

## Project Deliverable Report

Deliverable Number: D2.1.1  
 Deliverable Title: Communication Plan:  
 Preparation of a Joint Communication Plan  
 Author(s): External Support Team  
 Work Package Number: 2  
 Work Package Title: Project Communication & Dissemination

<b>HERMES Project Information</b>	
<b>Project full title</b>	A HarmonizEd fRamework to Mitigate coastal EroSion promoting ICZM protocol implementation
<b>Project acronym</b>	HERMES
<b>Subsidy Contract number</b>	2546
<b>Project coordinator</b>	Ioannis Tsoukalidis
<b>Project start date and duration</b>	28 August 2017, 24 months
<b>Project website</b>	<a href="http://www.interreg-balkanmed.eu/approved-project/18/">http://www.interreg-balkanmed.eu/approved-project/18/</a>
<b>Facebook</b>	<a href="https://www.facebook.com/HermesBalkanMedProject/">https://www.facebook.com/HermesBalkanMedProject/</a>

<b>Deliverable Information</b>	
<b>Work package number</b>	2
<b>Work package title</b>	Project Communication and Dissemination
<b>Deliverable number</b>	D2.1.1

<b>Deliverable title</b>	Joint Communication Plan
<b>Description</b>	Joint Communication Plan ensures that throughout the whole Project implementation communication efforts help to achieve the designated goals, and that they are coordinated and effective. It also helps to clarify what staff, time and resources are needed and how to use them.
<b>WP Leader</b>	LP, Paggaio Municipality
<b>Lead Author(s)</b>	Paggaio Municipality External Expert Support Team
<b>Contributor(s)</b>	P3, P4, P5
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<b>Revision</b>	<b>Date</b>	<b>Modification</b>	<b>Author</b>
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1.0	07-10-2018	Final	Paggaio Municipality External Expert Support Team


Approvals				
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Coordinator				
WP Leaders				

**Contents**

Introduction..... 6

    Coastal Erosion in the Transnational Cooperation Programme (TNCP) “Balkan-Mediterranean 2014-2020” ..... 7

    Summary of SWOT analysis ..... 8

Executive Summary ..... 9

Strategy ..... 9

Target Audience Groups..... 10

Key Message..... 11

Channels of Communication ..... 15

Evaluation..... 16

Implementation..... 16

Summary ..... 18

Resources ..... 20

Outreach and Communication Activities ..... 21

The communication plan was presented to project partners at the HERMES partner meeting in Larnaca, September 2018 . The draft communication plan has been shared with all partners internally via e-mail..... 21

    Next Steps..... 21

The communication plan is iterative and will be reviewed as the project progresses and at least once every semester..... 21

A set of key messages and straplines will be agreed by the Partnership and will be used on all materials produced in the first part of the project. .... 21

    References..... 21

An Integrated Communication Guide for Projects Transnational Cooperation Programme Interreg Balkan-Mediterranean 2014-2020( CCI 2014TC16M4TN003): Document which provides guidance and insight to Project Partners, regarding their Projects' communication activities ..... 22

Available online at [http://www.interreg-balkanmed.eu/gallery/Files/Library/Project%20Implementation/BMP\\_CommunicationGuide.pdf](http://www.interreg-balkanmed.eu/gallery/Files/Library/Project%20Implementation/BMP_CommunicationGuide.pdf) ..... 22

Annexes (Communication Material templates): ..... 22

    Annex: Presentation Template ..... 23

    Annex: Letter Template ..... 25

    Annex: Poster Template..... 26

    Annex : Participant List Template ..... 27



## Introduction

Coastal erosion is one of the highly growing environmental concerns faced by coastal communities, aggravated by the prospect of accelerated sea level rise due to climate change and the accumulated negative effects of mismanagement practices. Over the past 100 years about 70% of the world's sandy shorelines have been retreating due to coastal erosion, while currently around 20% of EU coastline is eroding. Coastal erosion is directly linked to economic losses due to coastal retreat and loss of land, ecological damage (especially of valuable coastal habitats) and societal problems. In the BMP area the impact of high-frequency and high intensity winter storms, the effect of sediment blockage due to river damming, the degradation of beach stability in areas of urban and tourist activities and the lack of integrated approach in human interventions have led to significant coastal erosion rates. Presently, almost 30% of coasts in Greece are eroding or appear as vulnerable to erosion.

In Cyprus this percentage reaches 38%, while in Bulgaria almost 71% of Black Sea beaches are eroding. In Albania, a country with 420 km coastline, coastal erosion is a significant issue for the northern and central parts. HERMES aims to develop a unified and harmonized framework for coastal erosion mitigation and beach restoration covering the four partner countries (Albania, Cyprus, Greece and Bulgaria) through the implementation of a coherent ensemble of studies, the sharing of already developed technical tools and the design of joint policy instruments. HERMES will aid coastal stakeholders to harmonize and adapt to the most relevant EU policies on coastal zones, as CC, Integrated Maritime Policy, Maritime Spatial Planning, ICZM, Marine Strategy and Water Framework Directives, Inspire, etc. Coastal municipalities and regional authorities, coastal users, local and international NGOs, landowners and businesses situated in or near coastal areas will benefit from project outputs.

HERMES capitalizes on previous EU-funded projects (BeachMED, CoastGAP, Coastance, Mare Nostrum) to build a joint coastal erosion methodological framework to be applied at four study sites (one per partner country). At each site: historic and future coastline retreat will be evaluated; erosion and climate change vulnerability indicators will be derived; causes related to human interventions will be assessed; existing environmental

and socio-economic data will be integrated into a coastal webGIS; a modeling toolkit (meteorologic, hydrodynamic, wave and morphodynamic) will be applied; a series of intervention scenarios will be tested and evaluated. HERMES will place emphasis on the promotion of environmental-friendly technical works for coastal restoration (e.g., beach and dune stabilization, beach nourishment). Workshops and seminars will be organized to train national, regional and local managers on the use of HERMES system and raise the public awareness on the proposed action plan.

***Coastal Erosion in the Transnational Cooperation Programme (TNCP)  
“Balkan-Mediterranean 2014-2020”***

The Transnational Cooperation Programme (TNCP) “Balkan-Mediterranean 2014-2020” is a new territorial cooperation initiative which actively promotes the sharing of experiences, knowledge and the improvement of public policies between national, regional and local authorities and other territorial actors of eligible regions of the Balkan Mediterranean area. Its eligible area includes the entire territory of three (3) different EU countries (Greece, Bulgaria and Cyprus) and of two (2) candidate countries (Albania and FYROM).

The Programme is co-financed by the European Regional Development Fund (ERDF) as well as by the Instrument of Pre-Accession Assistance (IPA) and has a total budget of 39.7 27.652,11 millions of Euros for the 2014-2020 programming period. Its main purpose is to contribute to the long term development of the Balkan-Mediterranean area and strengthen transnational cooperation between regions and participating countries.

Environment is a top priority of the Balkan-Med Program. Major stakeholders identified threats to environment and inefficient use of natural resources as one of the main problems that needs to be tackled in the current programming period. Better environmental governance is not only vital for sustainability but also a driving force for steady economic growth. In effect, as Eurostat figures indicate that employment in environmental sectors in the EU is growing at a rate of 3% in recent years.

Green growth is a cornerstone of the EU integration process whose implementation requires constant upgrading of administrative skills at all levels and working relations between public administration and the knowledge sector that can lead to capitalising scientific progress.

Therefore, HERMES is a project that will contribute to the development of joint strategies and policies promoting, testing and implementing concrete applications, tests, pilot projects and practices for sustainable management targeting blue/green growth, for integrated land/sea planning policies, for the EU environmental targets' monitoring and implementation of the corresponding EU legislation, including Integrated Coastal Zone Management .

***Summary of SWOT analysis***

The HERMES partnership communication team carried out a SWOT analysis designed to pinpoint those parts of Communication activities that can influence, favourably or unfavourably, the core of the project and the achievement of its objectives.

Below is a summary

The SWOT analysis of the Project regarding communication, Identifies:

Strengths: What have we got that we can use?

Weaknesses: What could damage our reputation?

Opportunities: What could we capitalise upon?

Threats: What might go wrong?

Strengths	Weaknesses
-Cross-functional team -Allocated Resources -Clear list of deliverables and objectives	-Stringent administrative rules -Charged and conflicting partner agendas
Opportunities	Threats
-Collaborations with other projects	-Miss the target audience

-Link project with real-life/real-economy concerns	-Disconnect with local realities -Lose time and run behind schedule

## Executive Summary

This document sets out an initial communication plan for the HERMES project. The document is iterative and will be reviewed as the project progresses and at least annually. A successful communication strategy is adaptive and essential for continued active engagement with project partners, stakeholders and end-users.

The communication plan sets out a series of activities and methods to achieve the following key objectives:

- To inform and update project partners and external stakeholders and end-users on the latest news, events, products and services
- To promote and raise awareness of the HERMES project, activities, outputs and results amongst external stakeholders and to maintain their interest
- To actively engage partners and external stakeholders in the implementation of activities and the production of outputs and results
- Demonstrate the instrumental role of a transnational collaborative approach in achieving multi-level, multi-sectoral cooperation, contributing to resilience, competitiveness and solving societal challenges

## Strategy

The HERMES communication strategy will employ a diverse range of means to target individually identified or collective stakeholder groups. The strategy and channels of communication used will depend on the target audiences, purpose and the key messages to communicate.

Having clearly identified target audiences is essential for defining appropriate channels of communication and for developing effective key messages and straplines. Having agreed key message and straplines will ensure that the partners are able to promote the HERMES project clearly, concisely and consistently to all stakeholder groups through the chosen channels of communications.

## **Target Audience Groups**

Coasts are a natural resource that support a wide variety of commerce, industry and ecosystem service uses including:

- Maritime, transport and shipbuilding
- Fishery and aquaculture industry, food security, nutrition
- Health
- Energy and raw materials
- Leisure-based activities (including tourism)
- Working and living place
- Coastal protection, flood control and low water replenishment
- Maritime monitoring, research and surveillance
- Climate regulation through carbon storage
- Protection against extreme weather events

Public bodies, Private entities, Civil society organisations, knowledge carriers and with a direct / indirect interest in any of the above sectors represent HERMES' stakeholders and potential beneficiaries of its activities and results.

Therefore, HERMES' potential audience will include representatives from public, policy, industry, education, environmental conservation and scientific / research stakeholder groups. More specifically, the following potential end-user groups can be identified as target audiences:

- Local and regional authorities directly involved in countering coastal erosion

- Local, National and International organisations charged with environmental conservation and coastal zone management (e.g. local government, policy makers regulating industry, policy makers enforcing environmental protection, sustainable resources exploitation)
- SME's operating on the coastline of the Partner areas and of the BMP zone, directly or indirectly
- Educators teaching subjects relating to sustainable management of the Mediterranean Sea coastline, its natural values, resources or its uses
- Researchers and scientists external to the project whose discipline is related to observation of coastal processes , ocean modelling and forecasting, protected areas, marine spatial planning, marine data management and presentation or other related disciplines
- Other related ongoing projects and initiatives
- Citizens who live and / work on the coastal zone of the Partner areas directly or indirectly (e.g. coastal residents, employees of industry operating in the Mediterranean Sea) as well as those living in regions with similar characteristics of the BMP area
- Public recreational users of the Mediterranean Sea

## **Key Message**

Communication products designed in the beginning of the project will focus on the project aims, objectives and aspirations. From this, a key message or a set of key messages are required to help highlight the purpose of the project, its aspirations and why it is important to Stakeholder groups. The key messages should be agreed by the Partnership and will help the partners to raise awareness of the project and its aims to targeted Stakeholder groups concisely, clearly and consistently.

In order to define a key message, it is necessary to identify the motives and aspirations of the project in terms of the current shortcomings of coastal risk management , the requirements for addressing these shortcomings and the solutions that the project is aiming to provide. The key message should inform end-users of how the solutions proposed will benefit them. By identifying the shortcomings, requirements, solutions

and benefits, the resulting key message should tell the audience (i.e. stakeholders) What the project is doing, Why it is doing it and How it will benefit the stakeholders.

<b>Table 1. Identifying elements to form the project's Key Message</b>			
<b>Shortcomings</b>	<b>Requirements</b>	<b>Solutions</b>	<b>Benefits to Stakeholders</b>
Gaps in current monitoring of coastal erosion in the BMP area	Fill gap in current monitoring activities in the BMP area	Installing 4 new Oceanographic monitoring systems to fill gaps in current activities	More accurate models, improved data coverage and availability
Inadequate capacity of local administration to mitigate coastal erosion and insufficient territorial cooperation among Mediterranean	Improve access of involved services to innovative soft engineering approaches and to opportunities of transnational cooperation	Elaboration and use of a Common Methodological Framework	Resilient local communities, increased opportunities for growth and employment across borders
Previous projects funded by European Territorial Cooperation programs and other funding instruments have produced valuable results not yet fully integrated	Improved models, tools and solutions that meet Partners' and Stakeholders' requirements	Collating and Integrating results of running and completed projects	A Knowledge-based network of authorities involved in coastal zone management that will upgrade their capacity related to coastal erosion mitigation and Climate Change resilience
Currently a lack of easily accessed models, tools and solutions that meet stakeholder	Improved access to all available models, tools and solutions in the BMP area	Employ a stakeholder-centric, user-friendly approach to for generating new tools	Easy access to stakeholder -defined tools and solutions.

requirements		and solutions, organise training sessions for decision makers designed to strengthen their capacity	
Spatial constraints of data collected by in situ monitoring and observing systems	Data to fill gaps in spatial coverage provided by in situ monitoring / observing systems	Joint action in four pilot sites to evaluate coastal erosion rates and test various erosion mitigation measures based on 'soft' engineering .	Development of joint actions to support territorial and regional cooperation to tackle common challenges

From the elements identified in Table 1, the following initial key message is proposed:

*“HERMES is building an inclusive network based on knowledge, innovation and territorial cooperation that will propose tools and solutions that both fill gaps on coastal monitoring activities and improve operational capacity to take concrete action at local scale for the mitigation of coastal erosion”.*

From the analysis carried out to define the initial projects key message, the following initial strapline was proposed:

***knowledge-driven innovative solutions to serve local coastal communities***

In addition, a number of key phrases for describing the HERMES project in more detail to a variety of Stakeholder groups were identified:

- “Building a knowledge-based network to upgrade the capacity of local communities related to coastal erosion mitigation and CC resilience in the participating countries
- “Common application of an environmental modelling toolkit, common installation of stations for in-situ waves and currents monitoring; common tests of various erosion mitigation measures, emphasis on ‘soft’ engineering techniques (dune stabilization, nourishment, geosystems) .”
- “Improved understanding of the process of Coastal Erosion, the pressures that drive it and the perspectives to manage it and generate actions that contribute to

sustainable and performing lead pressures and its management for ocean conservation, sustainable use, living and jobs.”

- “Extending observation, monitoring and modelling capabilities in the BMP zone.”
- “Improved coastal erosion forecasting in the BMP zone.”
- “Train decision makers to use the HERMES system combining solid knowledge of the evolution of coastal erosion and application of innovative, reliable and tested soft engineering techniques.”

HERMES is a network joint action supporting the planning of the most appropriate coastal erosion and climate change resilience management strategy for the coastal communities of the partner-countries involved. It links scientific expertise with development agencies, coastal zone managers and decision-makers on issues related to ICZM, coastal erosion, beach stabilization and restoration, coastal environmental rehabilitation and climate change resilience and adaptation. To tackle these issues and mitigate their adverse environmental,

HERMES is a network joint action aiming to upgrade the capacity related to coastal erosion mitigation and climate change resilience of local/regional/national authorities involved in the coastal zone management in the participating countries.

HERMES’s specific objectives are: a) to formulate a developing knowledge-based network on shared coastal tools (monitoring, modeling and data management), b) to upgrade the current level of research and innovation in the field of coastal sustainable development, protection and adaptation, c) to enhance responses to challenges driven by climate change, and d) to sustainably use strategic coastal resources to achieve Blue Coastal Growth.

Moreover, HERMES fosters transnational transfer of knowledge and experiences gained through previously implemented projects, building a joint coastal erosion framework, adapted to the specific conditions of each study site. HERMES addresses all cross-cutting challenges leading to imbalances between sustainable and socio-economic development along the coastal zones, emphasizing on innovative tools for erosion protection and climate change risks prevention.

HERMES serves as a pilot action for the design and promotion of innovative technologies following the ecosystem-approach for the improvement of environmental protection along coastal zones. HERMES promotes 'soft' engineering techniques to combat coastal erosion, strengthen sustainable development and provide strong impulse to local

economy and jobs creation. Considering the benefits, in the coastal economic development, in coastal environmental protection, in the wellness and sustainability of local communities and the attractiveness of focused coasts, it occurs that HERMES is a project updating the adaptation level of coastal communities, adopting environmental friendly management plans for coastal areas, ensuring continual intervention and management policy, thus in-line with the broad objective and specific priorities of the BMP.

## **Channels of Communication**

The HERMES communication strategy will use a combination of 2-way and 1-way communication channels to reach target audiences and their wider networks. Communication channels will be tailored toward individual or groups of stakeholder user groups and may be at the local, national or international level depending on the target audience and the communication method.

Channels of communication will include:

- 4 project newsletters
- Frequent blog articles published on the HERMES project Facebook page
- Social Media posts broadcasting all project activity, blog articles, website posts and information relevant to the projects e.g. conferences and events.
- Press releases, publications and briefings
- Project identity including project logo, graphics and communication templates
- Regular emails between project partners and external stakeholder groups engaged with the project
- One project leaflet and posters targeting individual or groups of stakeholder user groups
- Power Banks and other merchandise
- Conference, open workshops and participation or organisation in events and exhibitions relevant to the project
- Video (5min) for the installation and monitoring of the Monitoring System

Materials produced will be available in English, Greek, Bulgarian and Albanian.

## **Evaluation**

The HERMES communication strategy will be evaluated using a variety of metrics. The metrics will be used as a measure of the effectiveness of the communication strategy and channels employed. The strategy will be adjusted as the project progresses to maximise its impact and reach and engage target audiences effectively.

Metrics will include the number of people and types and audiences reached. As required, we will collect metrics on outreach and dissemination activities from all partners during each reporting period. For that purpose, the following information will be collected as part of periodic reporting:

- Number of conferences, events, meetings and workshops organised / attended,
- Number of posters, leaflets, stickers, newsletters etc. distributed
- Number of posts, articles, press releases, papers and social media updates published
- Number of people reached measured by number of “friends” of Facebook page,
- Number of people attending conferences, meetings, events and workshops
- Target audience for each activity

We will also gather information on the quality of some of our communication activities by requesting feedback from partners, external stakeholder groups engaged in the project, and delegates attending the workshops or/and other events.

## **Implementation**

A schedule of activities required to implement the communication plan over the next 4 months is outlined as follows:

### **September 2018**

- Design, agree, print and upload on Partner websites leaflet and key messages telling stakeholders about the HERMES project – its aims, objectives, key messages and aspirations.
- Start process for the purchase of power banks and other merchandise
- Timetable, template and themes to be outlined for the 4 project newsletters.
- Themes and schedule for the next Open Workshop and Final Conference.
- Press releases as appropriate

#### **October 2018**

- All work package leaders to commit to contributing to WP2 Leader a “Facebook Post a Month” (max. 500 characters) with a highlight from an activity in their work package. At least 1 Facebook Post will be extended into a blog post until end 2018.
- Conclude purchase of power banks and other merchandise
- Draft and publish 1st Newsletter
- Press releases as appropriate

#### **November 2018**

- “Post a Month” from each WP leader
- A schedule (next 8 months) of relevant conferences, events, workshops and meetings, built from information contributed by all partners. Who will be attending (whenever is confirmed) and how they will be representing HERMES. These events should be posted on the facebook page and broadcast via Social Media if possible
- Complete Stakeholder Analysis
- Press releases as appropriate

#### **December 2018**

- “Post a Month” from each WP leader
- Print poster, flyers, leaflets, stickers and brochure and upload to project website.
- December blog post
- Update conference and events schedule
- Press releases as appropriate

- Refine and agree project key messages and straplines

Results of the communication activities will be collated and reported as part of the projects periodic reporting.

## Summary

Table 2 provides a summary of the HERMES communication plan

<b>Table 2: Summary of communication plan</b>					
<b>Medium / Activity</b>	<b>Type of Audience</b>	<b>Communi- cation Level</b>	<b>Communi- cation Type</b>	<b>Date / Frequency</b>	<b>Evaluation</b>
<b>News- letters</b>	Public	International , National and Local	1-way	Quarter- Semester (4 in total)	Number distributed
<b>Social Media</b>	Public	International , National and Local	1-way	1 facebook post per month from each WP leader	Number of posts and followers
<b>Conferenc es, events and exhibit- tions outside HERMES project</b>	Policy, Science and Research, Industry, Education	International , National and Local	1-way, 2- way	Attend and presents at all relevant conferences, events and exhibitions possible	Number attended and presentations / publications delivered, people reached, connections made
<b>Work- shops and meetings</b>	Policy, Public, Science and Research, Industry,	International, National and Local	2-way	Organise / attend frequent workshops and meetings	Number organised and attended

	Education, Internal partners, External stakeholders engaged in the project			throughout the project	
<b>Posters / banners</b>	Science and Research, Policy, Industry, Education	International, National and Local	1-way	1 near the start of the project focused on project aims and objectives and 1 near the end show casing products	Number of events displayed
<b>Leaflets</b>	Policy, Public, Science and Research, Industry, Education	International, National and Local	1-way	1 near the start of the project focused on project aims and objectives and 1 near the end show casing products	Number distributed
<b>Logo / identity</b>	Policy, Public, Science and Research, Industry, Education	International, National and Local	1-way	To be used on ALL project communication activities and channels.	Are the templates being used by all partners?
<b>Emails</b>	Internal partners, External stakeholders engaged in the project	International	1-way, 2-way	On-going communication	Feedback received regarding email communication

<b>Press releases</b>	Public	International, National and Local	1-way	Press releases for all newsworthy project outputs	Number released
<b>Blog posts</b>	Public	International	1-way	Aim for at least 1 per reporting period	Number of posts and views

## Resources

### 1. Human Resources

Each HERMES partner has designated one Members of its project team as responsible for communication activities.

1	LB	Municipality of Paggaiio	Natasha Theodosiou
2	PB2	DUTH-Democritus University of Thrace	Nikolaos Kokkos
3	PB3	ORION- Joint Research and Development Centre	Marios Nicolaides
4	PB4	UBBSLA-Union of Bulgarian Black Sea Local Authorities	Polina Antonova
5	PB5	TEULEDA-Local Economic Development Agency	Arion Omi
6	PB6	IGEWE-Institute of Geosciences, Energy, Water and Environment	Dorina Mucollari

### 2. Financial resources

Budget available to implement the communication activities amounts to 90.103,80€ and represents close to 9% of the total project budget.

	<b>WP2</b>
LP-PP1	56.003,19 €
PP2	13.591,36 €
PP3	19.145,00 €
PP4	10.244,00 €
PP5	19.764,75 €
PP6	1.615,50 €
<b>Total</b>	<b>90.103,80 €</b>

## **Outreach and Communication Activities**

The communication plan was presented to project partners at the HERMES partner meeting in Larnaca, September 2018 . The draft communication plan has been shared with all partners internally via e-mail.

## **Next Steps**

The communication plan is iterative and will be reviewed as the project progresses and at least once every semester.

A set of key messages and straplines will be agreed by the Partnership and will be used on all materials produced in the first part of the project.

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### **Annexes (Communication Material templates):**

- Presentation Template
- Letter Template
- Poster Template
- Participant List Template

### *Annex: Presentation Template*



PP  
Logo



**(TITLE OF THE EVENT)**

(DATE)  
(PLACE)

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



PP  
Logo



**Contents of Slide (1)**

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

(double click to open: )



### Contents of Slide (n)

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### Contents of Last slide



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(double click to open: )

*Annex: Letter Template*

  <p><b>Interreg</b> Balkan-Mediterranean HERMES</p>	PP Logo	PP Logo	○
<p><i>In ....., ...../...../2018</i></p>			
<p><i>(Beneficiary's Address)</i> <i>(Beneficiary's Contact person)</i> <i>(Beneficiary's Telephone)</i> <i>(Beneficiary's email)</i></p>	<p><b>TO</b> <i>Managing Authority of European Territorial Cooperation Programmes "Balkan Mediterranean 2014-2020"</i> Att : Email :</p>		
<p><b>(TITLE)</b></p>			
<p>The undersigned ..... as Beneficiary of the Project "....." hereby request ..... ..... .....</p>			
<p><i>(signature/stamp)</i></p>			
<p><b>Attachments:</b></p>			
<p>Project co-financed by European Union and National Funds of participating countries</p>			

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*Annex: Poster Template*

**Interreg V-B**  
**"Balkan-Mediterranean 2014-2020"**

MUNICIPALITY OF PAGGAIO  
ΔΗΜΟΣ ΠΑΓΓΑΙΟΥ

HERMES

A HarmonizEd fRamework to Mitigate  
coastal EroSion promoting ICZM protocol  
implementation

1.012.629,69€

European Regional Development Fund (ERDF)

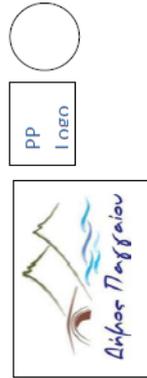


<http://www.interreg-balkanmed.eu/approved-project/18/>

**Interreg**   
**Balkan-Mediterranean**  
European Regional Development Fund

(double click to open: )

*Annex : Participant List Template*



(TITLE OF THE EVENT)  
(DATE)  
(PLACE)



No	Name	Surname	Organisation/ Institution	Contactphone	Email	Photo consent	Signature
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Project is co-financed by European Union and National Funds of participating countries

(double click to open: )

