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**IR2MA**  
**Large Scale Irrigation Management Tools for Sustainable  
Water Management in Rural Areas and Protection of  
Receiving Aquatic Ecosystems**

Subsidy Contract No: I1/2.3/27

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**WP2, Information and Publicity**

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University  
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Ioannina



HELLENIC REPUBLIC  
REGION OF EPIRUS



ISTITUTO DI SCIENZE  
DELLE PRODUZIONI  
ALIMENTARI



CIHEAM  
IAM BARI



CONSORZIO  
PER LA BONIFICA  
DELLA CAPITANATA



Regione Puglia

## IR2MA COMMUNICATION PLAN

### Control page

WP	<b>WP1, Management costs</b>
Deliverable	2.1.1. Communication strategy and web site
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## IR2MA COMMUNICATION PLAN

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## Project partners

- LB/PB1 University of Ioannina – Research Committee (Uoi) <http://www.rc.uoi.gr/> (Lead partner)
- PB2 REGION of EPIRUS (ROE) <http://www.php.gov.gr/>
- PB3 ISTITUTO SCIENZE DELLE PRODUZIONI ALIMENTARI (ISPA/CNR) <http://www.ispacnr.it/>
- PB4 CIHEAM - ISTITUTO AGRONOMICO MEDITERRANEO – BARI (IAMB) <http://www.iamb.it/>
- PB5 CONSORZIO PER LA BONIFICA DELLA CAPITANATA (CBC) <http://consorzio.fg.it/>
- AP1 REGION OF PUGLIA (ROP) <http://www.regione.puglia.it/> (associate partner)

## Introduction

According to Pandya (2018), sustainable agricultural water management will require a holistic approach in which numerous diverse stakeholders are involved through better communication processes and platforms so that they are able to understand each other' viewpoints, positions, and arguments based on a common understanding of the rationale of physical and sociological principles of the underlying science. Thus special care should be paid in the design and facilitation of communication among the beneficiaries of a project that regards agricultural water management and the relevant stakeholders.

According to the Communication Strategy of the Cooperation Programme Interreg V-A "Greece - Italy 2014-2020" (2016), the overall objective of Programme communications is to support the development of a cross-border community that recognises common challenges and is willing to jointly capitalise on supraregional assets for the benefit of citizens, businesses and the environment through cross-border cooperation and competence networks, supply chains and interorganisational alliances. Project partners play a key role in achieving the communication objectives of the Programme, as they have to ensure:

- The respect of information and publicity requirements foreseen in Regulation (EU) 1303/2013 in promoting the projects' activities and disseminating their results (Communication at the Project level)
- The provision of all relevant data to the Managing Authority, in order to support the communication effort of the Programme on concrete progress and results (Communication at the Programme level).



**Figure 1 Communication tools of a project (Cooperation Programme Interreg V-A "Greece - Italy 2014-2020", 2018)**

The participation of the Region of Puglia as associate partner is expected to provide great assistance to the application of the communication strategy in Italy.

## Legal basis

The obligations of beneficiaries regarding information and communication measures for the public are included in:

- Annex XII, section 2.2 of EC Regulation 1303/2013, Responsibilities of the beneficiaries:
  - All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying: (a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115(4), together with a reference to the Union and (b) a reference to the Fund or Funds supporting the operation.
  - During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by: (a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union; (b) placing, for operations not falling under points 4 and 5, at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.
- Commission Implementing Regulation (EU) No 821 2014, particularly lays out the rules for the EU flag, how to display the emblem and how to create permanent plaques or (temporary) billboards.

## Background of the project, its objectives, outcomes and results

IR2MA “Large Scale Irrigation Management Tools for Sustainable Water Management in Rural Areas and Protection of Receiving Aquatic Ecosystems” is one of the 41 projects that were approved in the framework of the 1<sup>st</sup> call for ordinary project proposals of the Cooperation Programme Interreg V/A Greece-Italy 2014-2020, <http://greece-italy.eu/>. The project started during the spring of 2018 and is expected to last 24 months. The Lead Beneficiary of the project is the University of Ioannina – Research Committee (UoI, <http://www.rc.uoi.gr/>). The other four beneficiaries of the project are the Region of Epirus (ROE, <http://www.php.gov.gr/>), Istituto Scienze delle Produzioni Alimentari (ISPA/CNR <http://www.ispacnr.it/>), Istituto Agronomico Mediterraneo – BARI (IAMB, <http://www.iamb.it/>) and Consorzio Per La Bonifica Della Capitanata (CBC, <http://consorzio.fg.it/>). The Region of Puglia (ROP, <http://www.regione.puglia.it/>) participates as associated Partner.

Both Greece and Italy try to put in practice rules that originate from the directive 2000/60/EC in order to protect water in both qualitative and quantitative terms. The major water user in the programme area is agriculture. Efficient management in large participatory irrigation-drainage systems as well as at end-user level is expected to lead to improved water usage and control of drainage. The latest transfer contaminants generated from fertilizers, plant protection materials etc. to underground aquifers and surface aquatic receivers. Many of these receivers include sensitive ecosystems that are top ranked in environmental agreements (Ramsar, NATURA2000 etc). Central participatory systems in Epirus are characterized by low technological level of infrastructure and poor management. The application of a common decision support system (DSS) for water management at end-user level (capitalization of ETCP GR-IT2007-13 IR2MA project) will promote cooperation of their managing authorities to confront common problems. The participatory irrigation system of Capitanata (CBC, Foggia) is considered to be the most advanced in the

programme area. It applies state of the art infrastructure and management systems and it also applies for years a water management DSS for end-users. IAMB holds extended expertise regarding management of irrigation-drainage systems in all levels and will bring extended know-how to the project as it is part of CIHEAM, an organization with branches all around the Mediterranean Sea. Their cooperation with Greek partners (UoI, Region of Epirus) will provide valuable feedback and applicable recommendations for the improvement of participatory systems in Epirus. In this framework, activities regarding measurement of water quantity and quality, flood alarms, DSS application etc. will be applied. IAMB, ISPA/CNR and UoI will also perform applied research activities which will be mainly focused on the use of recycled water (from various sources) for irrigation of crops. This is a practice of great interest which is expected to become mainstream in the near future in order to save good quality fresh water for other uses and to reduce contaminant loads from being directly discharged to aquatic receivers. Finally the project will include communication activities (help desk, seminars, demonstration sites etc.) in order to stimulate public consciousness regarding water issues and professionals training regarding strategies and methods for efficient irrigation-drainage management and protection of receiving aquatic ecosystems. The participation of the Region of Puglia as associate partner will provide great assistance to that.

**Table 1 Indicators of IR2MA project**

<b>Indicators</b>	<b>Unit</b>	<b>Target</b>
Output indicator O0521, Number of supported cross border cooperation structures and networks in the field of environmental technologies	NO	1
Result indicator R0505, Level of capacity of regional and local authorities and public utilities operators to integrate environmental friendly processes and technologies in their operations with special attention to the coastal and maritime zones	%	10

## **IR2MA communication plan overview**

Communication Strategy is a key aspect, as it serves an essential element in supporting the main and overall objective of the IR2MA project to raise awareness about the development of a model for integrated management of irrigation practice on field level. The communication strategy, which is guided by and fully aligned with Interreg GR-IT guidelines, includes communication activities ensuring that all possible channels and opportunities will be used for the project's outcomes to reach as many beneficiaries, target groups and potential final users as possible. It is significant to realise that longevity and sustainability of the project will be achieved only by raising awareness and providing benefits to a wider audience of beneficiaries. Keeping up with the growth of digital communication opportunities offered by the new instruments, the communication strategy of the project will be also focused on the adoption of social media networks to reach the effectiveness of the engagement and the conversation with actors and stakeholders ensured by those instruments.

The communication plan of IR2MA (Large Scale Irrigation Management Tools for Sustainable Water Management in Rural Areas and Protection of Receiving Aquatic Ecosystems) establish the strategy, the conditions and procedures for the notification and disclosure of granting and use of the Interreg V A Greece-Italy Programme 2014-2020, Cross-border Cooperation Programme funds, and for dissemination of the deliverables financed by them.



Therefore, the overall aims of information and publicity actions of the project with regard to EU funding are:

- To acknowledge the role and support provided by the EU Funds and
- To promote an understanding of the objectives and achievements of interventions co-funded by the EU.

Moreover, the general objectives of any I&P action concerning Interreg projects should be the following:

- Awareness: Highlighting of the role of the European Community and the Structural Funds of the European Union for the general public and the promotion of the added value of Community participation in the co-funded Projects and
- Transparency: Ensuring transparency as far as access to the Funds is concerned.

According to the project application form (2016, B.4. INFORMATION AND COMMUNICATION) the goal of the publicity plan is to increase awareness regarding the connection of irrigation-drainage with the receiving aquatic ecosystems. For that it must be addressed in stakeholders (public authorities, local water management and environmental preservation agencies, R&D organizations etc); SME's, cooperatives, professionals and their associations; and the population of the participating areas that are engaged with the management, work or live in both the inland rural areas and the receiving aquatic ecosystems. That is a challenge that requires a holistic and efficient approach. Communication of project progress will be continuous during its implementation. The web page of the project will be based on the web page of ETCP GR-IT 2007-13 IRMA project which won the 1st place award that won in the laurels category of the EURID 2015 pan-European contest in October 2015. Among the various tools, the straightforward list of deliverables, from which anyone interested has access to all the products (even the proposal) of the project was highlighted as it promotes clarity.

A HelpDesk will operate to provide information regarding the project progress and outputs. Seminars will be organized in both Greece and Italy. They will be organized during selected stable periods of the year (March for Greece and May in Italy) as this practice is expected to provide added value to them. Also the following means will be used:

1. dissemination of promotional material;
2. press releases and press conferences to mass media;
3. regular update of the project social media pages;
4. regular (every 3 months) preparation of newsletter which will be sent via email.

Also the project outcomes will be disseminated using indirect ways: the logo of the project, except of the required from the programme logos and texts, will be also accompanied by a qrcode that will lead to the project web site; all publications will have ISBN or ISSN code in order to be officially registered in the relevant databases; in WP1 by providing access to anyone interested; to attend the management meetings and by creating project stickers for equipment with a qrcode for the website; in WP3: the recommendations from the DSS will be accompanied by reference to the project web site, and the results from the audits will be handed during project events; in WP4: UoI will provide web presence (through the project's web site) to the participatory systems authorities and ROE will make available the GIS data through the Greek State's GIS data sharing platform; in WP5, all the research sites will be available to the public in order to operate also as demonstration sites and motivation for relevant discussions which is expected to provide valuable feedback from the local stakeholders and end users and in WP6: the project outcomes will be presented in the relevant international community.

## **Communication objectives**

The Communication Strategy aims at raising awareness on the importance of efficient irrigation management. IR2MA project communication strategy targets to use as more effectively and efficiently communication tools in order to achieve the following objectives:

Dissemination activities aim to widespread the importance of good practices application for efficient irrigation at end user level to all possible target groups and stakeholders. Transfer of knowledge, methodologies and results among public and private bodies and strengthen the links between research institutions, public administration, industry and end users.

Widespread dissemination addressing target groups with different levels of awareness. The Communication strategy guarantees that all potential target groups will have access to the project results, so that awareness is flourished about the importance of efficient irrigation management at end user level.

Relevant public authorities and regional and local agricultural and environmental bodies and need to be reached so that mutual learning, synergies and cooperation is achieved.

The use of the right resources and tools will optimize the involvement of the targeted groups (appropriate allocation of financial and human resources). Each target group has its special interest and can be reached through a wide range of communication tools. Today a wide range of communication tools are at our disposal starting with events, conferences, press conferences for mass media, printed material and web social and professional networking tools. Through the communication strategy each target group will be reached with the most suitable and effective communication tools in order to promote the project and its results.

IR2MA includes deliverables which because of their light character have the potential to be directly implemented in broader areas. The “efficient irrigation” network is expected to continue its operation for life. The network web site and the decision support systems will be formed in a way that minimum intervention will be needed for their operation. The meteorological stations will need a regular yearly inspection. A number of deliverables have the form of reports, guides and scientific papers. These outputs are expected to be used creatively by the project’s target groups.

Through dissemination activities all possible stakeholders will conceive that the aforementioned concepts of efficient irrigation management is a crucial and necessary prerequisite for sustainable use of water.

Through a wide range of dissemination tools, especially via events and workshops IR2MA consortium will connect all relevant stakeholders and possible beneficiaries discussing, exchanging ideas and making efforts to apply and optimize irrigation management. This interaction needs to be adopted by all main actors not only as a project based attitude, but as a systematic attitude producing benefits for all. The features of web social and professional networks will be fully valorize in order to ensure a close interaction; engagement and conversational skills that characterize platforms such as Facebook and others, represent the best available way to ensure a close interaction. Nevertheless, It is fair to us that not the wide target of this communication plan have a real and direct familiarization with internet technologies and the relevant social media application; for this reason the adoption of social media will be one of the possible options and the choice of the correct communication instrument will be pounded in order to ensure the maximum possible impact.

### ***Promotion of EU funding***

In all dissemination activities, IR2MA will promote that the project financing is being provided from European Union funds.

## **Target groups**

Target groups of all levels need to be reached so that highest impact of the project results is achieved. The project concept and main messages will reach policy makers, researchers, relevant municipal departments, SMEs, farmers etc. A wide range of communication tools shall be applied in order to reach them. In that sense, the target groups are:

### ***Regional and Local Public Authorities & Policy Makers***

Policy makers consists one of the most important target groups as they influence agro-industry policies. Policy makers who make decisions about defining strategies and policies relevant to and financing of innovative initiatives and organizations are targeted.

Regional and local public authorities which are related to agricultural development and natural resources conservation are also important for the project. IR2MA partners should involve them right at the beginning of the project and keep them informed about results during the whole period.

Universities, research technology and development agencies and all other public organisations that promote agro-industry competitiveness and natural resources (including water) conservation through their role and work are also a basic target. These organisations constitute both a group that influences policy plans and implementation, but also act as potential beneficiaries.

### ***Irrigation professionals, end users and their organizations***

Irrigation management stakeholders (professional associations, chambers and other bodies devoted to the promotion of agricultural industry productivity and competitiveness, agricultural cooperatives.

Land reclamation organisations (referred as Οργανισμοί Εγγείων Βελτιώσεων (Organismoι Egion Veltioseon) in Greek, Consorzia per la bonifica (Consorgia per la bonifica) in Italian) constitute one of the main target groups of the project as most of the activities will be developed in order to be used by these organizations or their members.

All these stakeholders have significant relevant experience, knowledge in innovation issues, financing, etc. and some of them (professional associations, agricultural cooperatives, etc.) are strongly connected with relevant SME's. Consequently, it is crucial to be involved in and reached through the project to provide their views, suggestions and experiences. Those contacts will also be included in the efficient irrigation network database.

Irrigation professionals and irrigation end users need to be reached in order to discuss about their needs and problems concerning irrigation management. It is essential for IR2MA to get the relevant innovative professionals of the region involved in the project.

### ***Mass communication media***

All media on regional and national level will be reached by IR2MA partners either by telephone or by personal contact in order to ensure that they will act as multipliers for our project. Newspapers, journals relevant to innovation issues, websites, etc. are going to be targeted for a wide dissemination effect.

### ***Other interested parties- General public***

Results of the project have to reach the public in a broad sense on a regional and national level. In this group we consider all those people (an increasing part of western countries population) that are interested in sustainable and efficient management of natural resources. According to the available budget, partners will

decide on tools to use in order to support wide dissemination effect. In case it is not affordable to use expensive media tools (television, radio) all other tools are going to be used to support dissemination.

## **Direct or indirect communication tools**

The identification of different means and deliverables for publicity and communication will be used for the assessment of the following activities to be developed throughout the project:

### ***Internal communication tools***

Internal communication between partners is ensured through:

#### **Telecommunication tools: telephone, e-mails, Web conference**

Telephone calls and exchange of e-mails will be the usual way of every day communication among partners, and the managing authority for simple issues and typical procedures. When it comes to more complicated issues telephone contact might be more suitable and effective.

Web conference tools are very efficient for internal communication and they will be extensively be used.

#### **IR2MA Management Committee meetings**

A Managing Committee (IR2MA\_MC), will supervise the managing procedures. Partners will have the opportunity to meet regularly every six months in project management meetings. The close out meeting will be organized 2-3 months before the completion of the project. Also special meetings will be organized using web meeting facilities, while for the communication between partners a special section of the internet site of the project will be organized in order to facilitate coordination and decision making procedures.

Four (4) Management meetings will be organized in the framework of IR2MA:

1. 1<sup>st</sup> management “kickoff” meeting, April-May, 2018 (Arta, organizer: LB PB1, D.1.1.2.)
2. 2<sup>nd</sup> management meeting, October-December, 2018 (Bari, organizer: PB3, D.1.3.2.)
3. 3<sup>rd</sup> management meeting, April-May, 2019 (Puglia, organizer: PB5 D1.5.2)
4. 4<sup>th</sup> management “closeout” meeting, November-December, 2019 (Epirus, organizer: PB2, D1.2.2)

Visits to sites relevant to the project implementation could be also include. Also the management meetings will provide the opportunity for press conferences and brief open presentations to stakeholders regarding the progress of the project implementation.

### ***External communication tools***

#### **Workshops - seminars etc.**

The organisation of events planned according to IR2MA proposal is a very effective way to communicate the project’s results to selected target groups of different levels. The following four (2 in Greece and 3 in Italy) open events will be organized in the framework of IR2MA by LB PB1, PB3, PB4 and PB5:

1. LB PB1 D2.1.3 Yearly dissemination events in Epirus. 2 events will be organised during the project timelife at Epirus. The events (professional

- workshops, technical visits and public presentations regarding audits, DSS use etc.) will be scheduled at the initiation of irrigation period and will last 2-3d
2. PB3 D2.3.2 Organization of a workshop on the theme of efficient irrigation/drainage/leaching management and the use of recycled water under Mediterranean environmental conditions with regard to effects on receiving aquatic ecosystems.
  3. PB4 D2.4.2 Event organisation Organization of a workshop on the theme of efficient irrigation/drainage management and its effects on receiving aquatic ecosystems in Ionian Sea.
  4. PB5 D2.5.1 Special events for irrigation, drainage and environmental stakeholders (networking, twinning Greece - Italy).

Representatives from all beneficiaries are expected to be present in all the events. Also in the framework of the events demonstration activities at the sites of project implementation will be also organized.

Following the commitments that have been described in the project proposal regarding equal opportunities and non-discrimination (including provision of accessibility of disabled persons) the communication activities will be planned as to be available to people with disabilities and training actions / demonstration sites will be conducted in areas accessible to people with disabilities.

### **Participation to third parties events within the Programme area**

The project beneficiaries from Italy (PB3, PB4 and PB5) will participate in selected events that are relevant to the project objectives and will be organized by third parties: More specifically:

1. PB3 D2.3.3 Participation in third parties events within the programme area
2. PB4 D2.4.3 Participation to third parties event to promote the project and disseminate the results.
3. PB5 D2.5.2 Participation in exhibitions like Fiera del Levante (Bari), Fiera Agricoltura (Foggia) or other public events to promote the project progress and outcomes.

### **Participation in international events**

All the Research & Development project beneficiaries LB PB1, PB3 and PB4 which will participate in international R&D events outside the programme area in order to promote the project and to present its outcomes and results. More specifically:

1. D6.1.1 Participation in EU- EIP Water, Porto (Portugal) Sept 2017; 1 EGU General Assembly: 2017 or 18 or 19 Vienna (Austria), April; 1 Irrig. Association / Irrigation Show: 2017 or 18 or 19 (USA) December and in ISHS IX International Symposium on Irrigation of Horticultural Crops, Matera (Italy), June 2019
2. D6.3.1 Participation in ISHS XXX International Horticultural Congress, 12-16 August 2018, Istanbul, Turkey.
3. D6.4.1 Participation in Irrigation Association Show, Education Conference and Irrigation seminars 2018, 3-7 December, Long Beach, California, USA.

The exact events in which the beneficiaries will participate will be fixed in relevance with the implementation progress of the project. For example it is very likely that PB3 will not have something to present in the framework of ISHS 2018 and will finally choose to participate in Greensys 2019 - International Symposium on Advanced Technologies and Management for Innovative Greenhouses, Angers (France) 16-20 June, 2019 or other event of analogous significance and within the budget limitations.

### **Website**

IR2MA website will be developed by the Lead partner (D2.1.1 Communication strategy and web site).

The project's website will be developed to serve both as a meeting point among partners, stakeholders involved and beneficiaries and as a channel for interacting, exchanging knowledge and creating awareness. It will contain, among others, relevant information, partners involved, useful links, related events and publishable results. The website will be based on the responsive concept in order to be easily reached by any available device (pc, laptop, tablet, smartphone etc).

The web site name of IR2MA project will be the following: <http://www.irrigation-management.eu> in order to continue the legacy of the web page of ETCP GR-IT 2007-13 IRMA project, which won the 1<sup>st</sup> place award that won in the laurels category of the EURID 2015 pan-European contest in October 2015.

The website will be continuously updated including all necessary information and outcomes of the project. This tool could be reached by all target groups and will be rather effective. Some of the sections included will be:

- Home page
- Partners
- Communication (events, news)
- Networking tools (social networks)
- Deliverables (Download documents)
- Repository - Relevant links – Relevant projects (D3.1.1., D.3.3.1)
- Special pages:
  - DSS tools
  - Studies
  - Help desk (D2.1.2)
  - Web presence of participatory systems. Development of web pages (hosted within the web site of the project). For all the participatory systems of the Region of Epirus (20x), with email and sms mass messaging capabilities (D4.1.3)

Among the various tools, the straightforward list of deliverables, from which anyone interested has access to all the products (even the proposal) of the project was highlighted as it promotes clarity.

The content of the web site will be available in English and will incorporate tools for translation of its content in Italian and Greek.

Following the commitments that have been described in the project proposal regarding equal opportunities and non-discrimination (including provision of accessibility of disabled persons) the website will incorporate functions that will make core content available to people with disabilities.

### **Social / professional networks**

The social / professional networks strategy will be acted as to build a multilevel communication. The two main levers will be the content production and the engagement. The content production will aim at building web material to attract visitors by the posting of documents focused on the specific sector of the IR2MA project. The production of high quality content will contribute to the building of a virtual community under common interests that is the base for the engagement, throughout the start of conversations and a good sentiment about the project. The engagement carried by the interaction and exchange on social media networks aims at attracting to the landing page represented by the web site of IR2MA.

Additionally, news feed from third parties that is relevant to the objectives of IR2MA will also be shared through the social / professional Networks of the project.

For the posts, the appropriate hashtags #GreeceItaly #fundedproject #EUProject #Interregproject #IR2MA and when it is necessary the tags @interregreeceitaly @irrigationmanagement should be used.

A Facebook page will act as a main conversation page, directly linked to the website and very useful about its flexibility and the possibility to post several media content. Other social networks (like Instagram, YouTube and LinkedIn etc.) could be used during the project in order to reinforce the social media campaign. In any case material will be shared through the multiple social / professional networks of the programme (Facebook <https://www.facebook.com/interregreeceitaly/> @interregreeceitaly; Twitter [@Interregreeceitaly](https://twitter.com/Interreggr_it); Instagram <https://www.instagram.com/interregreeceitaly/> Interregreeceitaly, Youtube <https://plus.google.com/118059541629368348535> and Google+ <https://plus.google.com/118059541629368348535>).

### **Project logo**

PB2 will be responsible for developing the visual identity / logo of IR2MA that will be used during the entire project. The logo as well as all other visual elements will be available for all partners and can be downloaded from the website of the project. It is mandatory for all partners to use visual elements for all dissemination and project materials in accordance with the visual identity guidelines which are available on the official site of the Programme.

The project logo will follow the guidelines that are presented in Brand Design Manual PROGRAMME LOGO Full Brand Integration. Updated Version, 05.05.2017 (Interreg, 2017).

### **Communication / Dissemination material**

PB2 and PB5 will produce communication / dissemination material as follows:

1. PB2 D2.2.1 Communication/Dissemination material Logo. Project stickers, A5s for folders, notebooks etc. 500x & d5cm for project equipment 200x; Leaflets (maxA5, with ruler) 1000x, Posters A2s 200x, T-shirts 100x, Jockey hats 100x, Plastic bags for shoe field protection 2000x. Signs for organisations and professionals that will cooperate with the project (agronomists, consultants etc.) 20x
2. PB5 D2.5.1 Print of informative documents for workshops support (200x).

### **Publications**

A number of publication (except of the report of the various project activities) will be published in the framework of its implementation. LB PB1, PB2, PB3 and PB4 will develop the following:

1. LB PB1 D2.1.3 Technical reports in journals for professionals and the general public in Greek, with brief description in Italian and English. At least 4 publications will be published through the project implementation period.
2. PB2 D3.2.2 Publication / Report Registration of meteorological monitoring infrastructure in the Region of Epirus. Study for agrometeorological stations location (optimal locations, optimum grid size for spatial analysis, optimum time scale for recommendations provision). Model for validation and error check/removal of raw agrometeorological (MO and FAO standards).
3. PB2 D4.2.2 Publication / Report Pilot study regarding typical rain catchment systems in the Region of Epirus.
4. PB3 2.3.1 Guides, technical notes and publications Preparation of technical notes for publication in professional/scientific journals and guides.
5. PB4 D2.4.1 Preparation of technical notes for publication in professional/scientific journals and guides.
6. PB4 D2.4.4 Publication of a guidebook to present the results of the activities of WP3 and WP4 indicating the procedure to follow in order to analyze the performance of large scale irrigation networks. A set of management options

which could improve the network performance will be specified and discussed.

7. PB4 D5.4.1 Water-energy- food (WEF) nexus with references to water footprint and effects on receiving aquatic ecosystems

### **Press releases**

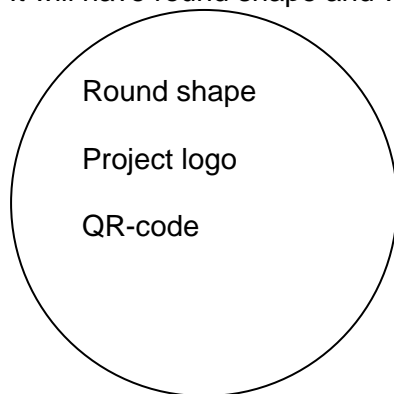
Each beneficiary will issue press releases in order to disseminate not only related articles or events but mainly the progress and results achieved in the project for all interested parties. Press releases should be uploaded to the website, sent to all available media (newspapers, websites, etc.) and to important relevant journals recognized and well-known on a European and world level.

The partnership will use the main existing communication channels through different media, allowing the accessibility to this information by the different actors, policy makers, stakeholders and SMEs. The partnership will also take the opportunity to publish and communicate the results of the implementation through other relevant events beyond the EU borders.

### **Special communication issues and activities**

A special sticker or IR2MA project will be designed in order to be placed on project financed equipment.

It will have round shape and will contain the project logo and the QR-code



The sticker will follow the guidelines that are presented in Brand Design Manual PROGRAMME LOGO Full Brand Integration. Updated Version, 05.05.2017 (Interreg, 2017).

### **QR-Code**

The following QR-code will lead smartphones (through relevant scan application) to project website.



Figure 2 IR2MA QR code that leads to [www.irrigation-management.eu](http://www.irrigation-management.eu)



## **Implementation of communication plan**

The above communication tools are going to be used to reach all target groups.

### ***Target groups and specific dissemination tools***

Policy makers and public authorities will be regularly be invited to IR2MA events through special invitations written in formal language triggering their interest and giving them to understand the importance of the project message and their participation in a few words. Policy makers will be also met in person and analytical presentations plus extended discussions will be made for promoting the concept of efficient irrigation management. They will be involved in the project from the first stages. Press releases, brochures and the website also target this group.

Relevant stakeholders will also be invited and participate to IR2MA events in order to provide their important views and experience. They will also be reached through the project's website, e-mails, newsletters, leaflets and telephone or personal contact.

Mass media are going to be contacted through telephone, personal meetings and e-mails. Press releases are going to be sent to mass media for the best possible dissemination effects. In addition, invitations and news about some of the events and workshops are going to be sent to media in order to be published.

General public and all possible stakeholders will be reached through the project's website, leaflets and media.

### ***Suitable language for each target Group***

Different type of language use is going to be used according to the target group informed:

- Technical communication: suitable language for the main target groups (public authorities, academic institutions etc.)
- Specialised communication: specific level of communication to face efficient irrigation management issues in a specialized manner (professionals and other stakeholders)
- Public communication: the language has to be able to inform about aims, objectives and activities of the project to low educational level professionals and general public (farmers and other interested parties).

In every case the headings of the data fields shall be also provided in at least one other official language of the European Union.

## **Monitoring and evaluation**

This last but not least section is very important as even after the communication plan has been completed and implemented successfully, the relevant documents should be saved in order to be available for probable auditing.

Therefore all partners must collect the following documents after each event: Invitations, Agendas, Minutes, Photos, Lists of participants.

In case of mass media presence the following documents have to be collected:

- Copy of the published article (press release) or presentation
- Link to the published article at the internet
- Interview in the radio and on TV: memo of the content of the interview and the exact date and time of the interview
- Every other record or file constituting proof for the dissemination activity

All dissemination activities have to be monitored, so all partners should keep records of their activities.

### **Communication indices**

An initial estimation follows below in order to provide an overview of indexes to be achieved until the end of the project. A better estimation will be made throughout the project duration and possible updates will be made.

**Table 2 Communication indexes**

<b>Deliverable type</b>	<b>Responsible</b>	<b>Type</b>	<b>Target Value</b>
Communication Plan	LP PB1	Document	1
Website and social media pages	LB PB1	Website	1
Social / Professional network page	LB PB1	Web page	1
Visual Identity	PB2	Logo etc.	1
Communication/Dissemination material	PB2	Project stickers A5s for folders, notebooks etc	500
Communication/Dissemination material	PB2	Stickers, d5cm for project equipment	200
Communication/Dissemination material	PB2	Leaflets (maxA5, with ruler)	1000
Communication/Dissemination material	PB2	Posters A2s	200
Communication/Dissemination material	PB2	T-shirts	100
Communication/Dissemination material	PB2	Jockey hats	100
Communication/Dissemination material	PB2	Plastic bags for shoe field protection	2000
Communication/Dissemination material	PB2	Signs for organisations and professionals that will cooperate with the project (agronomists, consultants etc.)	20
Communication/Dissemination material	PB5	Informative documents for workshops support	200
Press releases / Publications	LB PB1, PB2, PB3 and PB4	Documents	10
Workshops and seminars	LP, P3, P4, P5	Workshops and seminars	5
Participation to third parties events within the Programme area	PB3, PB4 and PB5	Participation / Presentation	3
Participation in international events	LB PB1, PB3, PB4	Participation / Presentation	3

## Communication budget

The following table provides information regarding the cost of activities that are included in WP2 Information and Publicity. The total cost of WP2 is 94.721,95€.

**Table 3 WP2 budget per beneficiary and cost category (June, 2018)**

	Staff Costs	Office and Administration	Travel and accommodation	External Expertise and Services	Equipment	Infrastructure and Works	Total
<b>WP2 Total</b>	<b>57.167,95</b>	<b>200,00</b>	<b>11.914,00</b>	<b>23.960,00</b>	<b>1.480,00</b>	<b>0,00</b>	<b>94.721,95</b>
<b>LB PB1 WP2</b>	<b>31.485,00</b>	<b>200,00</b>	<b>2.674,00</b>	<b>6.000,00</b>	<b>1.480,00</b>	<b>0,00</b>	<b>41.839,00</b>
D2.1.1	2.875,00	0,00	0,00	0,00	0,00	0,00	2.875,00
D2.1.2	19.410,00	200,00	0,00	0,00	1.480,00	0,00	21.090,00
D2.1.3	9.200,00	0,00	0,00	6.000,00	0,00	0,00	15.200,00
D2.1.4	0,00	0,00	2.674,00	0,00	0,00	0,00	2.674,00
D2.1.5	0,00	0,00	0,00	0,00	0,00	0,00	0,00
<b>PB2 WP2</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>7.160,00</b>	<b>0,00</b>	<b>0,00</b>	<b>7.160,00</b>
D2.2.1	0,00	0,00	0,00	7.160,00	0,00	0,00	7.160,00
D2.2.2	0,00	0,00	0,00	0,00	0,00	0,00	0,00
D2.2.3	0,00	0,00	0,00	0,00	0,00	0,00	0,00
D2.2.4	0,00	0,00	0,00	0,00	0,00	0,00	0,00
D2.2.5	0,00	0,00	0,00	0,00	0,00	0,00	0,00
<b>PB3 WP2</b>	<b>13.477,50</b>	<b>0,00</b>	<b>2.760,00</b>	<b>1.600,00</b>	<b>0,00</b>	<b>0,00</b>	<b>17.837,50</b>
D2.3.1	7.090,00	0,00	0,00	0,00	0,00	0,00	7.090,00
D2.3.2	4.927,50	0,00	2.160,00	1.600,00	0,00	0,00	8.687,50
D2.3.3	1.460,00	0,00	600,00	0,00	0,00	0,00	2.060,00
D2.3.4	0,00	0,00	0,00	0,00	0,00	0,00	0,00
D2.3.5	0,00	0,00	0,00	0,00	0,00	0,00	0,00
<b>PB4 WP2</b>	<b>7.488,00</b>	<b>0,00</b>	<b>4.960,00</b>	<b>8.800,00</b>	<b>0,00</b>	<b>0,00</b>	<b>21.248,00</b>
D2.4.1	4.320,00	0,00	0,00	0,00	0,00	0,00	4.320,00
D2.4.2	1.440,00	0,00	3.360,00	5.800,00	0,00	0,00	10.600,00
D2.4.3	1.728,00	0,00	1.600,00	0,00	0,00	0,00	3.328,00
D2.4.4	0,00	0,00	0,00	3.000,00	0,00	0,00	3.000,00
D2.4.5	0,00	0,00	0,00	0,00	0,00	0,00	0,00
<b>PB5 WP2</b>	<b>4.717,45</b>	<b>0,00</b>	<b>1.520,00</b>	<b>400,00</b>	<b>0,00</b>	<b>0,00</b>	<b>6.637,45</b>
D2.5.1	3.591,25	0,00	1.300,00	400,00	0,00	0,00	5.291,25
D2.5.2	1.126,20	0,00	220,00	0,00	0,00	0,00	1.346,20
D2.5.3	0,00	0,00	0,00	0,00	0,00	0,00	0,00
D2.5.4	0,00	0,00	0,00	0,00	0,00	0,00	0,00
D2.5.5	0,00	0,00	0,00	0,00	0,00	0,00	0,00

## Calendar

### **Website and pages in social/professional networks**

The website and the Facebook page of the project will operate from 4/2018 but they will be fully functional in 12/2018

### **Dissemination material**

The dissemination material is scheduled to be ready between 11/2018 and 2/2019.

### **Events**

Below, the timetable of the events that will be organized in the framework of IR2MA project is presented.

**Table 4 IR2MA events' timetable**

<b>Deliv.</b>	<b>Deliverable</b>	<b>Start</b>	<b>End</b>
D1.1.2	1 <sup>st</sup> management “kickoff” meeting (Arta, organizer: LB PB1)	4/2018	5/2018
D1.3.2	2 <sup>nd</sup> management meeting (Bari, organizer: PB3)	10/2018	12/2018
D2.1.3	Yearly dissemination events in Epirus (Epirus, organizer: LB PB1)	3/2019	3/2019
D2.3.2	Workshop on the theme of efficient irrigation/drainage/leaching management and the use of recycled water under Mediterranean environmental conditions with regard to effects on receiving aquatic ecosystems (Puglia, organizer: PB3)	4/2019	5/2019
D1.5.2	3 <sup>rd</sup> management meeting, (Puglia, organizer: PB5)	4/2019	5/2019
D2.4.2	Workshop on the theme of efficient irrigation/drainage management and its effects on receiving aquatic ecosystems in Ionian Sea (Puglia, organizer: PB4)	9/2019	10/2019
D2.5.1	Special events for irrigation, drainage and environmental stakeholders (Puglia, organizer: PB5)	10/2019	12/2019
D1.2.2	4 <sup>th</sup> management “closeout” meeting (Epirus, organizer: PB2)	11/2019	12/2019
D2.1.3	Yearly dissemination events in Epirus (Epirus, organizer: LB PB1)	3/2020	3/2020

## References

- Cooperation Programme Interreg V-A “Greece - Italy 2014-2020”, 2016. Communication Strategy. 19/4/2016 3<sup>rd</sup> Version (<http://greece-italy.eu/wp-content/uploads/2017/10/Communication-Strategy.pdf>)
- Cooperation Programme Interreg V-A “Greece - Italy 2014-2020”, 2018. Infodays on project implementation: on line the presentations: Information and communication measures (<http://greece-italy.eu/wp-content/uploads/2018/04/Information-and-communication-measures.pdf>)
- Interreg, 2017. Brand Design Manual PROGRAMME LOGO Full Brand Integration. Updated Version, 05.05.2017

- IR2MA (LARGE SCALE IRRIGATION MANAGEMENT TOOLS FOR SUSTAINABLE WATER MANAGEMENT IN RURAL AREAS AND PROTECTION OF RECEIVING AQUATIC ECOSYSTEMS), 2016. Application form.
- Pandya Er. A. B. (Secretary General ICID), 2018. Why Communication is Key to Sustainable Agricultural Water Management. Irrigation and Drainage (Early view - Online Version of Record before inclusion in an issue): 1-3. Published online in Wiley Online Library (wileyonlinelibrary.com) DOI: 10.1002/ird.2256 (<https://onlinelibrary.wiley.com/doi/abs/10.1002/ird.2256>)