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COMMUNICATION STRATEGY AND COMMUNICATION PLAN WITHIN THE PROJECT "FAIRDEAL E-COMMERCE - NETWORK - A PLATFORM FOR RAPID DELIVERY OF UNIQUE HANDCRAFT PRODUCTS IN THE CROSS-BORDER AREA OF COOPERATION", FINANCED UNDER THE INTERREG V-A 2014-2020 ROMANIA-BULGARIA PROGRAMME OF CROSS-BORDER COOPERATION.

**PROJECT CODE: 16.4.2.106,
E-MS CODE: ROBG204**

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№ на искане за ПИК	7
Отчетен период	09.12.2019-08.03.2020
Искане сума	
Програма	INTERREG V-A Румъния-България



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PROJECT „FAIRDEAL - NETWORK - A PLATFORM FOR RAPID DELIVERY OF UNIQUE HANDCRAFT PRODUCTS IN THE CROSS-BORDER AREA OF COOPERATION”

Project activities are included in Priority Axis 4: A skilled and inclusive region
Specific Objective 4.1: To encourage the integration of the cross-border area in terms of employment and labour mobility.

Name of the operation: „FairDeal - Short supply - chain platform for local artisan products in the CBC area” under Interreg V-A Romania-Bulgaria Programme, Project Code 16.4.2.106, e-MS code ROBG204.

Main objective of the operation: The main objective is to trigger new economic opportunities for entrepreneurship in the CB area by joint development of an innovative solution for online marketing of local artisan products.

Project value (financed by ERDF): 486 653.55 EUR

Lead Beneficiary: Veliko Tarnovo Municipality

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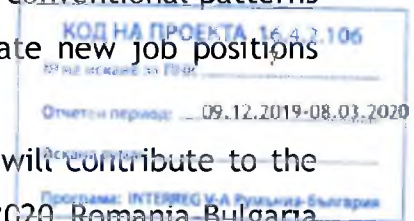


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The FairDeal Project is aimed at developing an innovative online trading solution for local agricultural and handcraft products in order to create a sustainable and effective labour market in the cross-border region. The Project, being built on the potential of E-Commerce to shorten the supply-consumer chain, will ensure a Fair Deal for both suppliers and end customers.

The FairDeal E-Commerce Platform is planned to be a cyber-intermediary offering virtual stores where interested small and medium-sized enterprises, artisans and traders on the territory of the cross-border region will be able to freely trade in handcraft products and services. The Project will, by upgrading the traditional activities with innovative techniques and approaches, change conventional patterns in trading, increase efficiency in commercial relations, create new job positions and improve the well-being of the community as a whole.



The budget for all partners is EUR 572 533,62 . The Project will contribute to the achievement of the objectives of the INTERREG V-A 2014-2020 Romania-Bulgaria Programme to promote innovations that act as a driver of entrepreneurship and will ensure a quality and sustainable employment in the region.

PROJECT OBJECTIVES

The main objective of the Project's proposal is to create new economic opportunities for employment and entrepreneurship development in the cross-border region by jointly developing an innovative online marketing solution for local products. The FairDeal Platform is aimed at increasing the creative potential of local artisans by shortening the supply chain to end users.

An E-Commerce platform for local agricultural and handcraft products is established, integrated with world-famous internet-based retailers supported by





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training seminars (for Bulgarian and Romanian representatives) to promote the Platform.

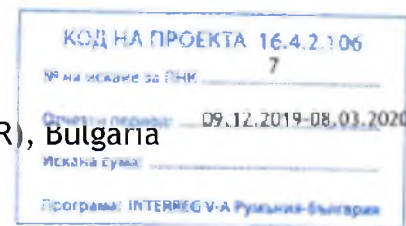
PROJECT PARTNERS

Leading Partner: The Municipality of Veliko Tarnovo (VT), Bulgaria

Partner 2: Dimanche Association, Romania

Partner 3: Bilateral Chamber of Commerce Bulgaria-Romania (BCCBR), Bulgaria

Partner 4: “Marin Sorescu” National Theater - Craiova, Romania



The Communication Strategy under the Project "FairDeal - network - a platform for rapid delivery of unique handcraft products in the region of cross-border cooperation", financed under the Interreg V-A 2014-2020 Romania-Bulgaria Programme of Cross-Border Cooperation is aimed at building a coherent governance approach to open communication channels between stakeholders in implementation of the European Union Regional Development Programme.

The Communication Strategy outlines clearly the information and publicity activities and the introduction of uniform standards in the visualisation of the EC's support.



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1. Main goal of the Communication Strategy

This section describes the main goal of the Communication Strategy, which will communicate the Project's objectives, and the basic principles on which the Strategy is built: transparency, partnership, etc.

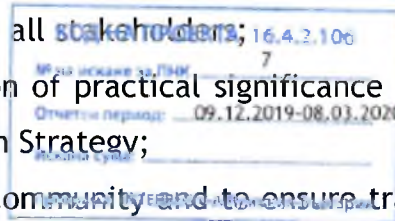
The **Main Goal** of this Communication Strategy is to provide the Project objectives and raise public awareness on the development of an innovative E-Commerce solution for local agricultural and handcraft products in order to create a sustainable and effective labour market in the cross-border region through coordinated and concerted activities by all stakeholders;

To ensure transparency and information of practical significance to all identified target groups within the Communication Strategy;

To highlight the role of the European Community and to ensure transparency with regard to its financial support;

To provoke interest in the target groups with regard to the innovative E-Commerce solution for local agricultural and handcraft products in order to create a sustainable and effective labour market in the cross-border region, achieving optimal publicity and providing access to information at all levels.

The Communication Strategy is aimed at giving comprehensive publicity to the partners' measures and actions under the in implementation and achievement of the objectives of the INTERREG V-A 2014-2020 Romania-Bulgaria Programme to promote innovations that act as a driver of entrepreneurship and will ensure a quality and sustainable employment in the region.



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2. Principles of the Communication Strategy

The content and implementation of the Communication Strategy is in consistency with the following basic principles:

- **Transparency** - all activities under this Strategy will be widely promoted in order to ensure full transparency for the general public, to identify the target groups and the stakeholders under the Project.
- **Partnership** - the Communication Strategy will be implemented in close cooperation with the main stakeholders and partners.
- **Accountability and Publicity** - will provide conditions for carrying out debate, for submitting balanced and objective information, for ensuring opportunities to the citizens to present and express their proposals and expectations.
- **Communication that takes into account the specific needs** - information will be disseminated in a language accessible to the target groups and the general public. The measures envisaged will be implemented taking into account the specific needs of the individual target groups and stakeholders.
- **Wide-ranging** - information and communication will enable to cover as much of the target region as possible.
- **Flexibility** - measures and activities laid down in the Strategy are adaptable in order to respond to the dynamic changes by incorporating new messages to stakeholders. Therefore, the Strategy and Action plan must be open in nature and should allow for an easy update.
- **Active activities** - this principle means that the activities must be actively planned and targeted, and that the messages must be "broadcast" over time so that to prepare the success of the management activities undertaken.



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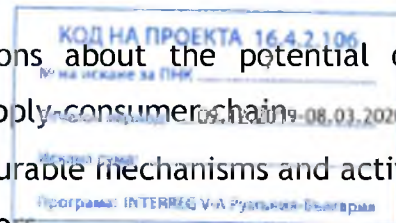
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3. Specific objectives of the Communication Strategy

Specific objectives of the Communication Strategy are:

- To attract the public interest and to raise public awareness on the objectives of the INTERREG V-A 2014-2020 Romania-Bulgaria Programme to promote innovations that act as a driver of entrepreneurship and will ensure a quality and sustainable employment in the region.
- To increase the sustainability and efficiency on the labour market in the cross-border region, through the innovative solution proposed and through the efficient transmission of information.
- To participate in the formation of positive attitudes towards the use of innovative E-Commerce solutions regarding the local agricultural and handcraft products. To build a uniform information standard in the dialogue between national authorities, state institutions, civil society structures and the media.
- To build a competent public notions about the potential of E-Commerce in order to shorten the supply consumer chain.
- To outline and follow clear and measurable mechanisms and activities in the communication with stakeholders.
- To promote the mechanisms and tools developed under the Project in the monitoring and measuring of the progress.
- To improve significantly the awareness and sensitivity of the Bulgarian public about the importance of the E-Commerce of local



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agricultural and handcraft products and the contribution to creating a sustainable and effective labour market in the cross-border region.

- To ensure communication channels between all stakeholders.
- To disseminate the main objectives, priorities, rules and criteria of compliance and eligibility for application under the INTERREG V-A 2014-2020 Romania-Bulgaria Programme to promote innovations that act as a driver of entrepreneurship and will ensure a quality and sustainable employment in the region.
- To disseminate information on the possibilities for co-funding (EU and national) in implementation of the activities under the Programme.
- To promote public discussion on the priority issues regarding the E-Commerce Policy, on the employment promotion and on the regional development.
- To conduct information campaigns for all target groups through the media - radio, television, newspapers.
- To use modern information technologies in order to provide up-to-date information on the potential of the E-Commerce to shorten the supply-consumer chain and to promote employment.
- To conduct explanatory events and press conferences with representatives of the mass media in order to disseminate information about the sector.
- To inform, in a clear and accessible language, understandable to the general public, avoiding the use of specialised terminology.





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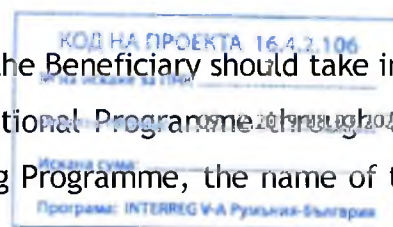


4. Mandatory information and publicity measures and visual identity for the project beneficiaries according to the requirements of the program

The Beneficiary undertakes to use the relevant logos and to follow the instructions given in the Visual Identity Manual:

<http://www.interregrobg.eu/bg/rules-of-implementation/programme-rules/visual-identity-manual-bg.html>

All information and publicity measures undertaken by the Beneficiary should take into account the support with the Funds under the Operational Programme through the use of the relevant logos, the name of the EU Funding Programme, the name of the Project;



During the stage of Project implementation, the Beneficiary should inform the audience by using the following visual material:

- A brief description on the Beneficiary's Website about the Project and the funding Programme;
- Positioning a Project banner with a minimum size of A3 in a visible position

To indicate the EU financial contribution, the corresponding graphic logos of the Funding Programme must be placed on the cover/first page/ slide of each Project promotional product. A text window should be placed on the last page/cover/slide stating the Project name, the publication date, and a disclaimer: "The content of this material does not necessarily represent the official position of the European Union."

These requirements should be observed in respect of all visual materials under the Project, including:

- Templates;



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- Websites,
- Presentations;
- Newsletters;
- Catalogues;
- Brochures;
- Leaflets;
- Press communications;
- Advertisements;
- Documents about conferences and seminars, teaching materials, incl. invitations to seminars, programmes, etc.;
- Reports by outsourced partners and for internal use;
- Electronic media (CD, DVD);
- Audio-video materials;
- Any other publications;

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5. Mandatory information and publicity measures

The activities under the Communication Strategy and the Communication Plan are aimed at the following main target groups:

- Local farmers and artisans (both Bulgarian and Romanian - from the cross-border region) looking for the opportunity to offer their products at international level and to ensure a higher added value;
- NGOs and educational/training institutions promoting handcrafts and local cultural heritage in the adjacent region;
- NGOs in the agriculture sector;
- Unemployed and people looking for opportunities to change their job;



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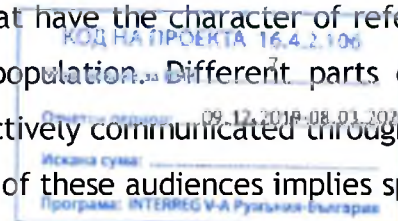
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- Vulnerable groups of populations in the cross-border region looking for work at home;
- People looking for part-time and/or flexible working hours;
- Local authorities/communities seeking mechanisms to boost youth employment, labour mobility, better inclusion in the labour market of disadvantaged population categories, helping the long-term unemployed people to get back to work.

The identification of the information needs of target audiences will take into account the opinions, the knowledge and the attitudes of community groups identified with regard to the availability of information necessary for decision-making related to the innovation and creation of sustainable and effective labour market in the cross-border region.

The achievement of the specific objectives of this Strategy depends on the planning of the scope and nature of main messages that should be addressed to the priority and correspondent target audiences. Changes in existing mass public attitudes require the selection of a strategy for indirect access to different target audiences. Targeted communication, which could form sustainable representations and evaluation criteria among the representatives of the priority target groups, will ensure the achievement of the final objectives to a much greater extent. In order to achieve a sustainable change in mass attitudes, efforts need to be concentrated towards ensuring an effective communication with target audiences that have the character of reference groups in relation to the significant groups of population. Different parts of the common messages under this Strategy can be effectively communicated through each of the reference target groups. Working with each of these audiences implies specific actions and communication forms that will ensure the individualisation of the approach and, at the same time, the coordination of efforts to achieve the final



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objectives.

Target groups under the Project are the representatives of the various stakeholders involved in the planning, implementation and evaluation of the policies on the employment promotion, the labour mobility, the promotion and implementation of new innovative approaches to employment in the region, the regional and local authorities, the labour market institutions, the adult education and training providers, adult career centres, the employers, the trade unions, people's organisations from vulnerable groups, the professional organisations, industry organisations, civil society organisations, the small and medium-sized enterprises, artisans and traders within the territory of the cross-border region, the current and potential participants in the FairDeal E-Commerce Platform, etc. These groups are directly involved in the consultation process in analysing employment and labour mobility issues, in developing a monitoring model, as well as in formulating future policies and programmes related to the labour market development, the labour mobility and the employment in the cross-border region. These activities are focused on the low-skilled people, those that are living below the poverty line, the elderly in retirement age and other vulnerable groups.

6. Situation analysis (SWOT)

Based on the available information about the development of the Project and about the work of its implementation team, some analytical summaries can be made about the conditions in which this Communication Strategy is compiled and will be implemented.

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Strengths

- Stakeholders that will participate in the construction of the FairDeal e-commerce platform are identified;
- Understanding on good governance by stakeholders at regional level is achieved;
- The Project Management Team, as well as the representatives of the stakeholder, have some working experience in the field of public relations;

W

Weaknesses

- Difficulties in presenting the information in clear and understandable language;
- Existence of innate resistance to the new innovative E-Commerce solution, planned under the Project as a cyber-intermediary offering virtual stores, such as the FairDeal E-Commerce Platform;
- Insufficient experience in implementing a comprehensive public relations strategy;
- Lack of traditions in making effective use of the mass media in implementation of the 'Policy to promote employment and increase the efficiency of the labour market in the cross-border region'.

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Opportunities of the external environment that exist in

implementation of the Strategy are:



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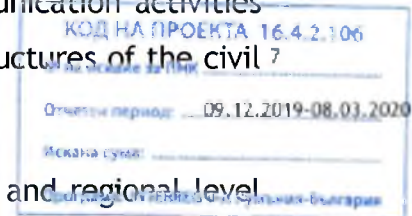
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- Existence of opportunities to exchange experience and share good practices between Project partners at regional and local level;
- Existence of opportunities to support the communication activities and participation therein by stakeholders and structures of the civil society;
- Existence of partnership mechanisms at national and regional level to implement the 'Policy to promote employment and increase the efficiency of the labour market';
- Accessible and effective communication channels listed as preferred by the general public;
- Improving the coordination mechanisms in the process of Project implementation.



T Threats of the external environment, which impact must be minimised and reported in advance, are:

- Insufficient interest by the citizens, NGOs, etc. civil society structures to participate in the formation of the 'Policy to promote employment and increase the efficiency of the labour market' and exercising control over the activity of the administration.
- Potential possibility of destabilising the overall socio-economic situation;
- Increased expectations of the impact effect as a result from the Project implementation.



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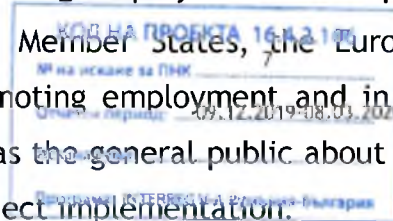


7. Activities/messages of the Communication Strategy

Specific activities, as well as messages to relevant target groups and stakeholders are provided.

The focus is on the specific activities that correspond to the information needs and public attitudes of the general Bulgarian public. Bulgarian citizens must have a clear idea of the objectives and benefits of the EC's activities in the field of promoting employment and improving the efficiency on the labour market, they must be convinced of their importance and applicability in order to contribute and cooperate in this aspect.

An essential task of the communication activities is to inform the EC, the institutions - national coordinators for promoting employment and improving the efficiency of the labour market of the EU Member States, the European non-governmental organizations engaged in promoting employment and in increasing the efficiency of the labour market, as well as the general public about the results achieved during the various stages of the Project implementation.



The Project Implementation Team faces a huge challenge in creating a positive image of our country by ensuring the implementation and enforcement of measures undertaken to promote employment and to increase the efficiency of the labour market. In support to these measures, the communication activities will contribute to overcoming possible negative attitudes in Bulgaria by providing information and good European and national practices.

The activities related to the achievement of the Project's objectives for creating new economic opportunities for employment and entrepreneurship development in the cross-border region by jointly developing an innovative online marketing



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solution for local products - FairDeal Platform - will cover the organization of events aimed at a specialized audience: representatives of the state government, public and business formations, media and journalists, representatives of the non-governmental sector, academic and scientific formations, of the European Commission, of the Bulgarian communities abroad.

Through the organization of conferences, focus groups and other events with a wide public response, the promotion of the results from the Project's stage implementation will continue, as well as an informed public opinion and positive attitudes in our country and an influence on the EC and public opinion in the Member States will be created. A training programme will be organised and a pool of experts who will visit and train artisans and farmers appointed specifically under the Project will be organized. A community-wide network will be gradually established in order to ensure the sustainable operation of the Platform.

It should be noted that the combination of Project's toolkit with the cross-border visits will be announced for exchange of experience.

Members of the implementation team will have an opportunity to participate in cross-border events with public effect related to the Project initiatives in order to create a sustainable and effective labour market in the cross-border region.

The involvement of non-governmental organisations creates the opportunity to engage in dialogue and debate on key issues regarding the creation of a sustainable and effective labour market in the cross-border region. Their cooperation is particularly fruitful and contributes to the implementation of the principles of openness, transparency and effectiveness in conducting information campaigns among the general Bulgarian public. In this sense, the participation of NGOs in implementation of the initiatives within the Communication Strategy will ensure immediate access to target groups and help to build a lasting exchange of objective



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information.

In carrying out all the activities of the Communication Strategy, the improvement of the mechanism for monitoring and evaluation of the initiatives carried out to increase the effectiveness of implementation and to provide feedback to the target groups will continue.

A team of Project experts to visit and train craftsmen and farmers will be created and preserved. A community-wide network will be gradually established in order to ensure a sustainable operation of the Platform, aimed at implementing new technologies in creating a sustainable and effective labour market in the cross-border region;

Electronic presentations and descriptions of farm and handcraft products will be prepared and included in the online Platform;

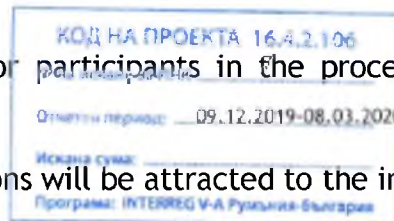
Virtual laboratories and practical exercises for participants in the process will be developed;

Professional, creative and employer organizations will be attracted to the information exchange concerning the requirements to the characteristics and methods of E-Commerce in handcraft and agricultural products, as well as their satisfaction will be assessed by conducting specialized surveys, analysis of the output performance indicators of the e-commerce platform; special databases will be created for the manufacturers and craftsmen entered in the Platform;

Mutual partner evaluation of activities and processes related to the quality of E-Commerce, to the exchange of information and to the provision of opportunities to stimulate quality work.

Development and implementation of quality standards and indicators in accordance with the European criteria and good national e-commerce practices.

Development of guides and documents to upgrade traditional commercial and exchange activities with innovative techniques for e-commerce.





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Research and analysis of public opinion, as well as of the opinion of professional and employer organizations on the quality and capacities of the Platform for E-commerce. Building a single information standard in the dialogue between stakeholders and the media.

Forming realistic public notions on the efficiency, activities and opportunities to create a favourable environment for E-Commerce with artisanal and farm products.

Partnerships will be created with local and regional media.

Participation in national and international forums.

Carrying out a Survey of the general public's awareness of Project activities;

Positive messages, articles, publications, etc. will be created.

8. Communication tools and necessary resources

Communication tools (press conferences, press releases, e-newsletter, etc.) will be presented

The Communication Strategy is built on the basis of adaptability of communication mechanisms and on the pre-set positivism regarding the essence of messages launched. The Strategy is built on the understanding that the media are equal participants in the communication process, to which the role of mediators is defined.

In implementation of the Communication Strategy, the following tools will be used:

Information Campaigns:

Active information campaigns where the Project implementation team will launch topics and their perspective depending on their agenda. Thus, Project partners can



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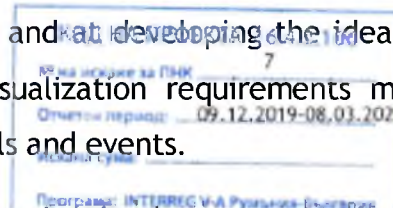
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provoke a public debate on certain topics and argue their own position, following the logic of their Communication Strategy.

- **An Advertising campaign in the press will be developed and conducted.**

Advertising and public relations activities are at the heart of this activity. These are aimed at creating a visual identity of the Project and at developing the idea of the FairDeal as a brand with high added value. Visualization requirements must be observed in all marketing and promotional materials and events.



In developing and conducting an advertising campaign in the press, the following should be organized:

- #2 advertisements/announcements will be prepared;
- #36 publications in 2 Bulgarian print editions will be organized within a period of 9 months;

Direct communication

The focus shifts from conducting PR campaigns to stimulating the discussions and involvement of stakeholders and civil society structures in building a position on issues of mutual interest.

- Holding agricultural and handcraft fairs in the Town of Veliko Tarnovo and Craiova as a traditional form of promotion and marketing.

Communication through mass media

- To prepare a list of contacts with the media
- To organize and participate in press conferences, briefings and press releases



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- Informal workshops and dissemination of information in remote areas with low levels of consumption of other media
- Exchange of experience with partners from the cross-border region with regard to the mass media
- Periodically informing the media about the organization of information events and disclosing results on the progress of the Project
- Providing the press with information materials containing copies of the presentations and statements of the guests, as well as an updated press release

Working with NGOs:

The Communication Strategy supports the initiatives of civil society targeting groups that are difficult to reach through the media

Internet:

- Using an e-mail;
- Creation of Website of the Project <https://info.fairdeal.bg/>
- Uploading information materials on the Website of the Project ;
- Issuance of an electronic newsletter;
- Creation of Internet forum which will be accessible to all visitors of the Website of the Project - where there is a question received in this forum, a response by an expert from the implementation team will be published;
- Creation of a Database of good practices on the Website of the Project.



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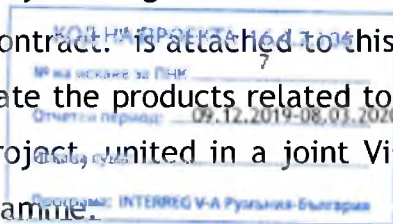
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Information materials:

- Printed editions, such as brochures, leaflets, justifications, instructions and copies of basic documents;
- Issue of brochure and CDs with information materials;
- Dissemination of publications;
- Provision of information packages for all visitors to each event;
- Photos of the events will be ensured and subsequently uploaded on the Website of the Project.

In terms of resources, "Visual identity of the project, according to the requirements for visual identity of Program V-A Romania - Bulgaria 2014-2020 in Bulgarian and English of the contract. is attached to this Strategy: List and models of resources necessary to create the products related to the internal and external communications under the Project, united in a joint Visual Identity according to the requirements of the Programme.



9. Implementation plan of the Communication Strategy

The implementation plan of the Communication Strategy lays down the way in which the Communication campaign will be conducted and managed.

The objectives of the Strategy can be achieved by applying several key approaches tailored to the relevant target groups and the nature of the messages targeted at such target groups.



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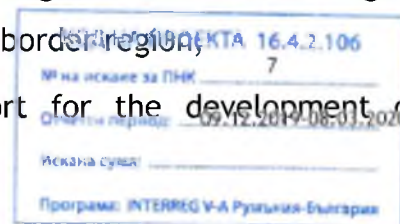


This Plan covers a period of 18 months for the implementation of the Project, the main activities which will be implemented are as follows:

- A team for the implementation of the Communication Strategy will be formed within the Project Implementation Team that will carry out the Communication Campaigns;
- Activities will be initiated to determine the final parameters of the Campaign by defining a calendar of the main events to be included in the general plan in implementation of the activities planned within Project.
- The objectives of the Communication Strategy will be implemented by defining and building the basic elements of the Communication Campaign, by selecting specific events, by developing specific information and advertising materials tailored to the target groups and the selected communication channels;
- Publication and presentation to the public of the Annual Report and the results from the implementation of the system for monitoring and evaluation the implementation of the Strategy;
- Participation in regional and cross-border forums;

The plan is associated with the provision of opportunities to:

- Provide information;
- Identify the problems;
- Increase the level of understanding;
- Generate support for the initiative and programmes for creating a sustainable and effective labour market in the cross-border region;
- Recruiting and targeting the internal support for the development of





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activities within the Project;

Activities - products of the invested resources

In compliance with these resources and the target groups to which they are directed, the activities in the Implementation plan of the Communication Strategy can be grouped as follows:

- Information activities are related to the establishment of a constant flow of information developed in accordance with the information needs of the different target groups; their main objective is to increase public awareness and to ensure transparency about the EU activities, as well as to familiarise the potential beneficiaries and the general public with the funding opportunities under the Programme.

The Project implementation team will provide the following information:

- A communication plan and the progress made in its implementation;
- Activities accomplished in terms of information and publicity;
- Communication means used;
- Explanatory activities refer to acquainting the target groups with the opportunities, conditions, procedures, etc., related to their participation in the Project;
- Educational activities are aimed, by appointing Project experts, at visiting and training craftsmen and farmers, in order to create gradually a community network which will ensure the sustainable operation of the Platform.
- Promotional activities will promote the leading ideas in the Strategy, in support of the development of an innovative E-Commerce solution for local agricultural and handcraft products in order to create a sustainable and effective labour market in the cross-border region and are a major tool for



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disseminating specific targeted information;

- "Events" type of activities are inherently promotional activities;

As a part of the Communication Policy, the information flow between the Project's implementation team and the public must proceed simultaneously through formal and informal exchange and constant dialogue having an open, comprehensive and reliable nature.

10. Monitoring and assessment

Monitoring methods and indicators - in quantitative and qualitative terms- for assessing the implementation of Communication Strategy are presented.

The need to establish an operational monitoring system is determined, on the one hand, by the fact that it must serve as the basis for the planning and for the outlook of the information campaigns and, on the other hand, because of the need to update it in the course of their implementation. The performance results from the Communication Strategy can be verified through the system of indicators for the envisaged activities, as well as by "feedback" on the basis of regular stakeholder surveys. The outlook of the Information Campaigns and the changes in the way they will be conducted must be determined according to the results of such surveys.

A regular assessment of the level of public awareness and of the effectiveness of communication methods used is envisaged.

To reflect the progress of the Project it is necessary to hold regular information event.



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 № на искане за ПНК 7
 Оперативен период: 09.12.2019-08.03.2020
 Искана сума:
 Програма: INTERREG VA Румелия-България

In order to verify the effectiveness and efficiency of all information and communication activities, these must be assessed before, during and after their implementation. Progress on the implementation of the Communication Plan will be monitored throughout the programming period and will be assessed towards achieving the objectives set out.

‘Monitoring’ is a systematic and continuous collection, analysis and use of information for the purposes of day-to-day management and decision-making. ‘Assessment’ is periodic and related to the effectiveness and the impact of the information.



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Some indicators selected to evaluate the results and the products:

Results evaluation indicator	Measure
Level of public awareness	%
Project Website visits	Number
Broadcasts in electronic media	Number
Publications in print media	Number
Press releases and brochures printed for media purposes	Number
Messages published on the Project Website	Number
Information events - press conferences, briefings, workshops, seminars	Number

In addition to the quantitative measurements, measurement of qualitative parameters will be carried out by using the following qualitative indicators:

About the publications:

- Attractiveness;
- Clarity of speech;

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- Balance between text and images;
- Online and offline electronic products;
- Easy usability;
- Easy access;

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About the events:

- Quality of the organization;
- Level of participation in the discussion;
- Professionalism, clarity and duration of speeches;
- Quality of distributed documentation;
- Degree and access to the venue of the event.

The assessment must:

- Monitor the content of communications;
- Reflect the needs of the audience;
- Assess whether the information sent has been received and understood by the target group;
- Allow for an impact on expectations;
- Take place at different times and be carried out through different channels such as: review of messages by e-mail; a survey among the members of the implementation team; desire and enthusiasm for future participation.



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In order for each communication to be successful, it must be two-way. The communication team must be able to process, evaluate and analyze new information quickly, professionally and effectively. Trust must be built in the general public and citizens should be confident that their views are being assessed and taken into account.

11. Expected results

The results expected from the implementation of the Communication Strategy are presented.

The successful achievement of the Project expands the understanding and sensitivity of the Bulgarian public to the opportunities and advantages of E-Commerce. The main objective of the Project's proposal is to create new economic opportunities for employment and entrepreneurship development in the cross-border region by jointly developing an innovative online marketing solution for local products. The FairDeal Platform is aimed at increasing the creative potential of local artisans by shortening the supply chain to end users.

This will change, in turn, the traditional business model and improve labour market integration in the cross-border region, by expanding the opportunities for labour mobility and work at home in the area, by contributing to better integration of vulnerable groups on the labour market, including young people, women and marginalised groups.

As a result from the implementation of the Communication Strategy, the following outcomes will be expected:

- Dissemination of the participation of stakeholders in conferences, seminars,





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round tables, workshops, focus-meetings through the relevant toolkit;

- Presentation to the general public of the results from the Platform built for E-Commerce of local agricultural and handcraft products, integrated with world-famous internet-based retailers supported by training seminars (for Bulgarian and Romanian representatives) to promote the Platform.
- Craftsmen and artisans trained by specially appointed Project experts to work with FairDeal E-Commerce Platform. A network of trained individuals will be gradually established within the community to ensure the sustainable operation of the Platform, as the persons trained will acquire skills to multiply what they learn;
- Publishing the good practices on the Project's Website;
- Presentation with the specified toolkit of the results from the participation of representatives of the local business in the holding of agricultural and craft Fairs in the Town of Veliko Tarnovo and Craiova, as a traditional form of promotion and marketing.
- Information in the media about the participation of experts and representatives of local business in events organized by regional partners;
- Promotion of the established National System for Monitoring of the Sector providing conditions for public decision-making and open channels of communication between stakeholders;

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