

Interreg



Greece-Bulgaria ENGINE-HUBs

European Regional Development Fund

Creating “Circular Business” by young ENGINEers at the cross-border area of Greece-Bulgaria

D.2.1.1 – Communication Plan

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Abbreviations

Acronyms	Definitions
CBC	Cross Border Cooperation
CP	Communication Plan
Del.	Deliverable
ERDF	European Regional Development Fund
EU	European Union
I&P	Information and Publicity
JS	Joint Secretariat
LB	Lead Beneficiary
NGO	Non-governmental organisation
PB	Project Beneficiary
Q&A	Questions and Answers
WP	Work Package

1 Executive Summary

This report is developed in the context of WP2: “Information & Publicity”, and it is referred to the Deliverable (Del.) 2.1.1. “Communication Plan” (CP). The CP will support the communication and dissemination activities of the ENGINE-HUBs project funded by the Cooperation Programme Interreg V-A “Greece-Bulgaria 2014-2020”.

This document will be used as a manual by all Project Beneficiaries (PBs) in order to reach the project objectives in an effective and efficient way. The CP presents the communication strategy in order to safeguard the quality and success of the project and its full compliance with the project’s contractual requirements. In addition, it explains how - during and after the project - its results will be disseminated and communicated so as to make them visible and eventually “sustainable”, securing the impact of the results after the end of the project.

The following are presented in detail:

- Communication objectives
- Target groups
- Specific objectives for each target group
- Communication activities and responsibilities for their delivery
- Communication tools
- Indicators of achievements
- Human resources in charge
- Financial resources required to implement the communication activities

2 Introduction

In order to communicate with the external environment and promote the project activities, objectives and results, communication plays an important role during the ENGINE-HUBs project lifetime and beyond (legacy). The main goal of the current plan stands on the design and the elaboration of an effective, comprehensive and complete methodology for the successful implementation of the communication strategy.

The ENGINE-HUBs Project Communication plan for the communication of the project objectives, results and experiences beyond the limits of the project partnership to the maximum number of potential beneficiaries, stakeholders and Policy Makers in the participating areas and the whole ENGINE-HUBs regions is of significant importance. The CP structure is focused on informing/publicity activities and dissemination of the achievements and results to the project stakeholders and a wider relevant audience at local, regional, national, programme and EU levels, through local networking events with investors and businesses, press and media, participation at relevant events, as well as the final conference of the project.

The ultimate purpose of the communication activities is to foster broad knowledge of the project and disseminate its results and achievement. In essence to:

- Inform
- Promote
- Raise awareness
- Motivate
- Exchange views and ideas
- Share experience and expertise
- Increase skill level
- Develop a common understanding
- Set up the basis for collaboration
- Contribute to the capitalization of the project

Dissemination of the results and achievements should be supported by means and tools, such as leaflets, posters, newsletters, press releases, press conferences, web tools, final conference, media and public relations. It makes goals and results known

to various stakeholder groups in a targeted way to enable them to participate and valorise the results.

The adopted strategy gives the general information, suggestions and guidelines to achieve the best possible results of the communication and dissemination process (WP2). While implementing the communication and dissemination activities the partners should follow certain quality and quantity criteria to measure the desired and achieved results. Furthermore, it also includes some indicators and instruments that will be used in order to evaluate the impact of the communication activities.

The CP goals in brief:

- Incorporate all Communication information around the project and the Programme
- Standardise Project communication practices, and use them effectively throughout the whole Project implementation
- Clearly define the division of responsibilities between partners
- Ensure that communication efforts help to achieve the Project's goals, and that they are coordinated and effective
- Help to clarify what staff, time and resources are needed and how to use them.

3 Project Overview

The project entitled “Creating ‘Circular’ Business by young ENGINEers at the cross-border area of Greece-Bulgaria” with acronym “ENGINE - HUBs” is a project co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A “Greece-Bulgaria 2014-2020”. The project covers 2 countries, namely Greece and Bulgaria. It lasts 24 months (Project duration: 08/11/2021 - 07/11/2023) and has a total budget of 682.991,00 €.

3.1 Outline of the Project

The project’s overall objective is to identify business opportunities in the area of circular economy in the Cross Border Cooperation (CBC) region and to create a structure through which business ideas of new engineers and other scientists will be transformed into businesses. The structure will deliver a new business approach to enhance entrepreneurship of potential entrepreneurs building on three pillars: knowledge, mentoring/coaching and networking. Project’s comparative advantage is the connection of the scientific workforce of engineers with the market through the project’s partnership consisted by their professional/scientific chambers and the business (commerce/industry) chambers for the first time in Greece and Bulgaria.

The launching and operation of this structure is to be achieved through the establishment and operation of 4 HUBs (2 in each country) encouraging new entrepreneurs to make their innovative business plans, establish and operate their enterprises. The HUBs will provide the following main services:

- Motivation
- Support
- Knowledge
- Mentoring/coaching
- Financing
- Networking

The ENGINE-HUBs will launch competitions for emerging engineer’s entrepreneurs in both countries in order to evaluate proposed “circular business” ideas for the


particular needs identified by a market analysis and market development (ENGINE-HUBs garden). Information and motivation campaign towards young engineers and other scientists in order to participate in the project will be organized.

The projects expected results through the implementation of its activities during and after the project have been quantified and are the following:

- a) Establishment and permanent operation of 4 ENGINE-HUBs
- b) Support of at least 90 engineers and other scientists
- c) At least 9 young entrepreneurs should establish their enterprises
- d) Support of at least 9 existed enterprises

3.2 Partnership

The project partnership consists of 4 Beneficiaries from the 2 countries, Greece and Bulgaria. The Beneficiaries involved in the project are:

	<p>Technical Chamber of Greece / Section of Central Macedonia (TEE/TKM) – Lead Beneficiary or Project Beneficiary 1 (LB or PB1)</p>	<p>Greece</p>
	<p>Federation of Industries of Greece (SBE) – Project Beneficiary 2 (PB2)</p>	<p>Greece</p>
	<p>Union of Civil Engineers in Bulgaria (UCEB) – Project Beneficiary 3 (PB3)</p>	<p>Bulgaria</p>
	<p>Chamber of Commerce and Industry in Gotse Delchev (GD-CCI) – Project Beneficiary 4 (PB4)</p>	<p>Bulgaria</p>

The partnership involves beneficiaries that have a complementary, know-how and 'point of view', bringing a real and unique contribution to the implementation of the project activities by linking market needs with the scientific workforce of engineers.

It consists of two Technical/scientific chambers and two Business (commerce/industry) chambers with competence in knowledge, mentoring/coaching and networking entrepreneurs and issues concerning circular economy in both countries. In particular:

LB/PB1-TEE/TKM, is the regional branch of the Technical Chamber of Greece, by law the technical consultant to the Greek State. The total number of its members exceeds 17000 engineers. TEE/TKM operates autonomously with its own administrative & operational structure. LB holds the knowledge for trainings, operational business tools, exchange of information and best practices among all stakeholders in the engineering business, close cooperation & coordination.

PB2-SBE was established in 1915 and actives in the promotion not only of industrial development, but also economic and social progress in Greece. The main aims of SBE's development strategy have, for many years, been based on overall regional growth and development, as well as on the industrial development and international competitiveness of Greek industries, and on Balkan and Black Sea economic co-operative ventures.

PB3-UCEB was founded in 2009 and is an independent voluntary non-political organization with non-profit objective that aims in promoting the social recognition of the profession of the Civil engineer. The members of UCEB are civil engineers with University degree (BSc or MSc).

PB4-GDCCI was established in 1993 in response to the needs of businesses in the Blagoevgrad region to unite and protect their common interests, promote their capabilities and representation before local and state authorities and other national and international organisations. GDCCI supports its members with technical, economic, legal, and marketing information at national and international level.

4 Objectives and Communication Activities

The project's working plan includes the following main activities, for which optimal communication would give added value:

- Information and motivation campaign towards young engineers and other scientists in order to participate in the project
- Competition for new business ideas in the identified emerging, by the project's deliverables concerning market and gap analysis, sectors of the circular economy at the cross-border area
- Support of the new Entrepreneurs to network with the market actors and investors
- Motivation of market actors and investors to participate in the network

The overall purpose of this Communication Plan (CP) is to establish how the project will ensure the communication with stakeholders, other organizations and persons outside the project. It is vital to work with stakeholders, general public and mass media in order to raise awareness for the project and the development opportunities it brings.

In this perspective, the communication plan will initially focus on increasing awareness about the ENGINE-HUBs project, its objectives, activities and goals, giving full visibility and promotion of Interreg V-A "Greece-Bulgaria 2014-2020" Programme.

The CP will outline the global aim and specific objectives of the communication measures, the key target groups, the key messages to be conveyed and the strategic approach, together with the roles and responsibilities of each project beneficiary regarding the information and publicity activities, the evaluation criteria, indicators and measures and the necessary financial and human resources.

This document includes information and description of the communication activities-initiatives planned in order to reach as various target groups as possible, communication tools to be used and reporting-evaluation mechanisms. These activities will be specifically described and better targeted throughout the project duration. Towards this direction, the CP will continuously be updated throughout the project and the updated versions and results will be included in the corresponding progress reports.

The objective of these activities is to disseminate the project on a regional and local level in order to make this initiative known. The dissemination of the results will focus on the key target groups described below and on different levels of interest. Standard dissemination channels will be set up at every project level (website, newsletter, promotional material, public transnational and local events, seminars etc.). The main objective of this component is to increase the project impact and to ensure its wildest exploitation, through several activities.

Basic ENGINE-HUBs aims can be listed as follows:

- To communicate the current project status and forward planning
- To communicate the project goals and basic information, including its likely impact and implications
- To provide practical and technical guidance to promote participation for a successful project implementation
- To ensure involvement of all stakeholder levels on issues related to the project

4.1 Overall communication objectives

The overall communication objectives are to reach out to a broader audience in order to promote project actions and impact. Specifically, the main communication objectives are:

1) Inform

In order to ensure a broad publicity, ENGINE-HUBS aims to audience who do not need a detailed knowledge of the objectives and results, but the activities and outcomes of ENGINE-HUBS could be interesting to them. Creating such a publicity on the project's activities will help the "word of mouth" type dissemination and building an identity and profile within the community. For ENGINE-HUBS awareness includes:

- What ENGINE-HUBS project is about
- Who is involved
- What are the activities being carried out
- Where to find information about the results of the project

2) Motivate potential entrepreneurs (young engineers and other scientists) in order to participate in the project

There is a number of groups / audiences and individuals who need to have a deeper understanding of the ENGINE-HUBS's activities. The information on the project will be reinforced through website, press conferences, events, promotional material and social media and should include the following information:

- Why ENGINE-HUBS is important
- Why its objectives are relevant to them
- How to get involved
- How to benefit from the project

The communication will be open and targeted to the relevant group, as well as clear in terms of the messages it sends to its potential beneficiaries and target groups.

3) Motivate market actors and investors to participate in the network and support the new entrepreneurs through networking activities

Except for the potential beneficiaries' project focuses on the market actors and investors who should be motivated to network with the new entrepreneurs by financing their ideas.

4) Establish an efficient communication to a broader audience - sustainability of project's results

The CP also aims to promote the project's approach, results and achievements to wider fora. The knowledge and experience, gained by the Project Beneficiaries through the implementation of the project will be shared and disseminated. The CP of the Project is based on several channels targeting key stakeholders, local and regional authorities, relevant agencies, as well as EU institutions. The target is to offer the expertise, results, methods and knowledge of the project to a wider audience of relevant institutions and stakeholders.

Through this objective the dissemination of project's results and experiences may be used for the improvement of related policies through the promotion and raise awareness about issues such as Circular Economy, Industrial symbiosis, Resource efficiency, Climate Change mitigation, Cross Border Cooperation as well as the enhancement of the entrepreneurship through the adoption or/and establishment of project's structure.

5) Promotion and dissemination of the EU support in the context of EU Programmes

In all the dissemination activities project beneficiaries will promote that the project financing is being provided by the European structural and cohesion funds, respectively ERDF and specifically through the framework of Interreg V-A "Greece-Bulgaria 2014-2020" Programme. Furthermore:

- ensure that the beneficiary population is aware of the roles of the Beneficiary and of the EU in the activity
- raise awareness among the host country population or in Europe of the roles of the Beneficiary and of the EU in delivering aid in a particular context
- raise awareness of how the EU and the Beneficiary work together to support education, environment, etc.

4.2 Target groups

Communication and dissemination activities will focus on the key target groups and happen on different levels. Dissemination aims to ensure that the project is addressing the needs of its target groups and that is creating awareness and understanding.

In this perspective, we define project's target groups, as follows:

- Potential entrepreneurs (Engineers, Undergraduate / graduate / postgraduate students, Researchers)
- Entrepreneurs
- Universities and Research Institutions
- Business
- Local communities & General public
- National, regional and local authorities
- NGOs and organizations
- Media
- Policy makers

- Managing Authority of European Territorial Cooperation Programmes
- Joint Secretariat Interreg V-A "Greece-Bulgaria 2014-2020"

Towards the needs of dissemination all the Beneficiaries will create an extended and targeted communication list.

4.3 Main activities

The main goal of the project information and publicity activities are the promotion of project’s objectives and results and the acknowledgement of the EU funding. These objectives will be achieved through the implementation of the project’s Information and Publicity Strategy that has been already designed and will be specified and finalized within the project’s Communication Plan. The I&P activities will comply with the specification set in the Programme’s Information and Publicity Guide related to the use of logos, resource of funding and disclaimers. The I&P Strategy includes the following activities forecasted in the Work Package 2 which will be implemented in different time phases.

Table 1 – Information and Publicity activities

Deliverable	Description	Output	Time Phase
Deliverable 2.1	Communication Plan	Communication Plan	At the beginning of the project
Deliverable 2.2	Monitoring and evaluation of Communication Plan	Reports for the implementation of the CP	Every six months
Deliverable 2.3	Publicity material & Public relations	Leaflets in English and the national languages - 1000 for Greek Beneficiaries (800 in Greek and 200 in English) - 1000 for Bulgarian Beneficiaries (800 in Bulgarian and 200 in	At the beginning of the project

		<p>English)</p> <p>Posters (100 for Greek Beneficiaries and 100 for Bulgarian Beneficiaries)</p> <p>2 Press Conferences to the local media in Greece and 1 Press Conference in Bulgaria</p> <p>4 Newsletters in English distributed to the project’s mailing list</p> <p>4 Press Releases per partner</p>	<p>At the beginning of the project</p> <p>Before the operation of the Hubs and at the end of the project accompanying the final conference</p> <p>During the whole project’s period</p> <p>During the whole project’s period</p>
Deliverable 2.4	WEB tools	<p>Project website in English as default and the national languages</p> <p>Facebook page</p> <p>Reports for the implementation of the web tools (subsection of the Communication Plan Report)</p>	<p>At the beginning of the project and updated during the whole project’s period</p> <p>Every six months</p>
Deliverable 2.5	Final Conference	Final Conference	At the end of the

			project
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The beneficiaries' specified roles and responsibilities regarding the respective deliverables are given in the table below.

Table 2 – Responsibilities and Contributions of each PB in relation to the Deliverables of WP2

Del. of WP2	Communication & Dissemination	LB	PB2	PB3	PB4
Deliverable 2.1	Communication Plan (CP)	Development of the project's communication plan	-	-	-
Deliverable 2.2	Monitoring and evaluation of Communication Plan	Monitoring and evaluation of the communication plan. A report for the implementation of the CP will be conducted every six months.	Contribution to the LB during the development of the project's communication plan and for its implementation , monitoring and evaluation.	Contribution to the LB during the development of the project's communication plan and for its implementation , monitoring and evaluation.	Contribution to the LB during the development of the project's communication plan and for its implementation , monitoring and evaluation.
Deliverable 2.3	Publicity material & Public relations	Implementation of the press conferences, newsletters and press releases. Development and printing of project's leaflets and posters (in English and Greek language).	Contribution to the LB. Part of the leaflets will be delivered to PB2 for its use.	Implementation of the press conferences, newsletters and press releases. Reproduction of project's leaflets and posters (in English and Bulgarian language).	Implementation of the press conferences, newsletters and press releases. Reproduction of project's leaflets and posters (in English and Bulgarian language).
Deliverable 2.4	WEB tools (site, social networks)	Creation and update of the project's official	-	Communication between the LP and PP3 for the	-

		<p>web tools (website, and social media accounts).</p> <p>Update of the contents of the web tools.</p> <p>A Report on the implementation and update of the web tools will be conducted every semester.</p>		<p>update of the WEB tools (social media, website).</p>	
Deliverable 2.5	Final Conference	Organisation of Final Conference	-	Participation in the Final Conference	<p>Participation in the Final Conference of:</p> <ul style="list-style-type: none"> - Staff - 5 new entrepreneurs to present their "circular" enterprises

4.4 Communication tools chosen

Interreg V-A “Greece-Bulgaria 2014-2020” uses a common programme visual identity. Common branding is instrumental to the programme communication strategy. The project supports the corporate design guidelines for the developing the project communication tools.

1. Project Logo

The project is obliged to use logo in all their communication tools (both hard copy & electronic).

The project will enable its visual identity by using the logo created according to the instructions of Joint Secretariat, thus increasing project’s visibility and recognition among target groups and general public.

2. Project Website and Facebook page

Website, as a communication tool, is a core element for the coordination of communication activities and the dissemination of information about the Project, its progress, deliverables, results and presenting news & events. It is noted that the website will be available in three languages, the official language of the Programme; but also in the languages of the participating countries in order to facilitate the dissemination of the information.

The official website of the project is: <https://www.engine-hubs.eu/>

Social media, such as Facebook, have the advantage of greater visibility by a broader audience in immediate time. Others matters to be addressed:

- taking into consideration the target groups; assessing the digital engagement of the relevant people and choose wisely the appropriate channel or tool to reach them
- building, growing and managing the online community. Just posting information is not enough. It is necessary to pay attention to the feedback received and adapt the project messages to the expectations and needs of the target groups.
- monitoring the project's online presence: number of views/users and other statistics. This helps the projects to get to know the audience better and improve their communication methods over time.
- providing dynamic and interesting content: following the storytelling principles with the target groups and their expectations in mind. The content should bring some benefit to the followers.

The official Facebook page of the project is "Interreg ENGINE-HUBs":

<https://www.facebook.com/Interreg.ENGINE.HUBs/>

3. Beneficiaries Organisation Websites

All project beneficiaries should provide a short description of the project on their own website, where such a website exists. The description should include the project's aims and expected results, as well as up-to-date information about the project's work and achievements, and also highlight the financial support from ERDF. Project beneficiaries should consider establishing a link

between their websites and the project website. This could further increase the project website visibility.

4. Leaflets and Posters

This promotional material will present to the general public the project objective, activities, expected results and partnership acknowledging also the ERDF funding.

5. Newsletters

The newsletters will be sent in order to further disseminate the project.

6. Press Releases

The Press Releases will be sent in order to further disseminate the project

7. Press Conferences

Presenting the project to potential entrepreneurs and market stakeholders is at the core of the Press Conferences.

8. Final Conference

The main market stakeholders, investors, suppliers, entrepreneurs that started their business ideas and entrepreneurs that will be considered to start their business after the end of the project will be invited in order to be informed on the project main outputs and benefits for the cross border area and further network.

9. Media Relations

The programme expects all projects to inform the general public about their activities and achievements. The main information channel for this purpose is the media.

The number of appearances in media is one of the communication related indicators predefined by the programme. In order to succeed in reaching any

target value set for this indicator, the project need to include active work with the media.

10. Public Relations

Apart from the online presence and work with the media, the project can plan other public relations activities to engage with their target groups and convey the project’s messages in order to reach the communication objectives.

The project is encouraged to develop partnerships with other projects working on similar issues and pool resources for the organising of their public relations activities when deemed relevant, as this can increase the project’s visibility.

The project can take part in external events, that is, activities organised by someone else, which can give the project an opportunity to reach out to the target groups.

4.5 Specific objectives for each target group, related to the action’s objectives and the phases of the Project cycle

- Objective 1: To inform about the project (objectives, activities, results and achievements within each of the beneficiary regions)

Table 3 – Target groups and activities for communication Objective 1

Target group		Project phase		Activities	
Potential entrepreneurs	x	During the entire duration of the project	x	Leaflets	x
Entrepreneurs	x	Before the establishment of Hubs		Posters	x
Universities and Research Institutions	x	During and after the operation of the Hubs Garden and Academy		Press Conferences	
Business	x			Newsletters	x
Local communities & General public	x			Press releases	x

National, regional and local authorities	x			Project Website	x
NGOs and organizations	x			Facebook page	x
Media	x			Final Conference	
Policy makers	x			Media Relations	x
Managing Authority of European Territorial Cooperation Programmes	x			Public Relations	x
Joint Secretariat Interreg V-A "Greece-Bulgaria 2014-2020"	x				

- Objective 2: Motivate potential entrepreneurs (young engineers and other scientists) in order to participate in the project

Table 4 – Target groups and activities for communication Objective 2

Target group		Project phase		Activities	
Potential entrepreneurs	x	During the entire duration of the project		Leaflets	
Entrepreneurs	x	Before the establishment of Hubs	x	Posters	
Universities and Research Institutions	x	During and after the operation of the Hubs Garden and Academy		Press Conferences	x
Business	x			Newsletters	x
Local communities & General public	x			Press releases	x
National, regional and local authorities				Project Website	x
NGOs and organizations	x			Facebook page	x
Media	x			Final Conference	
Policy makers				Media Relations	x
Managing Authority of European Territorial Cooperation Programmes				Public Relations	x
Joint Secretariat Interreg V-A					

"Greece-Bulgaria 2014-2020"					
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- Objective 3: Motivate market actors and investors to participate in the network and support the new entrepreneurs through networking activities

Table 5 – Target groups and activities for communication Objective 3

Target group		Project phase		Activities	
Potential entrepreneurs		During the entire duration of the project		Leaflets	
Entrepreneurs		Before the establishment of Hubs	x	Posters	
Universities and Research Institutions	x	During and after the operation of the Hubs Garden and Academy	x	Press Conferences	x
Business	x			Newsletters	x
Local communities & General public				Press releases	x
National, regional and local authorities				Project Website	x
NGOs and organizations	x			Facebook page	x
Media	x			Final Conference	x
Policy makers				Media Relations	x
Managing Authority of European Territorial Cooperation Programmes				Public Relations	x
Joint Secretariat Interreg V-A "Greece-Bulgaria 2014-2020"					

- Objective 4: Establish an efficient communication to a broader audience - sustainability of project's results

Table 6 – Target groups and activities for communication Objective 4

Target group	Project phase	Activities
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Potential entrepreneurs	x	During the entire duration of the project	x	Leaflets	
Entrepreneurs	x	Before the establishment of Hubs		Posters	
Universities and Research Institutions	x	During and after the operation of the Hubs Garden and Academy		Press Conferences	x
Business	x			Newsletters	x
Local communities & General public	x			Press releases	x
National, regional and local authorities	x			Project Website	x
NGOs and organizations	x			Facebook page	x
Media	x			Final Conference	x
Policy makers	x			Media Relations	x
Managing Authority of European Territorial Cooperation Programmes	x			Public Relations	x
Joint Secretariat Interreg V-A "Greece-Bulgaria 2014-2020"	x				

- Objective 5: Promotion and dissemination of the EU support in the context of EU Programmes

Table 7 – Target groups and activities for communication Objective 5

Target group		Project phase		Activities	
Potential entrepreneurs	x	During the entire duration of the project	x	Leaflets	x
Entrepreneurs	x	Before the establishment of Hubs		Posters	x
Universities and Research Institutions	x	During and after the operation of the Hubs Garden and Academy		Press Conferences	x
Business	x			Newsletters	x
Local communities & General	x			Press releases	x

public					
National, regional and local authorities	x			Project Website	x
NGOs and organizations	x			Facebook page	x
Media	x			Final Conference	x
Policy makers	x			Media Relations	x
Managing Authority of European Territorial Cooperation Programmes				Public Relations	x
Joint Secretariat Interreg V-A "Greece-Bulgaria 2014-2020"					

4.6 Completion of the communication objectives

The information and communication activities will involve the partnership as a whole and these will be coordinated and supervised by the Lead Beneficiary. Fluent internal communication during the project implementation will be ensured by using dedicated online tools in order to guarantee day-to-day availability of information. Face-to-face interim project meetings will also be scheduled.

All communication activities will be subject to a regular follow-up, so that the results can be evaluated and improved where necessary. A set of indicators have already been defined for each type of communication tool as summarized in the table below:

Table 8 – Indicators for communication tools

Communication Tool	Indicator	Target value
Project Website	Number of visits	>1.000
Facebook page	- Number of likes - Number of posts	- >100 - >40
Leaflets	Number of printed copies	2000
Posters	Number of printed copies	200
Newsletters	Number of newsletters	4
Press Releases	Number of press releases	16

Press conferences	- Press conferences	3
	- Number of Media	6
Final Conference	- Number of events organized	- 1
	- Number of presentations	- >3
	- Number of participants	- >80
Media relations	Number of publications and republications on media websites	>20
Public Relations	Number of external events attended where presentation was made	>1

4.7 Provisions for feedback

Interested potential entrepreneurs as well as already established enterprises will be encouraged to register on the project website in order to obtain access to the restricted area of the e-platform. In addition to the training material of the seminars, an Interactive Questions and Answers (Q&A) section will further support the communication and the successful implementation of the project.

4.8 Equal Opportunities and non-discrimination

Article 21 of the EU Charter of Fundamental Rights prohibits discrimination for any reason such as sex, race, colour, ethnic or social origin, genetic features, language religion or belief, political or other opinion, membership of a national minority, birth, disability, age or sexual orientation.

The CP also takes into account the principles regarding discrimination and gender equality. This will be reflected in the composition of speakers at events, imagery used to illustrate communication material, etc. The objective of non-discrimination refers to the prohibition of any discrimination based on any ground as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation.

ENGINE-HUBs project addresses issues of equal opportunities and non-discrimination positively. On the grounds of project implementation ENGINE-HUBs will ensure that staff with mobility, vision or hearing disability is able to fully participate in project meetings and activities without any accessibility issues rising.

During the events, different food requirements (based on any religion, origin, or belief of all participants) of potential participants will be considered. All beneficiaries are committed that any event run by them will be accessible by individuals with disabilities and that issues of ethnicity and language are not barriers to participation.

ENGINE-HUBs proposed activities are in line with the principle of equality between men and women and do not generate discrimination of any kind between genders. Originally, and by nature ENGINE-HUBs project promotes equality between men and women since does not exclude anyone from participating based on gender. ENGINE-HUBs consortium is actively promoting gender mainstreaming. The participation of men and women is equally balanced to all project beneficiaries working teams and there are no activities of the project that might create participation difficulties due to staff's gender.

5 Resources

5.1 Human Resources

All the project beneficiaries participate in the communication activities. The quantified resources for these tasks are as follows:

Table 9 – Human resources

Beneficiary No.	Beneficiary title	Days required to implement the communication activities	Persons required to implement the communication activities
LB	Technical Chamber of Greece / Section of Central Macedonia (TEE/TKM)	71	2 / 3 incl. Ext. Experts
PB2	Federation of Industries of Greece (SBE)	21	3
PB3	Union of Civil Engineers in Bulgaria (UCEB)	82	3 / 5 incl. Ext. Experts
PB4	Chamber of Commerce and Industry Gotse Delchev (GD-CCI)	8	1
Total		182	9

Management Team Members responsible for communication activities:

LB: Ioannis Mouratidis, Tsiotsios Ioannis

PB2: Dr. Christos Georgiou, Christina Arvanitou, Constantinos Styliaras

PB3: Dimitar Natchev, Maria Stefanova, Raja Krastanova

PB4: Iliya Sherbetov

External Experts:

LB: Lever S.A.

PB2: -

PB3: Strategii Ltd., Prima Consult-04 Ltd.

PB4: -

5.2 Financial resources

Each project beneficiary has its own budget for communication activities under external expertise and staff costs and services budget lines. The detailed budget per deliverable and beneficiary is given below.

Table 10 – Budget for communication activities per Deliverable and Beneficiary

Deliverables of WP2	Communication & Dissemination	LB	PB2	PB3	PB4	TOTAL Budget	Percentage of the total budget
Deliverable 2.1	Communication Plan (CP)	2.000,00 €	0,00 €	0,00 €	0,00 €	2.000,00 €	4,97%
Deliverable 2.2	Monitoring and evaluation of Communication Plan	4.070,00 €	1.036,03 €	977,80 €	978,00 €	7.061,83 €	17,54%
Deliverable 2.3	Publicity material & Public relations	5.070,00 €	2.069,99 €	4.870,00 €	2.400,00 €	14.409,99 €	35,80%
Deliverable 2.4	WEB tools (site, social networks)	5.137,50 €	0,00 €	1.495,00 €	0,00 €	6.632,50 €	16,48%
Deliverable 2.5	Final Conference	7.506,50 €	0,00 €	1.020,00 €	1.622,00 €	10.148,50 €	25,21%
TOTAL Budget		23.784,00 €	3.106,02 €	8.362,80 €	5.000,00 €	40.252,82 €	

Interreg Greece-Bulgaria ENGINE-HUBs

European Regional Development Fund



INTERREG V-A "GREECE – BULGARIA 2014-2020"

The project ENGINE – HUBs aims to identify and apply synergies and complementariness in the production line of the 2 regions and to turn an economic activity's waste into materials for others through the establishment of "circular enterprises".

ENGINE-HUBs will make it easier for both CB regions to start collaborating and developing jointly circular production lines.

The project's approach and joint assets (workforce) is to identify business opportunities in circular economy and to create a structure through which business ideas of young scientists will be transformed into businesses in the CBC area. The structure will deliver a new business approach to enhance youth entrepreneurship building on three pillars: knowledge, mentoring/coaching, and networking.

Project's comparative advantage is the connection of the scientific workforce with the market through its partnership.

It is worth noticing that the project focuses on the provision of assistance through 4 HUBs to the new entrepreneurs for the implementation of their business plans and not only the development of these plans so that the new enterprises can be operative before project's ending or 2 years after at the latest.

Partner Responsible for the Deliverable



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