

Interreg - IPA CBC Greece - Albania 4PLUS



ΠΡΑΞΗ

Public awareness, Preparedness, Participation and Coordination for
Civil Protection for All (4PLUS)

(Subsidy Contract A2-1.4-1)

ΠΑΡΑΔΟΤΕΟ ΣΥΜΒΑΣΗΣ ΑΝΑΘΕΣΗΣ ΥΠΗΡΕΣΙΩΝ

Π1. Ηλεκτρονικό υλικό επικοινωνίας της Πράξης 4PLUS



Σύμβαση	Μεταξύ της ΕΣΑμεΑ και της ένωσης φορέων «EUROPRACTIS Μ.Ι.Κ.Ε. - EUROPEAN PROFILES Α.Ε.» (με ημερομηνία υπογραφής την 03.08.2020, για το Έργο «Παροχή υπηρεσιών υλοποίησης παραδοτέων της Πράξης 4PLUS», που εντάσσεται στην Πράξη "Public awareness, Preparedness, Participation and Coordination for Civil Protection for All", με ακρωνύμιο "4PLUS" (Subsidy Contract A2-1.4-1) στο πλαίσιο του Προγράμματος Interreg IPA II Cross – Border Cooperation Programme GREECE – ALBANIA 2014 – 2020
Υπηρεσία της Σύμβασης	1. Σχεδιασμός υλικού επικοινωνίας της Πράξης
Παραδοτέο της Πράξης	2.1.2 Communication Material & Tools
Ημερομηνία παράδοσης	01.12.2020

Το Έργο συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση και από εθνικούς πόρους των κρατών που συμμετέχουν στο Πρόγραμμα

ΑΝΑΘΕΤΟΥΣΑ ΑΡΧΗ

	<p>ΕΘΝΙΚΗ ΣΥΝΟΜΟΣΠΟΝΔΙΑ ΑΤΟΜΩΝ ΜΕ ΑΝΑΠΗΡΙΑ</p> <p>Κεντρικά Γραφεία: Ελ. Βενιζέλου 236, Τ.Κ. 163 41, Ηλιούπολη Τηλ.: +30 210 99 49 837 Email: esaea@otenet.gr Ιστοσελίδα: www.esaea.gr</p>
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ΑΝΑΔΟΧΟΣ

	<p>EUROPRACTIS μ.ΙΚΕ</p> <p>Βέργας 4, Τ.Κ. 17673 Καλλιθέα, Αθήνα Τηλ.: +30 210 82 10 895 Email: info@euro-praxis.com Ιστοσελίδα: www.euro-praxis.com</p>
	<p>EUROPEAN PROFILES A.E.</p> <p>Βατατζή 40, Τ.Κ. 114 72, Αθήνα Τηλ.: +30 210 82 10 895 Email: epmail@europeanprofiles.gr Ιστοσελίδα: www.europeanprofiles.gr</p>

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1 Εισαγωγή

1.1 Ένθεση Παραδοτέου

Η Εθνική Συνομοσπονδία Ατόμων με Αναπηρία, αποκαλούμενη στο εξής χάριν συντομίας «ΕΣΑμεΑ», σε συνέχεια Ηλεκτρονικού Ανοικτού Διαγωνισμού κάτω των ορίων (Αρ. πρωτ. 640/12-05-20, ΑΔΑΜ: 20PROC006688679 2020-05-12, ημ/νια διαγωνισμού 29.05.2020), ανέθεσε στην ένωση φορέων «EUROPRACTIS M.I.K.E. - EUROPEAN PROFILES A.E.» την εκτέλεση του Έργου «**Παροχή υπηρεσιών υλοποίησης παραδοτέων της Πράξης 4PLUS**» (εφεξής το «Έργο»).

Το ανωτέρω Έργο, με ημερομηνία υπογραφής της Σύμβασης την 03.08.2020, υλοποιείται στο πλαίσιο της Πράξης "*Public awareness, Preparedness, Participation and Coordination for Civil Protection for All*", με κωδική ονομασία "4PLUS" και αριθμό Σύμβασης Επιχορήγησης (αγγλ. Subsidy Contract number) A2-1.4-1 (εφεξής η «Πράξη»), η οποία εντάσσεται στο Πρόγραμμα Interreg IPA II Cross – Border Cooperation Programme GREECE– ALBANIA 2014–2020.

Σε συνέχεια της υπογραφής της Σύμβασης του Έργου, η Ομάδα Έργου του Αναδόχου εκκίνησε τις εργασίες της, σύμφωνα με τη Σύμβαση, για την προετοιμασία του παρόντος Παραδοτέου.

Το παρόν Παραδοτέο εντάσσεται στη 1^η Υπηρεσία της Σύμβασης, με τίτλο «*Σχεδιασμός υλικού επικοινωνίας της Πράξης*», η οποία εντάσσεται στο Παραδοτέο "*Communication Material & Tools*" της Πράξης.

Η εν λόγω υπηρεσία περιλαμβάνει ένα και μόνο παραδοτέο, το παρόν, το οποίο και φέρει τον τίτλο:

- **Π2. Ηλεκτρονικό υλικό επικοινωνίας της Πράξης 4PLUS**

1.2 Σχετικά με τη ζητούμενη Υπηρεσία

Το αντικείμενο της υπηρεσίας αφορά στο δημιουργικό, αφενός της ταυτότητας που θα διέπει βασικά προϊόντα και εκροές της Πράξης (τεχνικά έργα, πύλη, εφαρμογή για φορητές συσκευές, έντυπος οδηγός, διεθνές εργαστήριο, εκδηλώσεις της Πράξης, multimedia προώθησης, σταθμοί πληροφόρησης, κ.λπ.), και αφετέρου του βασικού υλικού διάχυσης και προβολής της Πράξης.

Ως προς το δημιουργικό της ταυτότητας, ο Ανάδοχος θα πρέπει να καθορίσει τη γενική ιδέα, τα λογότυπα, σλόγκαν, χρώματα, κ.λπ., και τους γενικοί κανόνες εφαρμογής τους. Η περαιτέρω εξειδίκευση και εφαρμογή αυτών, θα γίνει κατά περίπτωση από τους αρμόδιους για την παραγωγή / υλοποίηση των αντίστοιχων εκροών (εκδηλώσεις, εξοπλισμός, λογισμικό, multimedia, κ.λπ.) της Πράξης.

Ειδικότερα, ο Ανάδοχος θα παραδώσει κατάλληλη περιγραφή και οδηγίες εφαρμογής των στοιχείων ταυτότητας της Πράξης (στα Αγγλικά).

Ως προς το δημιουργικό του υλικού διάχυσης, ο Ανάδοχος σε συνεργασία με όλους τους Δικαιούχους της Πράξης (από τους οποίους θα ζητήσει και λάβει πληροφορίες, κείμενα, φωτογραφίες, κλπ.) θα δημιουργήσει, χρησιμοποιώντας όπου προβλέπεται τα εργαλεία που παρέχει το Πρόγραμμα (Οδηγός Πληροφόρησης, εργαλείο Αφίσας, κλπ.), και θα παραδώσει σε τελική μορφή κατάλληλη προς ηλεκτρονική διάχυση και σε μορφή κατάλληλη προς παραγωγή/εκτύπωση και μεταγραφή (τουλάχιστον):

- ένα φυλλάδιο παρουσίασης της Πράξης και των αποτελεσμάτων της (τρίπτυχο, κατάλληλο για τετράχρωμη εκτύπωση σε διάσταση A4 ή μεγαλύτερη, σε τρεις γλώσσες), και
- μια αφίσα προβολής της Πράξης (κατάλληλη για τετράχρωμη εκτύπωση σε δυο διαστάσεις A3 και A1, σε τρεις γλώσσες).

Τα παραπάνω θα πρέπει να παραδοθούν σε κατάλληλες μορφές για μελλοντική επεξεργασία, αναπαραγωγή, και διακίνηση μέσω διαδικτύου, ηλεκτρονικού ταχυδρομείου και κοινωνικών δικτύων. Επίσης, θα πρέπει, στο σύνολό τους, να αναπτυχθούν σύμφωνα με τους Κανόνες Δημοσιότητας του Προγράμματος.

1.3 Δομή του Παραδοτέου

Το παρόν τεύχος ακολουθεί την εξής δομή:

- ▶ Κεφάλαια 2 & 3: Ταυτότητα της Πράξης, γενικοί κανόνες εφαρμογής σε προϊόντα δημοσιότητας
- ▶ Στο Παράρτημα 1 (συμπιεσμένος φάκελος) συμπεριλαμβάνονται το δημιουργικό και γενικότερα τα αρχεία της ταυτότητας της Πράξης (λογότυπα, stickers, κ.λπ.) που θα πρέπει να διέπουν τα προϊόντα και εκροές της Πράξης.
- ▶ Στο Παράρτημα 2 (συμπιεσμένος φάκελος) συμπεριλαμβάνονται οι τελικές εκδόσεις του Poster της Πράξης (3 γλώσσες, σε μορφές έτοιμες προς εκτύπωση καθώς και τα πηγαία αρχεία για μελλοντική επεξεργασία).
- ▶ Στο Παράρτημα 3 (συμπιεσμένος φάκελος) συμπεριλαμβάνονται οι τελικές εκδόσεις του Leaflet της Πράξης (3 γλώσσες, σε μορφές έτοιμες προς εκτύπωση καθώς και τα πηγαία αρχεία για μελλοντική επεξεργασία).

2 Ταυτότητα της Πράξης - γενικοί κανόνες εφαρμογής (στα Αγγλικά)

2.1 The Interreg Project Logo

The creation of a project's visual identity is required, as this would increase the project's visibility and recognition. A project logo constitutes an essential part of the visual identity and shall be used in all project outputs.

All project beneficiaries shall use the following Interreg logo, adjusted to the project (with the project acronym being added).



Figure 1. Interreg Project Logo of 4PLUS (smallest Logo width 38,1mm)

Note: The logo must be used as such by all Beneficiaries.

2.2 Textual reference to the sources of financing

The general reference "**Project co-funded by the European Union**" is recommended to be visible in all project outputs, where possible.

Whenever possible (i.e., in written documents), it should be mentioned "**Project co-funded by the European Union and national funds of the participating countries**".

This should be written in the **same font type as the logo** (i.e., Montserrat) and located at the **bottom** of each deliverable/ mean of visibility.

2.3 Disclaimers

In all kinds of publications of the Project, it is recommended to always include a disclaimer about their content, stating that it does not necessarily reflect the official position of the EU, the Managing Authority and the participating countries.

The following is given as an example of such a disclaimer: ***“This publication has been produced with the financial assistance of the European Union. The contents of the publication are the sole responsibility of <Name of the Beneficiary responsible for producing the publication in question> and can in no way be taken to reflect the views of the European Union, the participating countries and the Managing Authority”.***

Alternatively, in case of space limitations (e.g., in fact sheets, infographics or the project results publications, the following disclaimer must be included: ***“The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”.***

Note: In the case of the project website, a disclaimer is also obligatory (see below).

2.4 Standard means for marking activities and objects

2.4.1 Interreg Project Logo

The **Interreg Project Logo** must be placed on any object financed from the Programme’s funds immediately after acquiring or completing the object, except for objects on which it has been placed already during production.

In case that construction or other activities are carried out within the project, the object must be marked after starting the activities, including:

- Buildings
- Events
- Machinery
- Equipment
- Publications
- Information and advertising material
- Digital information carriers and material
- Television shows, articles and other texts in a technically possible and suitable manner
- Advertisements in print or digital media
- Souvenirs

Note: The marking of objects must remain legible and correct **for at least five years** after the last eligible date of the project activities. Project partners **have to retain a sample copy** of I&P materials, advertisements and other similar objects to prove correct marking. In case the marking of the Programme's funds is damaged before the period of marking expires, the project partner must replace it.

In the case of 4PLUS, according to the nature of the foreseen objects and the conditions prescribed in the I&P Guide of the Programme, the project partners must mark the objects financed from the Programme funds with a **sticker** or an **information sign**, as follows.

2.4.2 Information Signs

As a general rule, in case of buildings, rooms, facilities or other small objects rented, purchased, built, renovated or furnished with the help of the Programme funds with public contribution below €500.000,00, an information sign must be displayed in order to increase project, Programme and EU awareness.

The information sign must be placed in a visible location and must remain legible for at least five years after the last eligible date of the Project activities.

The following figure is a template for information signs. Minimum measures of an information sign should be 220x150mm.



Figure 2. Template for Information Signs, Beneficiary: NCDP (minimum dimensions: 220x150mm)

Note: The sign needs to be adapted (edited) per Beneficiary.

2.4.3 Stickers

As a general rule, in case of objects financed from the funds of the Programme, stickers must be used in a visible place, including in case of:

- **small objects** (office equipment, furniture items, smaller means of work, etc.) with a sticker of approx. 50x20mm
- **larger objects** (vehicles, equipment, etc.) with a sticker of approx. 120x50mm

The sticker should be placed on every piece of equipment.

Stickers on the objects may not be used, in case there is an information sign in the same room as the object(s) financed from the Programme funds, concerning the co-financing of all objects/ material in the room in total.

For rain or sunshine protection, a PVC sticker with UV polishing is recommended.

Recommended dimensions: minimum 1/16 of the most visible surface of the equipment.

The stickers can contain at least the following information:

- the Interreg project logo
- the name of the Project
- the name of the Project Beneficiary
- the textual reference to the sources of financing
- the budget of the Project and the IPA contribution (in euro)
- the Lead Beneficiary and its country
- the project website
- the general reference "**Project co-funded by the European Union**"

Note: Stickers must remain legible and correct for at least **five (5) years** after the last eligible date of the project activities. In case stickers are damaged or wear out the project partner must replace them.

The following figures can be considered as templates for stickers (*recommended dimensions: minimum 1/16 of the most visible surface of the equipment*).

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Figure 3. 4PLUS sticker, version 1, Beneficiary: NCDP (minimum size 120 x50mm)

Note: The sticker needs to be adapted (edited) per Beneficiary.



Figure 4. 4PLUS sticker, version 2 (minimum size 50X20mm)

Note: The sticker must be used as such by all Beneficiaries.

2.4.4 EU emblem

The usage of the EU emblem (the flag of the European Union with the text “European Union” as shown below - see Annex II of the *Information & Publicity Guide, v3.0*) only is recommended in the case of **very small promotional objects**, where space is limited (e.g., pens or USB sticks).



Figure 5. The EU emblem for marking very small promotional objects

Note: The emblem must be used as such by all Beneficiaries.

2.4.5 Billboards and Boards of gratitude

Given that there is no infrastructure of construction object with a budget in financing larger than €500.000,00, the use of billboards and/or boards of gratitude **is not foreseen in 4PLUS**.

2.5 Interreg Project Poster

The MA of the Programme has produced an online tool that enables project beneficiaries to create their own Interreg Project Posters, in A3 and A2 sizes, based on the requirements of Regulation (EC) 1303/2013. This poster includes basic information, such as the project title and acronym, the approved budget of the project, and the project website, along with reference and logos of the Programme.

Each Project partner **must** produce the PLUS Interreg Project Poster for their organisation, using the available tool in question and place it at a visible place in their offices. Web address of the tool: <http://poster.interreg.gr/?lang=en-GB>.

To do so, when filling-in the different fields on the online tool, the following data should be used:

- In step 1: use the size and the orientation that you prefer. **It is recommended to select “A2 Portrait layout (420mm x 594 mm)**.
- In step 2:
 - under “Fund”, select **“Instrument for Pre-accession Assistance (IPA)”**
 - under Cooperation Programme, select **“Interreg IPA II Cross-Border Cooperation Programme “Greece-Albania 2014-2020””**.
- In step 3:
 - under “Beneficiary”, type-in your institution’s title (e.g., National Confederation of Disabled People of Greece),
 - under “Acronym”, type-in **“PLUS”**,
 - under “Project” (up to 100 characters), type-in **the full title**,
 - under “Budget”, type-in **the total budget**, and
 - under “Website”, type-in www.4plus-project.eu (if available, otherwise type-in **“https://greece-albania.eu/projects/accessible-tourism”**).
- In step 4: choose a background for the poster. **It is recommended to select “General”**.

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This poster, apart from being displayed at the offices of the partners, it should be used for visibility in all project founded events, as well as in external events, whenever possible.

Note: In case of activities, the project partners **have to retain photos or other evidence**, which proves marking of events.

To this end, in all project events (project public events, workshops, seminars, etc.) it is recommended to make visible the **Interreg Project Poster**, as shown in the following figure (also available in portrait layout).

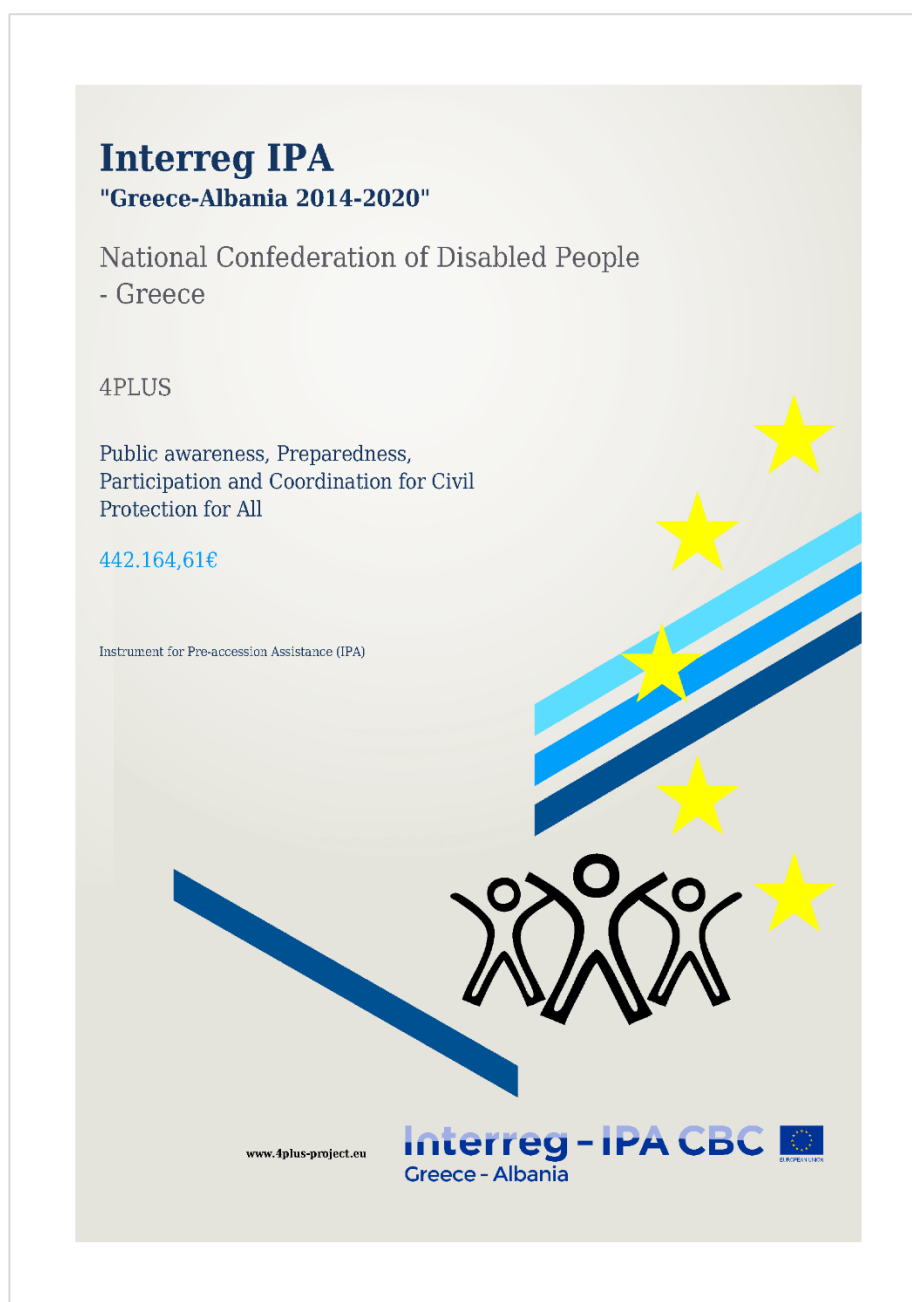


Figure 6. Interreg Project Poster of 4PLUS (Beneficiary: NCDP, Layout portrait)

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2.6 Official map of the Programme area



Figure 7. Official map of the Programme Area

Note: The map must be used as such by all Beneficiaries.

2.7 4PLUS outputs branding logo

A new logo (in addition to Interreg Project Logo) has been produced as a means to increase the visibility and recognition of 4PLUS outputs. The new project logo is available in two versions: One to be used in large sizes (on white backgrounds), and another which is more abstract and shall be used whenever there is limited space available (or need for transparency).



Figure 8. 4PLUS project logo (full version)

Note: The logo must be used as such by all Beneficiaries.



Figure 9. 4PLUS project logo (abstract version)

Note: The logo must be used as such by all Beneficiaries.

These two logos should be always be used **along with the Programme Logo**, making sure that there is enough space in between them (e.g., at least a minimum white space that equals twice the respecting dimension of the Programme Logo should be ensured) in order for those to not to be perceived as one single logo.

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2.8 Flags of the countries participating in the Programme

Whenever the flags of the participating countries are to be used, these should be just like in the Programme site:

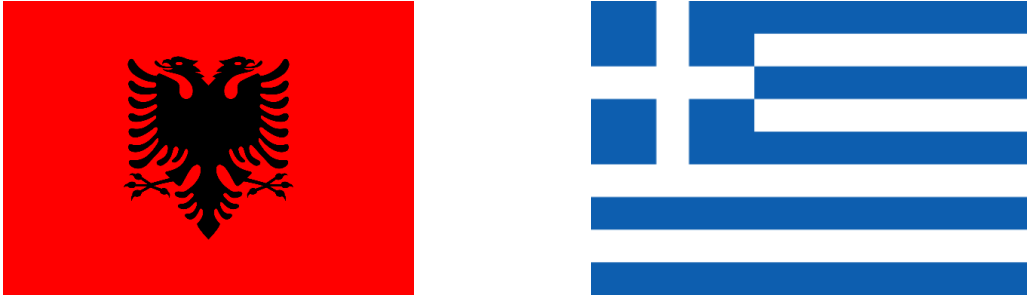


Figure 10. Official flags of the participating countries

Note: The flags must be used as such by all Beneficiaries.

3 Εφαρμογή των στοιχείων της ταυτότητας σε προϊόντα δημοσιότητας (αγγλικά)

The required visual identity elements of the Programme and of the 4PLUS Project will be placed in a central and visible position (for publications: cover pages, for electronic/audio-visual material the principles shall be applied by analogy). Below there are specific requirements for the most common I&P measures.

3.1 Leaflets and brochures

Leaflets and brochures should contain at least the following:

- The Interreg project logo
- Textual reference to the sources of financing
- Disclaimer that **“The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”**

And whenever possible, also:

- The 4PLUS visibility logo (version 1 or 2, depending on the available space)
- The information provided here for the “Common way of identification of the 4PLUS project”
- The URL address of the project website (www.4plus-project.eu)

The leaflets and brochures should comply with the project’s visual identity as specified here.

3.2 Stationary sets (letterheads, envelopes, folders, etc.)

There is no specific guidance regarding the format or size of stationary sets. However, they shall contain the following:

- The Interreg project logo
- Textual reference to the sources of financing

In case, it is impractical on small surfaces to use the Interreg project logo and the textual reference to the sources of financing, the usage of the EU emblem only is expected.

Whenever the available space allows it, the following should also be included:

- The 4PLUS visibility logo
- The URL address of the project website (www.4plus-project.eu)

3.3 Event materials (posters, banners, roll-ups, pop-up stands, etc.)

The beneficiaries who organise or participate in events such as conferences, fairs and exhibitions in the framework of co-funded operations, should contain at least the following on all event materials:

- The Interreg project logo
- Textual reference to the sources of financing

Whenever possible, the following items should also be included:

- The 4PLUS branding logo
- The URL address of the project website (www.4plus-project.eu)

3.4 Newsletters

Newsletters may be issued by project partners, on their own resources. Newsletters can be mailed in electronic form or be posted on the project's website. The newsletter should contain at least the following:

- The Interreg project logo
- Textual reference to the sources of financing
- Disclaimer that **“The views expressed in this <...> do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”**.

Whenever possible, the following items should also be included:

- The 4PLUS branding logo
- The URL address of the project website (www.4plus-project.eu)

3.5 Press releases, Announcements

Any press releases / announcements should contain at least the following:

- The Interreg project logo and slogan
- The EU emblem with the phrase **“This project is funded by the European Union”**
- Disclaimer that **“The views expressed in this <...> do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority”**.

Whenever possible, the following items should also be included:

- The 4PLUS branding logo
- The URL address of the project website (www.4plus-project.eu)

3.6 Notices of competition and Calls for tenders

Each Notice of Competition/Call for Tenders shall at least include the following elements:

- The Interreg project logo
- Textual reference to the sources of financing

3.7 Radio spots

Each radio message/ spot should at least include the following element:

- Verbal transmission of the phrase **“The project is co-funded by the European Union and by National Funds of the Countries participating in the Interreg IPA II Cross-Border Cooperation Programme “Greece-Albania 2014-2020”**

Note: In case the radio spot is transmitted in the official language of one of the participating countries, project beneficiaries are requested to consult the JS Communication Officer beforehand for translation-related guidance.

3.8 Promotional items

Promotional items (such as T-shirts, caps, pens, USBs, etc.) should be distributed when specified in the communication strategy of a project. The promotional items should be clearly identified with:

- the Programme’s logo and slogan
- the European Union’s emblem

On certain promotional items (e.g. pens, key-holders), where it is not possible to include all information, at least the EU flag should appear.

Before taking any decision on the production of such items, the JS Communication Officer should be consulted.

3.9 Photos

Partners who implement projects should take (where applicable) “before and after” pictures to document the progress of projects and relevant events. The pictures chosen should:

- be those which best illustrate the project
- either illustrate the essence of the project or be of an important person involved in the project

- contain, when possible, the project and programme logos in the background
- include a caption
- mention the name of the organization or person that owns the copyright alongside the picture

Note: The JS may require from project partners to send electronically or by post duplicates of the photos.

3.10 4PLUS dedicated website

Further to the AF of the project, the project shall further produce a website dedicated to the project. The Project's webpage shall:

- provide information about the Project, its nature, goals, activities, benefits and the expected results;
- include some basic description of the Partners and their contact details;
- have a category under which the produced communication materials such as: press releases, newsletters, invitations, posters, fact sheets, photos and links) can be found.

A website is a valuable tool for the Project and with the time it becomes the first source of information. Thus, the development of a structured website is an essential part of a Project. The name of the website shall be short and memorable. It can run under its own Project domain¹ (e.g. www.Projectacronym.eu).

In these lines, the URL reserved by NCDP for the project is: www.4plus-project.eu

The website must be in English, which is the official language of the Programme, with the possibility of using also the languages of the participating countries.

The webpage must:

- be marked with the Interreg Project Logo (*Note: The website has to be linked with the Programme's website; Redirection via the logo that should be included in a prominent place*)
- refer to the Programme and the EU co-funding. This includes
 - a short description of the Programme along with
 - the textual reference to the sources of financing.

¹ Or, alternatively, it can be part of an institutional website (e.g. www.ministry-environment.gr/department-for-water/research-and-Projects/Project-name/html)

Both must appear on the homepage (front page) of the Project's webpage.

The following text is suggested: ***"The Interreg IPA CBC Programme "Greece – Albania 2014 – 2020" is a cross-border cooperation Programme co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II). The strategy statement of the Programme 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 total budget of the Programme for the period 2014-2020 (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 disclaimer on the bottom of the homepage is a requirement. The disclaimer should include the following: ***"This webpage has been produced with the financial assistance of the European Union. The contents of the webpage are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries and the Managing Authority"***.

The beneficiaries need to make available at least the links to the following websites as well:

- the website dedicated to EU Regional Policy²
- the Programme's website
- the institutional websites of the partners

Note: The Project's website is required to be launched within the first six (6) months after Project's start and be kept online at least two years after Project closure. In case of an audit check by a competent body (i.e. Second Level Control) the Project Partners must be able to prove that the Project site was operational for this period, that the data corresponded to the needs of the Project and of the Programme, and that all information and publicity requirements were met in accordance with the I&P Guidebook.

The website's expiry date should be communicated to the Joint Secretariat (JS) and more specifically to the Communication Officer and the Project Officer at least four months before the expiration date, so that relevant project results can be collected or uploaded on the Programme's website.

² http://ec.europa.eu/regional_policy/index_en.htm

3.11 4PLUS social media

All projects are advised to be promoted also in the so-called social media, e.g., Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest etc. Based on previous experience of the JS, there were numerous examples of Projects, which included the use of Social Media in their Communication Strategies, but soon it was found out that it is difficult to maintain implementation of communications over time.

Therefore, the 4PLUS partners have decided to include in the project's communication strategy the use of specific social media:

- **Facebook:** <https://www.facebook.com/4plus-project>

A facebook profile is essential to take advantage of consortium partner's networks, spread information to the general public and build brand awareness. Facebook could be used to host events (incl. broadcasts) and inform stakeholders holding facebook profile about 4PLUS activities.

It is also proposed to create an account in:

- **Instagram:** Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. The app allows users to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos and follow other users to add their content to a feed. The service also added messaging features, the ability to include multiple images or videos in a single post, as well as "Stories"—similar to its main competitor Snapchat—which allows users to post photos and videos to a sequential feed, with each post accessible by others for 24 hours each.
- **LinkedIn.** LinkedIn is a business-oriented professional networking tool that is used by many as a source of information and inspiration, therefore a solid presence to amplify the news on the website is necessary.

The presentation of the project in the selected social media must:

- include the Interreg Project Logo
- refer to the Programme and the EU co-funding (this includes the textual reference to the sources of financing)
- Include links to the project and the programme website

A disclaimer should also be considered. The disclaimer may include the following:
"This account has been produced with the financial assistance of the European Union. The contents of the account are sole responsibility of <Beneficiary's

name> and can in no way be taken to reflect the views of the European Union, the participating countries and the Managing Authority."

3.12 4PLUS templates & documents

As an extension of the work of specifying the applying visual identity rules to various communication and I&P measures, and towards further facilitating all project members in applying them to project outputs and materials, several templates for regular project documents have been developed.

By using these templates for creating new project documents, their creators may feel safe that all Programme visibility requirements are met, and that their artefacts are in line and consistent with the overall project visual identity and branding.

The project templates in question include:

1. Project meeting agenda
2. Project meeting attendance list
3. Project meeting presentation
4. Internal project document

Note: The *Project documents templates* in question must be considered as part of the project's Communication Plan, and **all partners are required to use them consistently** in all respective communication and I&P measures.

Το Έργο συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση και από
εθνικούς πόρους των κρατών που συμμετέχουν στο Πρόγραμμα

Παράρτημα 1: Αρχεία Ταυτότητας της Πράξης

(Το εν λόγω παράρτημα παρατίθεται ως ξεχωριστός συμπιεσμένος Φάκελος)

Παράρτημα 2: Poster

(Το εν λόγω παράρτημα παρατίθεται ως ξεχωριστός συμπιεσμένος Φάκελος)

The **4PLUS visibility poster** has been produced for giving a general overview / introduction on the project, in three languages (EN, GR, AL). This poster will be reproduced in multiple copies (by PB4), which shall be then distributed to all partners in order to be used on various occasions (usually, along with the official *Project Interreg Poster*), such as project meetings and events, at the offices of the partners, etc. The poster has been produced in conformance with the *Project Visual identity* and has been made available for CMYK print (four colours), into two sizes: A3 and A1.



Figure 11. The 4PLUS visibility poster

Note: The poster must be used as such by all Beneficiaries.

Το Έργο συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση και από εθνικούς πόρους των κρατών που συμμετέχουν στο Πρόγραμμα

Παράρτημα 3: Leaflet

(Το εν λόγω παράρτημα παρατίθεται ως ξεχωριστός συμπιεσμένος Φάκελος)

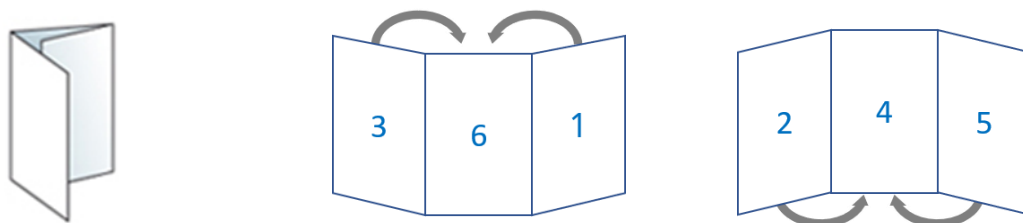


Figure 12. Folding of the 4PLUS Introduction leaflet (A4, tri fold, 6 pages)

Our vision is to...
 promote the development of **inclusive civil protection** and ensure that all relevant services and data effective, accessible and all time available **for all**

PROJECT PARTNERS

-  Greek National Confederation of Disabled People (lead partner)
www.esamea.gr
-  Regional Union of Municipalities of Ionian Islands
www.ped-in.gr
-  Regional Union of Municipalities of Western Macedonia
www.esamea.gr
-  Albanian Association of Municipalities
www.aam.org.al/en
-  Municipality of Kolonje
www.kolonja.gov.al
-  Urban Research Institute
www.uri.org.al

Interreg - IPA CBC Greece - Albania


 civil protection for all

Cross-border Public awareness, Preparedness, Participation and Coordination for Civil Protection for All

Civil protection for all



 Project co-funded by the European Union and by National Funds of the participating countries 

Το Έργο συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση και από εθνικούς πόρους των κρατών που συμμετέχουν στο Πρόγραμμα

It is a fact...

as shown by various dramatic cases around the world, people with disabilities and the elderly are at **greatest risk** in the event of disasters and crises of any type



Our aim is to...

inform and raise awareness about civil protection and **existing gaps and obstacles** in the cross-border area of Greece-Albania for people with disabilities, persons with reduced mobility and their families



Project outcomes

Study of current conditions: Survey on emergency preparedness levels for people with reduced mobility

Strategy: Roadmap for promoting inclusive civil protection in the cross-border area

Information-Awareness: Information campaign in the mass media, public awareness days, information visits to schools, care centers, etc.

Training-Exercise: Seminars and manuals with instructions for citizens, for civil protection officials, for rescuers and for media, Table-top and field exercises, Case study in Kolonje, etc.

Innovative ICT Applications: Registry for citizens at risk, Decision making and monitoring platform, Information/notification Portal, Mobile App, etc.

