



Faculty of Technology and
Technical Sciences Veles



"St. Kliment Ohridski" University - Bitola



COMMUNICATION PLAN

The following Communication Plan is joint developed starting from the kick off meeting in 18 January in Vari – Voula – Vouliagmeni and is based on methodology of Integrated Communication Guide for Projects TCPI Balkan – Mediterranean 2014-2020. Communication plan will be enriched, updated, specialized during project implementation.

INTRODUCTION - GUIDELINES

The main objective:

The BAS project will create the means and the motivation to the general population to change the way they dispose of household waste and increase the percentage of it that is recycled. The communication plan is the part of the project that presents the means and informs the population of the motives provided. It is important that we do not lose site of the real goal of the project which is to train the population to acquire an attitude of civic responsibility and awareness of the environment and NOT to recycle because we provide direct benefits. We must therefore inform the population about the negative impact that bad garbage disposal policies have on the environment and to public health. The real motivation for them to change their attitude should be this and not the benefits.

Setting Goals:

Settings goals within the project is an important motivator for the public. The goal should be the total percentage of household waste that is recycled per city or per neighborhood. The goal should be communicated as a common goal of the administration and the population, giving the people a sense of participation in the project.



A. IDENTIFYING TARGET GROUPS-

1. **Potential target groups** of communication plan are the following in all participating countries

- Citizens in general :
- Education-training stakeholders (teachers, professors, pupils students, parents of pupils) – kindergardens, day care centers, primary/secondary schools, TTF
- Local, Regional, National authorities –Derven (Ve); Komunalec (Bt)
- Staff of Municipality - environment department-responsible person (inspector) in Veles, Bitola
- **Total-Veles: 32 entities**
- **Total-Bitola: 51 entities**
- **Total: 83 institutions in both cities (see Annex)**

2. Main characteristics of target groups

Citizens in general

Area	Residents	Additional Seasonal residents
Veles	54 000
Bitola	92 300

Note:

Veles: ratio men / women population = 50: 50

- up to 19 years = 21,3 %

- from 20 to 50 years = 43,5%

- over 50 years = 35,2 %

Bitola: ratio men / women population = 49: 51

- up to 19 years = 19,7 %

- from 20 to 50 years = 42,3%

- over 50 years = 38 %¹

¹ Source: Statistical Office - Statistical overview: population and social statistics, July 2016. ISBN 978-608-227-234-4



- In Veles: there are 32 schools from preschool to high schools that will be considered within this project
- In Bitola: there are 51 schools from preschool to high schools that will be considered within this project

Associations (professional, scientific, sectorial)

Staff of Municipality

For Veles: <https://veles.gov.mk>

Total employees: 82

JKP Derven (<http://www.derven.mk>) employees: 300

For Bitola (<http://www.bitola.gov.mk>) employees: 151

JP Komunalec (<http://www.komunalecbit.com.mk>), employees: 260

Da se obezbedi dogovor za sorabotka so ovie firmi? Nadica....

Opinion makers (journalists, mass media operators)

TV media in Veles: K1 TV, Kanal 21, Zdravkin TV

Local newspapers: Elektronski vesnik Veles (publisher:Municipality of Veles)

TTF info news (www.ttfv.edu.mk)

Local radio: 5 FM - 107.1



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Benefit As you Save - BAS

TV media Bitola: Tera, Orbis, Mega

Local radio: Radio B-97 - 94.4, Radio 105 Bombarder - 105.0

Local newspaper: Bitolski vesnik (<https://bitolskivesnik.mk>)

National newspaper-BAS advertising: Nova Makedonija, web portals

B. ANALYSING TARGET GROUPS PROFILE

1. Main interests of target groups

Target Group	Main interests
<i>Citizens in general</i>	<ul style="list-style-type: none"> Convenience Saving house hold budget Cleanliness in the area Public health Protecting the Environment Social Responsibility
<i>Enterprises</i>	<ul style="list-style-type: none"> Convenience Reduce expenses ? Cleanliness in the area Marketing promotion Increase clients and turnover? Social responsibility
OUR Target: <i>Education-training stakeholders (teachers, professors, pupils students, parents of pupils)</i>	<ul style="list-style-type: none"> Matching with learning process Embed knowledge Promote creativity (writing essays, drawings about keeping environment clean) Social responsibility attitudes Raise awareness of environment Collaborative work Inspiration
<i>Associations (professional, scientific, sectorial)</i>	<ul style="list-style-type: none"> Attracting members intervention to political decisions Creating synergies Networking
<i>Local, Regional, National authorities</i>	<ul style="list-style-type: none"> Developing political tools Adaptation to legal framework and Regulations



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	<p>Present to society achievement of projects related with public interest</p> <p>Innovation</p> <p>Social profile</p> <p>Award for the best „collectors or schools,, of papers/plastics (e.g. monitor, tablet, certificates for pupils/schools/teachers...)..or movie theater tickets etc...</p>
<i>Staff of Municipality</i>	<p>Convenience</p> <p>Improvement of working conditions</p> <p>Conciliation between persons in different roles</p> <p>Award for the best „collectors or schools,, of papers/plastics (e.g. monitor, tablet, certificates for pupils/schools/teachers...)</p>
<i>Decision makers (for example members of Municipal councils)</i>	<p>Knowledge about legal framework and regulations</p> <p>Development of political interventions</p> <p>Innovation</p> <p>Social profile</p>
<i>Civil Society organizations</i>	<p>Making aware</p> <p>Collaborative concept in local societies</p> <p>Promote social targets</p> <p>Protect environment</p>
<i>Opinion makers (journalists, mass media operators)</i>	<p>Information, knowledge in fields of public interest</p> <p>Networking</p>

2. Attitudes, practices, stereotypes and perceptions that we want to be changed

Target Group	Attitudes, practices, perceptions to be changed
<i>Citizens in general</i>	<p>No use of separate selection bins</p> <p>“Not in My Back Yard - NIMBY” perception</p> <p>Tackle even green spots of source separated selection as polluting infrastructures</p>
<i>Enterprises</i>	<p>No separate waste on different streams</p>
<i>Education-training stakeholders (teachers, professors, pupils students, parents of pupils)</i>	<p>No use of separate selection bins</p> <p>No embed of environmental issues in learning content and process</p> <p>Prizes for the best paper and plastic collectors, certificates, badges...</p>



<i>Associations (professional, scientific, sectorial)</i>	Indifferent about environmental and public health issues
<i>Local, Regional, National authorities</i>	Not undertaking responsibility and push the problem of waste management to another level of authority. From upper levels to lower and from lower to upper.
<i>Staff of Municipality</i>	Reluctant to accept changes of working process as consequence of source separated selection of wastes
<i>Decision makers (for example members of Municipal councils)</i>	Reluctant to include in their agenda waste management issues fearing that they would become unpopular.
<i>Civil Society organizations</i>	Absence of environmental issues in their agenda and activities
<i>Opinion makers (journalists, mass media operators)</i>	Dissemination of false information Reproduce NIMBY perceptions

3. Information that we want to give them

Target Group	Needed Information – key messages
<i>Citizens in general</i>	Negative consequences to health, environment and economics due to low percentage of recycling Benefits gained through their active involvement in recycling process Clear description how they could be involved in BAS activities
<i>Enterprises</i>	Social responsibility issues as a marketing tool Benefits gained through their active involvement in recycling process Clear description how they could be involved in BAS activities
<i>Education-training stakeholders (teachers, professors, pupils students, parents of pupils)</i>	General information about negative consequences to health, environment and economics due to low percentage of recycling Ideas, guidelines how to embed environmental, recycling issues in learning process Topic of the week/month (e.g. month of paper, week of plastics...etc....)



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<i>Associations (professional, scientific, sectorial)</i>	Negative consequences to health, environment and economics due to low percentage of recycling Benefits gained through the active involvement of their members in recycling process
<i>Local, Regional, National authorities</i>	Detailed description of positive impacts of BAS type projects in health, environment, economy, social coherence Tools, examples, models good practices in the field of recycling process
<i>Staff of Municipality</i>	Improving of working conditions through decrease of infected waste
<i>Decision makers (for example members of Municipal councils)</i>	Detailed description of positive impacts of BAS type projects in health, environment, economy, social coherence Tools, examples, models good practices in the field of recycling process
<i>Civil Society organizations</i>	Detailed description of positive impacts of BAS type projects in health, environment, economy, social coherence Methods to promote BAS ideas to their members
<i>Opinion makers (journalists, mass media operators)</i>	Detailed description of positive impacts of BAS type projects in health, environment, economy, social coherence Clear description of BAS activities

C. MOST IMPORTANT TARGET GROUPS IN EACH PROJECT AREA

As an initial approach the target groups that we have to focus are:

Veles	Educational institutions: preschool and school age population (from kindergarten to high school)
Bitola	Educational institutions: preschool and school age population (from kindergarten to high school)



D. PLANNED DISSEMINATION ACTIVITIES

Conferences

PP	Institution	Number	deliverable	Cost allocated (€)
LP1	Municipality of Vari – Voula Vouliagmeni	2	D2.1.2	2.000
PP2	Municipality of Nea Filadelfeia –Nea Chalkidona	1	D2.2.3	1.810
PP3	Limassol Municipality	1	D2.3.2	2.000
PP4	Environmental Center for Development Education and Networking- EDEN	2	D2.4.3	4.440
PP5	Municipality of Tirana	1	D2.5.2	3.000
PP7	Faculty of Technology and Technical Science- University St. Kliment Ohridski-Bitola (UKLO)	2	D2.7.2	2.000
PP8	Sofia Municipality	1	D2.8.2	2.081

Production of leaflets

PP	Institution	Number	deliverable	Cost allocated (€)
LP1	Municipality of Vari – Voula Vouliagmeni	4.000	D2.1.1	2.000
PP2	Municipality of Nea Filadelfeia –Nea Chalkidona	2.000	D2.2.1	1.000
PP3	Limassol Municipality	10.000	D2.3.3	5.000
PP4	Environmental Center for Development Education and Networking- EDEN	7.500	D2.4.2	1.500
PP5	Municipality of Tirana	4.000	D2.5.3	2.000
PP7	Faculty of	2.000	D2.7.3	1.000



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	Technology and Technical Science- University St. Kliment Ohridski- Bitola (UKLO)			
PP8	Sofia Municipality	4.000	D2.8.3	2.000

Events

PP	Institution	Number	deliverable	Cost allocated (€)
LP1	Municipality of Vari – Voula Vouliagmeni	3	D2.1.3	1.500
PP2	Municipality of Nea Filadelfeia –Nea Chalkidona	2	D2.2.2	1.490
PP4	Environmental Center for Development Education and Networking- EDEN	15	D2.4.3	5.280
PP5	Municipality of Tirana	4	D2.5.2	1.600
PP7	Faculty of Technology and Technical Science- University St. Kliment Ohridski-Bitola (UKLO)	2	D2.7.2	1.500
PP8	Sofia Municipality	2	D2.8.2	1.000

Mass media campaigns

PP	Institution	Type	deliverable	Cost allocated (€)
PP3	Limassol Municipality	Radio messages and newspapers advertisement	D2.3.4	3.000
PP4	Environmental Center for Development Education and Networking- EDEN	Mass media campaign	D2.4.4	2.000
PP7	Faculty of	Local TV,	D2.7.4	900



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	Technology and Technical Science- University St. Kliment Ohridski-Bitola (UKLO)	radio messages and advertising in local and national press		
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E. MORE DETAILED APPROACHES PRESENTED BY PPs SO FAR

LP1- MUNICIPALITY OF VELES - BITOLA

Competitions:

We could introduce competitions in the schools of our cities, giving the students extra incentive to adopt good practices.

A possible prize for the winning school could be a trip to another city in the project where they could see how other towns/cities dispose of their waste.

Awards for preschool and school kids: „certificates, of participation, badges, small awards/school backpacks or pencil cases, etc...(sponsored by local SMEs or Derven/Komunalec local authority or Municipalities....)

-month of paper and month of plastic - as a local event organized in a city park/local event etc...let’s see which school will collect the most paper/plastic....creative ideas of plastic/papers as a fashion show, or animal show made by these recycled/collected materials...

- show and performance in front of the kids; the best essay related to recycling process and cycle, the best drawing or the best sketch....or

- imagine a second life of recycled materials, or what could be another application of paper/plastics.



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Name your Campaign:

The main objective of the project and us is to get the citizens to adopt new practices in waste disposal by making them feel that they are part of the solution.

Our moto could be:

3R REDUCE.....REUSE.....RECYCLE

3 P principle: Promotion of *P*aperless or *P*lasticless environment....or...



PP7 – Veles and Bitola MUNICIPALITY

Period	Activity	Communication Activity
Jan- Jun 2018	<p>Contribution of external expertise to BAS plan development especially in feasibility aspects, WP3, D 3.8.1.;</p> <p>BAS Action plan Development, WP3, D 3.8.1.;</p> <p>1st training course for “multipliers”, local stakeholders, personnel of educational and training institutions (18hours, 24 persons) WP4, D 4.8.3.</p>	<p>Event Management tools:</p> <ul style="list-style-type: none"> • 1 event for raising awareness and stipulate participation in BAS activities (Apr - Jun 2018), WP2, D. 2.8.2. • 1 настан во Младински ПАРк во колација со општина за ученици за воведување во БАС проектот и покачување на свест за селекција и рециклирање на пластика и хартија (во двата града) <p>Media Relations Tools:</p> <ul style="list-style-type: none"> • Press releases for awareness at every stage • Прес изјава на локална ТВ или со радио реклами, написи во весници....објава за проектот во клучни веб страници • Direct communication with media - presentation and interviews. <p>Online Communication Tools:</p> <ul style="list-style-type: none"> • Informational publications for the official BAS website • Publications for the official Sofia Municipality website - sofia.bg • Info graphs and publications for raising awareness in the official Facebook Fan Page of the Department of Environment • Active participation of bloggers and online opinion leaders • Newsletter on a regular basis <p>Print Marketing Tools - Informational signs for the events</p>



<p>July-Dec 2018</p>	<p>ToR development and launch of public procurement procedure for 300 sets of bins (up to 240 total) and 1 compressing and balling machine, WP4, D.4.8.2.</p>	<p>Event Management tools:</p> <ul style="list-style-type: none"> • 1 international conference in Sofia (Oct 2018-Feb 2019), WP2, D 2.8.2. • 1 event for raising awareness and stipulate participation in BAS activities (Apr - Jun 2018), WP2, D. 2.8.2.
	<p>2nd training course for “multipliers”, local stakeholders, personnel of educational and training institutions (18hours, 24 persons) WP4, D 4.8.3.</p>	<p>Media Relations Tools:</p> <ul style="list-style-type: none"> • Press releases for awareness at every stage including the conference • Direct communication with media – presentation and interviews. <p>Online Communication Tools:</p> <ul style="list-style-type: none"> • Informational publications for the official BAS website • Publications for the official Sofia Municipality website – sofia.bg • Info graphs and publications for raising awareness in the official Facebook Fan Page of the Department of Environment • Active participation of bloggers and online opinion leaders • Newsletter on a regular basis <p>Print Marketing Tools</p> <ul style="list-style-type: none"> • Informational signs for the events • 4.000leaflets, WP2, D 2.8.3.



<p>3d RP (Jan-Jun 2019)</p>	<p>Delivery of equipment and start of start of pilot activities (at least six months), WP4, D.4.8.2. 3rd training course for “multipliers”, local stakeholders, personnel of educational and training institutions (18hours, 24 persons) WP4, D 4.8.3.</p>	<p>Event Management tools:</p> <ul style="list-style-type: none"> • 1 event for raising awareness and stipulate participation in BAS activities (Apr – Jun 2018), WP2, D. 2.8.2. <p>Media Relations Tools:</p> <ul style="list-style-type: none"> • Press releases for awareness at every stage • Direct communication with media – presentation and interviews. <p>Online Communication Tools:</p> <ul style="list-style-type: none"> • Informational publications for the official BAS website • Publications for the official Sofia Municipality website – sofia.bg • Info graphs and publications for raising awareness in the official Facebook Fan Page of the Department of Environment • Active participation of bloggers and online opinion leaders • Newsletter on a regular basis <p>Print Marketing Tools – Informational signs for the events</p>
<p>4th RP (July-Nov 2019)</p>	<p>Pilot activities (at least six months, but not later than Oct 2019) WP4, D.4.8.1.</p>	<p>None</p>



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GENERAL TIME SCHEDULE ACCORDING TO WORK PLAN

Conferences- events

	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
	Feb 18	Mar 18	Apr 18	May 18	June 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	June 19	July 19	Aug 19	Sep 19	Oct 19	Nov 19	
LP1																							
PP2																							
PP3																							
PP4																							
PP5																							
PP7																							
PP8																							

Production of leaflets

	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
	Feb 18	Mar 18	Apr 18	May 18	June 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	June 19	July 19	Aug 19	Sep 19	Oct 19	Nov 19	
LP1																							
PP2																							
PP3																							
PP4																							
PP5																							
PP7																							
PP8																							



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Mass media campaign

	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
	Feb 18	Mar 18	Apr 18	May 18	June 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	June 19	July 19	Aug 19	Sep 19	Oct 19	Nov 19	
PP3																							
PP4																							
PP7																							
PP8																							