

Interreg - IPA CBC

Greece - Albania

CBTB



Deliverable 2.1.1

Project Communication Plan

In the framework of the project “Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy” with acronym “CBTB”

INTERREG IPA II CROSS-BORDER COOPERATION PROGRAMME GREECE - ALBANIA 2014-2020



The Project is co-funded by the European Union and by National Funds of Greece & Albania



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CBTB



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Contents

1. Introduction	4
2. Information and Publicity Strategy	8
3. Communication Tools	10
3.1. Internal Communication Tools	10
3.2 External Communication Tools	12
3.2.1 Website	13
3.2.2 Info-days	14
3.2.3 International Closing Conference	14
3.2.4 Annual Gastronomy Festival	15
3.2.5 Profiles in Social Media	15
3.2.6 Promotion Material	15
3.2.7 Mobile Application	16
4. Measurement of efficiency indicators	17
5. Project Templates	18
6. Analysis of human and financial resource requirements	19
6.1 Human resource requirements	19
6.2 Financial resource requirements	20
6.3 Staff Cost & External Expertise and Services per partner	21
6.3.1 Lead Beneficiary – Chamber of Grevena	21
6.3.2 PB2 - Chamber of Corfu	22
6.3.3 PB3 – Chamber of Commerce and Industry of Vlora	24
6.3.4 PB4 – National Coastal Agency (Gjirokaster)	25
6.3.5 PB5 - ECO-Partners for Sustainable Development	26
ANNEX	28

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1. Introduction

The Interreg IPA II cross-border cooperation programme Greece - Albania 2014-2020 is the outcome of a programming process guided by the “Joint Programming Committee” established for the preparation of the Interreg IPA II cross-border cooperation programme. The overall strategy of Interreg IPA II cross-border cooperation programme Greece - Albania 2014-2020 is to find the balance between sustainable regional development and enhancement of cross-border cooperation among local population & regional institutions, in accordance with EU & national policies, in order to address common challenges through joint interventions.

Budget

The total budget allocated to the Programme (according to the 2nd Modification) is €54.076.734,00, out of which €45.965.222,00 (85%) is Union Support and the €8.111.512,00 (15%) the National Counterpart.

The overall strategy of the Interreg IPA CBC Programme “Greece – Albania 2014 – 2020” is to find the balance between sustainable regional development and enhancement of cross-border cooperation among local population and regional institutions, in accordance with EU and national policies, in order to address common challenges through joint interventions.

The Programme Area

The eligible cross-border area spreads from the Ionian Sea to the Prespa Lakes. Especially, the eligible area of the Programme consists of the Regional Units of Grevena, Kastoria, Florina, Arta, Thesprotia, Ioannina, Preveza, Zakynthos, Corfu, Kefallonia and Lefkada in Greece and the Regions of Vlorë, Gjirokastër, Korçë and Berat in Albania.

The Interreg IPA II cross-border cooperation programme “Greece-Albania 2014 – 2020” cross-border eligible area is implemented within the area described on the map below:

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The eligible cross-border area covers 28,526 km² (17,445 km² for Greece cross-border area and 11,081 km² for Albania cross-border area) with a total population of 1,339,804 inhabitants (729,687 inhabitants for Greece cross-border area and 610,117 inhabitants for Albania cross-border area) (census data of 2011). The Project Beneficiaries are all national authorities with operations across the two countries. However, all deliverables will concern the eligible area of the programme.

This Communication Plan has been drafted to understand the needs of the project “Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for

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the preservation and promotion of common traditional gastronomy” with acronym “CBTB” and based on these, to list all the actions which are proposed.

Information about the project’s background

The Chambers of Grevena and Corfu have been involved in the last years in projects aiming to enhance sustainable development mainly in the general field of entrepreneurship and tourism. In this effort, they have identified the need for the development of tourism, not only at entrepreneurial level, but also in terms of the preservation of local products and traditions. Based on the fact that there is a recent trend in the cross-border area to preserve and promote local cultural heritage, the two chambers responded to the challenge of combining this trend with the wider efforts for sustainable tourism development, through mapping and promotion of traditional gastronomy. Furthermore, stakeholders in the tourism industry have already acknowledge the fact that tourists are becoming more sophisticated and they seek a holistic experience including discovering cultural and gastronomical secrets instead of the conventional sea and sun pattern. Thus the need for upgrading tourism product towards that direction is common in both sides of the borders.

The implementation of the project activities and the achievement of the project’s results is a common aim for the partnership as a whole. The activities will be implemented with the participation of all beneficiaries, not only to cover a larger geographical scope, but also to gain a wider scope for the collection of the data required for the development of the envisaged pilot smart-phone application.

Sustainable tourism development is a major issue as part of most European, regional and national policies of Greece and Albania. In the framework of “Europe 2020 Strategy” tourism development is characterized as key sector for all cross-border productive systems. Despite the applied measures, the cross-border area lacks a

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holistic management and promotion plan for the development of mild tourist products, hence the main tourist product remains the “sea-sun” concept. The CBTB project aims, thus, to provide a holistic management and promotion toolkit for the attraction of quality tourism in the area and the support of local economy.

The CBTB project focuses on the local traditional gastronomy, as a significant element of the cultural heritage, common in the c/b area. Breakfast will be the focal point of the project for numerous reasons:

1. Hotels are the cornerstone of the tourism sector and breakfast is a meal that almost all hotels provide. In addition, other tourism enterprises (restaurants, coffee – bars) occasionally serve breakfast, hence they could also apply the brand.
2. Breakfast gives travelers the first taste of the gastronomic culture of each place or area.
3. Breakfast was also chosen because it capitalizes an initiative of the Greek Tourism Organization (“Greek Breakfast”), which – in the case of CBTB project – will be applied in the cross-border area as a unified area and will be enriched with products from both countries.

The novelty of the project lies in the exploitation of branding procedures and mobile marketing tools (applications), towards the development of a cross-border gastronomic tradition that will be actually applied in tourism enterprises of the cross-border area. A new brand that will supply an already existing (and widely promoted) brand (“Greek Breakfast”) will be a strong asset for the whole cross-border area, as the products will be jointly selected and the brand will be designed in a way that will approach the area as one destination and will be not differentiated in country level.

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Additionally, the connection of tourism enterprises with local producers of traditional goods will boost the local economy and reduce the unemployment.

The main target groups of the project are the hotels in the cross-border area on one hand, and the potential tourists on the other. Along with them, the local authorities of the cross-border area (regional authorities, municipalities), the enterprises belonging to the wider tourism sector (restaurants, bars, tourism agencies) will benefit directly and indirectly from the project, as they will have additional tools for the promotion of the area. Furthermore, producers of local products will benefit through the raise of demand for local/ traditional products. Finally, the citizens of the area will benefit, since the holistic development of tourism in the area will provide better prospects in terms of economic development, employment and quality of life.

2. Information and Publicity Strategy

Purpose of the Communication Strategy

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

Communication Objectives

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

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The present detailed communication plan is drawing in order to fully comply with the program's communication strategy, focusing on a comprehensive, multilateral and horizontal approach designed to ensure high visibility of the project, thereby enhancing consensus in its policies of European Union.

Effective communication is one of the most important factors contributing to the success of a project. The Communication Plan includes an analysis of the activities concerning mainly the actions/ deliverables of Communication and Dissemination (WP2) plus all the information elements regarding the project as a whole.

It indicates the exact material to be produced and the respective standards for their production and the application of the rules of the Programme on information and publicity. The project team must provide timely and accurate information to all stakeholders. Members of the project team prepare information in a variety of ways to meet the needs of project stakeholders. Team members also receive feedback from these stakeholders.

Basic Stages of Communication

There are three basic stages of communication:

- ✓ General Information about the plan and its activities
- ✓ Dissemination of information to target groups through design and implementation of integrated environmental education programs
- ✓ Dissemination of the project's results and benefits

The information and publicity measures, through which the project's results will be promoted, will be the website of the project, the social media, the info-days, the production of communication material, the international closing conference and the annual gastronomy festivals and the promotion material such as pens, notepads, cotton bags and key holders.

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Target Groups

The Teams - Objectives expected to benefit from the implementation of the CBTB project are:

- Entrepreneurs of the tourism industry
- Workers in the tourism industry
- Professionals associated with supporting tourism activities of interest
- Entrepreneurs and workers in the manufacturing (including food and beverage industries) who are active in relation to the tourist product
- Social Partners and Social Entrepreneurs in Tourism
- Tourists visiting the intervention area

3. Communication Tools

3.1. Internal Communication Tools

The internal communication is necessary in order to reach the goals set by the project. In order to be effective, the communication between all project partners has to work well at all levels which are identified as follows:

- The first level is the day to day communication, which will be the basic way of communication.
- The second level will be partner meetings and similar events to discuss more complex topics. Each partner will appoint responsible persons for project management, communication and financing issues who will be in direct contact with the lead partner for any prompt reply and involvement in problem financial issues. There are several tools used in the internal communication between CBTB partners, as described below:

Consortium internal contact list:

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This contact list will contain contact details (name, organization and e-mail address, telephone and fax numbers) of all persons involved in the CBTB project. The list will be provided to all project partners and will facilitate internal communication and the flow of information within the consortium. The contact list will facilitate the day to day communication. As persons involved in the project may change during the project period, consortium internal contact list will be periodically updated.

Steering Committee mailing list:

In order to facilitate Steering Committee's internal communication, there will be a mailing list containing contact details (name, organization, position and e-mail address) of all Steering Committee members. This mailing list will be sent to all Steering Committee members.

Project Meetings:

At the beginning of the project, a kick-off meeting was organized in Grevena, Greece on 11/2/2019. During the kick-off meeting, all project partners presented themselves, made an overview of the project, the management procedures and the first steps for the implementation of the project. For meaningful and good communication between project partners, better coordination and in order to arrange all activities for the upcoming period, four more meetings are planned within the project duration. These are:

- 2 Project Meetings in Grevena, organized by the Chamber of Grevena (LB)
- 1 Project Meeting in Corfu, organized by the Chamber of Corfu (PB2)
- 1 Project Meeting in Vlora, organized by the Chamber of Commerce and Industry of Vlora Region (PB3)

The meetings will be set to discuss the results, which have been reached during the previous reporting period, as well as for planning the tasks and responsibilities for the next period. Before each meeting, an agenda will be prepared. Additionally, minutes

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will be taken from each meeting to report the outline of discussions and the decisions taken. Both agenda and minutes will be sent to all partners and the JTS. All information about upcoming and already organized meetings will be uploaded on project's website.

Problems solution

In case a problem occurs in the communication between two or more PPs, in case of a dispute or in cases when troubles might harm the successful implementation of the project, the lead partner will be contacted. The lead partner will either try to provide a solution, or will contact a JTS representative for help.

3.2 External Communication Tools

There are several tools used in external communication with project Stakeholders, key actors and general public

The project envisages the development of the four mandatory Information and Publicity outputs; the present communication plan, the project website, enriched with a database on the actors, entrepreneurs, producers participating in the project directly and indirectly and a web-tool for the support of the "trade-bridging" between involved sectors, a publication with information on the project (leaflet) and a final event, the International Closing Conference. In addition, the project includes extensive promotional material stationery for the project communication and the distribution in events, for example innovative and useful memoranda, social media profiles and press releases. Finally, the actions for the promotion of the brand and the mobile application, may not be included in Communication and Dissemination (WP2), but will be indeed included in the communication plan. The project also includes:

- 2 annual gastronomy festivals for the joint promotion of the project and its outputs, brand and mobile application, with a focus on cross-border gastronomy and local products,

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- 4 Local info-days for the promotion of the project idea and objectives to the wider public, in order to attract participants for the application, festival and workshops,
- 1 B2B event for the facilitation of the cooperation between the local producers and the tourism enterprises applying for CBTB.

In addition to the activities envisaged by the project, all beneficiaries will incorporate a tab or an "area" in their own websites devoted to the project. All events, activities and results reached will be promoted also through every beneficiary's means and tools. The Chamber of Grevena (LB) will prepare and provide press releases and each beneficiary will have to forward them respectively. A focus will be given for the promotion of the entrepreneurial events and activities that are the core project activities, in order to attract more participants and to further disseminate the concept supported by the project: the promotion of the CBTB brand and products of the cross-border area mainly through the development of a targeted smart-phone application.

3.2.1 Website

The site is the first source of information on the project. The design and operation of the project's website is obligatory according to the Programme rules. Thus, the development of a structured website is an essential part of a Project. The name of the website should be short and easy to remember. The web site that will be designed will incorporate into a single, accessible and environmentally friendly information about the project and the results of it. The site will be in English because it is the official language of the project and then, according to the project's Information and Publicity Project Partners Guide, this is the most appropriate choice. At the same time, the website will also be available in the language of the partners. The development of the website will be elaborated by the Chamber of Grevena (LB) with input by all the Project Beneficiaries.

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The project website will be developed in accordance with the Web Content Accessibility Guidelines (WCAG 2.0) Web Content Accessibility Guidelines. The WCAG defines the parameters so that a website is marked as being friendly to people with disabilities. The existence of such a website facilitates access to people with disabilities, who can navigate the project website in an easy way. It will be designed from scratch and hosted in an independent server. It will provide links to the Programme, the Europe, the beneficiaries participating in the project and other relevant actors. In addition and for the benefit of the dissemination of the project results, the website will also include a database (managed by PBs), where all the information of the project deliverables will be included as well as the B2B tool for the enhancement of cooperation of the enterprises affected by the project.

3.2.2 Info-days

From the beginning of the project, Project Beneficiaries involved will organize info-days, in order to inform the citizens of the cross-border area on the project's theme and benefits and on the pilot action. Furthermore, during the info-days businesses and professionals interested to participate in the pilot action will be attracted. In terms of public events, Project Beneficiaries will organize two info-days in Albania (Vlore (PB3) and Gjirokaster (PB4)) and two info-days in Greece (Grevena (LB), Corfu (PB2)), respectively.

3.2.3 International Closing Conference

The final conference will be the responsibility of the Chamber of Grevena (LB). It will take place in Grevena preferably close to the end of the project. The main aim of the event will be to raise awareness on the project's results and deliverables, to familiarize the citizens and the public with the tools and the promotion materials produced in the pilot activity.

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3.2.4 Annual Gastronomy Festival

From the very beginning of the project duration, the project beneficiaries will organize the Annual Gastronomy Festivals in the cross-border area. The aim of this festival will be to promote the common gastronomic traditions of Greece and Albania and to promote the Traditional Breakfast of the Cross-Border Area.

- 1 Annual Gastronomy Festival will be organized in Greece (Corfu) by PB2 and
- 1 Annual Gastronomy Festival will be organized in Albania (Vlore) by PB3.

All beneficiaries will participate in both events.

3.2.5 Profiles in Social Media

To promote the project properly, will be created for the purpose of viewing the website and projecting the project as a whole. Based on the role of the social media, the project beneficiaries will exploit their advantages for the promotion of the CBTB Brand and project. Specialized experts will be handling the respective pages/ profiles of the project in the most popular social media in the current period (Facebook, twitter, Instagram, Pinterest, etc). ECO-Partners for Sustainable Development (PB5) will assign a communication experts team to design and manage all pages and profiles in respective social media during the whole project duration and after the first 6 months.

3.2.6 Promotion Material

Communication and Dissemination (WP2) is also obligatory and concerns the publicity of the project's results and includes: the development of the project's promotional material (booklet, posters, pens, cotton bags, notepads, folders, and key holders) by

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the Chamber of Corfu (PB2) and the elaboration and production of the booklet by Chamber of Grevena (LB).

Every programme requires the production of at least 1 publication on the project and its results. The CBTB project includes the elaboration and production of one booklet which will contain the following information:

1. Information on the Programme and Project
2. Description of common breakfast (products, recipes, traditions)
3. CBTB Brand
4. Information on how to find CBTB certified businesses.

The number of pages will be finalized according to the index.

Pens and notepads will be used in all events as a common tool for the promotion of the project in terms of identification of project logo, etc. Leather folders will be produced for the workshops participants. Key holders and cotton bags especially designed and themed in accordance with the project will be produced for the participants in all events.

A printing/ marketing company will be assigned for the design of the booklet, in order to be attractive, and its production.

3.2.7 Mobile Application

The mobile application, may not be included in Communication and Dissemination (WP2), but it is indeed a part of the communication plan. The development of a mobile application for the CBTB brand will inform the user about the local products per partner of both countries local and common recipes. Furthermore, the mobile application will give information about the local products' characteristics, the product origin, the nutrition value and the project. ECO-Partners for Sustainable Development

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(PB5) will assign to a team of experts to collect all the information and data that will be included in the mobile application, based on the project's deliverables and secondary research. Moreover, ECO-Partners for Sustainable Development (PB5) will proceed with the development, promotion and use of the application. The establishment of the CBTB brand, the procedures for its application by the tourism enterprises and the promotion of the new brand through ICT tools by the partnership network will directly result to the preservation and promotion of the traditional gastronomy as part of the cross-border cultural heritage. In addition, the new integrated approach towards the development of the area as a common/ joint tourism destination will be achieved through the holistic application of the brand and the operation of the mobile application for the promotion of the cultural and natural heritage of the cross-border area.

4. Measurement of efficiency indicators

After the end of the actions, a report will be presented detailing the results of the publicity. For all actions, some indicators will be used to measure the effectiveness of each communication energy. The effectiveness indicators to be used are different for each communication tool. Based on the effectiveness of the tools the adjustments will be made if necessary.

Quantitative indicators could take into consideration number of: leaflets and booklets, website average daily/monthly visits, mobile application average daily/monthly visits and downloads, participants at the events (info-days, closing conference, annual gastronomy festival).

More specifically:

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- Printed materials such as leaflets, booklets, pens, notepads, cotton bags and key holders, will contain an easy to understand information about the project and will be used to promote the cross-border programme.
- For the resonance of the Website, we will take into account visits to it, that is, the number of people who visited the site and their time spent on it.
- For the popularity of the mobile application which will be develop, we will take into consideration the downloads of the application, the daily and monthly visits and the number of users.
- At events (four info-days, the international closing conference and the 2 annual gastronomy festival in Greece and in Albania), we will compare the guests with the attendees who eventually will exist.
- Social Media is a part of the communication. We can measure our visits and the reactions of the posts every week and take the statistics from Facebook and Instagram automatically. With these communication tools we can approach wide target groups and increase the popularity of the project in both countries.

5. Project Templates

It is important for the dissemination of the project, that a variety of documents which are regularly used throughout the implementation of the project, are common for all partners and actions, so that there is cohesion among all publicity material.

The templates that were developed for the needs of the CBTB project are the following:

- i. Agenda
- ii. Invitation
- iii. Letter /document page
- iv. Participants List

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- v. Presentation template
- vi. Press Release
- vii. Project Contact List
- viii. Requests from partners

The aforementioned templates are available at the annex of the communication plan, and they will be sent to all partners in digital version.

6. Analysis of human and financial resource requirements

All partners are expected to use available as well as newly acquired equipment and staff or external expertise within the project's framework to support the implementation of the communication actions. The people working in communication actions is estimated based on the amount of actions, the type of actions and it includes aside from secretarial support, speakers, staff and external experts. The budget for communication actions per Partner is predefined in the Application Form, nevertheless it may vary based on the supplier's offers.

6.1 Human resource requirements

The role of the Chamber of Grevena (LB) is to coordinate work and facilitate the Project Beneficiaries' inputs required for all the Working Packages of the project and will be responsible for the legal, financial and operational matters associated with the execution of the project in accordance with the commission contract. The Chamber of Grevena (LB) will appoint the Project Coordinator who will be assisted by a Steering Committee that will be created with two representatives per beneficiary. It will meet five times during the life of the project, in order to approve work plans, review progress and solve any strategic issues. The Steering Committee is responsible for the execution of the project and is the final authority for project-related decisions. It is also

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responsible for initiating and coordinating any activities related to quality control of the deliverables. For overall project's Management the Chamber of Grevena (LB) will provide a dedicated Project Management Unit composed of the Project Manager, a Project Administrative (Economist) and a Financial Manager (Accountant). Each beneficiary will report every six months to the Project Coordinator about the progress of the work. The progress status of the tasks will also be reported in terms of actual man-months spent. The Project Coordinator will summarize the overall project status and prepare technical and financial project reports for the Joint Secretariat following the guidelines of the programme manual. The Project Manager will also establish an internal communication system, according to the following rough plan; the meetings and respective reports foreseen as deliverables of Project Management and Coordination (WP1) serve as major events for internal communication, and an information management matrix will be elaborated, pointing out who should provide and get which information, in which form, through which channel, and where it will be archived, how and by whom. Daily communication between Project Beneficiaries will be facilitated by phone calls, e-mails and online meetings while there a file archiving system will be established at the beginning of the project via the Chamber of Grevena (LB).

6.2 Financial resource requirements

The deliverables of the project will be operable within the duties and responsibilities of the partner in charge of each activity. ECO-Partners for Sustainable Development (PB5) will operate and update the mobile application and social media profiles and the Chamber of Grevena (LB) will operate web-platform through the website of the project. At the end of the project, Project Beneficiaries will discuss on the terms of use and further updating of the information included in the brand and application of the CBTB project. The application of the CBTB by other stakeholders (apart from those

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participating in the pilot application) will produce no cost for the beneficiaries. They will provide the interested parties (collective associations, individual stakeholders, etc.) with the tools developed during the project and with advisory support. The procedures for the adoption of the CBTB will be the responsibility of the stakeholders.

6.3 Staff Cost & External Expertise and Services per partner

6.3.1 Lead Beneficiary – Chamber of Grevena

The Chamber of Grevena (LB) will assign a project manager as a focal communication point. The Project Manager of LB will work in the project meetings, LB reporting and project reporting. One accountant will be assigned by the LB to work in LB reporting and project reporting. One economist, or other staff member with proven experience in economics and business administration will be assigned by the LB to work in the project meetings, in the application of CBTB Brand and in the collection of the evaluation grids and the preparation of the report.

Furthermore, one expert in communications & restrictions of European funded projects will work on the Communication Plan which will include the analysis of the activities concerning mainly the actions/ deliverables of WP2 plus all the information elements regarding the project as a whole. In addition, 2 senior experts will work in the identification of common traditional products of the cross-border area. This study includes an analytical list of the traditional and local products that are produced, cultivated and originated in the c/b area. The common products will be further analyzed and presented. Furthermore, 2 senior experts will work in the definition of Traditional Breakfast of the Cross-Border area (CBTB). Specifically, this deliverable concerns the registration of all the common traditional & local products that are usually used for breakfast, traditional recipes (like pies, special soups and cakes) that are usually served for breakfast. This deliverable will be connected and will enrich the "Greek Breakfast Initiative" and any other similar initiative or project that was

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implemented in Albania. Moreover, a team of 5 experts will work for the development of CBTB branding scheme. The implementation of this deliverable requires the work of a team of experts in branding, marketing, development of corporate identity, branding procedure, restrictions, rules and requirements. As well as, the financial resources requirements of the Lead Beneficiary will cover the cost of two project meetings, the cost of the Final Conference, the cost of the Annual Gastronomy Festival in Grevena, the cost for the organization of the workshops, the cost of project website and the cost of the organization of B2B event. Furthermore, in the frame of the communication of the programme the LB should print a promotional material, the CBTB Booklet. For the evaluation of pilot application, an expert evaluator will prepare the pilot actions which are the most important action/ deliverable of the CBTB project. Finally, a senior project manager (expert), with more than 10 years' experience, will be assigned by LB in order to prepare the LB Reporting and the Project Reporting. The total budget for human and financial requirements of LB is € 248.677,5.

6.3.2 PB2 - Chamber of Corfu

The Chamber of Corfu (PB2) will assign a project manager as a focal communication point. The Project Manager of PB2 will work in 2 project meetings, in PB Reporting, in Project Website, in the Annual Gastronomy Festival in Corfu and in the application of the CBTB Brand. One accountant will be assigned by the PB2 to work in PB2 Reporting. One economist, or other staff member with proven experience in economics and business administration will be assigned by the Chamber of Corfu to work in two project meetings. The economist will be responsible in the application of CBTB Brand, for the personal communication with tourism enterprises that have indicated their interest for applying the CBTB Brand (during the info-days for example, or the web-tools) in order to prepare the list of the tourism enterprises that will be included in the pilot action and for the preparation/ collection of the evaluation grids and the

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preparation of the report. Finally, one staff member with proven experience or expertise in the field of public relations and/or organization of events will be assigned by the Chamber of Corfu to work in the Annual Gastronomy Festival in Corfu and in the design and development of CBTB Brand.

In the frame of External Expertise and Services, PB2 will hire one senior expert in the field of the identification of common traditional products of the c/b area. The senior expert study will include an analytical list of the traditional and local products that are produced, cultivated, originated in the c/b area. The common products will be further analyzed and presented. Furthermore, two senior experts will work in the definition of Traditional Breakfast of the Cross-Border area (CBTB). This deliverable concerns the registration of all the common traditional & local products that are usually used for breakfast, traditional recipes (like pies, special soups and cakes) that are usually served for breakfast. Moreover, the PB2 in the frame of the programme will cover the cost of the 2nd project meeting which will be organized in Corfu, the cost of the organization of one Annual Gastronomy Festival in Corfu, the cost for the organization of info-days, the cost for the organization of 2 separate workshops, the cost for printed promotional materials, a total of 400 posters (100 per project beneficiary) and the participation cost in the B2B event in Grevena through the travel and accommodation expenses for 50 representatives of enterprises. As external expertise, a senior project manager, with more than 10 years' experience, will be assigned by PB2 in order to prepare the PB Reporting and 4 experts will work in pilot application of CBTB Brand which concerns the application of the new CBTB brand in at least 60 tourism enterprises per country. This means that a total of minimum 120 tourism enterprises will agree to apply the CBTB brand, will be certified for this and will be promoted accordingly. Each partner will be responsible for the implementation of the pilot action for its area of interest. The pilot action will require a team of the branding experts who will guide the selected tourism enterprises on the steps to follow and who will certify them for the use of the

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brand. The total budget for both budget lines, staff cost and external expertise & services, of PB2 is € 167.762.

6.3.3 PB3 – Chamber of Commerce and Industry of Vlora

The Chamber of Commerce and Industry in Vlora will assign one project manager as a focal communication point. The Project Manager of PB3 will work in 4 project meetings, in PB Reporting, in Project Website, in the Annual Gastronomy Festival in Vlora, in the application of the CBTB Brand and in collection of evaluation grids. One accountant will be assigned by the PB3 to work in PB3 Reporting and one economist, or other staff member with proven experience in economics and business administration who will work in 4 project meetings, in the application of CBTB Brand in order to prepare the list of the tourism enterprises that will be included in the pilot action and in the preparation/ collection of the evaluation grids and the preparation of the report. One staff member with proven experience or expertise in the field of public relations and/or organization of events will be assigned by PB3 to work in the Annual Gastronomy Festival in Vlora and in the design and development of CBTB Brand.

In the frame of The budget line External Expertise and Services, PB3 will cover the cost of 3 international speakers (travel, accommodation and fee) who will participate in the International Closing Conferences in Grevena, the cost concerning the organization of one Annual Gastronomy Festival in Albania, the cost for the organization of info-days, the cost which concerns the organization of 2 separate workshops and the cost of participation in the B2B event in Grevena through the travel and accommodation expenses for 50 representatives of enterprises. Finally, the Chamber of Commerce and Industry of Vlora will hire a senior project manager, with more than 10 years' experience, in order to prepare the PB Reporting and 4 experts who will work in the pilot action concerns the application of the new CBTB brand in at least 60 tourism enterprises per country. This means that a total of minimum 120 tourism enterprises

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will agree to apply the CBTB brand, will be certified for this and will be promoted accordingly. Each partner will be responsible for the implementation of the pilot action for its area of interest. The pilot action will require a team of the branding experts who will guide the selected tourism enterprises on the steps to follow and who will certify them for the use of the brand. The total budget for both budget lines is € 88.422.

6.3.4 PB4 – National Coastal Agency (Gjirokaster)

The National Coastal Agency (Gjirokaster) will assign one project manager as a focal communication point. The Project Manager of PB4 will work in 1 project meetings, in the PB Reporting, in the design and development of CBTB Brand, in the application of the CBTB Brand and in collection of evaluation grids. One accountant will be assigned by the PB4 to work in PB4 Reporting and one economist, or other staff member with proven experience in economics and business administration will be assigned by the PB4 to work in the one Project meeting, in the Project Website and in the application of CBTB Brand.

As External Expertise & Services, PB4 aims to spend €1.800,00 per speaker for a maximum of 2 international speakers, covering the travel, accommodation and fee. Furthermore, PB4 will cover the cost for transportation of products and people for the representation of the local market (10 people travel and accommodation) in the Annual Gastronomy Festival in Corfu as well as in the Annual Gastronomy Festival in Vlora. Moreover, the National Coastal Agency will cover the cost for the organization of info-days, the cost which concerns the organization of 2 separate workshops in Albania and the cost for PB4 who will participate in the event through the travel and accommodation expenses for 30 representatives of enterprises who will participate in the B2B event in Grevena. Finally, PB4 will assign a senior project manager, with more than 10 years' experience, in order to prepare the PB Reporting and 4 experts will work

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for the pilot action which concerns the application of the new CBTB brand in at least 60 tourism enterprises per country. This means that a total of minimum 120 tourism enterprises will agree to apply the CBTB brand, will be certified for this and will be promoted accordingly. Each partner will be responsible for the implementation of the pilot action for its area of interest. The pilot action will require a team of the branding experts who will guide the selected tourism enterprises on the steps to follow and who will certify them for the use of the brand. The total budget of National Coastal Agency for human and financial resource requirements is €60.665.

6.3.5 PB5 - ECO-Partners for Sustainable Development

The PB5 will assign one project manager as a focal communication point. The Project Manager of PB5 will work in the 1 Project meetings and in the PB Reporting and one accountant will be assigned by the PB5 to work in the PB5 Reporting, too. In addition, one economist, or other staff member with proven experience in economics and business administration will be assigned by the PB5 to work in the 1 Project meetings, in Project Website, in the Communication Plan and in the identification of common traditional products.

In the frame of the budget line External Expertise and Services, PB5 will assign 1 senior expert who will collect the respective information for Albania for the identification of common traditional products of cross-border area. Moreover, another one senior expert will be hired by PB5 who will work for the definition of traditional breakfast of the c/b area. Furthermore, PB5 will assign to a team of 4 junior experts to collect all the information and data that will be included in the mobile application, based on the project's deliverables and secondary research. In addition, a communication experts' team will be hired by PB5 to design and manage all pages and profiles in respective social media during the whole project duration and after the first 6 months. One junior software developer and 1 senior software developer will work on the application and

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they will develop a smart and attractive application for the CBTB project and brand. Finally, PB5 will assign to an expert in legal and copyright issues to design the memorandum of cooperation that will be signed by all project beneficiaries. The total budget of PB5 for both budget lines, staff and external expertise & services, is €40.889.

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ANNEX

Agenda

Invitation

Letter – Document page

Participants' List

Presentation Template

Press Release

Project Contact List

Requests from partners

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