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Common borders. Common solutions.



Communication Plan

Project: Knowing Circular Economy in Black Sea Basin
Acronym: CirclEcon

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INTRODUCTION	4
1_ THE ENVIRONMENT OF THE PROJECT.....	5
EU STRATEGY FOR ENI CBC.....	7
THE CIRCULAR ECONOMY IN EU	8
2_ “BSB1021 CIRCLECON” SYNOPSIS.....	10
3_ COMMUNICATION OBJECTIVES.....	12
ODESSA 5T (PB4): COMMUNICATION COORDINATOR	14
4_ COMMUNICATION GENERAL PRINCIPLES.....	15
COMPLIANCE WITH THE PROGRAMME’S COMMUNICATION REQUIREMENT	15
COMPULSORY INFORMATION.....	16
5_ KEY MESSAGES.....	17
6_ SPECIFICATIONS OF COMMUNICATION ACTIVITIES.....	18
6_1 ACTIVITY A.C.1 COMMUNICATION START-UP ACTIVITIES	18
COMMUNICATION PLAN [PB2]	18
PROJECT VISUAL IDENTITY/LOGO/TEMPLATES [PB4]	18
6_2 ACTIVITY A.C.2 PUBLIC EVENT(S)	18
OPENING CONFERENCE [LB].....	19
CLOSING CONFERENCE [PB2]	20
LOCAL EVENTS [LB, PB2, PB4, PB5, PB6]	20
6_3 ACTIVITY A.C.3 PROMOTIONAL MATERIAL [PB5]	22
E-LEAFLETS & E-BROCHURES.....	22
TWELVE (12) PRESS RELEASES (ALL PARTNERS).....	22
TWENTY SIX (26) PRESS CONFERENCES (ALL PARTNERS)	22
EIGHT (8) THEMATIC NEWSLETTERS (ALL PARTNERS) FOLLOWING EACH FULFILLMENT OF KEY DELIVERABLES	23
TWELVE 12 POSTERS & ROLL-UPS, (ALL PARTNERS)	23
6_4 ACTIVITY A.C.4 DIGITAL ACTIVITIES.....	23
PROJECT WEBSITE [PB5 AND LB]	24
THREE (3) SOCIAL MEDIA PAGES CREATED AND CONTINUOUSLY UPDATED [PB4].....	25
DIGITALLY SPREAD OF LOCAL EVENTS [LB, PB2, PB4, PB5, PB6]	25
E-CAMPAIGN [PB3 AND PB4].....	25
7_ TARGET GROUPS.....	28
COMMUNICATION TARGET.....	28
8_ BUDGET.....	32
9_ TIMETABLE.....	34
10_ INDICATORS.....	35
RESULTS.....	35
OUTPUTS	35
DELIVERABLES OF THE COMMUNICATION	35
11_ MONITORING AND FEEDBACK.....	36
CHANGES OF THE COMMUNICATION PLAN	36
MONITORING AND ASSESSMENT	36
ANNEXES*.....	37



Introduction

The Communication Plan is based on the “Communication and Visibility Manual for BSB Joint Operational Programme 2014-2020” according to the requirements and guidelines of the Communication and Visibility Manual for European Union External Actions released by the European Commission in 2010 and updated in 2018. For further reference, the official version of the Communication and Visibility Manual for European Union External Actions may be accessed at the following link: https://ec.europa.eu/internationalpartnerships/comm-visibility-requirements_en. The communication and information activities highlight the content of the activities that will be developed under the Project **“BSB1021 / Knowing Circular Economy in Black Sea”** funded by the Basin Joint Operational Programme Black Sea Basin 2014-2020 (ENI CBC Black Sea Basin Programme 2014-2020) in order to secure a high degree of transparency in the usage of ENI funds.

All beneficiaries of the ENI CBC Black Sea Basin Programme 2014-2020 are responsible, according to Article 79(2) of the Commission Implementing Regulation (EU) 897/2014, for adequate visibility of the Union contribution to the Programme and projects in order to strengthen public awareness of the Union action and create a consistent image of the Union support in all participating countries.



1_ The environment of the Project

The Black Sea Basin Programme 2014-2020 is part of European Union's Cross-Border Cooperation (CBC) under its European Neighbourhood Instrument (ENI). CBC under ENI extends the principles of CBC among EU Member States via the European Territorial Co-operation programmes. ENI CBC receives funding from ENI as well as from the European Regional Development Fund and the Instrument for Pre-Accession which is pooled together. All sources of funding may be used on either side of the EU external border for actions of common benefit. The ENI Regulation¹ sets out the basis for CBC, further defined in the ENI CBC Implementing Regulation² and the ENI CBC Programming Document³.

While the overall strategic objectives for the programme were defined at EU level, detailed programming, including the priorities of the Black Sea Basin ENI CBC programme 2014-2020, were developed by the programme partners themselves working together across borders. To this end, a Joint Programming Committee comprised of representatives from actively participating countries was established and met seven times between April 2013 and February 2015. Nine countries actively participated in the programming process, Republic of Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine. However, on 7 May 2015 Azerbaijan withdrew from the negotiation on the development of the programme.

The development of the Black Sea Basin ENI CBC Programme 2014-2020 was facilitated by the Ministry of Regional Development and Public Administration of Romania, which was appointed as the Managing Authority allowing for continuity with its role as Joint Managing Authority for the Black Sea Basin ENPI CBC programme 2007-2013.

The Black Sea Basin ENI CBC programme 2014-2020 builds upon the previous cooperation framework, the Black Sea Basin ENPI CBC programme 2007-2013 programme, under which 62 projects were awarded and implemented in 8 countries surrounding the Black Sea Basin. Relevant lessons learned from this past experience have been integrated in the Black Sea Basin ENI CBC 2014-2020 programme strategy along with a mapping of projects awarded and a survey on current priorities and future needs carried out in 2013.

As a result of the completed analytical and consultation process, the Black Sea Basin programme focuses on two ENI CBC thematic objectives, contributing to two overarching strategic objectives, as defined in ENI CBC Programming document 2014-2020:

¹ Regulation (EU) No 232/2014 of the European Parliament and of the Council of 11 March 2014 establishing a European Neighbourhood Instrument

² Commission Implementing Regulation (EU) No 897/2014 of 18 August 2014 laying down specific provisions for the implementation of cross-border cooperation programmes financed under Regulation (EU) No 232/2014 of the European Parliament and the Council

³ Programming document for European Union support to ENI Cross-Border Cooperation for the period 2014-2020, adopted by a Commission implementing decision on 08.10.2014

- **Thematic Objective 1.** Business and SME development, contributing to ENI CBC overarching strategic objective A. Promote economic and social development in regions on both sides of common borders
- **Thematic Objective 6.** Environmental protection, and climate change mitigation and adaptation, contributing to ENI CBC overarching strategic objective B. Address common challenges in environment, public health, safety and security

Within these ENI CBC thematic objectives, participating countries have agreed a set of objectives and priorities for the Black Sea Basin programme, reflecting their specific circumstances and requirements, as presented in the table below.

Black Sea Basin ENI Cross-Border Cooperation programme 2014-2020 - Objectives and Priorities:

Overall objective	Specific objectives	Priorities
Improve the welfare of the people in the Black Sea basin regions through sustainable growth and joint environmental protection	1. Promote business and entrepreneurship within the Black Sea basin	1.1 Jointly promote business and entrepreneurship in the tourism and cultural sectors
		1.2 Increase cross-border trade opportunities and modernisation in the agricultural and connected sectors
	2. Promote coordination of environmental protection and joint reduction of marine litter in the Black Sea basin	2.1 Improve joint environmental monitoring
		2.2 Promote common awareness-raising and joint actions to reduce river and marine litter

A number of important elements for successful, sustained and inclusive cross-border cooperation will also be supported as horizontal issues or modalities to be deployed across any of the priorities. They include:

- ‘People-to-people’ actions
- Promotion of local and regional good governance
- Promotion of regional integration/coordination
- The use and development of relevant information and communication technologies
- Promotion of gender equality, and opportunities for youth.

To achieve its objectives, the programme awards **grants to CBC projects selected through calls for proposals**. Two calls for proposals have been launched during the programme lifetime, in 2016 and 2018. Projects are submitted **jointly** by partners effectively established in the programme area⁴, from **at least** one of the participating EU Member States **and** one of the participating partner countries.

⁴ See more details under the title ‘Nature of projects and types of support’ within the Programme Strategy Chapter. Note that specific provisions apply to international organisations and European Groupings.



In line with the ENI CBC Programming document, the partners implementing projects represent the **regional and sub-national administrative levels, as well as civil society organisations** based within the eligible programme area. Priority is given to local and regional authorities, civil society, chambers of commerce, and the academic and educational community; as well as other eligible actors based within the geographical eligibility of the programme and important for the realisation of the objectives of the programme.

Projects shall always deliver clear **cross-border cooperation impact and benefits**. Each project shall aim at establishing:

- **Enhanced cross-border contacts** within the Black Sea Basin including e.g. networking, forums and the establishment of lasting partnerships;
- **Enhanced knowledge and skills** including e.g. the exchange of experience and good practice, innovation, capacity-building and joint research;
- **Concrete and visible outputs** including e.g. small-scale investments, pilot projects, information and communication technologies shared tools, online open-access resources.

Complementarity of support is essential to ensure the best use of resources and the greatest results for the eligible regions and stakeholders. Beyond ensuring further consistency with other initiatives supported by the EU or at regional/national level during programme implementation, the Black Sea Basin ENI CBC programme will also look for complementarities with other key cooperation frameworks within the Black Sea Basin region and by other donors.

EU strategy for ENI CBC

Cross-border cooperation (CBC) on the external borders of the EU is a key priority in the European Neighbourhood Policy. CBC under the European Neighbourhood Instrument (ENI) will build on CBC under its predecessor, the European Neighbourhood and Partnership Instrument (ENPI).

ENI CBC receives funding from the European Regional Development Fund as well as the European Neighbourhood Instrument and the Instrument for Pre-Accession⁵. All sources of funding may be used on either side of the EU external border, for actions of common benefit. The ENI Regulation⁶ sets out the basis for CBC, further defined in ENI CBC Implementing Regulation⁷ and ENI CBC programming document⁸.

Overall objective and strategic objectives:

ENI CBC aims to “promote co-operation across the borders between EU Member States and the countries on the European Neighbourhood and Russian Federation” and it should contribute to the overall ENI objective of progress towards “an area

⁵ Instrument for Pre-Accession (IPA) in the case of Turkey

⁶ Regulation (EU) No 232/2014 of the European Parliament and of the Council of 11 March 2014 establishing a European Neighbourhood Instrument

⁷ Commission Implementing Regulation (EU) No 897/2014 of 18 August 2014 laying down specific provisions for the implementation of cross-border cooperation programmes financed under Regulation (EU) No 232/2014 of the European Parliament and the Council

⁸ Programming document for European Union support to ENI Cross-Border Cooperation for the period 2014-2020, adopted by a Commission implementing decision on 08.10.2014



of shared prosperity and good neighbourliness” between EU Member States and their neighbours. Due to its geographical location, Turkey also participates in the Black Sea Basin ENI CBC as a negotiating candidate country.

CBC under the ENI has 3 overarching strategic objectives:

- A. Promote economic and social development in regions on both sides of common borders;
- B. Address common challenges in environment, public health, safety and security;
- C. Promotion of better conditions and modalities for ensuring the mobility of persons, goods and capital.
- D.

Each ENI CBC programme must contribute to *at least one* of the strategic objectives.

Thematic objectives

Taking the strategic objectives above into consideration, and based on the specific circumstances and requirements of the programme cooperation area, each programme focuses on *a maximum of 4* thematic objectives chosen within a list defined in ENI CBC programming document, that is:

1. Business and SME development (Strategic objective: A)
2. Support to education, research, technological development and innovation (Strategic objective: A)
3. Promotion of local culture and preservation of historical heritage (Strategic objective: A)
4. Promotion of social inclusion and fight against poverty (Strategic objectives: A, B, C)
5. Support to local and regional good governance (Strategic objectives: A, B, C)
6. Environmental protection, and climate change mitigation and adaptation (Strategic objective: B)
7. Improvement of accessibility to the regions, development of sustainable and climate-proof transport and communication networks and systems (Strategic objective: C)
8. Common challenges in the field of safety and security (Strategic objective: B)
9. Promotion of and cooperation on sustainable energy and energy security (Strategic objective: B)
10. Promotion of border management, border security and mobility (Strategic objective: C)

The Circular Economy in EU

The transition to a circular economy, where the value of products, materials and resources is maintained in the economy for as long as possible and the generation of waste minimised, are an essential to the EU's efforts to develop a sustainable, low carbon, resource efficient and competitive economy. Such transition is the opportunity to transform EU economy and generate new and sustainable competitive advantage for Europe.



Global competition for resources is increasing. Supply concentration of resources, particularly critical raw materials outside the EU, makes EU industry and society dependent on imports and vulnerable to high prices, market volatility, and the political situation in supplying countries. By maintaining the value of the materials and energy used in products in the value chain for the optimal duration and by minimizing waste and resource use, the circular economy can promote competitiveness, innovation, a high level of protection for humans and the environment, and bring major economic benefits, thus contributing to growth and job creation. It can also provide consumers with more durable and innovative products that provide monetary savings and an increased quality of life.

In the light of globalised supply chains, strong growth in the demand for raw materials and a world population set to reach 9 billion by 2050, it is clear that the global transition to the circular economy is not only necessary for the success of the EU's policy ambitions, but a global imperative. Climate change, water scarcity, soil and sea waste are not only of EU concerns. They constitute global challenges and they are intensively present in the Black Sea Basin. Circular Economy as a new way of thinking will contribute to EU if and when it will be adopted by as many as possible other territories and countries.

Turning waste into a resource is an essential part of increasing resource efficiency and closing the loop in a circular economy. Europe currently loses around 600 million tons of waste materials, which could potentially be recycled or reused. Only around 40% of the waste produced by EU households is recycled, with recycling rates as high as 80% in some areas, and lower than 5% in others. Accordingly, available numbers in BSB countries demonstrate the need of abandoning the current Linear Model towards the Circular one as the only solution to preserve natural resources, mitigate climate change, save the environment and secure future generations.

According to EU paper “Closing the loop - An EU action plan for the Circular Economy” COM2015/614/02.12.2015, update with the COM(2020)/98/11.03.2020 economic actors, such as business and consumers, are key in driving this process when local, regional and national authorities are enabling the transition. At the current situation, the CE model has been reflected in a Greek National Scheme, a similar National Initiative in Bulgaria, while Ukraine, Georgia and Turkey (represented in this project) and all other BSB countries have nothing to demonstrate in terms of planning, yet.

CE is a key priority of the EU that will be supported by EU Funds and programmes in the current and, in particular, in the next programming period. The transition to the CE needs to be supported through capacity building and awareness raising actions, as well as identification of good practices to be spread across the EU. CE incorporates a series of critical interventions on various topics and schemes, which cannot be covered within the framework of a relatively small CBC project.

So, among the different CE priorities and topics, BSB-CIRCLECON will focus on three main aspects (project specific objectives):

- a) To promote the EU CE model**
- b) To inform on waste prevention, reduction and management**



c) To establish BSB coordination for mutual coping with environmental challenges

In order to accomplish its objectives, the project involves Business, NGOs, Academia and local authorities as performers of this groundbreaking –in terms of BSB- initiative.

2_ “BSB1021 CirclEcon” Synopsis

BSB-CIRCLECON deals with spreading the Circular Economy model in the BSB area. A circular economy is explained as an economy ‘where the value of products, materials and resources is maintained in the economy for as long as possible, and the generation of waste minimised’. Turning waste into a resource is an essential part of increasing resource efficiency and closing the loop in a circular economy. The European Commission adopted an action plan in 2015 to help accelerate Europe's transition towards a circular economy,

The project intends to promote the EU CE model, inform on waste prevention, reduction and management and establish a permanent BSB cooperation achieving long-term sustainability of its outputs and results contributing to Priority 2.2.

It is in line with the Programme’s S.O.2, as it **promotes coordination of environmental protection** in a consortium that the quadruple helix is more than present and the partnership includes different thematic roles and expertise who complement each other in order to address the topic from Bulgaria, Greece, Turkey, Ukraine and Georgia.

The structure of the activities addresses to the SOs of the project: The 1st S.O. is to present the case for increasing the uptake of the CE in the BSB area, the 2nd S.O. focuses on waste management, reduction and prevention and the 3rd S.O. intends to establish a permanent coordination.

New processes and tools are foreseen as to the Management that will **minimize the footprint** of the project reducing traveling and lowering cost. As to the Implementation GAs, the activities include innovative solutions for addressing the common needs identified and do not contain daily activities of the applicants. BSB-CirclEcon will introduce a new way of working in the BSB area; **Regarding Communication, instead of the “traditional” spending on paper, e-publications are suggested and all actions are designed to be environmental friendly.**

Deliverables, outputs and expected results include the establishment of 1 EGTC, one multilingual educational platform leading to a University degree, 20 workshops with EU and local actors, 50 experts to be trained to CE models, 5 studies to enhance knowledge as to address the challenges, 350 organisations and companies to intensively advised, 6 Organisations with increased capacity in Waste Management, and 1.400 persons to be informed directly. The above are directly contribute to the Programme Result Indicator “R2.2”.



The partnership is committed as that at least half of the personnel to be hired in the activities of the project will be women, the training will give priority to women representing the 50% out of 50 persons to be trained, all the venues for events will be accessible to persons with disabilities, all events' supplies will be from recycled only materials, the website will ensure accessibility of information for the visually impaired.

The partnership consists of the following members:

- 1 VARNA FREE UNIVERSITY, Bulgaria
- 2 EXPORTERS ASSOCIATION – SEVE, Greece
- 3 European Regional Framework for Cooperation, Greece
- 4 Odessa Municipal Institution 5T, Ukraine
- 5 International Centre for Social Research and Policy Analysis, Georgia
- 6 Samsun Metropolitan Municipality, Turkey

The project's specific objectives are:

- a) To promote the EU CE model
- b) To inform on waste prevention, reduction and management
- c) To establish BSB coordination for mutual coping with environmental challenges

Promote Circular Economy package

The 1st S.O. is to present the case for increasing the uptake of the circular economy globally and the EU's role in this regard. The foreseen project's CEWG are intended to feature as part of an emerging toolbox which would look at how to increase the dissemination, learning and adoption process of CE from BSB actors. Key actors like local government & business support organisations will be intensively informed and follow a learning process in order to play the role of the outputs multipliers

Common awareness-raising and joint actions to reduce waste

The 2nd SO focuses on waste management, reduction and prevention. The task is to examine how to make waste prevention and management under CE model more regional specific, and how to improve the implementation of waste policy on the ground. Increased awareness on environmental challenges and good waste management practices related to river and marine litter within BSV are crucial for the Programme; this will be achieved through a well-planned, organised, extensive dissemination campaign.

Coordination for environmental protection

The 3rd SO intends to establish a permanent coordination towards anticipating BSB environmental challenges. Action plans will be developed; Demonstration and pilot actions will be the lighthouses for obtaining the expected outcomes; moreover an EGTC is going to be established as to secure the future cooperation



3_ Communication Objectives

The overall goal of BSB-CIRCLECON is to promote territorial coordination of environmental protection and sustainable growth in the Black Sea Basin. The idea is to encourage as many actors as possible to embark on the transition to the circular economy, going beyond waste prevention and management to Waste as a Valuable Resource. BSB-CIRCLECON targets to promote: a) Circular Economy package, b) Common awareness-raising and joint actions to reduce waste c) Coordination of environmental protection and joint reduction of waste and marine litter in the Black Sea basin countries, in a lower – level, the “every day” people, supporting and facilitating Brussels and local governments’ activities towards CE Model.

The immediate project result is expected to be increased awareness on environmental challenges and good waste management practices within Black Sea Basin as a consequence of CE model; **more than 60.000 people are expected to be informed, some 1400 to follow informational events, up to 50 experts to be trained to CE models, 350 organisations and companies to intensively advised, 6 organisations to play the role of multipliers and some 10 organisations to be engaged in creating a EGTC in BSB for Circular Economy.**

The above are directly contribute to the Programme Result Indicator “R2.2 Level of awareness of environmental challenges and good waste management practices related to river and marine litter”

BSB-CIRCLECON is expected to offer opportunities to improve regional BSB economies making them more sustainable and competitive, preserve resources that are increasingly scarce and subject to mounting environmental pressure or volatile prices, and create innovative, more resource efficient ways to provide services or products to customers.

In long term, results of proposals dealing with CE adoption will contribute to

- o reduce soil, river and marine litter
- o better waste management
- o reduce landfills, and their associated pollution.
- o reduction in the total materials requirement
- o ecodesign, waste prevention and reuse could bring net savings to businesses
- o less greenhouse gas emissions

The main activities of COMMUNICATION GA will capture, integrate and distribute the knowledge and outcomes of the project among the partners and a broad range of stakeholders, decision/policy makers outside the partnership, throughout the project life cycle and after the end of the project. Instead of the “traditional” well known leaflet, brochures, books and publications, all activities are designed to be environmental friendly and to promote minimal resources use, leading to deliverables such as e-campaign (ERFC), e-brochures and leaflets (5T), social



media communication / 3 Social Media pages (5T), 5 Local events (All partners) followed by press conferences.

Also a series of communication actions will take place during the implementation of GA1 and GA2 as: 10 Press Conferences after CEWG workshops (All partners), 20 Press Conferences after Inform Key Actors Sessions workshops (All partners) and 8 Newsletters following the achievement of key-deliverables.

Strategy of the communication plan

The Communication Plan includes the actions to be taken as well as the tasks and responsibilities for the beneficiary, the WP2 leader and the rest of the partners, to achieve the communication objectives. The plan examines the communication and dissemination events needed to make the project most visible, and is basically composed of different actions with a variety of stakeholders.

The communication strategy foresees to elaborate and distribute communication elements: leaflets, presentations in relevant events, articles published in relevant journals or magazines, press releases, training materials or protocols. Electronic version will be disseminated, when it is possible.

Some objectives of the communication strategy have been identified as follows:

- To effectively communicate the project to the target groups.
- To communicate the project's goals, accomplishments and results.
- To assure the project's visibility in the collaboration's vicinity.
- Raising the public and the stakeholders' awareness about Circular Economy Principles, in order to cause a change within peoples' behaviour, perception and cooperation for a long term.
- To encourage the public by providing efficiency and improvement of recycling services.
- Influence the young generation and the target groups to act as a "change agents".

Replicability of actions

Virtually all project's outputs are applicable and replicable by other organisations, regions, countries and Programmes. The 5 studies (GA1) will be by default transferred to other organisations in each territory and to the respective ROPs regional managing authorities. The 10 CEWGs meetings (GA1) that this project first time introduce in a CBC project, are an already good practice of Circular Economy EU Board; replication and successful implementation to other CBC projects or frameworks and / or other sectors and areas of cooperation (transnational, interregional) is very easy. All outputs and methodologies will be shared online, so to facilitate the replication. The smartphone application (GA2) to communicate project lessons and results will be for free in Android and iOS platforms; all these applications are for free and are developed as open sources; to the extent that this will be a successful application it could be replicated and adopted "by a click". The educational Programme and material (GA2), the 1st online training for Circular Economy provided by a University in EU level, is certainly expected to be reproduced by other higher education institutions. Training methods and module material of 50 experts is the accelerator of local workshops with entrepreneurs, experts and staff. All sources, materials, Programme structure and deliverables will be open, uploaded to the website, free for use and re-use. The potential transferability is high as there is no need for specific resources and requirements



for transfer and implement similar learning modules. The final deliverable and output and result of the project will be a new legal structure, an EU inspired legal entity, a new EGTC. This successor of the BSB-CIRCLECON will be the springboard for capitalization of the lessons learnt and multiply the results. As EU will heavily invest in supporting Circular Economy Model by all means, institutionally, legally and financially, this organization will play the role of the CE model pioneer in the BSB, enduring the results of the project. At least 10 organisations from the 5 countries are expected to establish the EGTC, with plans for further expansion in the close future, comprising a seed-group that will transfer and capitalize BSB-CIRCLECON outcome.

Odessa 5T (PB4): Communication Coordinator

Communication GA will be coordinated by Odessa 5T which will appoint a Communication expert and will be in charge of overall planning, monitoring and coordination of project level communication and dissemination activities, providing guidance and keeping regular contact with partners' staff.

Odessa 5T's role is to spread the project messages as well as achieved results and outputs amongst the authorities, professionals and community.

4_ Communication General Principles

The partnership is committed as that

- all the venues for events of all partners will be accessible to persons with disabilities,
- all events' supplies will be from RECYCLED ONLY materials,
- the website of the project will ensure accessibility of information for the visually impaired,
- at least half of the personnel to be hired in the activities of the project will be women,
- All sources, materials, Programme structure and deliverables will be open, uploaded to the website, free for use and re-use. The potential transferability

Furthermore, instead of the “traditional” well known leaflet, brochures, books and publications, all activities are designed to be environmental friendly and to promote minimal resources use, leading to deliverables such as e-campaign (ERFC), e-brochures, e-leaflets (5T), and social media communication / 3 Social Media pages (5T),

Compliance with the Programme's Communication Requirement

Both the Lead Beneficiary and the Project Partners must display on their institutional websites the main project information (project logo, short description, contact details).

A project logo must be used in all the material and events created/organised by the project.

The logo must fulfill the specifications of the JOP BSB Communication and Visibility Manual

Disclaimers: Any notice or publication relating to the project made in any form and by any means, including Internet (e.g.: leaflet, brochure, publication, press release, document, and social media profiles), must state that it only reflects the author's view and that the Programme authorities are not liable for any use that may be made of the information contained therein.

The Communication and Visibility Manual, the Visual Identity Elements, the use of the European Union Flag, the title, the slogan and the logo of the project must follow the Programme's, Colours, Fonts, Backgrounds and Layouts



Black
Sea
Basin



Compulsory information

The logo of the European Union must appear on all the communication and promotional materials with the following text „Project funded by EUROPEAN UNION”.

The Programme's logo must appear on all communication and promotional materials.

The project's logo should appear on all communication and promotional materials.

The Programme's slogan “Common borders. Common solutions.” will be used on all communication materials in a very visible place.

On the back-cover page of any publication a technical box will be placed which will contain the following: -The title of the programme; -The editor of the material; -Date of publishing; -The text: Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine. -The disclaimer: „This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of and do not necessarily reflect the views of the European Union”.

5_ Key Messages

The key messages of all communication activities should reflect and enhance the priorities of

- a) Joint Operational Programme Black Sea Basin 2014-2020
- b) EU Circular Economy Priorities

More specifically, the communication messages should promote:

Turning waste into a resource

A circular economy is explained as an economy ‘where the value of products, materials and resources is maintained in the economy for as long as possible, and the generation of waste minimised’

The transition to a circular economy, where the value of products, materials and resources is maintained in the economy for as long as possible and the generation of waste minimised, are an essential to the EU's efforts to develop a sustainable, low carbon, resource efficient and competitive economy. Such transition is the opportunity to transform EU economy and generate new and sustainable competitive advantage for Europe.

The overall goal of BSB-CIRCLECON is to promote territorial coordination of environmental protection and sustainable growth in the Black Sea Basin. The idea is to encourage as many actors as possible to embark on the transition to the circular economy, going beyond waste prevention and management to Waste as a Valuable Resource.

BSB-CIRCLECON targets to promote:

- o Circular Economy package
- o Common awareness-raising and joint actions to reduce waste
- o Coordination of environmental protection and joint reduction of waste and marine litter in the Black Sea basin countries, in a lower – level, the “every day” people, supporting and facilitating Brussels and local governments’ activities towards CE.

The circular economy will boost the EU's competitiveness by protecting businesses against scarcity of resources and volatile prices, helping to create new business opportunities and innovative, more efficient ways of producing and consuming. It will create local jobs at all skills levels and opportunities for social integration and cohesion. At the same time, it will save energy and help avoid the irreversible damages caused by using up resources at a rate that exceeds the Earth's capacity to renew them in terms of climate and biodiversity, air, soil and water pollution.

Making the circular economy a reality will however require long-term involvement at all levels, from Member States, regions and cities, to businesses

and citizens. Member States are invited to play their full part in EU action, integrating and complementing it with national action.

6_ Specifications of Communication Activities

6_1 Activity A.C.1 Communication start-up activities

@Deliverable Number	@Deliverable Title	@Deliverable Description
@Deliverable D.C.1.1 08/2021	Communication plan	The Communication Plan will put together local and cross-border/ interregional elements of the project, where the activities and outputs will be jointly implemented in such a manner to maximize transfer of common tools and support local networks in a bottom-up approach. The Communication Plan will be implemented by Greek Exporters Association.
@Deliverable D.C.1.2 08/2021	Project visual identity/logo	Creation of the project's logo who will be the identity of the project for communication reasons. The project logo will be implemented by 5T.

Communication plan [PB2]

The aim of the plan is to ensure dissemination of the project results to all relevant stakeholders, wide diffusion of project tools, reports, results and outcomes as to facilitate replication and transfer of knowledge gathered during the implementation. The plan follows the guidelines of <https://blacksea-cbc.net/home/communication-materials/> provided by JMA. A specific section dealing with capitalisation activities will facilitate the broadcasting of project's knowledge and results promoting the re-use and transfer of this knowledge and these results.

Project visual identity/logo/templates [PB4]

The project logo will be developed by PB4 according to the guidelines of the "BSB Communication-and-Visibility-Manual" and the Annexes of this Plan.

6_2 Activity A.C.2 Public Event(s)

@Deliverable D.C.2.1 09/2021	Opening conference	A 1-day opening conference with the aim to raise awareness is planned. It shall be organised by VFU together with the kick-off (technical) meeting. 1 press article will be published during the event, as well as 1 press conference.
@Deliverable D.C.2.2 06/2023	Closing conference	The closing conference will be organised at the end of the project implementation period in Thessaloniki (SEVE). The aim of the final conference will be to promote the project achievements and to disseminate the results to a

		large audience. 1 press article will be published during the event, as well as 1 press conference.
@Deliverable D.C.2.3 12/2022	Local Events	5 local events to disseminate the deliverables of activities: Regional Studies, Workshops of CEWG, Workshops of Inform key Actions , Go Digital and Online platform

Two major public events are envisaged in the framework of GA 2 Communication: the opening and the closing conference. Participation in and organisation of local dissemination events is also foreseen in GA 6 Stakeholder Involvement.

Opening conference [LB]

A 1-day opening conference with the aim to raise awareness is planned in project month 4. It shall be organised by VFU together with the kick-off (technical) meeting.

The event aims at presenting the project in the starting phase, at stimulating public discussion on the Circular Economy Model and the global climate challenges.

Description: It concerns the holding of an open conference in Varna with the participation of 200 or more people. The selected location should address all COVID19 National rules and restrictions; should be in an easily *accessible for all* location and preferably with parking space. The service of participants at the conference includes catering all attendants. Specifically, during the event, a buffet will be held outside the conference hall, where coffee and beverages will be offered half an hour before the start of the event, while at the end of the event a light meal will be offered in the form of a buffet. The event should be followed by a press conference as well as a press article.

The event will be promoted through information on the internet, the website of the Lead Beneficiary and the organizer (if any), via the social media, e-mails to associations, NGOs, local and governmental authorities.

The LB has to collect signatures and information from the participants according to the template developed by PB4. Post-event surveys to all the participants should provide feedback on the organisation issues, relevance of the topics discussed and general interests of attendants.

The event will get its PR attention on the project's and Partner's web-sites and social networks. The use of video as a promotion tool is absolutely essential and able to communicate the project objectives in a smart, modern, cost-efficient and entertaining manner via social media.

Furthermore,

- The venue must be accessible to persons with disabilities,
- all events' supplies will be from RECYCLED ONLY materials,



- All attendants should be made aware that the European Union is financing the event.

Closing conference [PB2]

The closing conference will be organised at the end of the project implementation period in Thessaloniki (SEVE). The aim of the final conference will be to promote the project achievements and to disseminate the results to a large audience. Expected Attendants: 200. The event should be followed by a press conference as well as a press article.

It will be a high-level international event focused on summarize the project outcomes in front of a wide international audience: Public Administration, Regional and Local Authorities, Associations of Professionals, NGOs, Universities, Businesses and the General Public

The event will be promoted through information on the internet, the website of the Lead Beneficiary and the organizer (if any), via the social media, e-mails to associations, NGOs, local and governmental authorities.

PB2 has to collect signatures and information from the participants according to the template developed by PB4. Post-event surveys to all the participants should provide feedback on the organisation issues, relevance of the topics discussed and general interests of attendants.

The partners will contribute by providing the experts and by involving the largest possible audience.

The event will get its PR attention on the project's and Partner's web-sites and social networks. The use of video as a promotion tool is absolutely essential and able to communicate the project objectives in a smart, modern, cost-efficient and entertaining manner via social media. Moreover, live web streaming should be used as to multiply the audience.

Furthermore,

- The venue must be accessible to persons with disabilities,
- all events' supplies will be from RECYCLED ONLY materials,
- All attendants should be made aware that the European Union is financing the event.

Local Events [LB, PB2, PB4, PB5, PB6]

Five (5) local public events will take place, one (1) in each country, carried out by all partners with an exception of ERFC. These events are scheduled for the last quarter of 2022 aiming to disseminate the results achieved by the project so far. Specifically as deliverables of Regional Studies, Workshops of CEGW and Inform Key actors, Go Digital and Online Platform should be concluded, they will presented to the public. Target audience: 200 persons per event



The aim of this action is to contact directly with the local stakeholders and population, as to involve them in the project and promote their participation on the “waste as resource” concept.

Description:

The events will be promoted through information on the internet, the website of the Lead Beneficiary and the organizer (if any), via the social media, e-mails to associations, NGOs, local and governmental authorities.

Invitation of regional and national level politicians, as well as journalists which covered issues such as social-economics, environment and green subjects should foresee. Special efforts will be made to invite environmental authorities in order to position and market the project on high level of awareness and cooperation.

Each partner will choose the best option for successful event. The best option will build awareness of the project by implementing those three events, because of its ability to enlarge the cycles within step by step strategy: "Top down" and "bottom up".

Possible Content of the awareness event:

- Local politics sessions.
- Local event with schools/universities.
- Local awareness day/week/ Local Festival with the leading of "green people" in the community.

Objectives:

- Create and maintain awareness.
- Build interest and anticipation.
- Provide practical information.
- Address peoples' barriers.
- Create behavioural change.
- Keep people engaged and participating over time.

The Partner in charge of organizing the event has to collect signatures and information from the participants according to the template developed by PB4. Post-event surveys to all the participants should provide feedback on the organisation issues, relevance of the topics discussed and general interests of attendants.

Each event will get its PR attention on the project's and Partner's web-sites and social networks. The use of video as a promotion tool is absolutely essential and able to communicate the project objectives in a smart, modern, cost-efficient and entertaining manner via social media. Moreover, live web streaming should be used as to multiply the audience.

Furthermore,

- The venue must be accessible to persons with disabilities,
- all events' supplies will be from RECYCLED ONLY materials,
- All attendants should be made aware that the European Union is financing the event.

6_3 Activity A.C.3 Promotional material [PB5]

@Deliverable D.C.3.1 03/2022	Conference/workshops / meetings / promotional stuff	Conference/workshop folders (pen, notebook, folder etc) shall be produced by all partners in 1500 sets and shall be distributed on the occasion of project related events, workgroups, seminars and meetings ONLY RECYCLED materials will be used
@Deliverable D.C.3.2 09/2021	Roll-ups	6 roll-ups will be produced to be displayed on the occasion of various project events and at project locations.

Promotional material will be produced for the events, the workshops, the partners meetings and the 10 work events with CEWGs and the seminars. Conference/workshop folders (pen, notebook, folder etc) shall be produced by all partners in 1500 sets and shall be distributed on the occasion of project-related events, workgroups, seminars and meetings, ONLY BY RECYCLED MATERIALS. Six (6) roll-ups will be displayed on the occasion of various project events and at project locations.

The promotional items produced must be clearly identified with the programme logo, the project logo and the European Union logo carrying the words Programme/ Project funded by EUROPEAN UNION, followed by the key message or key phrase

The promotional material includes:

- E-Leaflets and e-Brochures
- 12 Press releases (All partners)
- 26 Press conferences (All partners)
- 8 Newsletters (VFU, SEVE, 5T) following each fulfillment of key deliverables
- Posters, (All partners)

e-Leaflets & e-Brochures

Leaflets can provide basic factual information and the contact details: contact name, address, phone, email and website, address where further information can be found. The colours used in the leaflets will be identical with those from the logo; their disposal can vary. Both style and contents must comply with the Annexes' "Template.pdf". Brochure can go into greater detail, highlighting the context, including interviews with stakeholders, beneficiaries and so on.

Twelve (12) Press releases (All partners)

The press release should mention that the funding was provided by the European Union. The press releases will have the format of Var. II as per the Annex "Templates PDF". The release date of the information should be mentioned at the top. A newsworthy press release should contain: a heading, a strong leading paragraph summarising the essential facts, the main body of the story, quotes, some background information, and contact details for further information.

Twenty six (26) Press conferences (All partners)

The press releases are a a brief summary of a news item, that can be of interest to



journalists. Press releases will be included in a project newsletter updated every three months, which will be published on the project website and sent to a project mailing list provided with the contribution of all the partners.

Eight (8) thematic Newsletters (ALL PARTNERS) following each fulfillment of key deliverables

A regular newsletter is a key tool to inform relevant target audiences about the evolution of a programme or project funded by the European Union. Newsletters require distribution capacity through appropriate mailing lists, and can also be mailed in electronic form through an e-mail distribution list and/or be published on a website. Templates for newsletters can vary according to the subjects covered, but the cover page must clearly identify the project as being part of an European Union funded programme and/or project.

Newsletters should be issued upon successful completion of the following activities:

1. CEWG Workshops
2. Inform Key Actors Sessions
3. Regional WM Studies
4. Establishment of the multilingual online education module
5. Toolkit for policymakers
6. Smartphones' Application
7. ISO14000
8. EGTC Establishment

Twelve 12 Posters & Roll-ups, (All partners)

The posters have to respect the format of Var. II. as per the Annex “Templates PDF”. They shall be used on the occasion of project related events, workgroups, seminars and meetings. Both style and contents must comply with the Annexes’ “Template.pdf”.

6_4 Activity A.C.4 Digital activities

@Deliverable D.C.4.1 06/2023	Project website	Essential information (workshops, conference presentations, a brief presentation of the project including its objectives, partners, estimated output and results, activities and events) will be found (available also for download) on the project website
@Deliverable D.C.4.2 06/2023	3 Social Media pages created and continuously updated	Facebook Instagram and Twitter accounts/pages created and continuously updated
@Deliverable D.C.4.3 06/2022	Local events and E-newsletters	They will include news provided from the partners, information regarding project progress, deliverables and outcomes, information on project events etc.

<p>@Deliverable D.C.4.4 06/2023</p>	<p>e-CAMPAIGN</p>	<p>E-campaign is selected as it is quick, cheap and effective way of contacting, informing and mobilizing large numbers of people in contexts where electronic tools are easily accessible and widely used. It will involve both passive tools and active tools. Users will receive information via e-mail and social networks; Campaign supporters and anyone who finds a message appealing can relay it throughout their social networks generating a cascade of communication.</p>
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The communication activities also include the creation of digital tools that are essential to the implementation and the dissemination of the project's goals and objectives. - Website (PB5) Essential information (workshops, conference presentations, a brief presentation of the project including its objectives, partners, estimated output and results, activities, events will be found (available also for download) on the project website. - E-campaign (ERFC), Is an efficient group email and email marketing tool to communicate with the stakeholders. - Social media communication / 3 Social Media pages (5T), Facebook Instagram and Twitter accounts/pages created and continuously updated - Web-events & E-newsletters (All partners) Elaborated and published by GA Coordinator, in English. They will also be translated into partners' national languages.

Project website [PB5 and LB]

The aim of this action is to design, manage and update the project's website and ensure its visibility, as main source of information concerning the Project's development.

Description:

The website should include essential information (workshops, conference presentations, a brief presentation of the project including its objectives, partners, estimated output and results, activities and events) available also for download.

The website of the project must ensure accessibility of information for the visually impaired (use of large characters).

All deliverables shall be uploaded in English and in partners' languages, if available. The uploads must be translated automatically in English, Greek, Bulgarian, Ukrainian, Georgian and Turkish, no matter what the original language of the content uploaded.

The updates will include news, pictures, videos, published media items, special events, and activities' schedules. The partners will send to PB5 relevant material for the web-site and will be active in its maintenance, in order to create traffic and increase the number of people which find the website interesting.

Each partner will link the website into its' own website and spread it to all its stakeholders/ relevant organizations/ professionals etc.



PB5 must keep the web-site updated, continuously adding deliverables and information while the LB is responsible for the maintenance, add-ons and connecting the site with the e-learning platform.

The European Union and Programme logos should appear in a prominent place, must be clearly referred to European Union support and linked to the Programme's website. A "last update" mention must appear at the bottom of each page.

Pictures are advisable so as to show the current state of the project but their size and definition must be carefully studied not to overload the page.. The following disclaimer will be published on the projects website/platforms: „This website/platform was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of and do not necessarily reflect the views of the European Union”.

Specific invitations to events to be sent to minorities in the relevant eligible regions. All communication and publicity actions and measures shall be undertaken according to the rules set out in the 2014-2020 JOP BSB Communication and Visibility Manual

Three (3) Social Media pages created and continuously updated [PB4]

Facebook Instagram and Twitter accounts/pages should be created and continuously updated. The European Union logo together with the logo and the slogan of the programme should appear in a visible place and must clearly identify the project as funded by the European Union. The profile description must clearly refer to European Union support. The following disclaimer will be added: „This page/account was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of and do not necessarily reflect the views of the European Union”.

Digitally Spread of Local Events [LB, PB2, PB4, PB5, PB6]

Five (5) local public events will take place, one (1) in each country, carried out by all partners with an exception of ERFC. Each event will get its PR attention on the project's and Partner's web-sites and social networks. The use of video as a promotion tool is absolutely essential and able to communicate the project objectives in a smart, modern, cost-efficient and entertaining manner via social media. Moreover, live web streaming should be used as to multiply the audience. Finally, **a press conference is scheduled for each event.**

e-Campaign [PB3 and PB4]

E-campaign is selected as it is quick, cheap and effective way of contacting, informing and mobilizing large numbers of people in contexts where electronic tools are easily accessible and widely used. It will involve both passive tools and active tools. Users will receive information via e-mail and social networks; Campaign supporters and anyone who finds a message appealing can relay it throughout their social networks generating a cascade of communication.



The scope is the intense promotion of the Circular Economy potential in the BSB area: Use of Google Ads, You Tube Channel, Vimeo, Twitter and Facebook.

Target: at least 60.000 people to be informed on the deliverables of the project;
Languages Pack that will be supported:

PB3: English, Greek, Bulgarian,

PB5: Ukrainian, Georgian, Turkish

PB3 and PB5 have to jointly and mutually coordinate the campaign, both in terms of timetables and in terms of use of media and density of promotion. The partners involved will use as a source of information the developed material at that time concerning two axes:

- a) The diffusion of Circular Economy Model as to promote the EU Circular Economy package (1st Specific Objective)
- b) The spread of the BSB1021 deliverables as to promote the common awareness-raising and joint actions to reduce waste (2nd Specific Objective)

The internet banner can be dynamic, using successive elements of the European Union logo, Programme's visual identity (logo, slogan) and the Project's logo.

The use of the social networks is expected to offer:

- the ability to create links with a very large number of people, as the internet attracts many people from all over the world
- the possibility of creating links with people who may be far away, as the internet eliminates distances
- the ability to create a wide variety of social ties
- the choice between a large number of social groups and the search for a group that will best express the users
- the ability to search and find content (photos, videos, etc.) to which users can not otherwise access
- immediate updating of everything that happens in the project and in the area, as the news is disseminated among Internet users very quickly

The deliverables of the e-Campaign must provide evident and measurable results based on the appearances of each upload in each media used.



7_ Target Groups

The target groups of the project activities are:

Target group	Description	Target value
local public authority	8 from Bulgaria, 5 from Greece, 1 from Ukraine, 2 from Georgia and 1 from Turkey will participate in one ECWG workshop and in one Inform Key Actors workshop, can provide training to their staff within the online educational platform, will have the chance to participate in the establishment of the EGTC legal entity, are expected to adopt the use of the toolkit and the phones' application	17.00
regional public authority	1 regional public authority from each country will participate 1 participate in one ECWG workshop and in one Inform Key Actors workshop, can provide training to their staff within the online educational platform, will have the chance to participate in the establishment of the EGTC legal entity, are expected to adopt the use of the toolkit and the phones' application	5.00
sectoral agency	1 sectoral agency from each country will participate 1 participate in one ECWG workshop and in one Inform Key Actors workshop, are expected to adopt the use of the toolkit and the phones' application	1.00
Public service provider	5 from Bulgaria, 5 from Greece, 1 from Ukraine, 2 from Georgia and 1 from Turkey will participate in one ECWG workshop and in one Inform Key Actors workshop, can provide training to their staff within the online educational platform, are expected to adopt the use of the toolkit and the phones' application	14.00
interest groups including NGOs	2 from Bulgaria, 2 from Greece, 5 from Ukraine, 2 from Georgia and 2 from Turkey will participate in one ECWG workshop and in one Inform Key Actors workshop, can provide training to their staff within the online educational platform, are expected to adopt the use of the toolkit and the phones' application	13.00
higher education and research	2 from Bulgaria, 3 from Greece, 4 from Ukraine, 1 from Georgia and 1 from Turkey will participate in one ECWG workshop and in one Inform Key Actors workshop, can provide training to their staff within the online educational platform, are expected to adopt the use of the toolkit and the phones' application and exchange practices with VFU	11.00
SME	More than 350 SMEs are expected to participate in the INFORM KEY ACTORS workgroups	350.00

Communication Target

In order to achieve the planned results to the above groups, the communication of the project will be targeted accordingly as follows:



Common borders. Common solutions.



Project Objectives	Description	Target group	Activities
Promote Circular Economy package	The 1st S.O. is to present the case for increasing the uptake of the circular economy globally and the EU's role in this regard. The foreseen project's CEWG are intended to feature as part of an emerging toolbox which would look at how to increase the dissemination, learning and adoption process of CE from BSB actors. Key actors like local government & business support organisations will be intensively informed and follow a learning process in order to play the role of the outputs multipliers	Local public authorities Regional public authorities Interest groups including NGOs General Public	Communication plan [PB2] Project visual identity/ logo [PB4] Opening conference [LB] Local Events [LB, PB2, PB4, PB5, PB6] Promotional material [PB5] Project website [PB5 and LB] 3 Social Media pages created and continuously updated [PB4]
Common awareness-raising and joint actions to reduce waste	The 2nd SO focuses on waste management, reduction and prevention. The task is to examine how to make waste prevention and management under CE model more regional specific, and how to improve the implementation of waste policy on the ground. Increased awareness on environmental challenges and good waste management practices related to river and marine litter within BSV are crucial for the Programme; this will be achieved	Local public authorities Regional public authorities Public service providers Higher education and research	12 Press releases (All partners) 26 Press conferences (All partners) Digitally Spread of Local Events [LB, PB2, PB4, PB5, PB6] e-Campaign [PB3 and PB4]



	through a well-planned, organised, extensive dissemination campaign		
Coordination for environmental protection	The 3rd SO intends to establish a permanent coordination towards anticipating BSB environmental challenges. Action plans will be developed; Demonstration and pilot actions will be the lighthouses for obtaining the expected outcomes; moreover an EGTC is going to be established as to secure the future cooperation	<p>Primary target audience: SMEs and Public Authorities</p> <p>Secondary target audience: Policy makers in national / regional / local level such as journalists, politicians, political parties and environmental protection organizations / groups;</p>	Closing conference [PB2] 8 Newsletters (All partners)



8_ Budget

VFU	14.800,00 €	
Opening Conference Host	6.000,00 €	Hosting Services including Hall rent, Catering, Transfer Services, and Travel and Accommodation of 2 key experts from EU DG ENV & EU DG NEAR
Local Public Event	800,00 €	Hosting and Catering Expenses (200 attendants)
Website	8.000,00 €	External Expert covering developments, updates and maintenance of the website for the whole period of the project, including the connection of the site with the e-learning platform

SEVE	16.900,00 €	
Closing Conference Hosting	7.500,00 €	Hosting Services including Hall rent, Catering, Transfer Services and Travel - Accommodation of 4 key experts from EU DG ENV, REGIO, AGRI, NEAR (200 attendants)
Communication Plan	8.000,00 €	External Expert to develop the communication plan for the whole partnership
Local Public Event	1.400,00 €	Hosting and Catering Expenses (200 attendants)

ERFC	25.000,00 €	
E-Campaign	25.000,00 €	The total amount will be outsourced to Social Media. The scope is the intense promotion of the Circular Economy potential in the BSB area: Use of Google Ads, You Tube Channel, Vimeo, Twitter and Facebook. The budget estimation is based on offers collected from Social Media Providers. Target: at least 50.000 people to be informed on the deliverables of the project; Languages Pack that will be supported: English, Greek, Bulgarian.

Odessa 5T	42.080,00 €	
Communication Expert	15.400,00 €	Communication external expertise and services 15.400€: Communication GA will be coordinated by Odessa 5T who will appoint a Communication expert and will be in charge of overall (for the whole partnership) planning, monitoring and coordination of project level communication and dissemination activities, providing guidance and keeping regular contact with partners' staff. He/She - will develop the Communication Plan



		<ul style="list-style-type: none"> - create the Project visual identity/logo - design and draft the contents of the e-Promotional material: e-brochures and e-leaflets - will be responsible for the content, continuous update and operation of the Social Media communication
Communication Pack	25.000,00 €	The total amount will be outsourced to Social Media. The scope is the intense promotion of the Circular Economy potential in the BSB area: Use of Google Ads, You Tube Channel, Vimeo, Twitter and Facebook. The budget estimation is based on offers collected from Social Media Providers. Target: at least 50.000 people to be informed on the deliverables of the project; Languages Pack that will be supported: Ukrainian, Georgian, Turkish
Local Public Event	1.680,00 €	Hosting and Catering Expenses (200 attendants)

ICSRPA	29.200,00 €	
Promo Material for Workshops, Events & e-Campaign	28.000,00 €	<p>PB5 will be responsible for the development and hosting of the website of the project as well as the translation of the setup content.</p> <p>PB5 will also procure all conferences & workshops material, such as folders, pens, notebooks, etc; total quantity: at least 1500 sets which will be distributed to all partners on the occasion of project-related events, workgroups, seminars and meetings ONLY RECYCLED materials will be used.</p> <p>Moreover, 6 roll-ups will be produced on the occasion of various project events and at project locations.</p> <p>Estimated Costs:</p> <ul style="list-style-type: none"> - Website development: 2.000€ - Website layout translation in 5 languages: 5.000€ - Website Hosting: 2000€ - Promo Material 1500 sets X 12 euros per set = 18.000€ - 6 roll-ups: 1.000€
Local Public Event	1.200,00 €	Hosting and Catering Expenses (200 attendants)

SAMSUN	1.600,00 €	
Local Public Event	1.600,00 €	Hosting and Catering Expenses (200 attendants)

10_ Indicators

Results

The Programme result that BSB1021 is addressed to is the result indicator “R 2.2 Level of awareness of environmental challenges and good waste management practices related to river and marine litter”

The immediate project result is increased awareness on environmental challenges and good waste management practices within Black Sea Basin as a consequence of CE model; more than 60.000 people are expected to be informed, some 1400 to follow informational events, up to 50 experts to be trained to CE models, 350 organisations and companies to intensively advised, 6 organisations to play the role of multipliers and some 10 organisations to be engaged in creating a EGTC in BSB for Circular Economy. The above are directly contribute to the Programme Result Indicator “R2.2 Level of awareness of environmental challenges and good waste management practices related to river and marine litter”.

Outputs

The project output indicator targets that BSB1021 will reach are:

- 2.2.2 Number of organisations Using programme support to develop or improve waste management tools or small scale facilities along river banks and sea shores: 356
- 2.2.1 Number of persons actively participating in environmental actions and awareness raising activities (COI17): 1450

Of which: 1.400 attendants to public events

Deliverables of the Communication

- Communication plan [PB2]
- Project visual identity/logo/templates [PB4]
- Opening conference [LB]
- Closing conference [PB2]
- Local Events [LB, PB2, PB4, PB5, PB6]
- Promotional material [PB5]
- 12 Press releases (All partners)
- 26 Press conferences (All partners)
- 8 Newsletters (All partners)
- 12 Posters & Roll-ups, (All partners)
- Project website [PB5 and LB]
- 3 Social Media pages created and continuously updated [PB4]
- Digitally Spread of Local Events [LB, PB2, PB4, PB5, PB6]
- e-Campaign [PB3 and PB4]

11_ Monitoring and Feedback

Changes of the Communication Plan

When developing the Communication Plan, it was noted that it should be a flexible and dynamic document. If unforeseen circumstances arise, it can be amended and the communication activities can be organized in a different way in order to reach the aims. **Especially, the COVID19 pandemic constitutes a potential risk for the schedule and a reason for amendments.**

The content of the Communication Plan may be amended by the Common Management Unit of the project partners after a proposition by any of the partners. The amendment should be verified by the Steering Committee.

All amendments should be notified to the Joint Secretariat of the Programme, respecting the procedures of the Notifications or Addendums.

Monitoring and assessment

The Communication plan is subject to assessment. The Steering Committee will analyze the results of each separate communication activity. This will make it possible for the team to target its efforts to activities that prove to be effective and help reach the aims of the Communication plan.

The assessment needs to:

- Monitor the communication;
- Reflect the needs of the auditory;
- Assess if the information has been received and understood by the target group;
- To allow the possibility to impact the expectations

The Steering Committee will intervene in the implementation of the communication package to any partner that will deviate from the timetable, the quality, the quantity or the expected results in any activity, following a written suggestion of the Overall Project Manager.



Annexes*

Annex 1: Communication & Visibility Manual

Annex 2: Logos

Annex 3: Templates pdf

Annex 4: Templates cdr

** According to the material provided by the Joint Operational Programme Black Sea Basin 2014-2020*



European Neighbourhood Instrument Cross-Border Cooperation	
Joint Operational Programme Black Sea Basin 2014-2020	
Programme priority	2. Promote coordination of environmental protection and joint reduction of marine litter in the Black Sea Basin
Project title:	Knowing Circular Economy in Black Sea Basin
eMS Code:	BSB-1021
Grant contract no	31113/11.03.2021
Partner	PB2 Greek Exporters Association
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