING SOCIAL ENTERPRISES IN COMBATING POVERTY AND SOCIAL EXCLUSION



Our Proposal

As a last proposal, we show the following. It is a form more lightweight and easy to use in its placement in both social and print advertising, creating polymorphic shapes such as this particular institution. It is more playful than the rest in both writing and color use as we want to show the diversity of the institution and the need to learn from a child how beautiful it is to give your help generously.

"To live, to love, to learn!"



5. Website

The site is the first source of information on the project. Therefore, it must contain the correct information with a clear and accessible design and structure. Thus, the development of a structured website is an essential part of a Project. The name of the website should be short and easy to remember.

The web site that will be designed will incorporate into a single, accessible and environmentally friendly information about the project and the results of it.

The site will have a short and memorable name and it will be in English because it is the official language of the project and then, according to the project's Information and Publicity Project Partners Guide, this is the most appropriate choice. At the same time, the website will also be available in the language of the partner

The project website will be developed in accordance with the Web Content Accessibility Guidelines (WCAG 2.0) Web Content Accessibility Guidelines. The WCAG defines the parameters so that a website is marked as being friendly to people with disabilities. The existence of such a website facilitates access to people with disabilities, who can navigate the project website in an easy way.

The site platform will support content management (CMS) in an easy and friendly way.

After collecting the information that will be presented on the page, we will ensure the hosting and website support and technical support throughout the project

Finally, two executives will be trained on web site management issues.

Methodologically for the implementation of the above action, the website menu as well as the visual part of the work will be designed.

Then, a demo will be presented online for the above. Based on the comments, the final menu, the content and the design of the website will be formed.

The website will be trendy in its "image", functional and easy to use.

After the web site will be finished, two executives will be trained, and their work will be supported for two months.

6. Social media pages

In addition to traditional methods and communication techniques, the Internet offers a range of modern opportunities for promoting programs: so-called social media such as Facebook, Twitter, LinkedIn, Google+, Youtube, Pinterest, etc.

To promote the project properly, two social networking pages (facebook, twitter) will be created for the purpose of viewing the website and projecting the project as a whole.

Social media pages will be designed and will work after the required approvals, both for their content and for the visual section.

7. Development of Online Platform

Within the framework of the action, an Integrated Networking and Voluntary Offer System will be developed which will have content that will be divided into clear and distinct themes, flexible structure and interconnection with social networks.

In terms of Information Architecture, the platform will organize and illustrate the information in such a way that it is targeted and easily accessible by the audience to which it is addressed.

Architecture

0.1.1 General Design Principles of the System

The general principles that will govern all applications - subsystems developed at operational and technological level are:

1. Open architecture, i.e. it is mandatory to use open standards to ensure independence from a particular vendor and:

- Smooth collaboration and operation between the individual applications and subsystems of the information system,
- Networking between applications and / or systems located in different computing systems,



- Scalability of systems and applications,
 - Easy intervention in application functionality (maintainability).
2. Modular system architecture to allow future extensions and replacements, integrations, upgrades or changes to discrete software or hardware segments.

3. N-tier architecture for the flexibility of cost and load allocation between core systems and workstations for efficient network exploitation and ease of scalability.

4. Functioning of the individual applications, subsystems and solutions that will be distinct parts of the solution to be offered in a web-based environment, which will be the main "workspace" for "administrators" and authorized users of applications to:

- achieving the greatest possible uniformity in the interfaces between the different subsystems and their way of working,
- Choosing common and friendly presentation modes for user interfaces with applications.

5. Ensure full functionality through the intranet and the Internet where required.

6. Using RDBMS to manage the expected large volume of data, the ability to create user-friendly applications and increased availability of the system. They will be guaranteed:

- Open application development environment,
- Open documented and published third-party interface systems,
- Open communication protocols,
- An open environment for transferring and exchanging data with other systems.

7. The development, maintenance and management tools to be used will be compatible with the entire infrastructure software to be offered by the developer (Web, application and database servers).

8. Using a user's graphical user interface (GUI) for the efficient use of applications and their ease of learning.

9. Integration into the online help subsystems and instructions to users by process and / or screen.

10. Ensure the integrity, integrity, confidentiality and security of application data.

11. Documentation of the system through the detailed description of the database and applications. Compilation of system manuals and system manuals as well as detailed operation manuals and user support (user manuals). Upon receipt of the

system, the source code of the applications implemented under the project will be provided.

12. Utilization of server consolidation and virtualization technology and, more specifically, the operation of systems that will be deployed in a virtual machine environment where the best practices for customization, installation and operation of the offered software make it available.

13. Availability: continuous provision of services to the end user.
14. Scalability: ability to satisfy additional requirements without interruption of normal system operation
15. Security: protection against hazards, viruses, access violation, publication of incorrect data.
16. Reliability: accuracy and consistency of services
17. Ease of management: monitoring procedures to ensure quality service delivery
18. Open Standards Support: Ensuring the sustainability and future expansion of the Portal
19. Value Added Services to portal users
20. Confidentiality of information: in accordance with national privacy laws.

8. Appearance in MEDIA

A key tool for promoting a project is the dissemination of information through the media. Communicating with or through the media is an essential tool for reaching out to the public. Various possible activities can be selected to present the project on radio, television, etc., such as press releases, public relations campaigns, articles, advertising banners and advertisements, direct contacts and interviews, etc.

To create the basis for an effective campaign for media it is recommended to use targeted media in areas flanked by the predefined target group.

Messaging through the media is always one of the most successful ways of disseminating information as the campaign has been properly studied/

On the basis of the legislation in force and the sending of an annual media exhibition of the Central Market of Thessaloniki with the Ministry of Press department, the Contractor will undertake the dissemination of project information via radio and



printed registrations. The means will be 50% on pan-Hellenic media and 50% on peripherals. It is also worth noting that the instruments selected will be active in the intervention area of the Interreg program.

The contractor will be responsible for the promotion and promotion of the work and the results in the media (radio, press). In particular, the contractor will be responsible for developing the appropriate messages for each medium and their respective publication / viewing.

Based on the need to project the project in the wider area of operation, the bidder will initially design and submit:

Radio message text

Text and draft press release.

After the necessary corrections, additions and guidelines of the SO, the final scenarios will be prepared and submitted

- 35-second radio spot
- Enter a 1/4 page dimension (13x17 cm)

After the final remarks by the partners, the final messages will be produced.

Due to the limited media budget the bidder proposes the following:

The visibility of the project takes place during the project's events (Opening Conference, launch of the platform, good practice presentations, etc.). The result will be the multiplication of communication and the visibility of the project in many ways.

Make a significant use of the project press office. The tenderer will submit proposals for press releases for which he / she will be responsible for writing before any significant time of the project as mentioned above. In this way it is possible to create 5 press releases (Conference, platform launch, good practices, prize-giving, and expiry conference).

For radio broadcasting in Thessaloniki, the Contractor proposes 120 broadcasts of the spots to be reproduced in all of the following radio stations:

- ALHPA 30 spots
- RADIO THESSALONIKI 20 spots
- EROTIKOS 40 spots



- STO KOKKINO 30 spots

The transmissions for ALPHA, EROTIKOS & STO KOKKINO will be in ten working days from 10.00 to 17.00 (each spot will be 2 hours from the previous one).

The dates we recommend are from 3 to 14 December 2018.

For Radio Thessaloniki, we propose all the spots to be played in a week 3- 8 December 2018 from 10.00 - 17.00 (each spot will be 3 hours from the previous one).

Concerning the provincial stations, the Contractor proposes 175 transmissions and stations in Serres, Drama and Kavala.

For Serres we propose

- Radio Alpha 25 spots
- EPT Serron 25 spots
- Radio ENA 25 spots

For Kavala we propose:

- EPT Καβάλας 25 spots
- STO KOKKINO 25 spots

For Drama we propose

- Star FM 25 spots
- Psithiroi 25 spots

Transmissions for all stations will take place over 10 working days and hours from 10.00 to 17.00.

The dates we recommend are from 3 to 14 December 2018. For dates 3-7 December we recommend 3 spots per day with the first being broadcast between 10.00 - 10.30 and every second with a difference of 2 hours from the last one.



For December 10th -14th we recommend 2 spots per day with the first being broadcast between 11.00-11.30 and the second 13.30-14.00

Creative Approach

Proposal for Radio Spot

Media: Radio

Duration: 35''

BROADCASTER:

Of all the fruits and vegetables that would end up in the waste,

Due to poor appearance in size, color and shape,

The people of the Central Market of Thessaloniki

Choose the safe for consumption.

After quality checks, they repackage them

and distributes them to collectives that volunteer to cook.

Then they are shared with those who need a dish of food.

25 tonnes of raw materials. 35 social actors. 15,000 servings.

This is Social Plate.

Learn more at www.kath.gr

With the funding of the cross-border cooperation program of Interreg Greece, Bulgaria.

Regarding printed ads, in Thessaloniki we propose two, colored ¼ page entries in the ThessNews newspaper with indicative dates on the first and second weekends of December 2018.

In addition, we suggest a ¼ page posting black and white in the newspaper Typos Thessalonikis on Sunday, 9/12/2018.

For regional printed entries we recommend ¼ page black and white listing in Serres, Drama and Kavala.

For Serres we propose the newspaper «Serraiko Tharros», for Drama the newspaper «Proinos Typos Dramas» and for Kavala the newspaper «Proini Kavalas»

The entries in the regional newspapers we propose to be

Serraiko Tharros – Saturday 8 December 2018

Proinos Typos Dramas – Saturday 8 December 2018

Proini Kavalas - Saturday 8 December 2018

Creative Approach

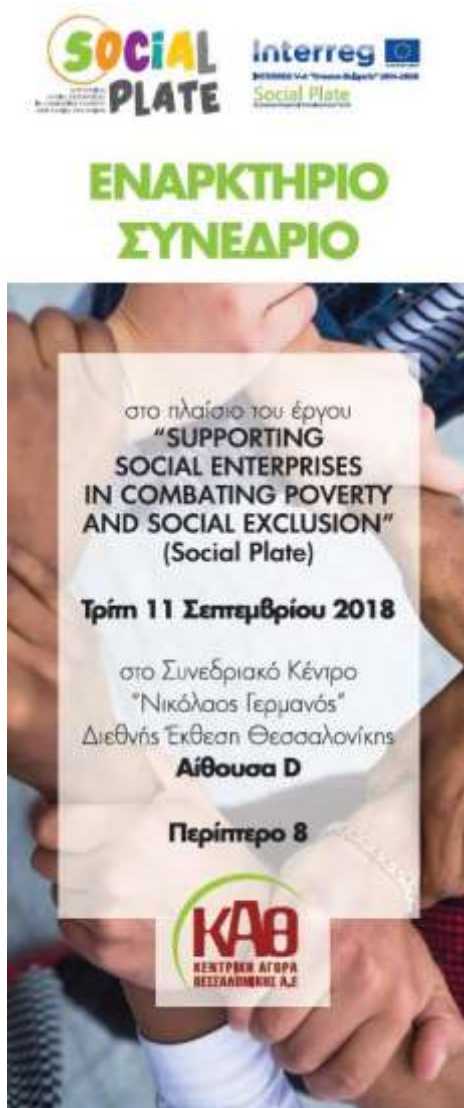
Proposal Print for Newspaper



9. Logo Application

Informative banners

Although there are more communication options than these, information banners are an expense that needs to be done. Information banners can be moved, so this is a good option for disseminating projects. All partners will produce advertising banners of size 0.80 x 2.00 m.



Informative brochure

For the proper dissemination and information on the project, printed material will be designed and produced, detailing the project and its actions and its outcomes.

This form will be available in 3 languages, English, Greek and Bulgarian.

It will also be uploaded to the Project website.

Brochures will be easily understood using short descriptions, dots and graphics to make it easier to read.

Creative Approach



Η ΚΟΙΝΩΝΙΚΗ ΟΙΚΟΝΟΜΙΑ ΓΙΑ ΤΗΝ ΑΝΤΙΜΕΤΩΠΙΣΗ ΤΗΣ ΦΤΩΧΕΙΑΣ ΚΑΙ ΤΟΥ ΑΠΟΚΛΕΙΣΜΟΥ



Οι εταίροι

Κεντρική Αγορά Θεσσαλονίκης (Κ.Α.Θ. Α.Ε.) | Διεθνές Ινστιτούτο Εκπαίδευσης, Τεχνόπολις
Δήμος Μπορνίνο | Active Youths NGO



10. Opening Event

The inaugural conference of the SOCIAL PLATE project will be held in Thessaloniki, while the exact location proposed is the "Nikolaos Germanos" conference center, which is located within the facilities of the DETH HELEPXO SA. The exact date will be determined in cooperation with the CENTRAL PURCHASE OF THESSALONIKI SA, and after contacting the other partners of the project, and special care will be given to the timely invitation of the participants. The inaugural conference will last for one (1) day while 200 people are expected to participate.

The subject of the conference is social entrepreneurship in the cross-border area between Greece and Bulgaria and the provision of information to the public and stakeholders on social entrepreneurship, as well as information on the actions of the SOCIAL PLATE project and the NGO functions (one in the Greek eligible area and one in the Bulgarian one).

Preparation / organization of a conference

- Determining the location and time of the conference
- Selection of space, ensuring and preparing for the conference. The room will have a capacity of at least 200 people and will be able to use the necessary audiovisual equipment (microphone, projector, and laptop).
- Search and select four speakers. The conference speakers will be invited and there will be coverage of their travel and living expenses to and from the conference (if and when required)

Design and development of the necessary communication material of the conference:

- Invitation, poster, announcement to be included on the project website and the contracting authority's website,
- Writing a press release that will serve as a precursor of the event in order to inform the public in the cross-border region for the organization of the conference
- Conference program configuration and online submission to participants. The agenda will be developed in consultation with the Contracting Authority
- Creating and sending invitations to stakeholders online.

- Invitation of the local media at the conference
- Preparation of conference attendance documents (participant lists, attendance, records, etc.)
- Communicating and coordinating partners to attend the events
- Technical and secretarial support of the conference

The conference will be technically and secretarily supported by a specialist staff. In particular, executives will be responsible for:

- Preparing and decorating the space, editing speaker panels
- Marking of space as part of project promotion and publicity
- Cover the event with the presence of staff outside the hall that will welcome and serve the participants.
- Enumerate a participant list
- Editing - sending - receiving faxes and emails for anything that is needed to implement the event
- Reception and service of participants for whatever is needed for the conference
- Coordinating the speakers, coordinating actions, providing information to participants and addressing any difficulties and issues that may arise
- Typing - prints of speeches and other informational material for any use
- Observation, electronic recording and reproduction of the practices and conclusions of the event in the Greek language with executive summary in English
- Photo Shooting
- Focus on translation and translation
- During the conference a coffee break and a light meal for the 200 guests will be provided. In addition, translation services (Greek - English) are provided with the presence of an interpreter.

Services after the Congress

After the event, the Contractor will undertake the following tasks:

- Writing a press release after the event and sending it to the media in the cross-border area
- Type rating
- Concentration of conference material (participant lists, speaker presentations, photographic material, etc.)
- Drawing up a conference report

Creative Approach

- **Invitation**

ΚΑΘ
ΚΕΝΤΡΙΚΗ ΑΓΟΡΑ
ΘΕΣΣΑΛΟΝΙΚΗΣ Α.Ε.

Interreg
Greece-Bulgaria
Social Plate

Πρόσκληση

Η Κεντρική Αγορά Θεσσαλονίκης Α.Ε. (ΚΑΘ Α.Ε.) στο πλαίσιο υλοποίησης του έργου "SUPPORTING SOCIAL ENTERPRISES IN COMBATING POVERTY AND SOCIAL EXCLUSION" (SOCIAL PLATE) του Προγράμματος Εδαφικής Συνεργασίας "INTERREG V - Α Ελλάδα Βουλγαρία 2014 - 2020" σας προσκαλεί στο Εναρτήσιο Συνέδριο με τίτλο:

"Η κοινωνική οικονομία για την αντιμετώπιση της φτώχειας και του αποκλεισμού"
που διοργανώνεται την **Τρίτη 11 Σεπτεμβρίου 2018** στις **18:00** στην αίθουσα D στο Συνεδριακό Κέντρο "Νικόλαος Γερμανός" Διεθνής Έκθεση Θεσσαλονίκης

SOCIAL PLATE

Περίπτερο 8

ΚΑΘ
CENTRAL MARKET
OF THESSALONIKI

Interreg
Greece-Bulgaria
Social Plate

INVITATION

Central Market of Thessaloniki S.A. (KATH S.A.) as partner of the project "SUPPORTING SOCIAL ENTERPRISES IN COMBATING POVERTY AND SOCIAL EXCLUSION" (SOCIAL PLATE) in the framework of the Territorial Cooperation Program "INTERREG V-A Greece Bulgaria 2014-2020" kindly invites you at the Opening Conference titled:

"The social economy to tackle poverty and exclusion"

that will take place on Tuesday 11 September 2018 at 18:00 in Room D at "Nikolaos Germanos" Conference Center

TIF HELEXPO S.A.
Pavilion 8



ΔΕΘ - ΤΥ 2018

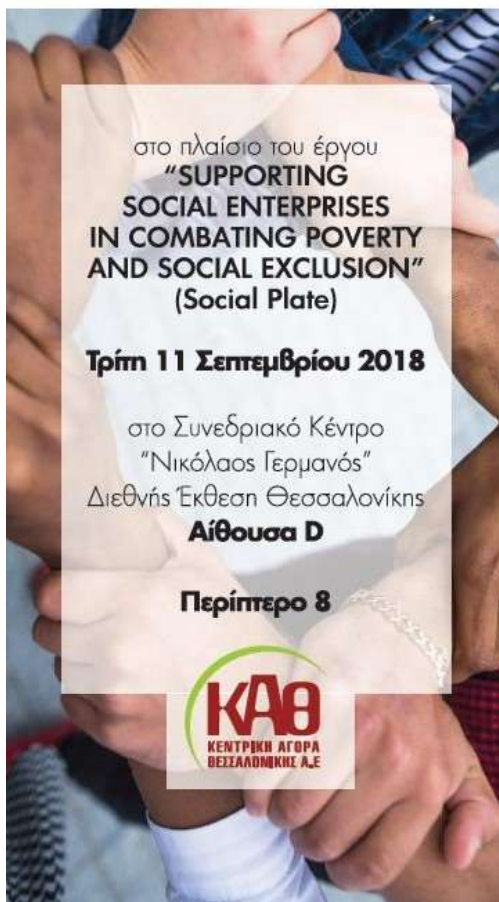


ΚΑΘ ΣΥΝΕΔΡΙΟ

- Roll up



ΕΝΑΡΚΤΗΡΙΟ ΣΥΝΕΔΡΙΟ




στο πλαίσιο του έργου
**"SUPPORTING
SOCIAL ENTERPRISES
IN COMBATING POVERTY
AND SOCIAL EXCLUSION"
(Social Plate)**

Τρίτη 11 Σεπτεμβρίου 2018

στο Συνεδριακό Κέντρο
"Νικόλαος Γερμανός"
Διεθνής Έκθεση Θεσσαλονίκης
Αίθουσα D

Περίπου 8



ΚΑΘ
ΚΕΝΤΡΙΚΗ ΑΓΟΡΑ
ΘΕΣΣΑΛΟΝΙΚΗΣ Α.Ε.

11. Presentation of Good Practices

In the context of this action, the Contractor will organize an official event to present good practices of social entrepreneurship in the cross-border area.

The tasks to be undertaken by the Contractor consider three sections: a) event preparation services, b) supporting services during the event and c) post-event services.

A. Event preparation services

Determination of the venue and the timing of the event in consultation with the lead partner.

Selection, securing and preparation (marking and decoration, edit of the panel's speakers) of the venue for the official event and the round table to be held in parallel times. The space will have a capacity of at least 100 people, while the necessary audiovisual equipment (microphone, projector, laptop, screen - projector) can be used.

Search and selection of the speakers in cooperation with the Contracting Authority (two speakers). The contractor will take over the speakers' invitation and will cover all travel and subsistence costs to and from the conference's space (if and when required). The speakers will come from the field of social entrepreneurship.

Formulation of an agenda in cooperation with the Contracting Authority.

Design and development of the necessary communication material of the event: creation of an invitation, an announcement that is going to be included on the project's website and on the website of the Contracting Authority, compilation of a press release that will act as a precursor of the event.

Creating and sending invitations to stakeholders of interest, who will be chosen in cooperation with the contracting authority. At the event, other than social entrepreneurs, people from disadvantaged groups are invited to network with each other and exchange experiences during the round table.



Layout space for the round table.

Preparation of event tracking documents (participant lists, agenda etc)

B. Supporting services during the event

The event will be technically and secretari ally supported by the contractor's qualified staff. Specifically, the Contractor's executives will be responsible for:

Preparing the space

Marking of the space with the projection and publicity of the project

Coverage of the event with the presence of staff outside the hall that will welcome and serve the participants.

Edit of the participants' list

Phone confirmations about the attendance of the participants

Care of space and decoration marking, edit of the panels

Edit - send – receipt of faxes and mails for anything needed in the implementation of the event

Reception and service of participants for anything that is needed for the event - conference

Coordination of the speakers and the parallel actions, providing information to participants and addressing any difficulties and issues that may arise

Typing - prints of speeches and other informational material for any use

Caring for the eating time of the participants (a coffee break and a light meal for 100 people)

Observation, electronic capture and reproduction of the practice and conclusions of the event in English

Photo shoot

Organizing a parallel round table where people from disadvantaged groups can get in touch with social entrepreneurs

C) Post-event services



After the event, the Contractor will undertake the following tasks:

Drawing up a press release after the event and sending it to the Greek Cross-Border Media

Type rating

Concentration of event material (participant lists, speaker presentations, photographic material, etc.)

Drafting a report for both the Good Practice Presentation and the Round Table to be held in parallel

The organization of the official event and the delivery of the respective report will take place within two months of receipt of the deliverable

12. Awarding prizes for participation in NGOs and "champions" of social entrepreneurship

This action concerns the organization of a competition for "social entrepreneurs" champions and the awarding of symbolic prizes to be awarded to the winners at a ceremony organized by Partner 2 of the SOCIAL PLATE project. The invitation will involve both Greek and Bulgarian entries, and will in particular be awarded 10 Greek and 10 Bulgarians who have either contributed to the operation of the Urban Non-Profit Society or are active in the social entrepreneurship sector. Specifically, the Contractor will undertake to organize the selection process and award to social entrepreneurs, and in particular in his / her competencies will be:

- An open invitation to participate in this competition
- Assessment of participants based on criteria to be defined in cooperation with the Contracting Authority
- Information of the participants about the results of the competition during the award ceremony

The means of publicity and attraction of social entrepreneurs to be used to promote the open call are:

- Issue a Press Release
- Local and / or national type entries in the eligible area of the Program



- Information of the Contracting Authority's portal
- Information of the project website

To participate in the competition for social business from Greece and Bulgaria, they will be used as tools:

- Application for participation

- Candidates' biographies
- Form for the description of their contribution to NGOs and / or their activities in the field of social entrepreneurship

The Contractor will collect and evaluate the applications in cooperation with the Contracting Authority and the final selection of the participants (10 Greek and 10 Bulgarian social entrepreneurs) will be completed by the Contractor at least 10 days before the award ceremony of the "champions" of social entrepreneurship. Beneficiaries will come from the eligible region of Greece and Bulgaria and the prize to be awarded will be determined in cooperation with the Contracting Authority on the recommendation of the successful contractor. It should be noted that the prize will not be a monetary amount but will be a symbolic prize associated with the social entrepreneurship sector. The winners of the contest will be informed during the award ceremony, to which all participants in the competition will be invited.

Indicatively, the selection criteria for participants - social entrepreneurs, which will be finalized in agreement with the Contracting Authority, will be as follows:

- a) Eligibility Criteria (indicatively referring to: Greek and Bulgarian citizens from the eligible area of the Program)
- b) Maturity criteria (indicatively refer to the relevance of the personal and professional objectives of the participant in the competition to social entrepreneurship, the contribution of the participant in the competition to the operation of NGOs to be set up under the SOCIAL PLATE project)

The evaluation of the participants in the competition will take place within the last six months of the project and before the last two months of the project. The exact date will be determined in cooperation with the Contracting Authority. The tender report will be submitted to the Contracting Authority within fifteen working days of the date of the event.

"All deliverables will refer to the project, the corporate scheme and the funding framework according to the approved standards and rules for publicity and visibility governing the INTERREG V-A Greece - Bulgaria 2014-2020"

13. Measurement of Efficiency Indicators

After the end of the actions, a report will be presented detailing the results of the publicity.

For all actions, some indicators will be used to measure the effectiveness of each energy measure.

The effectiveness indicators to be used are different for each instrument.

More specifically:

- For the radio, we will of course take into consideration the audience rates, ie the number of people listening to this station as a whole (there will of course be a breakdown of the percentages by age / gender / time of day etc), GRP'S (Gross Rating Points) audiences exposed to the ad. If the ad plays more than once, the total GRP results from the sum of each GRP's total.
- For the resonance of the Site, we will take into account visits to it, that is, the number of people who visited the site and their time spent on it.
- The registrations play an important role in the readability of the instrument. The sheets he sells on a daily basis or at the weekend (depending on when he is issued). Based on the sheets, we can figure out how many readers saw our advertising.
- At events, we compare the guests with the attendees who eventually existed

14. Schedule

ACTIONS	2018					2019								
	AUG	SEPT	OKT	NOV	DEC	JEN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
Information and Publicity Plan														
Draft communication	→	X												
Final communication plan		→	X											
Production of communication material and tools														
Website	→	→	→	→	X									
Management Manual	→	→	X											
Logo	→	X												
Brochure	→	X												
Publicity and promotion actions in MEDIA				→	→	X								
Organization of opening conference	→	X												
Report														
Online Platform Development "Food Angels"		→	→	→	→	X								
Presentation of Good Practices in the area						→	→	→	→	X				
Awarding prizes for participation in NGOs and "champions" of social entrepreneurship									→	→	→	X		

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.

- 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

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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.

Thank you!

