



Cross-border initiative for integrated health and social services promoting safe ageing,  
early prevention and independent living for all

– **Cross4all** –

(Reg. No: 1816 / Subsidy Contract No: Cross4all-CN1-501.2-5C015)

## Communication Seminar

(10.07.2019, Edessa Cultural Centre, 45 Perdika Str., Edessa 582 00)

### Case study: Cross4all project

by Alexandros Mourouzis



(a) A few words about the project

(b) Our strategy: design & practice

**Interreg - IPA CBC** 



CCI 2014 TC 16 I5CB 009



**Cross4all**

Opening the door  
to health for all

The Programme is co-funded  
by the European Union  
and the National Funds  
of the Participating Countries



# Cross4all

## An introduction to the Project

Call for proposals	1 <sup>st</sup> CALL FOR PROJECT PROPOSALS
Priority axis	1. Development and Support of Local Economy
Thematic Priority	a. Promoting employment, labour mobility and social and cultural inclusion across borders
Specific Objective	1.2. Improvement of preventive health care and social services of children and elderly population
Duration	max. 24 months
Budget	max.1.500.000 euro
Number of partners	max.6
Indicators	<ul style="list-style-type: none"> <li>• Results: Population having access to health services</li> <li>• Results: Population having access to social services</li> <li>• Output: Population covered by improved health services (target value 2023 = 1500)</li> <li>• Output: Population covered by improved social services (target value 2023 = 500)</li> </ul>

PROJECT TITLE

Cross-border initiative for integrated health and social services promoting safe ageing, early prevention and independent living for all

PROGRAMME

INTERREG IPA Cross-border Cooperation Programme  
Greece - the Former Yugoslav Republic of Macedonia 2014-2020

PRIORITY AXIS

Development and Support of Local Economy

1

THEMATIC PRIORITY

Promoting social inclusion, combating poverty  
and any discrimination

1a

SPECIFIC OBJECTIVE

Improvement of preventive health care and social services of  
children and elderly population

1.2



Partners  
from Greece

Aristotle University of Thessaloniki  
*Department of Medicine*  
[www1.med.auth.gr/depts/lomi/](http://www1.med.auth.gr/depts/lomi/)



National Confederation of Disabled  
People *Branch of Northern Greece*  
[www.esamea.gr](http://www.esamea.gr)



Municipality of Neapoli-Sykes  
[www.dimosneapolis-sykeon.gr](http://www.dimosneapolis-sykeon.gr)



Partners from  
North Macedonia

University of St. Kliment Ohridski - Bitola  
*Faculty of ICT*  
[www.fikt.uklo.edu.mk](http://www.fikt.uklo.edu.mk)



Municipality of Ohrid  
[www.ohrid.gov.mk](http://www.ohrid.gov.mk)



Institute for prevention, treatment &  
rehabilitation  
of cardiovascular diseases St. Stefan Ohrid  
[www.bcentermaritza.weebly.com](http://www.bcentermaritza.weebly.com)





1.145.290,00

Institute  
St. Stefan Ohrid

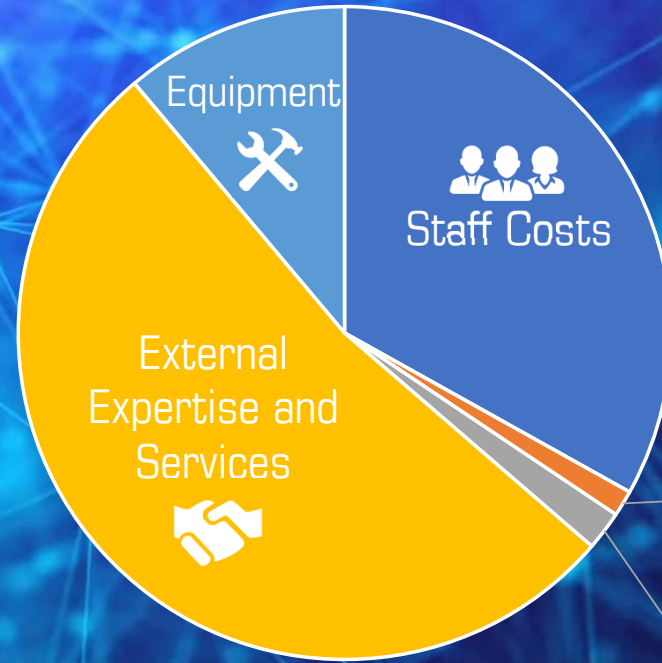
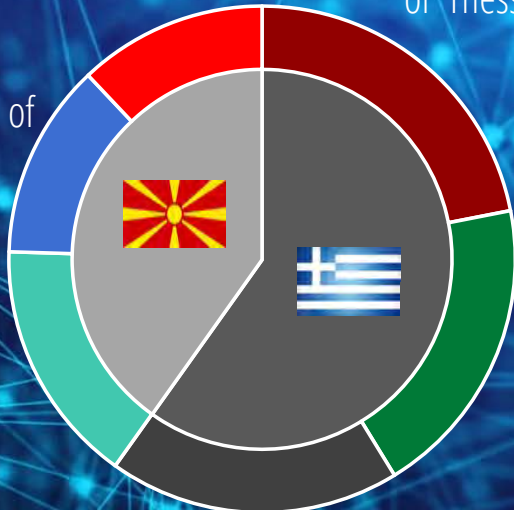
Aristotle University  
of Thessaloniki

Municipality of  
Ohrid

University of  
St. Kliment  
Ohridski -  
Bitola

Municipality of  
Neapoli-Sykies

National Confederation  
of Disabled People  
of Greece



O&A



T&A

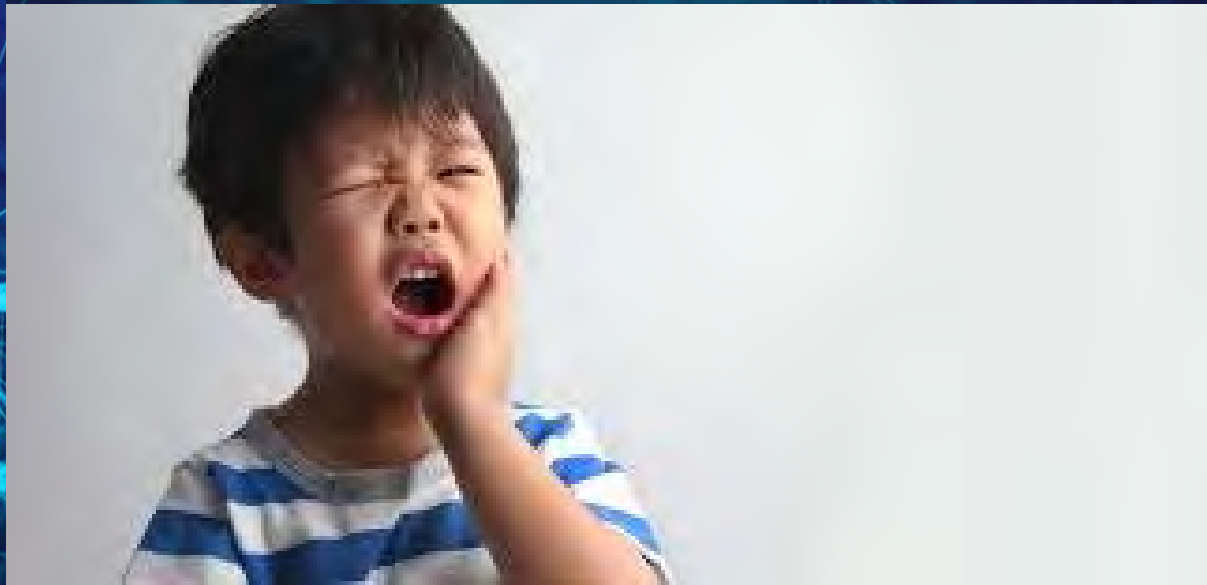
24 months





**A few words about  
the project concept**

**When your kid's  
tooth hurts, where  
would you go?**





**And what if at the  
same time...  
his leg is broken?**



**Now put yourselves  
in her shoes...**



**Before visiting a  
dietician, how do you  
prepare yourself?**





**healthcare,  
a thread to  
societies  
soon**

Major challenges due to:



economic  
crisis



population  
ageing



chronic  
conditions

today over 40% of the Europeans above the age  
of 15 live with a chronic condition

by 2050 more than 50% of the Europeans  
will be in retirement



## **Who is most in risk?**

**the poor**

**the disabled**

**those in remote areas**

**those in social isolation**

A photograph showing a healthcare worker in blue scrubs holding the hand of an elderly patient lying in a hospital bed. The patient is covered with a white blanket. The scene is set in a clinical environment, likely a hospital or care home.

**In fact...**

Significant parts of the population living in the CB area...

**suffer from low access to health and social services**



## and therefore...

it is essential to come-up with new solutions

- ✓ at lower, sustainable costs
- ✓ in a “holistic health” approach
- ✓ placing self-care and preventive medicine on a continuum with health care providers



## Project main goal & expected results

to establish **inclusive health and social services**, free of accessibility barriers

with particular focus on improving the management and CB use of the health and medical data of **disadvantaged and high-risk citizens**

increasing significantly the number of people that access high quality health and social services in the CB

thus **promoting safe ageing, early prevention, and independent living for all**





In particular, the project will establish a **prototype cloud platform**

For improving the access of citizens with chronic conditions and persons with disabilities to specialised healthcare and social care services across the CB area



The project will further design and implement **two pilot cases** at the Municipalities of Ohrid and of Neapolis-Sykies

Offering improved **primary healthcare and social care services** (preventive health services, diagnostic pre-assessment, guidance, prescription services, etc.)

That are friendly and fully accessible to citizens disabilities / chronic conditions

# Project main outputs

A joint **CB study of gaps and inequalities**

**Strategy and Action Plans** for addressing the needs of vulnerable and special groups

**Information on accessible health and social services** available in the CB area, as a result of systematic inspections and data collection across the region

A **guide for citizens** on special, accessible health and social services available in the CB  
(printed and also made also available in alternative formats for various types of disabilities)



## Project main outputs (.cont)

An open, multilingual and fully accessible **cloud-based CB Portal**, offering access to various eServices

- ▶ a personal EHR mechanism for CB use
- ▶ an e-learning environment
- ▶ e-Prescription and e-Referral services

**Mobile and portable tools** for health pros & citizens

**Pilot Health and Social Care Centers for all**, with a full scale **pilot programme**

**Workshops and seminars** for (a) staff of the units, (b) professionals, and (c) citizens

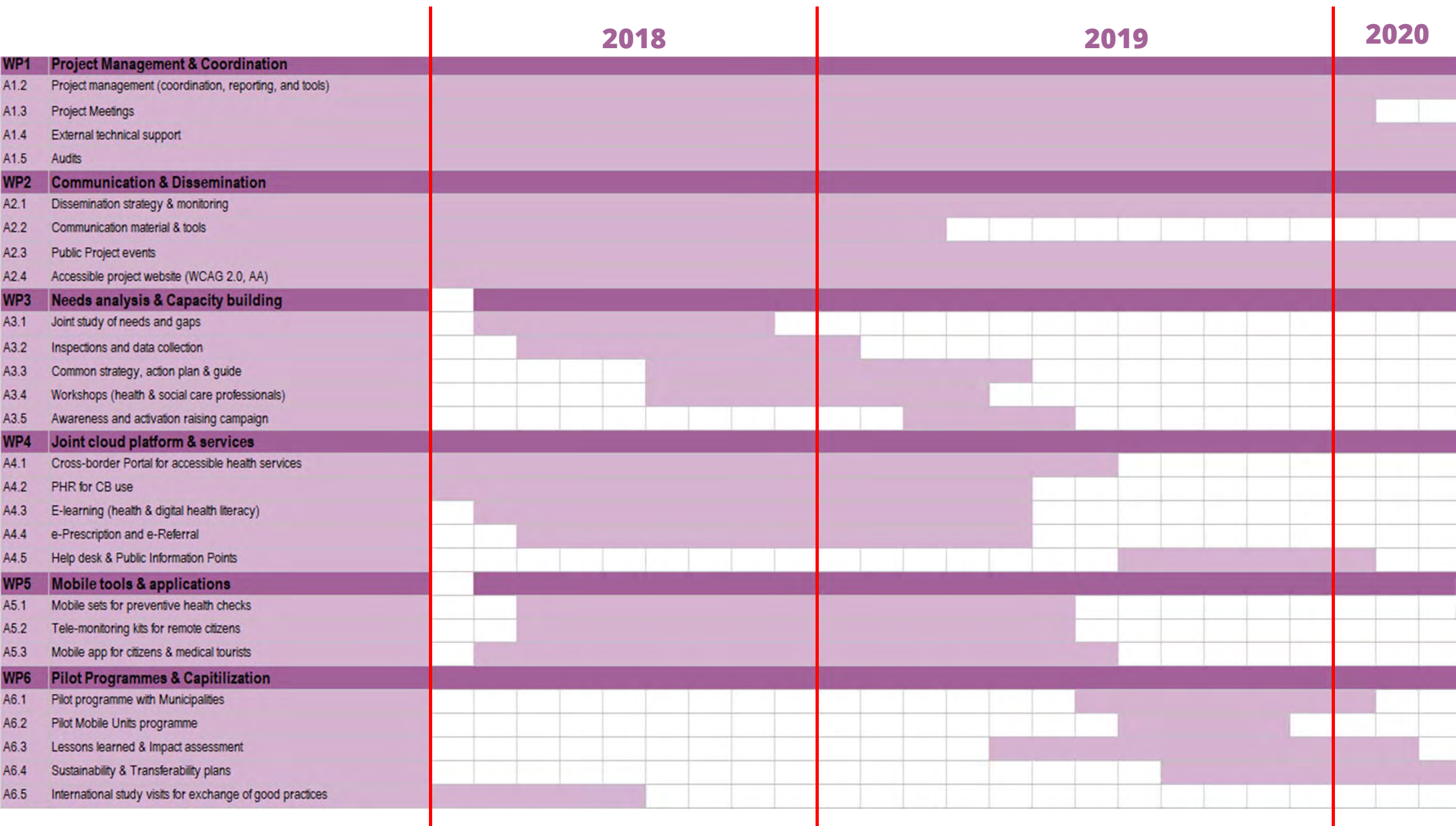


## Project work packages and duration

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1 common vision • 6 interrelated work packages • 26 joint sub-activities

WP no	WP Title	Start	End	Cost
WP 1	Project Management & Coordination	02/04/2018	01/04/2020	121.318,80€
WP 2	Communication & Dissemination	02/04/2018	01/04/2020	41.936,60€
WP 3	Needs analysis & Capacity building	02/05/2018	01/04/2020	224.326,70€
WP 4	Joint cloud platform and services	02/04/2018	01/04/2020	274.513,60€
WP 5	Mobile tools and application	02/05/2018	01/04/2020	224.052,80€
WP 6	Pilot Programmes & Capitalization	02/05/2018	01/04/2020	259.141,50€
Total		02/04/2018	01/04/2020	1.145.290,00€



## Project Information and Publicity Strategy

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The **guiding principles** for shaping the project's **information and publicity strategy** are:

- ✓ the production of advertising material in formats accessible for all
- ✓ diffusion throughout the border region and to achieve communication with the direct and indirect beneficiaries within and outside the CB area
- ✓ information and promoting the active participation of the public and target groups in project activities through publicity events and sensitization / activation as also through the use of digital channels and tools
- ✓ cooperation and use of local / regional media, adjusted to local conditions, to ensure further penetration in local communities and markets



**Communication Plan**

**Interreg - IPA CBC** 



CCI 2014 TC 16 I5CB 009

**Cross4all**

Project co-funded  
by the European Union  
and the National Funds  
of the Participating Countries



## PROJECT

**Cross-border initiative for  
integrated health and social services  
promoting safe ageing, early prevention  
and independent living for all**

## BUDGET

**€1.145.290,00**



Interreg - IPA CBC 



CCI 2014 TC 16 I5CB 009

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(Reg. No: 1816 / Subsidy Contract No: Cross4all-CN1-S01.2-SC015)

## Project communication strategy & plan

An introduction  
by Alexandros Mourouzis





## Why do we need it?

- All bodies involved in projects implementation in the framework of the Programme must comply with the Regulation (EC) 1303/2013 and Regulation (EU, Euratom) No 966/2012
- To this direction, the “Information and Publicity Guide for Final Beneficiaries” of the Programme establishes the conditions and procedures for the notification and disclosure of granting and use of the Programme funds

In these terms, all projects are required to properly plan all their communication activities and lay down an appropriate **Information and Publicity (I&P) strategy** for maximizing the impact of communication

For this purpose, all projects are required, in the context of their workplan, to prepare and deliver a concise **Communication Plan**

Yes, informing about EU support to our project is a **legal obligation**

But it is also an **opportunity** to tell our story and show how we you contribute to society and the economy



## Attention!

The implementation of a good I&P strategy is really important for all partners involved in projects implementation in the framework of the Programme, for two main reasons:

- First, **not complying with specific Programme rules** constitutes a significant error at the beneficiaries' side that may lead to expenditures that will not be accepted and verified
- Secondly, **without proper visibility**, even excellent outcomes are doomed to fail or never reach their full potential, which often leads into failing to deliver the outcome and/or results indicators set in the Application Form of the project, and ultimately, again into expenditures that will not be accepted and verified

**Note:** Although closely related, project communication shall not be confused with the capitalisation of project results. This Communication Plan aims to provide support to project beneficiaries dealing with project's communications and promotion.

Interreg - IPA CBC



CCI 2014 TC 16 ISC B 009

Cross4all



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to health for all

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Project Communication Plan

Version 1.1  
MAR 2019

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The project is co-funded by the European Union and by National Funds of the participating countries



## With this Plan the following objectives are met

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- I&P shall be addressed as an **integrated part** of the project, well integrated with the project management procedures
- a clear **pathway**, for implementing the I&P strategy laid down, is set and communicated among all project partners
- the partners will be able allocate adequate **human and financial resources** and will assign responsibilities for proper implementation of their parts foreseen in the I&P
- a set of **handful tools** is foreseen and made available for facilitating all project partners and staff in their efforts to conform effectively and consistently to the I&P requirements when implementing their scheduled/planned communication activities and when preparing ad-hoc activities to seize a good opportunity
- the implementation of the I&P strategy will be **monitored** effectively, throughout the project's lifecycle
- the impact of the Cross4all communication and I&P activities will be **measured**, both at project and partners levels



# About the preparation of this Plan

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- It is in English (the official language of the Programme)
- It is based on the given template by the Programme
- It addresses both mandatory and compulsory communication activities and outputs
- It specifies the ways to comply with the Programme I&P regulations
- It provides guidance to the partners for ensuring that all their outward-looking activities and outputs will be acknowledging the role of the EU Funds efficiently and consistently

It lays down a detailed plan:

- for the partners **producing the means of communication** of the project's objectives, results and achievements
- for the partners **promoting the Project to the right audiences**, at a national and/ or at a regional level, including for establishing links with other projects and networks



# About the preparation of this Plan

So, this document is addressed to:

- all Cross4all Partners
- all those people who are involved in the implementation of the various parts of the project
- staff, external service providers, etc.

It provides answers to key questions, such as:

- Which **project outputs** are most relevant for transfer and why?
- What are the **expected results** of our communication?
- What are our **main reference points** for the communication strategy?
- Who is **involved** in planning and delivering our communication?

**Note:** All partners are required to comprehend all its aspects, and commit to it



## General principles (pp. 9-11)

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- Activities need to be timely
- Information used must be accurate
- The right audiences should be targeted
- Messages should be interesting for the targeted audiences
- Activities should be appropriate in terms of resources spent and expected impact
- Access to information and activities should be ensured for all
- Gender equality and non-discrimination should be mainstreamed
- Social responsibility should be incorporated in communication activities
- Messages should be accompanied with appropriate disclaimers
- Copies of the I&P materials should be kept and made available upon request
- Any information, media appearance, or other publicity activity of the project shall be communicated to the JS for potential I&P activities





# Objectives (Chapter B)

The communication strategy of the project covers both:

- **internal communication** among the project partners and
- **external communication** with stakeholders and a wider regional, national and European public

communication needs

target audience

challenges

results

the challenges and expected results, strategy, and evaluation

▶ Communication to ensure **internal involvement of all project partners (WP1)**

▶ Communication to increase **visibility and transfer of project outputs and results** to new target audiences (WP2)

▶ Communication to ensure **external activation and involvement in output development (Thematic WPs)**

▶ Communication to ensure **notification and approval by the Joint Secretariat / Managing Authority**

**COMMUNICATION ARENAS**



# Per communication arena

---

We have analysed and defined;

- the communication needs
- the target audience & objectives
- the challenges
- the expected results
- the implementation strategy  
(activities and means, resources,  
timeline, monitoring)
- evaluation



# Per communication arena

We have analysed and defined;

- the communication needs
- the target audience & objectives
- the challenges
- the expected results
- the implementation strategy (activities and means, resources, timeline, monitoring)
- evaluation

## EXAMPLE

Communication to ensure external involvement in output development

### Communication needs

- ensure participation in 'thematic' activities
  - Joint Study on Needs & Gaps (WP3.1)
  - Inspections & data collection (WP3.2)
  - Pilot programmes in Ohrid and Neapoli-Sykies
  - +++



# Per communication arena

We have analysed and defined;

- the communication needs
- the target audience & objectives
- the challenges
- the expected results
- the implementation strategy (activities and means, resources, timeline, monitoring)
- evaluation

## EXAMPLE

Communication to ensure external involvement in output development

### Target audience

- Independent experts invited to contribute to “thematic” activities and events of the project, as speakers, trainers, data contributors, etc.
- Target beneficiaries, both citizens and professionals, invited to participate in “thematic” activities and events of the Project, especially potential beneficiaries of the Pilot programmes in Ohrid and Neapoli-Sykies
- ++



# Per communication arena

We have analysed and defined;

- the communication needs
- the target audience & objectives
- the challenges
- the expected results
- the implementation strategy (activities and means, resources, timeline, monitoring)
- evaluation

## EXAMPLE

Communication to ensure external involvement in output development

### Challenges

- The right audiences need to be identified and targeted;
- Messages need to be clear, easily identified as directly related to the project and specific aspects of the project, and interesting for the targeted people / audiences;
- Messages and communication documents need to be easily identified and follow consistent formats and presentation [...]



# Per communication arena

We have analysed and defined;

- the communication needs
- the target audience & objectives
- the challenges
- the expected results
- the implementation strategy (activities and means, resources, timeline, monitoring)
- evaluation

## EXAMPLE

Communication to ensure external involvement in output development

### Results

- It will be easy for all project team members to prepare and conduct their communications, using pre-set lists of recipients defined for different topics at hand, and pre-defined templates and guidelines (incl. for GDPR) for communication messages and documents.
- All project messages, including electronic correspondence, will be targeted, short and to the point, with specific audience, with clear requests for action by specific recipient(s) [...]



# Per communication arena

We have analysed and defined;

- the communication needs
- the target audience & objectives
- the challenges
- the expected results
- the implementation strategy (activities and means, resources, timeline, monitoring)
- evaluation

## EXAMPLE

Communication to ensure external involvement in output development

### Strategy

Output: Mapping inclusive and accessible health and social care services and infrastructures in the region (WP3.2)					
Audience	Communication objective	Status quo (start-up)	Status quo (aimed for)	Key messages	Outline of activities
Health / social care professionals and their representative organisations	Stimulate action	Do not know the objectives and what is planned in Project	Are aware of the project output and interested in being enregistered as inclusive and/or special service providers in the project tools	<ul style="list-style-type: none"> <li>▪ In the context of the project's inspections and data collection shall enregister all those health professionals and providers that are willing to open their doors and offer their services to disabled people</li> </ul>	<ul style="list-style-type: none"> <li>▪ Traditional and electronic correspondence</li> <li>▪ Project's public and awareness events</li> <li>▪ Project website &amp; social media</li> </ul>
Bodies invited to propagate the project's calls for external involvement in output development	Stimulate action	Do not know the objectives and what is planned in Project	Have gained a knowledge about the project output and are willing to <u>take action</u> for diffusing the project's effort to collect information on existing inclusive and/or special service providers in the region	<ul style="list-style-type: none"> <li>▪ In the context of the project's inspections and data collection shall enregister all those health professionals and providers that are willing to open their doors and offer their services to disabled people</li> </ul>	<ul style="list-style-type: none"> <li>▪ Traditional and electronic correspondence</li> </ul>



# Per communication arena

We have analysed and defined;

- the communication needs
- the target audience & objectives
- the challenges
- the expected results
- the implementation strategy (activities and means, resources, timeline, monitoring)
- evaluation

## EXAMPLE OF ACTIVITIES

Public project visibility events (WP2.3)

### Key points, description, monitoring

<b>Targeted communication arena</b>	B.2, B.3
<b>Outputs in focus of activity (content)</b>	Project meetings
<b>Targeted communication audiences</b>	Individuals and representatives from all target groups and stakeholders (see B.2 and B.3)
<b>Responsible partner</b>	Lead Beneficiary (AUTH)
<b>Involved partners</b>	All, except CCD
<b>Indicative timing of the activity</b>	4 times are foreseen further to Activity 2.3 (two around the middle of the project for presenting objectives and plan, and two at the end for presenting outcomes and achievements).
<b>Indicative budget (excl. staff costs):</b>	€9.133,00 (This includes T&A costs for attending the events, and organisation costs under External Expertise and Services budget line)
<b>Accessible for people with disabilities</b>	Yes, all events are to be accessible

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting frequency
OUT.5	Public project conferences	Number	0	4	Monitoring	Per event





# Activities (Chapter C)

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## C.1 Start-up activities

- C.1.1 Communication strategy and plan
- C.1.2 Visibility identity elements
- C.1.3 Project documents templates
- C.1.4 Communication roles and contacts

## C.2 Project events

- C.2.1 Project meetings
- C.2.2 Public project visibility events (WP2.3)
- C.2.3 Workshops for professionals (WP3.4)
- C.2.4 Awareness events (WP3.5)

## C.3 Digital activities

- C.3.1 Programme website
- C.3.2 Cross4all dedicated website
- C.3.3 Cross4all social media

## C.4 Mass media and press

- C.4.1 Press releases

## C.5 Academic publishing

- C.5.1 Academic and research publications



# Materials (Chapter D)

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## D.1 Materials for marking activities/objects

D.1.1 Interreg Project Poster

## D.2 Materials for introducing the project to new audiences

D.2.1 Project's textual description for general use

D.2.2 Project's visual presentation for general use

D.2.3 Project visibility poster

D.2.4 Fact sheets and infographics

## D.3 Materials for introducing achievements and results

D.3.1 Project results brochure

D.3.2 Project results presentation

D.3.3 Promotional USB



# Indicators per arena (Chapter E)

Example

ID	Result indicator	Unit	Baseline value	Target value	Source of data	Reporting frequency
TRF.1	Visibility of the project website	Number of visits	0	>= 1000	Google analytics	Twice, in the middle and at the end of project life time
TRF.2	Public interest into social media	Number of followers, views, comments, likes	0 0 0 0	n/a <del>n/a</del> <del>n/a</del> <del>n/a</del>	Social media platform data	Twice, in the middle and at the end of project life time
TRF.3	Visibility of the project portal	Number of visits	0	>= 2000	Google analytics	Twice, in the middle and at the end of pilot programme
TRF.4	Visibility of the Cross4all PHR service	Number of registered PHR owners	0	n/a	Cross4all platform data	Twice, in the middle and at the end of pilot programme
TRF.5	Visibility of the WP4.3 eLearning resources	Number of views of the eLearning module	0	n/a	Google analytics	Twice, in the middle and at the end of pilot programme



# Annex I – Cross4all visual identity & guidelines

- The Programme's name and joint branding
- The Interreg Project Logo
- Textual reference to the sources of financing
- Disclaimers
- Marking of objects and events
- Official map of the Programme area
- Cross4all visual identity
- Application of the visual identity elements to I&P measures

The collage displays several branding elements for the Cross4all project:

- Top Left:** A banner with the 'interreg - IPA CBC' logo, the text 'CCI 2014 TC 16 ISCB 009', and the 'Cross4all' logo. It also includes the text: 'Cross-border initiative for integrated health and social services promoting safe ageing, early prevention and independent living for all'.
- Top Right:** A smaller version of the banner with the same text.
- Middle Left:** A list of project details: 'BENEFICIARY: Municipality of Ohrid', 'PROJECT'S BUDGET: €1.145.290,00', 'PROJECT DURATION: 02.04.2018', 'PROJECT DELIVERABLE: D6.4.2 Pilot', and 'BUDGET: €20.100,00'.
- Middle Right:** A vertical banner with the 'interreg - IPA CBC' logo, the text 'CCI 2014 TC 16 ISCB 009', and the 'Cross4all' logo. It also includes the text: 'Cross-border initiative for integrated health and social services promoting safe ageing, early prevention and independent living for all'.
- Bottom Left:** A banner with the 'interreg - IPA CBC' logo, the text 'CCI 2014 TC 16 ISCB 009', and the 'Cross4all' logo. It also includes the text: 'Cross-border initiative for integrated health and social services promoting safe ageing, early prevention and independent living for all'.
- Bottom Center:** The European Union flag with the text 'EUROPEAN UNION' below it.
- Bottom Right:** A banner with the 'interreg - IPA CBC' logo, the text 'CCI 2014 TC 16 ISCB 009', and the 'Cross4all' logo. It also includes the text: 'Cross-border initiative for integrated health and social services promoting safe ageing, early prevention and independent living for all'.



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- Common way of identification of the Cross4all project
- Motto of Cross4all
- Cross4all outputs branding logo
- Consistent presentation of the Cross4all partnership logos
- Other Cross4all visual identity aspects (use of colours, typefaces, flags, ...)



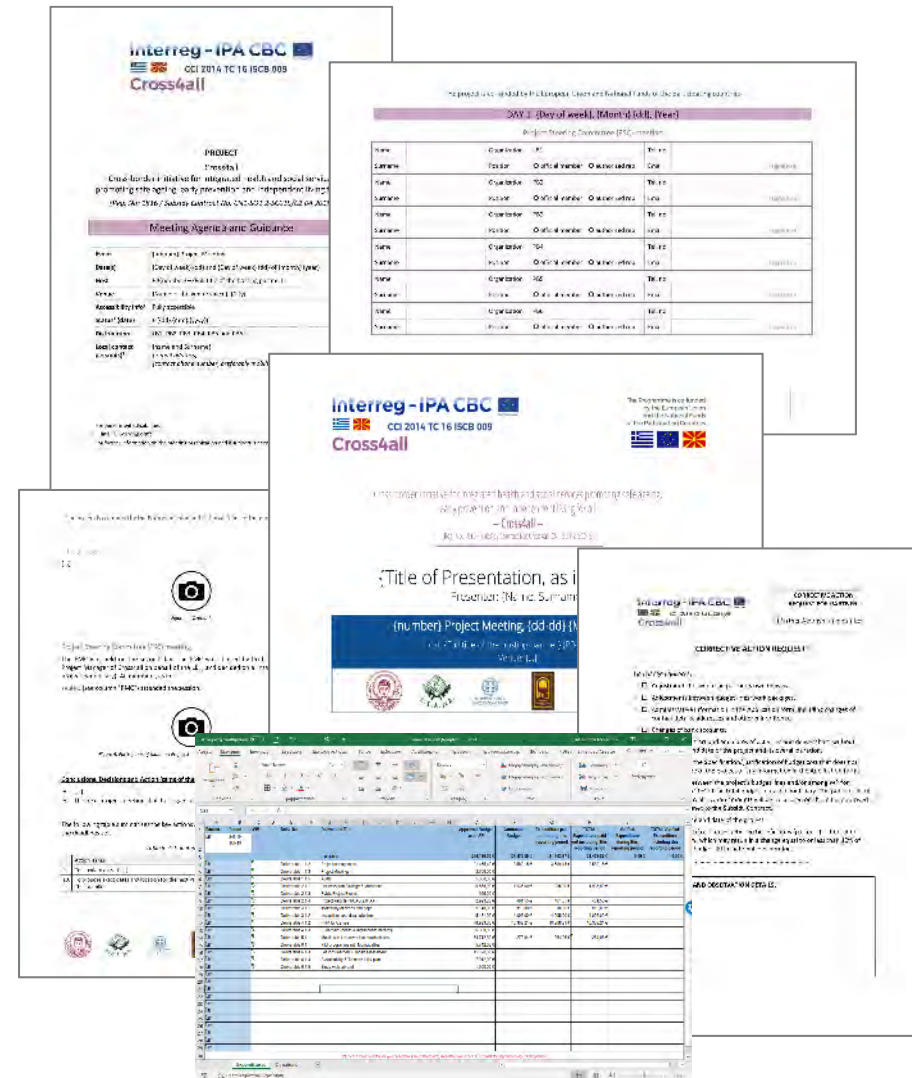
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- Leaflets and brochures
  - Stationary sets (letterheads, envelopes, folders, etc.)
  - Event materials (posters, banners, roll-ups, pop-up stands, etc.)
  - Newsletters, Press releases, Announcements
  - Notices of competition and Calls for tenders
  - Radio spots
  - Photos



# Annex II - Project Document Templates

- Project meeting invitation (Word)
- PSC authorization letter (Word)
- Project meeting agenda (Word)
- Project meeting attendance list (Word)
- Project meeting presentation (PowerPoint)
- Project meeting minutes (Word)
- Internal project document (Word)
- Dissemination reporting forms (Word) – Magazines / Conferences / Others
- Output peer review form (Word)
- Modification request form (Word)
- Internal progress report (Word)
- Internal financial report (Excel)



**Interreg - IPA CBC** 



CCI 2014 TC 16 I5CB 009

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## **PROJECT**

**Cross-border initiative for  
integrated health and social services  
promoting safe ageing, early prevention  
and independent living for all**

## **BUDGET**

**€1.145.290,00**