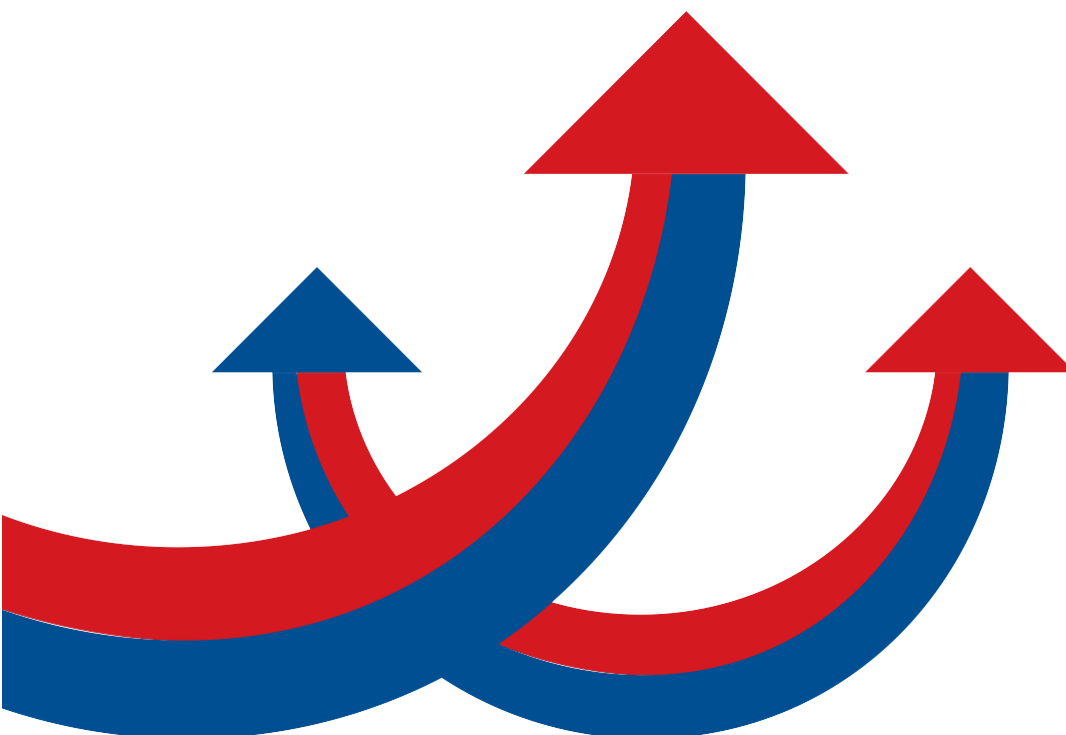


Dissemination and Communication Plan



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Deliverable:	Dissemination and Communication Plan
Work Package:	WP2: Communication and Dissemination
Submission Date:	26/07/2018
Start Date of Project:	01/09/2017
Duration of Project:	24 Months
Organisation Responsible of Deliverable:	AUTh, Municipality of Serres
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Editor:	Aristotelis Naniopoulos

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1 Introduction

1.1 Dissemination as part of the CULTURAL DIPOLE Work structure

CULTURAL DIPOLE WP2, entitled “Communication and dissemination” incorporates CULTURAL DIPOLE activities related to:

- awareness, dissemination of results, communication with stakeholders and interested parties,
- exploitation of the project results focusing on the added value of CULTURAL DIPOLE and on the future steps.

Publicity, dissemination, communication and exploitation activities have been designed to reflect CULTURAL DIPOLE needs and characteristics and are closely related to the post-project continuation and sustainability plans.

WP2 incorporates activities related to publicity, communication and exploitation, runs all over the project duration and consists of three tasks, particularly:

Task 2.1: Awareness & Dissemination (leader AUTH)

The main objective of this task is to ensure wide awareness of the project’s actions and the participation of CULTURAL DIPOLE partners to related events such as conferences, meetings, info days, exhibitions, fairs, festivals, etc. The following communication measures will be implemented: project logo and graphical identity, information brochure and leaflet, publications on partners’ websites and in scientific and/or specialised magazines, newsletters, participations in conferences, workshops, synergies with other projects. In addition, four publicity events are foreseen, two in Serres and two in Petrich. The first publicity event was implemented in Serres on the 1st of June 2018. During the last month of the project a final public event will be organised for the promotion of the Thematic Museum “Constantin Xenakis” in Serres and the new Historical Museum in Petrich.

Task 2.2 Online Communication and Marketing (leader AUTH)

The project website and social networking presence will be major project dissemination tools. The website and the facebook page will be reviewed and upgraded continuously. The project website (which was created by AUTH) will be maintained for at least two years after the end of the project. In the framework of WP5, a website will be also developed for the Thematic Museum “Constantin Xenakis” in Serres and the existing website of the Museum in Petrich will be appropriately updated after the creation of the new Museum.

Task 2.3 Marketing Strategy and Exploitation Plan (leader AUTH)

This task incorporates all actions involved in setting up the environment for exploiting the project results and methods and for ensuring the sustainability of the Thematic Museum “Constantin Xenakis” in Serres and the new Historical Museum in Petrich. The “Marketing Strategy and Exploitation Plan” will be drafted at Month 16 and updated at the end of the project.

WP2 includes five deliverables:

- 1) Dissemination and communication plan
- 2) Production of communication materials and tools
- 3) Promotion activities
- 4) Publicity events
- 5) Marketing strategy, exploitation and sustainability plan

The following table presents the budget of WP2 allocated per partner and deliverable.

Table 1. WP2 budget per project beneficiary and deliverable

Deliverable	PB1: Municipality of Serres	PB2: Municipality of Petrich	PB3: Aristotle University of Thessaloniki	PB4: Democritus University of Thrace
Dissemination and communication plan	0,00 €	0,00 €	1.504,00 €	0,00 €

Deliverable	PB1: Municipality of Serres	PB2: Municipality of Petrich	PB3: Aristotle University of Thessaloniki	PB4: Democritus University of Thrace
Production of communication materials and tools	0,00 €	0,00 €	9.760,00 €	0,00 €
Promotion activities	100,00 €	4.500,00 €	0,00 €	1.808,50 €
Publicity events	7.200 €	6.559,90 €	1.806,00 €	786,00 €
Marketing strategy, exploitation and sustainability plan	0,00 €	0,00 €	1.375,00 €	0,00 €
Total	7.300,00 €	11.059,90 €	14.445,00 €	2.594,50 €

1.2 CULTURAL DIPOLE dissemination strategy

Dissemination will take place in all phases of CULTURAL DIPOLE (M1-M24), with the dual objective of creating awareness, as well as receiving feedback from the identified target audience. Dissemination activities are expected to contribute to the validation of partial and overall project results.

The CULTURAL DIPOLE project partners are committed to invest time and resources in developing synergies and links among key stakeholders to ensure that project results reach the target audience and that these results will be exploited appropriately.

The aim of the CULTURAL DIPOLE dissemination strategy is to:

- create awareness and build loyalty;
- foster sustainability of the project outputs;
- promote the concept of CULTURAL DIPOLE as a good example of cross border cooperation

The dissemination activities of CULTURAL DIPOLE will focus on spreading the results directly towards the involved participants, through the project website and social networking presence, as well as through direct contacts. Each partner will use all opportunities linked to the project's field of action to organise dissemination activities, extend cooperation, exchange knowledge and learn from other projects, and also to communicate the project results.

The communication plan caters for the best and the maximum dissemination and exploitation of the project's results. As every plan, the dissemination plan that is presented in this document may be subject to modifications, according to the progress of the project and the results.

2 Communication plan

2.1 Outlining CULTURAL DIPOLE dissemination strategy

Dissemination will take place in all phases of the project lifecycle, thus ensuring that the dissemination activities can function as a diffusion process as well as a mechanism to ensure feedback from users.

The Dissemination and Communication Plan intends to structure the consortium's main activities to unfold the dissemination of knowledge gained during and after the development of the CULTURAL DIPOLE project and its progress. Besides that, the activities of dissemination also aim to create awareness of the project results to all stakeholders. At the same time, it represents a vehicle to get feedback not only internally from the project consortium but - and again principally - from external bodies. The dissemination activities are thus expected to also contribute to the validation of the partial and overall project results.

The CULTURAL DIPOLE communication plan is based on the following key questions:

A. What to disseminate

The following main outcomes have been initially identified for dissemination:

- Creation of two cultural poles of European significance, one in Serres and one in Petrich which will create synergies and attract visitors from their neighbouring, national areas as well as from abroad.
- The creation of a Thematic Museum in Serres which will host the donation of the artist “Constantin Xenakis”.
- The creation of a new Historical Museum in Petrich which will host the collection of valuable archaeological, historical and other objects, from the current Historical Museum.
- The application of an exemplary study in order to transform the Museum in Serres to a Nearly Zero Energy Building (NZEB).
- The application of provisions for creating an accessible Museum in Serres, in terms of physical (e.g wheelchair users) and sensory (e.g. blind people) accessibility.
- The application of provisions concerning energy consumption of buildings and their accessibility in the Museum of Petrich.
- The concept of CULTURAL DIPOLE as a good example of cross border cooperation towards promoting cultural heritage and tourism
- The fact that the two areas invest in culture as a mean to fight crisis.

B. To whom to disseminate

In order to be effective, the project’s dissemination strategy will be clear and specific about the most important and innovative elements of the project. CULTURAL DIPOLE will be selective about the choice of audience and be strategic about its approach to that audience.

CULTURAL DIPOLE’s strategy will be based on:

- achieving reputation or a ‘name in the field’ by using the media (including social media), by participating in conferences and events and by preparing newsletters and publications on the project website and magazines
- organising publicity events in Serres and Petrich
- networking – making and sustaining contacts with stakeholders, interested parties and relevant Institutions, Event Organisers
- being contactable, accessible and creative.

CULTURAL DIPOLE will involve various stakeholders from different organisational, economic and social contexts. The core group of stakeholders is comprised by:

- General public
- Local, regional, national, European and specialized mass-media
- European Commission and members of the European parliament
- Local, regional and national authorities
- Local population of Serres and Petrich
- Tourist stakeholders
- Entrepreneurs
- Staff of Museums and relevant Institutions
- Tourists in general
- Tourists using the route via Bulgaria to Greece particularly: east Serbia inhabitants, Romania inhabitants
- Visitors with disability
- Visitors interested in art and history
- Students from the wider cross-border area

C. When to disseminate

In order to ensure that the timing of activities is appropriate, we identify three dissemination stages:

- Early in the project, dissemination aims to ensure that the project is addressing the needs of its target groups and that is creating awareness and understanding of its activities both within the consortium and among peer groups. A dialogue mechanism with the target group will be initiated, enabling it to provide constant feedback during the full course of the project.
- During the project, dissemination is about receiving feedback from target groups and stakeholders, also adjusting the project's strategy and developed components in order to maximize effectiveness and efficiency. At this stage it is also important to inform the community about the results of the project and ensure appropriate peer review. Project results will be published in high-quality journals and presented in workshops, seminars, conferences and other events.

Online marketing activities will ensure wide participation of the target audience and the general public in the project.

- At the end of the project, dissemination will publicise more generally the project's outputs, the lessons learnt, and the benefits gained. Such dissemination will also aim to build up a constituency of support for the project's follow-up activities. Dissemination activities will focus on providing evidence to support the promotion of CULTURAL DIPOLE in other border cities and areas.

D. How to disseminate, i.e. identifying specific dissemination strategies and vehicles

The dissemination strategy includes activities that can be divided into internal and external dissemination according to the target audiences they are addressed to.

The internal dissemination includes the instruments and activities that intend to give awareness of the results destined for the consortium members and that are not available to the public in general. This kind of dissemination includes:

- Project meetings
- Information exchange through email communication
- Video and Phone Conferencing
- Reports, publications, deliverables, etc.

The external dissemination is referred to activities and means which create awareness of the project's partial and overall results and document the project's progress. The target of those dissemination activities is specific users and interest groups that were identified above as well as the general public.

CULTURAL DIPOLE proposes a mixed approach for the effective dissemination of its aims and results, facilitated by a variety of activities, both external and internal.

The general dissemination activities that are being carried out in the project are listed below (table 2).

Table 2. The mixed synthesis of CULTURAL DIPOLE dissemination strategy

Activities		Main Means
Internal		<ul style="list-style-type: none"> ▪ Project Meetings (physical, virtual) ▪ Project Reports ▪ Publications, Deliverables (common templates) ▪ e-Mail Lists ▪ Online tools
External	Dissemination on the Internet	<ul style="list-style-type: none"> ▪ Project Website ▪ Publications on the project website and on the partners' websites ▪ Facebook account
	Communication activities/ Distribution of Promotion Materials	<ul style="list-style-type: none"> ▪ Project Logo and visual identity ▪ Outputs' templates ▪ Publications in scientific/ specialized magazines ▪ Press conferences ▪ Press Releases ▪ Newsletters ▪ Presentations to the public ▪ Project Leaflet, Brochure ▪ Project video
	Organisation/ Participation of/ in Events	<ul style="list-style-type: none"> ▪ Implementation of publicity events in Serres and Petrich ▪ Participation and presentation of the CULTURAL DIPOLE project in conferences, workshops, exhibitions, symposia, cultural events

Activities		Main Means
	Establishing Contacts	<ul style="list-style-type: none"> ▪ Personal Contacts with Key People ▪ Participation in Workshops/ Conferences ▪ Project Meetings (formal & informal) ▪ Continuation activities ▪ Synergies with Museums and relevant Institutions, Event Organisers

These activities will be carried out with the main aim to:

- Inform and generate discussion on promotion of cultural heritage for tourist purposes in the cross border region
- Receive feedback
- Present the project to involved stakeholders
- Present and discuss the results of the project
- Generate awareness about the impact of the CULTURAL DIPOLE project and outcomes

2.2 Communication Tools

2.2.1 Project Logo and visual identity

The project logo plays an important role in creating the project identity. It is included in all documents, dissemination materials, presentations in events and conferences and online channels.



Figure 1. CULTURAL DIPOLE project logo

It will be used in parallel with the following logo of Interreg programme Greece - Bulgaria:



Figure 2. INTERREG GREECE-BULGARIA logo

2.2.2 CULTURAL DIPOLE website

CULTURAL DIPOLE website has been developed in English, Greek and Bulgarian as one of the main dissemination tools. It will be regularly updated throughout the whole duration of the project and it will be maintained at least two years after the project completion. The CULTURAL DIPOLE website has been designed to be accessible according to Web Accessibility Initiative (WAI) guidelines of the World Wide web Consortium (W3C).

The Home Page of the CULTURAL DIPOLE website is: www.culturaldipole.eu



Figure 3. CULTURAL DIPOLE project website

2.2.3 CULTURAL DIPOLE social media accounts

Through Facebook, information about the project status and activities is posted to the public. The creation and maintenance of social media accounts will assist in sharing information about the project status and activities. The social networking page will be updated through the whole duration of the project by adding content and news. In addition, the social media account will be maintained for at least two years after the end of the project, to highlight the added value of CULTURAL DIPOLE through the further dissemination and exploitation of project research results and tools.

The project's Facebook account is the following:

<https://www.facebook.com/culturaldipole/>

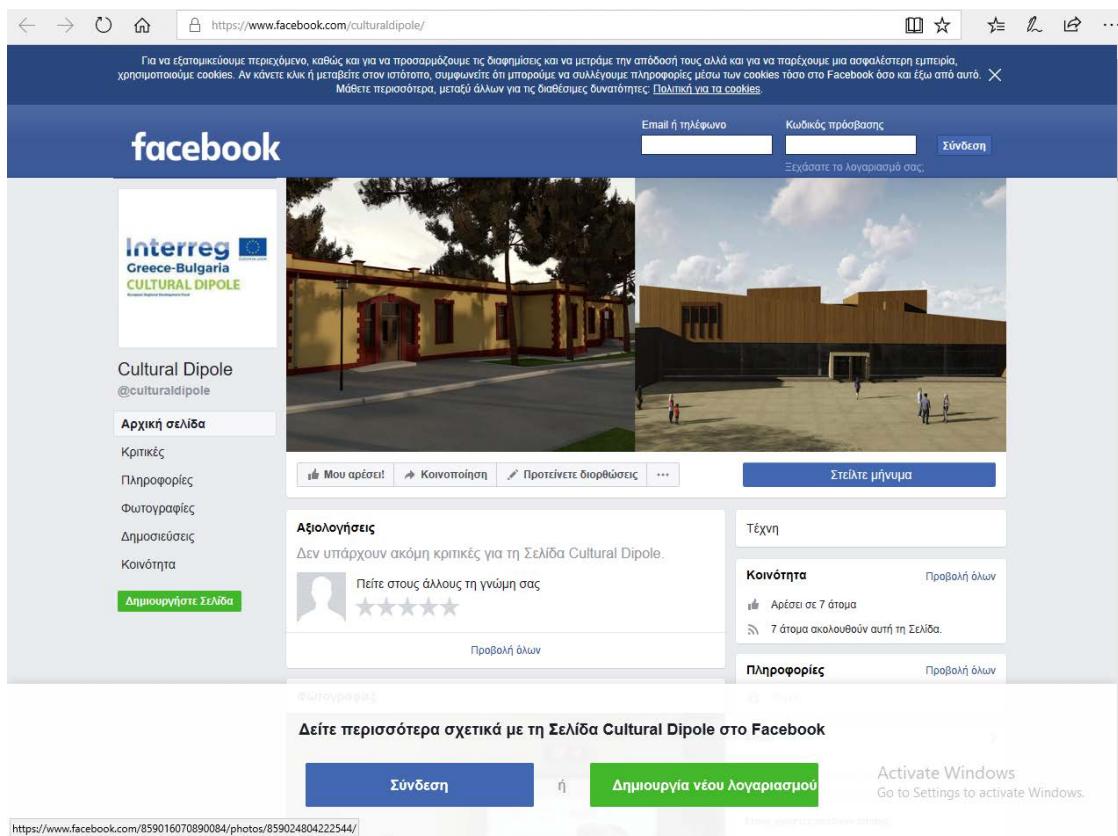


Figure 4. CULTURAL DIPOLE social media account (facebook page)

2.2.4 CULTURAL DIPOLE leaflet and brochure

The CULTURAL DIPOLE leaflet has been developed in English, Greek and Bulgarian. 700 hard copies will be distributed to events which partners prepare or where participate in. Copies of the leaflet may also be distributed electronically to partners' networks of contacts. A brochure will be also prepared during the last months of the project to present the project outcomes and achievements. At least 500 hard copies of the brochure will be produced. The leaflet and brochure will be uploaded in CULTURAL DIPOLE webpage and the Programme's webpage as well.

2.2.5 CULTURAL DIPOLE templates

In order for the project to have an easily recognizable graphical identity, templates for text documents and presentations have been developed and made available. Templates include the CULTURAL DIPOLE deliverables' and document template, the CULTURAL DIPOLE presentation template, the CULTURAL DIPOLE agenda template,

the CULTURAL DIPOLE attendance register template, the CULTURAL DIPOLE minutes' template.

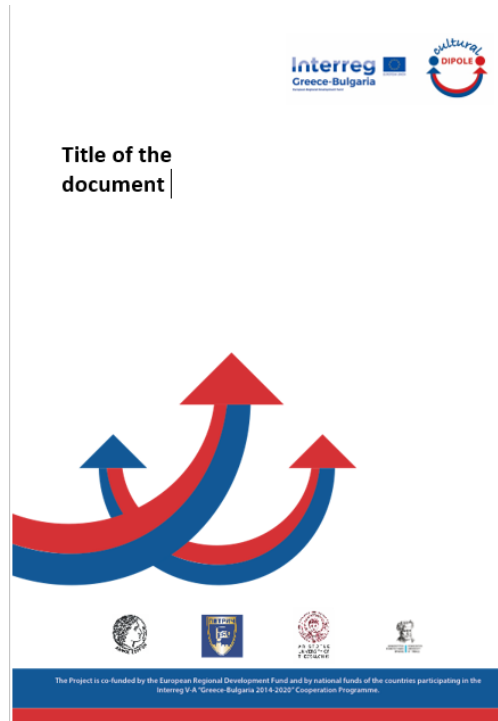


Figure 5. CULTURAL DIPOLE project deliverables' and document template



Figure 6. CULTURAL DIPOLE project presentation template

2.2.6 Public final event

A final conference will be organised after the final project meeting which will be implemented in Serres in order to inform the general public about the project results and achievements. A press release will be published in English, Greek and Bulgarian and the conference will be appropriately disseminated through the media.

2.2.7 Media relations

In the framework of CULTURAL DIPOLE various communication activities in the field of media relations are foreseen, in order to reach the general public. A contact database of relevant contact persons/ journalists will be set up at the beginning of the project to facilitate and establish the communication with the local, regional and national media. More specifically, the following activities will be implemented during the project lifetime:

a) Press conferences

A press conference has already been implemented in Serres. Another one will be organised at the opening of the Museums and an intermediate one depending on the local conditions.

b) Press releases

One press release has already been produced in Greek for the official beginning of the project. Another press release has been produced in Greek, English and Bulgarian concerning the implementation of the kick off meeting which was held on the 16th of November 2017 in Serres. In addition, a press release was published in Greek media about the implementation of the first publicity event of the project in Serres, on the 1st of June 2018. At least 4 other press releases will be produced by the end of the project.

c) Publications in magazines

Publications in specialized magazines, scientific journals and electronic media will be produced by Aristotle University of Thessaloniki and Democritus University of Thrace throughout the whole lifetime of the project. Municipality of Serres and Municipality of Petrich will contribute in the preparation of the publications, by providing appropriate information and material.

2.2.8 Publication of Newsletters

Newsletters that summarize major findings and advances of the project, relevant to different user groups will be distributed among CULTURAL DIPOLE partners and identified users. The target is for the consortium to publish two newsletters every year.

2.2.9 Project video

One “visual presentation” of the project in the form of a video presenting the project will be developed. The project video will be produced in English, Greek and Bulgarian (subtitles) and will be used to promote the overall project activities. AUTH is responsible for the development of the CULTURAL DIPOLE video. In WP5, a video in sign language will be also produced for the Thematic museum “Constantin Xenakis” in Serres in order to provide information to visitors with hearing problems.

2.2.10 Presentations to the public

During the project, presentations to the public of CULTURAL DIPOLE will be organised in Serres and Petrich with the participation of archaeologists and art historians.

2.2.11 Participation in events

The project results will be presented in appropriate events (e.g. conferences, workshops, fairs, festivals, etc.) implemented at local, regional, national and international level.

2.2.12 Publicity events

Municipality of Serres is responsible for organising two publicity events in Serres and Municipality of Petrich is responsible for organising two publicity events in Petrich. The first publicity event has been already implemented in Serres on the 1st of June 2018. AUTH and DUTH are intended to provide assistance in the implementation of the publicity events and will actively participate in them.

2.2.13 Posts on websites

Publicity material, information and news concerning CULTURAL DIPOLE will appear on the project website and also on partners’ websites both in English and local language.

Table 3. CULTURAL DIPOLE project dissemination tools

Objective	Actions required	Partner in charge
Create the project’s graphical identity	Development of the project logo	AUTH
	Graphical design of the information, brochure and leaflet	AUTH
	Graphical design of the project website	AUTH
	Design of CULTURAL DIPOLE templates	AUTH
Create the project’s online identity	CULTURAL DIPOLE website	AUTH
	CULTURAL DIPOLE Facebook account	AUTH
	Online marketing	AUTH
Inform the community and the general public about the project	CULTURAL DIPOLE project video	AUTH
	Scientific publications	DUTH, AUTH/ Municipality of Serres and Municipality of Petrich
	Newsletters	ALL
	Press releases/ Press conferences/ Presentations to the public	ALL
Establish networking activities	Participations in conferences, workshops and cultural events	ALL
	Synergies with other projects, Museums and Institutions, Event Organisers	ALL
Organise events	Two publicity events in Serres and two in Petrich. One final public event.	Municipality of Serres and Municipality of Petrich/ AUTH and DUTH

2.3 Partnership synergies for multiplying dissemination impacts of CULTURAL DIPOLE project

The project consortium has been carefully constructed to ensure balance and complementarities among partners. It consists of highly competent and experienced partners, participating in Work Packages of CULTURAL DIPOLE in a varying degree depending on their primary expertise, capacity and interest.

The Municipality of Serres is a fully developed organisation which offers its services to the citizens since 1913. The Technical Division has materialized many restoration projects and, currently several energy efficiency interventions on municipal buildings. The EU Programmes and Development Department has also a significant experience in implementing EU funded projects. Municipality of Serres has a strong record of sustainable energy projects, including projects on improving the energy performance.

The Municipality of Petrich is involved, among others, in administrative services to natural and legal persons; management of municipal property; spatial planning; environmental protection and ecology; public works and utilities; waste collection and disposal; education, culture; social activities; development of investment projects. During the last 5 years the Municipality has successfully implemented more than 20 projects funded by EU through national operational programmes and international funds. For project purposes the Municipality will use the technical expertise of the Director of the Museum and his wide experience in research, funding and exhibition activities related to the museum action.

Municipality of Serres and Municipality of Petrich have an established cooperation in the framework of EU projects, dealing with various common challenges such as: preservation of cultural heritage, protection of environment, promotion of resource efficiency, cross-border entrepreneurship, development of tourism.

The Transport Systems Research Group of the Aristotle University of Thessaloniki (TSRG/AUTH) gathers together scientists from various disciplines, aiming to create and study ideas in facing problems of mobility and transport of people and goods. The scientific activities of the Group fall under the areas of operation, planning organization and management as well as the impact of Transport Systems on people,

environment, sustainable development, mobility and disability. Transport Systems Research Group of Aristotle University of Thessaloniki (TSRG/ AUTH) has a long experience in research projects and also an expertise on accessibility issues. TSRG/AUTH has been awarded by the International Union of Architecture (UIE) for the physical and sensory accessibility provisions planned and realised in Rotunda, Thessaloniki.

The Environmental & Energy Design of Buildings & Settlements Lab of the Democritus University of Thrace (DUTH) is specialized on environmental and energy design & RES applications in structures and settlements. It is supported by energy auditing devices, measuring instrumentation and specialised software (e.g. TAS_EDSL, ANSYS). The Lab has expertise on energy design of buildings, energy regulations, energy simulations, sustainable construction, on bioclimatic design of open spaces and on the development of regulations and legislation related to EE in buildings. The Lab had participated in the Working Groups of the Technical Chamber (GR) for the development of Technical Guides for the National Regulation for EE in Buildings and also for the recast of the EPBD in Cyprus for the definition of nearly Zero Energy Residential Buildings. The Lab's academic staff has been involved as co-ordinator, scientific responsible and researcher in numerous European and national projects.

CULTURAL DIPOLE takes advantage of previous research and combines the knowledge, expertise and capacities of all partners towards the implementation of an ambitious and analytical workplan that will create tangible results for Serres, Petrich and the whole cross border region.

2.4 Dissemination Recording Form for keeping track of dissemination activities

In order to record any kind of awareness and dissemination activities implemented by project partners, a “**Dissemination Recording Form**” has been developed so that every project partner can record a dissemination activity. These dissemination activities include, but are not limited to: meetings, press releases, publications, speeches, presentations, informal discussions, seminars, workshops and more.

Every six months the recorded dissemination activities will be integrated into a dissemination report. In total five reports on dissemination activities will be prepared

on months 6,9,12,18,24. The dissemination reports will provide a short description of each dissemination activity including the following information:

- Name of the persons who participated in the activity
- Partner responsible for the activity
- Date of activity
- Place of activity
- Kind of activity (e.g. conference, publication, newsletter announcement, ...)
- Title (of conference, publication, newsletter...)
- Link of event (if relevant)
- Role (e.g. key-note speaker, discussant, author,...), i.e. description of partner’s involvement
- Composition and number of target audience (e.g. participants, readership) & countries addressed
- Significant Contacts made (name, position, organisation, address, tel, fax, e-mail)
- Project Materials distributed (type and number)
- Cost of dissemination activity
- Feedback / comments / conclusions of relevance for CULTURAL DIPOLE

CULTURAL DIPOLE - DISSEMINATION ACTIVITIES	
General information	
Name	
Institution	
Dissemination information	
Date of activity	
Place of activity (city, country)	
Kind of activity (e.g. conference, publication, newsletter announcement, ...)	
Title (of conference, publication, newsletter...)	
Link of event (if relevant)	
Role (e.g. key-note speaker, discussant, author,...), i.e. description of your involvement:	
Composition and number of target audience (e.g. participants, readership) & countries address	
Significant Contacts made (name, position, organisation, address, tel, fax, e-mail)	
Project Materials distributed (type and number)	
Cost of dissemination activity	
Feedback / comments / conclusions of relevance for CULTURAL DIPOLE	

Figure 7. CULTURAL DIPOLE Form for dissemination activities

2.5 Marketing Strategy and Exploitation Plan

Task 2.3 entitled “Marketing Strategy and Exploitation Plan” (leader AUTh) is devoted to actions involved in developing an appropriate marketing strategy and also actions aiming to set up the environment for exploiting the project results and methods and for ensuring the sustainability of the project.

A draft of the deliverable: “Marketing strategy and exploitation plan” will be delivered on month 16 (December 2018) and it will be constantly updated throughout the whole duration of the project. The final version of the plan will be submitted by the end of the project. In particular, this plan aims at:

- a) The development of a marketing strategy for the creation of a **common tourist product** and the **promotion of the “CULTURAL DIPOLE”** as well
- b) The sustainability and exploitation of project results **during the project lifetime** and **after the project’s completion**

CULTURAL DIPOLE will seek to develop cooperation and synergies with Museums and Institutions, Event Organisers in the broader region. The Thematic Museum “Constantin Xenakis”, the new Historical Museum in Petrich and the whole concept of CULTURAL DIPOLE will be promoted through the participation in various cultural events and joint activities.

The “Marketing Strategy and Exploitation Plan” will describe the synergetic activities that will be developed and implemented in the project framework and will detail how each partner will appropriately utilise the project results to ensure that the idea of CULTURAL DIPOLE and the Museums created in Serres and Petrich will be sustained in the future, after the project completion.

2.6 Compatibility of communication strategy with EU principles

It should be noted that all dissemination and promotion activities foreseen in CULTURAL DIPOLE framework will be consistent with the following principles:

- The overall communication strategy of the project will aim to provide equal opportunities but also promote gender mainstreaming and non-discrimination. Project partners will implement all the necessary actions in order to ensure

that people with disabilities will be able to access the communication channels (website, information material, venues) and actively participate in CULTURAL DIPOLE dissemination activities. Accessibility provisions and reasonable adjustments will be provided whenever required.

- In addition, information and publicity activities of CULTURAL DIPOLE project will be implemented with respect to Corporate Social Responsibility.
- Project partners will take into consideration the main social and environmental principles for organising and implementing the publicity events and other promotion activities in order to reduce the related environmental footprint.

3 CULTURAL DIPOLE “Decalogos” for partners’ awareness

The “Decalogos” acts as a reminder checklist for partners to contribute to the project’s dissemination plan during the whole project duration. It will be crosschecked by AUTH during every partners’ meeting where a relevant presentation of dissemination activities will take place. The CULTURAL DIPOLE “Decalogos” is presented in the next page:

CULTURAL DIPOLE DECALOGOS



1. Inform AUTH about any promotion activity related to CULTURAL DIPOLE (such as: presentations, publications, participation in events/meetings, press releases, speeches etc.). Fill in the “Dissemination Recording Form” for each dissemination action and send it to AUTH.
2. Inform AUTH/ALL about relevant events, where CULTURAL DIPOLE partners could participate (e.g. Conferences, Seminars etc.). If necessary arrangements could be made so that CULTURAL DIPOLE will be represented.
3. Collect photos, videos, from all CULTURAL DIPOLE activities (full documentation): meetings, workshops, seminars, press conferences, etc. Send them to AUTH to be used in publicity material (e.g. project newsletters, videos, etc.). Take care that there are no third party-intellectual property rights.
4. Invite local policy makers in appropriate projects stages and inform them on project’s progress. Record events (videos - photos). Send them to AUTH.
5. Provide to AUTH lists of:
 - e-mails of people organisations interested to CULTURAL DIPOLE objectives and thematic interests (e.g. public transport, innovation management, marketing research, etc.) for receiving the CULTURAL DIPOLE newsletter
 - list of organisations and/or projects with whom CULTURAL DIPOLE should establish relations and synergies
 - list of events, conferences etc., where CULTURAL DIPOLE should be represented
6. Use in all of your communications (deliverables, presentations, newsletters, etc.) the CULTURAL DIPOLE logo, the INTERREG GREECE-BULGARIA logo, the statement *“The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.”* and the CULTURAL DIPOLE website address.
7. Contribute to CULTURAL DIPOLE Newsletter, Brochures, Press Releases etc. with input or an article about content, progress, etc. Provide e-addresses of prospective CULTURAL DIPOLE Newsletter recipients. Distribute the project’s newsletter, brochures, posters, where appropriate.
8. Provide material for regularly updating the CULTURAL DIPOLE website (www.culturaldipole.eu)
9. Publish on CULTURAL DIPOLE on various levels (scientific journals, magazines, newspapers etc.), send a copy to AUTH. Co-ordinate with other partners on intention to publish from CULTURAL DIPOLE, to avoid conflicts (via AUTH), always mention the financing body (INTERREG GREECE-BULGARIA).
10. Register at CULTURAL DIPOLE’s social media page (facebook), as follower. Monitor the announcements and posts, “like” them, comment on them. Make your own posts on CULTURAL DIPOLE’s social media account. Connect with people. Initiate the dialogue or take part in it.

Resides it has fun!