

First COMMUNICATION PLAN

Project: **Mo.Na:**

Monuments in Nature: A Creative Co-existence



Thessaloniki, December 2019

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

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ANNEX

1. Introduction

The “**Mo.Na Communication Plan**” will support the communication activities of the Mo.Na project funded by the Balkan Mediterranean Programme 2014-2020. It presents the communication strategy for the 2-years at least duration of the project, considered by the partners within the kick-off meeting and subsequently finally approved.

The “**Mo.Na Communication Plan**” can be considered as a basis to build up the targeted campaigns to promote the project in all Balkan - Mediterranean area and special in participating countries like Hellas, Albania, Bulgaria, Cyprus, as well as Istanbul as Patriarchate's headquarters.

The “**Mo.Na Communication Plan**” explains how - **during and after** the project - the results will be disseminated and communicated so as to make them visible and eventually “**sustainable**”, securing the impact of the results through an exploitation plan after the end of the project.

Mo.Na Communication Strategy will:

- outline target audiences, key messages, communication channels / tools /methods and the main dissemination activities.
- establish common methodology,
- guide partners,
- provide a structure,
- outline Key Performance Indicators to measure effects and outreach.

The adopted strategy gives the general information, suggestions and guidelines to achieve the best possible results of the communication and dissemination process (**WP2**). While implementing the communication and dissemination activities the partners should follow **certain quality and quantity criteria** to measure the desired and achieved results. Furthermore, it also includes some indicators and instruments that will be used in order to evaluate the impact of the communication activities.

The “**Mo.Na Communication Plan**” will:

- incorporate all Communication information around the project and the Programme
- standardise Project communication practices, and use them effectively throughout the whole Project implementation.
- clearly define the division of responsibilities – agreed by all partners
- ensure that communication efforts help to achieve the Project’s goals, and that they are coordinated and effective.
- help to clarify what staff, time and resources are needed and how to use them.

2. Communication and dissemination basics

The communication concept is built on two dimensions: a **horizontal** and a **vertical one**.

- The **horizontal dimension** contains all activities implemented to strengthen the communication and dissemination among the partnership. This includes all internal activities to provide information and instruments for further individual dissemination of each partner. LP EKBMM as a Communication and Dissemination Leader bears the main responsibility for the horizontal dimension but the project partners are also entitled to actively take part and contribute to these processes.
- The **vertical dimension** concentrates on all activities designed to reach and involve the target groups and final users. This includes all activities that will be carried out by each partner such as the involvement of their own partners/members, networks and stakeholders. LP EKBMM is also responsible for the vertical dimension in terms of providing concepts and encouraging and monitoring the activities. The actual success is very much dependent upon the support and cooperation of all project partners.

Both the horizontal as well as the vertical dimension will be carried out by using different approaches, channels, methods and instruments of dissemination, always taking into consideration the most adequate means and capabilities of each project partner. The basic structure includes but it is not limited to the following actions:

Face-to-face activities

- Presentations , meetings
- Workshops
- Seminars
- Conferences
- Exhibitions
- Other type of networking activities.

Media-based activities

- Web-based – groups/blogs, e-newsletters, websites, e-documents, social media, info portals, web forums
- Paper-based – brochures, infosheets, posters, articles, activity reports, articles in mainstream media, academic publications
- Mainstream media-based – interviews, presentations, news bulletins, TV and radio announcements.

Performance activities

- Activities closely related to project outputs or processes such as the implementation of desk researches, engagement events, seminars, workshops or pilot courses, involved in testing and evaluation activities
- The dissemination strategy runs during the whole project, specifically adjusted to the main activities of each phase.

3. The Background of “Mo.Na” project

3.1. The aim

The Mo.Na aims to **record-analyze-evaluate the protection and promotion of natural resources and cultural heritage across the Balkan-Mediterranean territory** choosing as a main subject the integrated planning and the common management strategies in environments of high interest and preservation value (Natura 2000, Ramsar areas etc.) in interdependence with regions with a high cultural importance (UNESCO protected areas etc.)

Its goal is to develop common tools and management practices; therefore, it is expected to add value to the participating regions which are considered at national level as places of high natural and cultural interest (Santorini/Greece, Nessebar/Bulgaria, Bultrint/Albania, Pafos Forest/Cyprus) but also to other regions of natural and cultural heritage that are affected either by local/multi-level pressures or by climate change.

The co-existence of some very special – with international character– natural and cultural resources which are though disturbed and affected by human and natural pressures, is an issue that the Mo.Na project aims to approach so as to strengthen the capacities of the relevant actors for an -ecosystem based- development approach promoting efficient use, reduction of pressure and also integrated protection and valorization of natural resources and cultural heritage.

This is the special innovative element of the Mo.Na project. The partnership is composed of different and important actors, responsible for the management, protection and promotion of the specific environmental and cultural sites in order to jointly develop an innovative pilot project which shall examine the links between natural and cultural heritage through a new testing and certification process: the “Brand for the promotion and protection of natural and cultural environment”, as an integrated, innovative approach.

During the implementation period, a variety of activities will be undertaken by all partners that will focus on the protection of the environment, the enhancement of its particular characteristics, the protection of cultural heritage preserved in sites of peculiar environmental interest, the distribution of all the information that will be produced regarding both the environmental and cultural heritage.

3.2 The Partnership

- LP1: European Center for Byzantine and Post-Byzantine Monuments (E.K.B.M.M) (HELLAS)
- P2: Ephorate of Antiquities of Cyclades (HELLAS)
- P3: Municipality of Thira (HELLAS)
- P4: Hellenic Centre of Marine Research (HELLAS)
- P5: Nessebar Municipality (BULGARIA)
- P6: Society of Cypriot Studies (CYPRUS)
- P7: Ministry of Agriculture, Natural Resources and Environment /Department of Forests (CYPRUS)
- P8: Institute for Culture Monuments “Gani Strazimiri” (ALBANIA)

With the support of:

- ❖ OP1 : The Ecumenical Patriarchate
- ❖ OP2 : Greek Association of Urban and Regional Planners (SEPOX)

3.3 The Work Plan

WP 1	Project Management & Coordination
WP 2	Project Communication & Dissemination
WP 3	Capacity Building/Knowledge Transfer
WP 4	Local Development Activities
WP 5	Capitalisation: Synergies, Policies and Tools
WP 6	Ecumenical initiative for the protection of environment and culture

The four (4) WPs of implementation are distinctively structured as follows:

WP3: CAPACITY BUILDING / KNOWLEDGE TRANSFER (W.p. leader: PP4 - HCMR)

D.3.1. /D.3.3./D.3.4 Habitat mapping for the promotion of biodiversity conservation in Santorini, Nessebar, Butruit (3 studies)

D.3.2. Local networking in each partners’ district: (ALL)

D.3.5. (4) Technical meetings/ workshops for the natural and cultural interactions: (ALL)

WP4: LOCAL DEVELOPMENT ACTIVITIES (with all partners’ contribution and shared responsibility per action - (W.p. leader: PP2 - EFAKYK)

D.4.1. Cultural-tourism economic-social networks: Setting local networks of all relevant stakeholders to develop a cultural-tourism economic-social network per area - Public consultations (what is the current policy, good practices, studies, action plans exist or to be developed, etc. /current situation study- report/PP2-EFAKYK - ALL

D.4.2. Holistic approach of the management of ancient city of Vouthroto/(Butrint), World Heritage Site, Albania: A study and full understanding of the effects that drainage of the terrain will have on the ruins; Activity that will describe the degradation avoidance of the ruins of Butrint; Report about the chemical nature of the water; A study exploring the presence of underground sweet water; Environmental management study for each area/PP8-IMK

D.4.3. Nessebar pilot actions: Reconstruction of road network in the Old Town Nessebar in order to be more familiar with environment and humans. PP5-NM

D.4.4. Holistic management approach of Paphos's forest wider area and other activities regarding environment and culture in Cyprus. /PP6-SCS, PP7- DF

D.4.5. Management of the cultural and natural heritage of the Santorini's caldera: A roadshow about the cultural and natural heritage of the Santorini's caldera; A Record and promotion of the natural and cultural points of interest ; Cleaning, marking and protection actions; Restoration activities at the Santorini's castle.; Promotion of cultural paths of Santorini's caldera. /PP2-EFAKYK, PP3- MTh

WP5: CAPITALISATION: SYNERGIES, POLICIES AND TOOLS (W.p. leader: LP1 - EKBMM)

D.5.1. Integrated Territorial Approach for common policies: Implementing and animating sustainable cooperation systems between the authorities in charge of the management and the update of strategies and solutions. (ALL)

D.5.2. Brand for the promotion and protection of natural and cultural environment: Development of a natural and cultural brand / Branding the cultural and natural characteristics of an area/ Development of a specialized tourist product / Information campaigns, training activities and promotion activities for the possibilities of the sector in the sustainable development of the participating areas (uses, carrying capacity, conflicts)/Actions for the visibility, promotion and sustainability of the new brand

D.5.3. Storytelling activities for multiple target groups: A special short story addressed to teenagers will be printed, through which an effort to raise awareness of youth on the environmental and cultural heritage. The story will be illuminated and accompanied with relevant material (educational, literary and digital) on the four sites of the project.

D.5.4. International conference: Issues related to the environment and cultural heritage, its documentation, protection and promotion will be discussed. (Athens/Hellas)

D.5.5. Global Edition: A book where will be included all the documentation, maps with the sites, proposed itineraries and photos for the four sites of the project.

4. Mo.Na Communication and Dissemination

4.1. The Main Goal of Communication Strategy:

Explains how - during and after the project - the results will be disseminated and communicated so as to make them visible and eventually “sustainable”, securing the impact of the results through an exploitation plan after the end of the project.

Mo.Na Communication Strategy will:

- ✓ outline target audiences, key messages, communication channels/tools/methods and the main dissemination activities.
- ✓ establish common methodology,
- ✓ guide partners,
- ✓ provide a main - common structure,
- ✓ outline Key Performance Indicators to measure effects and outreach.

The Integrated Communication Plan will:

- incorporate all Communication information around the project and the Programme
- standardise Project communication practices, and use them effectively throughout the whole Project implementation.
- clearly define the division of responsibilities – agreed by all partners
- ensure that communication efforts help to achieve the Project’s goals, and that they are coordinated and effective.
- help to clarify what staff, time and resources are needed and how to use them.

The Communication Plan will include:

- Project communication main goal and objectives
- Target group(s)
- Main messages of the Project
- Tools and methods to achieve the objectives
- Evaluation measures and monitoring
- Budget committed for the Project communication activities

WP2 Objectives

- inform the public sector about policy on particular Mo.Na activities and outputs, improve management orientation
- attempt to shape the opinions of certain stakeholders and to raise public awareness of the specific issues resulting from Mo.Na project

How this will be achieved:

Project will appoint a Communication Manager:

- Responsible for drafting the Communication Plan of the Project
- Coordinates the Communication strategy
- Ensures visibility of the project
- Acts as liaison with the Programme
- Investigates and exploits new methods and techniques

WHAT ARE THE BENEFITS?

The implementation of this project concerns a great number of beneficiary actors. The direct beneficiaries shall be:

- The local / regional authorities, under the competence of which, fall the participating pilot regions.
- Companies of public interest that are involved in management and protection regimes.
- The broader public sector and mostly the Ministries of Environment and Culture that shall be called upon to oversee the processes e.g. certification.
- The University community and young researchers who can benefit from the research results.
- Young scientists who can be integrated into a new professional field and entrepreneurship actors in the field of tourism (e.g. tourist chambers) who can discover a new common tool for exercising tourist policy and mostly those working in the nature, cultural, archeological tourism and other special forms of tourism.

There will also be benefits for the local societies, the youth and economy that will integrate this innovation into their development and communication strategy. The most important thing is that all the products of the project (tools, brands, studies, books, digital publications, communication and learning structure) will be open to the public, without generating profit in any case.

The Communication Plan will be reviewed twice a year and evaluated and adjusted, if needed.

4.2. The main disseminations activities

❖ Four (4) WORKSHOPS

- a. “The changing interaction in the balance between the human factor and environment in accordance to the climate change. The case of Butrint” (Albania)
- b. “The sustainable use and creative co-existence between natural and cultural heritage: the experience of Nessebar” (Bulgaria).
- c. “Initiatives for natural and cultural management and protection. The Pafos Forest as an exemplary model” (Cyprus).
- d. “A creative dialogue for managing the visitor’s capacity and evaluation of the carrying capacity of sites which consist major tourism destinations. The case of Santorini” (Thira/Greece).

And

- The **2 days Congress** (Athens/ Greece).
- “**Ecumenical Initiative for the Protection of Environment and Culture**” (Istanbul /Turkey)

5. The main “Mo.Na” Communication and Dissemination Tools

5.1. Project Mo.Na Website

Domain name: monumentnature.com

Project Mo.Na Website is the primary information and communication channel.

- **Home.** A map with the four sites (Santorini, Butrint, Nessebar, the forest of Pafos).

Every site is an independent link with the following information:

- Location
- Partner’s entity (sententious description)
- History
- Monument
- Nature-Biodiversity
- Description of workshops-activities
- Photos and videos that depict the site.

- **Project.** Tabs:

- ❖ About
- ❖ Objectives
- ❖ Outputs
- ❖ Results

- **Partnership.** Tabs of all partners. Every tab contains a text of 150-200 words which describes the entity of the partner and includes contact details.

- **Brand.** Brand for the promotion and protection of natural and cultural environment.

- **Library.** List of articles, books, papers related to the project.

- **Contact.** Contact form, contact information and Newsletter.

- **News.** News and Events.

Basic requirement: Accessible to disabled users

And some points:

- Source of information not only for Project stakeholders but also for the wider public.
- The main information in all Partners’ languages
- Website will be present on each partner institution website, including a short description of the Project (aim, results, financial support from the EU)
- The address will be on all print items, press releases, paper and electronic correspondence, etc.
- Try to include the link on other relevant stakeholders’ websites.
- Linked to all social media

5.2. Mo.Na Social Media



Follow us on
twitter

Mo.Na Social Media

- Interactive
- Fast, real time information and interaction
- An increase of traffic to the website
- Added value in branding
- Virality of messages
- Good possibility of linking and networking with relevant actors
- Knowledge increase

Main Goal: Connect with various target groups and mainly with **young people**

- Follow people/organisations within our network
- Keep our audience engaged – regular posts
- Include links to posts for more info.
- Include pictures to posts - make information more attractive.
- Define what types of posts are published on what platform.
- Try to post real-time info.
- Avoid complex terminology
- Respond to the messages even if they are negative.
- Use Free analytical tools to monitor and evaluate

5.3. Production of dissemination materials and promotional tools

- Content creation
- Design of dissemination material (poster, leaflet, rollup banner, bags, badges, promo tables, pens, notebooks)
- Production of dissemination material in all languages

5.4. Provision of information events

Events with Stakeholders in

Greece: Thessaloniki, Thira, Athens

Bulgaria: Nessebar

Albania: Tirana, Butrint

Cyprus: Nicosia, Pafos

5.5. Media releases in all partner countries

- TV
- Specialized magazines
- Newspapers
- Internet portals

5.6. Final Launch Events in Athens and Istanbul

- **The Final International Conference in Athens:** “Monuments in Nature. A creative co-existence”
- **Ecumenical Initiative for the Protection of Environment and Culture:** The Ecumenical Patriarchate will co-organize with EKBMM a forum in Istanbul dedicated to the MoNa Project.

5.7. Communication tools chosen for dissemination

5.7.1. Logo

Main Tools provided by the Programme

- The BalkanMed logo
- All approved Projects are obliged to use it on all their communication materials and events
- BalkanMed Projects are not allowed to develop their own logos.
- Mo.Na will use a **single project logo**

According to The Integrated Communication Guide for Projects, Mo.Na must comply with the visual identity guidelines of the BalkanMed Programme in all its communication materials, as stipulated in the Subsidy Contract and EU Regulations. Therefore, following logo is created:



5.7.2. Mo.Na USB



5.7.3. Programme poster

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

E.K.B.M.M.

MoNa: Monuments in Nature. A Creative Co-
existence

MoNa aims to record-evaluate the
protection and promotion of natural
resorces and cultural heritage

European Regional Development Fund (ERDF)

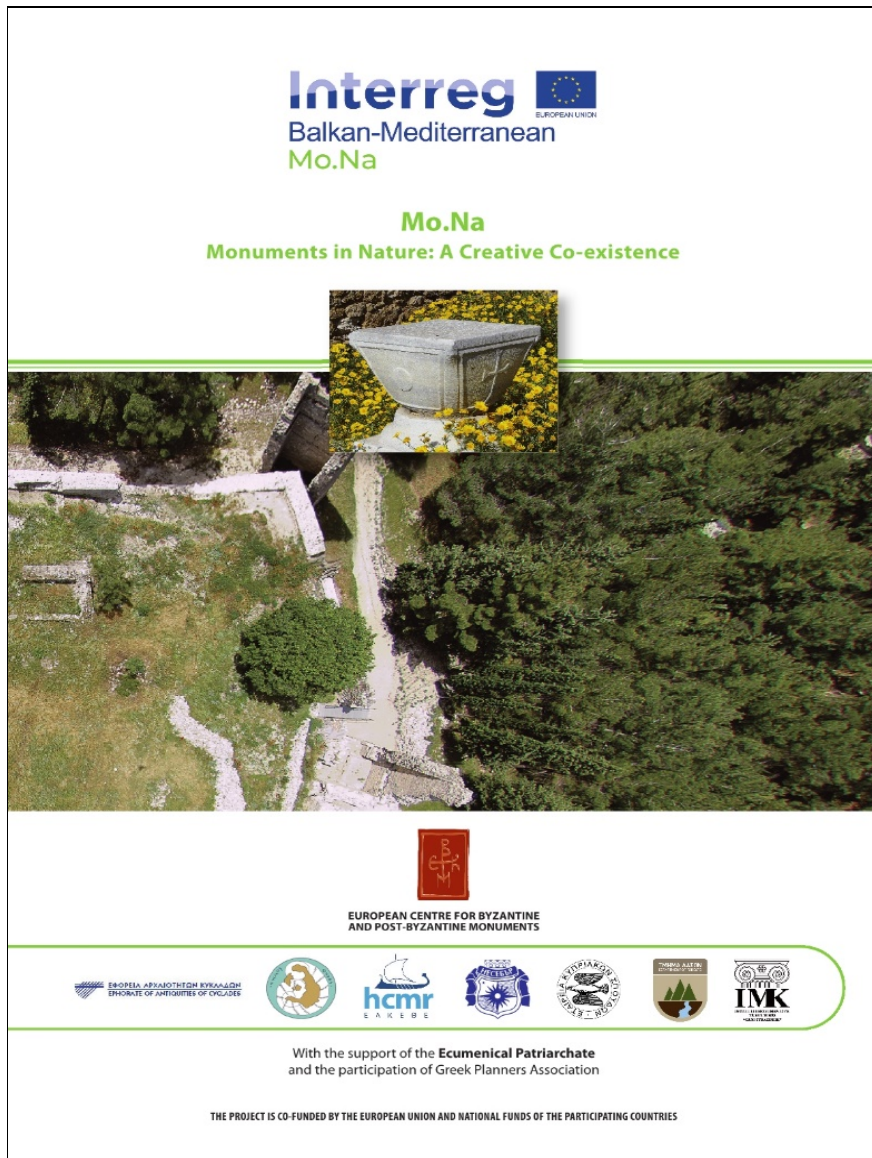
<http://www.ekbmm.gr>



5.7.4. Project leaflet, poster and rollup banner

In all communication tools and activities, the reference to the funding by the European Union must be clearly indicated. **“Project co-funded by the European Union and national funds of the participating countries”.**

Mo.Na Communication materials – Leaflets



Μια σημαντική πρωτοβουλία για τα μνημεία και το περιβάλλον, με στόχο να αναδειχθούν και να προστατευθούν περιοχές που φέρουν σημαντική πολιτιστική κληρονομιά, έχοντας ταυτόχρονα σημαντικό περιβαλλοντικό ενδιαφέρον, στο χώρο της Ν.Α. Μεσογείου και των Βαλκανίων.

Εταιρικό σχήμα

Επι κεφαλής Φορέας: Ευρωπαϊκό Κέντρο Βυζαντινών και Μεταβυζαντινών Μνημείων (ΕΚ.Β.Μ.Μ.), Ελλάδα

Εταίροι:

- Υπουργείο Πολιτισμού και Αθλητισμού – Εφορεία Αρχαιοτήτων Κιολόδων, Ελλάδα
- Δήμος Θήρας, Ελλάδα
- Ελληνικό Κέντρο Θαλάσσιων Ερευνών, Ελλάδα
- Δήμος Nesebar, Βουλγαρία
- Εταιρεία Κυπριακών Σπουδών, Κύπρος
- Τμήμα Λαϊκών – Υπουργείο Γεωργίας, Αγροτικής Ανάπτυξης και Περιβάλλοντος, Κύπρος
- Ινστιτούτο Πολιτιστικών Μνημείων "Gani Straizimiri", Αλβανία

Με την υποστήριξη του **Οικουμενικού Πατριαρχείου**

Και τη συμμετοχή του • Συλλόγου Ελλήνων Πολιόδοξων Χωροκατόν, Ελλάδα



Διάρθρωση του έργου

Σε διάστημα δύο (2) ετών θα υλοποιηθεί ένα έργο με ολοκληρωμένο χαρακτήρα και συνοχή που θα αναδείξει την αναγκαιότητα συνδιαχείρισης και προστασίας περιοχών προστατευόμενων για λόγους περιβαλλοντικούς και πολιτισμικών οφών (περιοχές ταυτόχρονα προστατευόμενες από UNESCO, RAMSAR, NATURA 2000 κ.λπ.).

Η σημαντική καινοτομία του έργου είναι η ολοκληρωμένη διαχείριση της πολιτιστικής και φυσικής κληρονομιάς, περιοχών ενταγμένων σε καθεστώς προστασίας, με μεγάλο ενδιαφέρον για τη διεθνή κοινότητα. Το έργο αναμένεται να συμβάλει σε μεγάλο βαθμό στην κατεύθυνση αυτή και στον διάλογο που έχει αναπτυχθεί τα τελευταία χρόνια σχετικά με την ανάγκη της ολοκληρωμένης διαχείρισης. Επιδιώκεται η ανάπτυξη σταθερών και ουσιαστικών συνεργασιών στη διαχείριση του περιβάλλοντος και του πολιτισμού ως αναπτυξιακών πόρων. Επιδιώκεται ακόμα η προώθηση κοινών αναπτυξιακών εργαλείων, με ενσωματωμένους τους κανόνες προστασίας και στόχο την ανάσχεση της αλλοίωσης των τοπίων και την προστασία τους ως κοινού πολιτιστικού και περιβαλλοντικού πόρου.

Το Δίκτυο **Mo.Na** θα προσεγγίσει να αξιοποιήσει την υφιστάμενη τεχνογνωσία, κωδικοποιώντας τις καλές ευρωπαϊκές πρακτικές, με ταφύρως της γνώσης σε τοπικά δίκτυα που για τον σκοπό αυτό θα αναπτυχθούν στις Κιολόδες με επίκεντρο την Σαντορίνη στην Κύπρο, στη Μεσημβρία της Βουλγαρίας και στην περιοχή του Βουθραίου στην Αλβανία. Ειδικότερα με την ευθύνη του ΕΛΚΔΕ θα πραγματοποιηθεί χαρακτηριστική ενδεικτική για την προώθηση της διατήρησης της βιοποικιλότητας στη Σαντορίνη, στη Μεσημβρία (Nesebar) και στο Βουθραίο. Σερά εθνικών θεματικών εργαστηρίων θα πραγματοποιηθούν με ενδολογούμενη ευθύνη από όλους τους εταίρους, όπως:

- Η μεταβαλλόμενη αλληλεπίδραση στην ισορροπία μεταξύ του ανθρώπινου παράγοντα και του περιβάλλοντος σε σχέση με την κλιματική αλλαγή ή περίπτωση του Βουθραίου (Αλβανία)
- Η βιώσιμη χρήση και η δημιουργική ανάπτυξη της φυσικής και πολιτιστικής κληρονομιάς: Η εμπειρία της Μεσημβρίας (Βουλγαρία)
- Πρωτοβουλίες για φυσική και πολιτιστική διαχείριση και προστασία: Το δάσος Κίρκου, ως υποδειγματικό διαχειριστικό μοντέλο (Κύπρος)
- Ένας δημιουργικός διάλογος για τη διαχείριση της επισκεψιμότητας και την αξιολόγηση της φέρουσας ικανότητας, των ικανοτήτων που αποτελούν σημαντικό τουριστικό προορισμό. Η περίπτωση της Σαντορίνης (Ελλάδα)

Τί θα πραγματοποιηθεί

Στη διάρκεια υλοποίησης του έργου θα αναπτυχθούν τέσσερα (4) πιλοτικά σχέδια, σε ισάριθμες περιοχές

- 1. Ολιστική προσέγγιση της διαχείρισης της αρχαίας πόλης Βουθραίου, Αλβανία:** Μελέτη και πλήρης κατανόηση των επιπτώσεων που θα έχει η αποστράγγιση του εδάφους στα μνημεία, μελέτη περιβαλλοντικής διαχείρισης (Ενέργειες για την αποφυγή υποβάθμισης. Μελέτη διαχείρισης της παρούσας υπάρχουσας γλυκού νερού για κάθε υποπεριοχή κ.λπ.)
- 2. Πολιτικές δράσεις στη Μεσημβρία:** Ανασκόπηση του οδικού δικτύου στην Παλιά Πόλη της Μεσημβρίας, ώστε να γίνει φιλικότερο στο περιβάλλον και στους ανθρώπους.
- 3. Ολιστική προσέγγιση διαχείρισης της ορεινής περιοχής του Κίρκου και άλλες δραστηριότητες σχετικά με το περιβάλλον και τον πολιτισμό στην Κύπρο.**
- 4. Διαχείριση της πολιτιστικής και φυσικής κληρονομιάς της Καλντέρας:** Καταγραφή και προώθηση των φυσικών και πολιτιστικών σημείων ενδιαφέροντος. Δραστηριότητες αποκατάστασης στο κάστρο της Σαντορίνης. Ανάδειξη και προστασία για τα πολιτιστικά μονοπάτια της Καλντέρας της Σαντορίνης.

Το έργο **Mo.Na** θα επιδιώξει την κεφαλαιοποίηση αυτών των εργασιών αναπτύσσοντας νέες συνεργασίες, εφαρμόζοντας και ενθαρρύνοντας συστήματα διαίκησης συνεργασίας μεταξύ των αρχών που είναι υπεύθυνες για τη διαχείριση και επικακοποιώντας στρατηγικές και λύσεις.

Ειδικότερα θα αναπτύξει:

- Προστατευόμενη περιοχή:** Ένα νέο πολιτιστικό και περιβαλλοντικό εργαλείο πιστοποίησης (Branding) των πολιτιστικών και φυσικών χαρακτηριστικών μιας περιοχής με στόχο την ανάπτυξη ενός εξειδικευμένου τουριστικού προϊόντος.
- Μια αφήγηση κινητοποίησης για την νεολαία:** Μια ειδική δράση που θα απευθύνεται κυρίως στους εφήβους, μέσω της οποίας θα καταβληθεί προσπάθεια ευαισθητοποίησης των νέων σχετικά με την περιβαλλοντική και πολιτιστική κληρονομιά, με την χρήση ιδιαίτερα των μέσων κοινωνικής δικτύωσης.
- Ειδική διάσκεψη:** Άσκηση της έλευσης ενός τόμου στον οποίο θα περιλαμβάνονται όλα τα έγγραφα, οι χάρτες, οι προτεινόμενες διαδρομές καθώς και πλήθος φωτογραφικό υλικό για τις τέσσερις πολιτικές περιοχές του έργου (Βουθραίο, Μεσημβρία, Σαντορίνη και δάσος Κίρκου). Το βιβλίο θα διανεμηθεί στις τοπικές κοινότητες και θα αποσταλεί σε βιβλιοθήκες επιστημονικών, κριτικών κ.α. φορέων με εδκόευση σε περιβαλλοντικά, πολιτιστικά, τουριστικά θέματα.
- Διεθνή Διάσκεψη:** Κορυφαία δράση του **Mo.Na** αποτελεί η διοργάνωση διεθνούς διάσκεψης, στην Αθήνα, στην οποία θα συζητηθούν θέματα σχετικά με το περιβάλλον και την πολιτιστική κληρονομιά, στη βάση και των θεματικών ενσήμων των εργαστηρίων διαλόγου, όπως θα έχουν προηγηθεί.
- Οικουμενική πρωτοβουλία για την προστασία του περιβάλλοντος και του πολιτισμού:** Η αντιπροσωπεία του Πατριαρχείου θα συνεργαστεί με το ΕΚΒΜΜ ένα φόρουμ στην Κοινωνικοαντιστοίχη, αφιερωμένο στα αποτελέσματα του έργου Mo.Na. Στο φόρουμ θα συμμετάσχουν εταίροι, εκπρόσωποι των εμπλεκόμενων χωρών καθώς και διεθνείς φορείς, θα προβληθεί επίσης η έκθεση «Η φύση στην τέχνη και το τελετουργικό της Κύπρου», η οποία θα αναπτυχθεί με την ευθύνη της Εταιρείας Κυπριακών Σπουδών.

Ο ρόλος του ΕΚΒΜΜ

Το ΕΚΒΜΜ είναι ο υπεύθυνος φορέας για τον επιστημονικό και διαχειριστικό συντονισμό του συνόλου του έργου και ιδιαίτερα για τις ενέργειες συντονισμού, εσωτερικής παρακολούθησης, πιστοποίησης και επικοινωνίας. Ιδιαίτερο βάρος θα δοθεί στην επικοινωνία του έργου με κάθε δόκιμο τρόπο. Το ΕΚΒΜΜ θα έχει τη συνολική ευθύνη για τον επίσημο ιστότοπο του έργου, μέσω του οποίου θα παρέχεται κάθε είδους πληροφορία σχετικά με τους περιβαλλοντικούς και πολιτιστικούς χώρους, τα πιλοτικά έργα, τις τεχνικές συνεντεύξεις, τις εργασίες της Διάσκεψης, τα αποτελέσματα κ.λπ. Θα επιδιωχθεί να αποτελέσει μια ζωντανή ψηφιακή πλατφόρμα που θα συνδέεται και με τα μέσα κοινωνικής δικτύωσης.

Τα οφέλη

Τα αποτελέσματα του **Mo.Na** αφορούν μεγάλο και ευρύ σε διαστρωμάτωση αριθμό δικαιούχων φορέων. Οι άμεσοι δικαιούχοι είναι:

- Οι τοπικές / περιφερειακές αρχές, υπό την αρμοδιότητα των οποίων βρίσκονται οι πιλοτικές περιοχές.
- Οι φορείς δημόσιου συμφέροντος που εμπλέκονται σε καθέστερα διαχειριστικά και προστασιακά.
- Ο ευρύτερος δημόσιος τομέας και κυρίως τα Υπουργεία Περιβάλλοντος - Πολιτισμού - Τουρισμού που καλούνται να επιβλέψουν τις διαδικασίες (π.χ. πιστοποίηση).
- Η νασηπιακή κοινότητα και ιδιαίτερα νέοι ερευνητές που μπορούν να επωφεληθούν από τα αποτελέσματα της έρευνας.
- Νέοι επιστημονες που μπορούν να ενταχθούν σε ένα νέο επαγγελματικό τομέα και κυρίως όσοι ασχολούνται με τη φύση, τον πολιτισμό, τον αρχαιολογικό τουρισμό και άλλες ειδικές μορφές τουρισμού.

Θα υπάρχουν επίσης οφέλη για τις τοπικές οικονομίες και ιδιαίτερα τις κοινότητες που θα ενσωματώσουν αυτήν την καινοτομία στην αναπτυξιακή και επικοινωνιακή τους στρατηγική. Τονίζεται ότι όλα τα προϊόντα του έργου (εργαλεία, σχέματα, μελέτες, βιβλία, ψηφιακές εκδόσεις κ.λπ.) θα είναι ελεύθερα για το κοινό, χωρίς καμία απόκοψη κερδών.

Mo.Na Communication materials - Cards




5.7.5. Webpage of the project on the Programme website

The Programme Website

- The BalkanMed website: <http://www.interreg-balkanmed.eu> includes and hosts one webpage per Project in the Programme website.
- The Project webpages have the same structure for all Projects, and include:
 - Pre-filled information fields with data from the Application Form: partnership, budget, etc.
 - Dynamic information to be filled in by Projects: Project summary, Project results, news and events, etc.

5/23/2020 Monuments In Nature: A Creative Co-existence

 [\(http://www.interreg-balkanmed.eu/home/\)](http://www.interreg-balkanmed.eu/home/) Q

⌘ (Http://Www.Interreg-Balkanmed.Eu/Home/) »
Projects & Calls (Http://Www.Interreg-Balkanmed.Eu/Com/9_Projects—Calls) »
Approved Projects (Http://Www.Interreg-Balkanmed.Eu/Approved-Projects/) »
Monuments In Nature: A Creative Co-Existence

Monuments in Nature: A Creative Co-existence

Acronym	MoNa
Priority axis	Environment
Call	1st Call for Project Proposals
Lead Partner	<u>European Centre for Byzantine and Post Byzantine Monuments</u> (http://www.interreg-balkanmed.eu/project-partner/249/)
Partners	<u>Ephorate of Antiquities of Cyclades</u> (http://www.interreg-balkanmed.eu/project-partner/250/) <u>Municipality of Thira</u> (http://www.interreg-balkanmed.eu/project-partner/251/) <u>Hellenic Centre for Marine Research</u> (http://www.interreg-balkanmed.eu/project-partner/252/) <u>Municipality of Nessebar</u> (http://www.interreg-balkanmed.eu/project-partner/253/) <u>Society of Cypriot Studies</u> (http://www.interreg-balkanmed.eu/project-partner/254/) <u>Department of Forests of the Ministry of Agriculture, Rural Development and Environment</u> (http://www.interreg-balkanmed.eu/project-partner/255/) <u>Institute of Cultural Monuments “Gani Strazimiri”</u> (http://www.interreg-balkanmed.eu/project-partner/256/)

5.7.6. Project presentation template



Mo.Na. – “Monuments In Nature: A Creative Co-Existence”

2nd S.C. Meeting

WP5: Capitalization: Synergies, policies and tools

Anastasia Chatzinikolaou, Spatial Planner, Mo.Na Coordinator, (E.K.B.M.M.)
Lena Karka, Spatial Planner, boarding committee of Greek Planners Association (GPA)

Butrin
5 November 2019

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



THANK YOU!
FALEMINDERIT!
ΣΑΣ ΕΥΧΑΡΙΣΤΟΥΜΕ!
БЛАГОДАРЯ ВИ!

QUESTIONS!

Mo.Na: Monuments in Nature: A Creative Co-existence
The project is co-funded by the European Union and National Funds of the participating countries

5.8. Letter heading



ΕΥΡΩΠΑΪΚΟ ΚΕΝΤΡΟ
ΒΥΖΑΝΤΙΝΩΝ
ΚΑΙ ΜΕΤΑΒΥΖΑΝΤΙΝΩΝ
ΜΝΗΜΕΙΩΝ

Interreg 
Balkan-Mediterranean
Mo.Na

To

The Joint Secretariat of the Transnational Cooperation Programme Interreg V-B "Balkan-Mediterranean 2014-2020"

Subject: Mo.Na: 1st Progress Report (PR)

.....

We stay available for all further information you wish.

Kind regards

.....

Mo.Na, Project manager

Mo.Na: Monuments in Nature: A Creative Co-existence

Project co-funded by the European Union and National Funds of the participating countries

5.9. Means for internal communication

The internal communication of the “ Mo.Na Project Partners” supported by a “ **file server**” which established for this purpose. All partners are able to login to “**file server**” using their own username and password.

File server contains two files named "**Balkan Med main**" and "**Mo.Na General**" in which all partners can read and download updated files concerning the main framework of Balkan Med Programme and the implementation of the Project Mo.Na.

Furthermore each partner has his own separate “files folder” in which uploads all the files concerning its Institution. Every partner is also able to see files from other partners and download them.

- Key tool to inform the relevant target audiences about the evolution of the Project
- E-Newsletters will be issued when specified in the communication plan
- Will be sent regularly, with always updated content at least once in 6-month period.
- Will be sent via e-mail lists and published on the website and social media

2nd Steering Committee Meeting

and International Workshop on “The changing interaction in the balance between the human factor, cultural heritage and environment in accordance to the climate change – the case of Butrint”

PRESS RELEASE

The Institute of Cultural Monuments “Gani Strazimiri”, Tirana, Albania, organized on 5-7 November 2019 the 2nd Steering Committee meeting and international Workshop on “The changing interaction in the balance between the human factor, cultural heritage and environment in accordance to the climate change – the case of Butrint”, in the framework of the project Mo.Na: “Monuments In Nature: A Creative Co-Existence”, project co-funded by the European Union and National Funds of the participating countries under the Program IPA Interreg Balkan Mediterranean.

The *2nd Steering Committee meeting* was organized on November 5th 2019, in Butrint World Heritage Site, in the premises of the Butrint Museum, located in the Acropolis hill, with the participation of representatives from all project partner institutions from Albania, Greece, Cyprus and Bulgaria and relevant stakeholder institutions and experts. The Meeting was preceded by a site visit in Butrint World Heritage property showing main features and selected case study archaeological remains.

The *International Workshop on “The changing interaction in the balance between the human factor, cultural heritage and environment in accordance to the climate change – the case of Butrint”*, was organized during 6-7 November, 2019 at the Tirana International Hotel.

The main purpose of the international Workshop was to contribute to the better understanding of properties where natural, cultural values and human factor interact with each other as well as on management issues affecting them in the light of climate change. The need to improve exchange and cooperation between all relevant stakeholders, including particularly heritage professionals other disciplines and community was very clear.

The international Workshop was a stimulating mix of contributions from a wide range of disciplines and experts, including national and regional governmental and scientific institutions in Albania, academics and heritage professionals from Albania and international institutions that are partners within the framework of Mo.Na project who presented national case studies from Albania, Greece, Cyprus and Bulgaria. These provided deep insights into the general context of understanding and managing the cultural and natural heritage, their interaction in the light of climate change and taking into account the human factor. Presentations also highlighted the need for case-specific solutions.

Mo.Na Major Communication Outputs

- All major events and activities will be widely disseminated, making the most of media coverage (print, electronic, digital) and using the project's communication materials.
- **Press release**
- The **new tool “Brand for the promotion and protection of natural and cultural environment”** as main result of the project will be at the centre of the publicity and communication strategy and it will involve all partners, their stakeholders and the observer partners.
- **The Storytelling activities** for multiple target groups will be a creative way of communicating the project's aims and results and the importance of the cultural heritage and natural resources towards younger generations bringing added value. The storytelling will be a special short story addressed to teenagers illuminated and accompanied with relevant material (educational, literary and digital) on the 4 sites of the project.
- **The Final International Conference in Athens: “Monuments in Nature. A creative co-existence” will be widely communicated and itself will communicate the results to a series of stakeholders.**

Mo.Na Major Activities with Communication added-value

- **Global Edition:** A book including all the documentation, maps with the sites, proposed itineraries and photos for the four sites of the project
- **Ecumenical Initiative for the Protection of Environment and Culture:** The Ecumenical Patriarchate will co-organize with EKBMM a forum in Istanbul dedicated to the MoNa Project.
- **The technical meetings, workshops and consultations** foreseen will have a communication added-value and impact among the relevant stakeholders and will be communicated broadly.

Mo.Na Capitalisation Strategy – After Mo.Na Actions

All the above will be developed and processed during implementation through project activities, tools and plans and will build on their capitalisation through extensive dissemination and communication during and after implementation.

- **“After MoNa Period”** as capitalisation strategy which, with the contribution of all partners will address the continuation of its operation even after the project closure.
- **All partners will have equal ownership to project outputs and results** to promote and disseminate them within their local, regional, national and EU networks and on the digital platform.

6. Indicators of achievements

tbd

7. Roles and responsibilities of the partners.

tbd

ANNEX

Mo.Na: Monuments in Nature: A Creative Co-existence

Interreg 
 Balkan-Mediterranean
 Mo.Na



2nd S.C Meeting and Two-Day International Workshop

The changing interaction in the balance between the human factor, cultural heritage and environment in accordance to the climate change – the case of Butrint, Albania”

5-7 November, 2019
 Butrint-Tirana, Albania



REPUBLIKA E SHQIPËRISË
MINISTRIA E KULTURËS
INSTITUTI I MONUMENTEVE TË KULTURËS "GANI STRAZIMIRI"

Nr. 2123 Prot.

Tiranë, më 17.10.2019

Lënda: Kërkesë për bashkëpunim

ZYRËS SË ADMINISTRIMIT DHE KOORDINIMIT TË PARKUT KOMBËTAR
BUTRINT

Adresa: Sarandë, Shqipëri

Instituti i Monumenteve të Kulturës (IMK), merr pjesë në cilësinë e partnerit në Projektin MoNA – "Monuments In Nature: A Creative Co-Existence", i cili bashkë-financohet nga Bashkimi Evropian dhe buxheti i Shtetit në kuadër të instrumentit IPA - Programi Balkan Mediterranean. Data zyrtare e fillimit të këtij projekti është 3 mars 2019 dhe parashikohet të realizohet për një periudhë prej 24 muajsh.

Rasti studimor në territorin e Shqipërisë që do të merret në konsideratë në kuadër të këtij projekti është Parku Kombëtar i Butrintit, njëkohësisht pasuri botërore e mbrojtur nga UNESCO.

Për këtë rast studimor janë parashikuar të realizohen nga ana e IMK-së, gjatë periudhës së zbatimit të projektit, aktivitetet si më poshtë:

- Studime mbi efektet që drenazhimi i terrenit ka mbi rrënojat;
- Raport mbi analizimin e përbërjes kimike të ujrave në Butrint;
- Studim mbi prezencën e ujrave të ëmbël nëntokësorë;
- Trajnim mbi konservimin e mozaikëve me punime konkrete konservimi në dy mozaikë në Butrint;
- Punime konservimi / restaurimi në Portën me Kulla dhe Nymfeum – Butrint.

Gjithashtu, përgjatë gjithë zbatimit të projektit janë parashikuar realizimi i takimeve teknike dhe workshope me tema të përcaktuara në përputhje me objektivat e projektit.

Në këtë kuadër në datat 5-7 nëntor 2019 është parashikuar të zhvillohet Takimi Teknik dhe Workshopi me temë "The changing interaction in the balance between the human factor and environment in accordance to the climate change – the case of Butrint". Ky workshop parashikohet të zhvillohet në Butrint dhe Tiranë dhe të përfshijë ekspertë dhe institucione të

Adresa: Rr. "Aleksandër Moisiu", Nr.76, ish Kinostudio "Shqipëria e Re", Tiranë, Shqipëri,
Tel.: +355 44504152; Email: info@imk.gov.al; Url: www.imk.gov.al

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November 29, 2019 ·

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European Centre for Byzantine and Post-Byzantine Monuments
November 2019 ·

The Institute of Cultural Monuments of Alberta "Geri Glasnik" organized on Tuesday 5 November 2019, in Subotica, an UNESCO World Heritage site, the 2nd Steering Committee meeting of the project "Mo.Na. Monuments in Nature, a creative co-existence" (INTERREG V-Balkan-Mediterranean 2014-2020) and on Wednesday 6 and Thursday 7 November, at the Triest International Hotel, a Workshop on "The changing interstice in the balance between the human factor and environment in accordance to the climate change - the case of Subotica".

Mo.Na., whose consortium is led by the European Centre for Byzantine and Post-Byzantine Monuments, is an important initiative for monuments and the

Interreg
Balkan-Mediterranean
Mo.Na

See more of European Centre for Byzantine and Post-Byzantine Monuments on Facebook

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or

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MoNa: Monuments in Nature

@a_monuments

The MoNa aims to record-analyze-evaluate the protection and promotion of natural resources and cultural heritage across the Balkan-Mediterranean territory.

Joined November 2019

12 Following 5 Followers

Tweets Tweets & replies Media Likes

MoNa: Monuments in Nature @a_monuments Dec 27, 2019
Season's Greetings from the European Centre for Byzantine and Post-Byzantine Monuments! May the new year be creative and fulfill all your expectations.



1 Retweet 1 Like

MoNa: Monuments in Nature @a_monuments Nov 26, 2019



2 Retweets 1 Like

MoNa: Monuments in Nature @a_monuments Nov 15, 2019



1 Retweet 1 Like

MoNa: Monuments in Nature @a_monuments Nov 15, 2019
The Institute of Cultural Monuments of Albania "Gani Strazimiri" successfully organized on Tuesday 5 November 2019, in Butrint the 2nd Steering Committee meeting of the project "Mo.Na. and on Wednesday 6 and Thursday 7 November, in Tirana the Workshop.

1 Retweet 1 Like

MoNa: Monuments in Nature @a_monuments Nov 4, 2019

05.06.07 November 2019; Butrint and Tirana, Albania/ organized by the Institute of Cultural Monuments, ALB
The Mo.Na project organizing the 2nd Steering Committee meeting and Workshop.#Mo.Na #BalkanMed #Interreg

Focus Project @FocusProjectEu Follow

AgroLabs @AgroLabs_BMP Follow
AgroLabs project aims to foster the production and distribution of innovative agrofood products of the Balkan-Med area by developing AgroFood Innovation Cluster

Show more

MoNa: Monuments in Nature @a_monuments Nov 4, 2019

05.06.07 November 2019; Butrint and Tirana, Albania/ organized by the Institute of Cultural Monuments, ALB
The Mo.Na project organizing the 2nd Steering Committee meeting and Workshop.#Mo.Na #BalkanMed #Interreg

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- Trending in Greece **#κουκλα** 2,227 Tweets
- Trending in Greece **Ελευθεροτυπία**



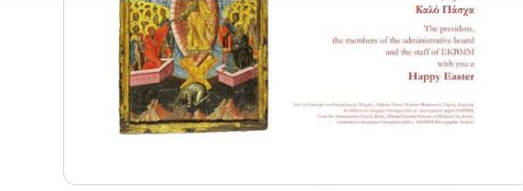
MoNa: Monuments in Nature

@a_monuments
 The MoNa aims to record-analyze-evaluate the protection and promotion of natural resources and cultural heritage across the Balkan-Mediterranean territory.
 Έγινε μέλος: Νοέμβριος 2019
 13 σε ακολούθηση 8 Ακόλουθοι

Tweet Tweet και απαντήσεις Πολυμέσα "Μου αρέσει"

MoNa: Monuments in Nature @a_monuments · 23 Απρ

Αναζήτηση στο Twitter



MoNa: Monuments in Nature @a_monuments · 25 Φεβ
 On Thursday 27/2 link on Skype: Mo.Na's 3rd Steering Committee Meeting.

Πρώτη φορά στο Twitter;
 Εγγραφείτε τώρα και αποκτήστε το δικό σας εξοπλισμένο χρονολόγιο!

Εγγραφή




Ίσως να σας αρέσει

- BalkanMed IN... Ακολουθήστε
- ΕΥΡΩΚΤΙΠ @Ecoportil_ Ακολουθήστε
- PV ESTIA @PV_ESTIA Ακολουθήστε

Εμφάνιση περισσότερων

Τάσεις για εσάς

- Δημοφιλές θέμα σε Ελλάδα #COVID19greece
- Δημοφιλές θέμα σε Ελλάδα

	Mo.Na : Monuments in Nature: A Creative Co-existence	Ref. No.:	D.3.1.	Date:	20.06.2019
		Issue:	01	Rev. :	00
DELIVERABLE					
WP3: Capacity Building / Knowledge Transfer					
Activity 1: D.3.1. Local networking in each partners' district / All partners					

Local networking in each partners' district / GUIDELINES

For the implementation of a cohesive project with integrated character that will demonstrate the necessity of co-management and protection of protected areas for environmental, cultural value reasons (UNESCO, RAMSAR or NATURA 2000 etc.).

Introduction:

The purpose of this document is to help all the partners to organise in the best possible way the 'local network' which will be under their responsibility and will work systematically for the promotion of Mo.Na project's aims and objectives.

What is a Local Network?

A partnership of bodies which will be assessed by each partner that it can be efficient in the process, the promotion and the support of the proposed Brand for the promotion and protection of natural and cultural environment

Who is responsible for the Initiative?

Mo.Na project partner will be responsible for the initiative. In the case that the partner is other body than a Local Authority it is strongly suggested to collaborate with their Local Authorities (This concerns mainly the partners from Albania and Cyprus).

Who can/should participate in the local network?

Indicatively and not restricting, can participate in the network:

- The Local Government / Local Authority
- Bodies that are involved with the cultural heritage
- Bodies that are involved with the environmental protection
- Important local or not cultural organisations
- Important local or not environmental organisations
- Local Community Associations / Networks related with the fields of Culture-Tourism
- Representatives of tourism important organisations
- Education organisations (especially for educational activities)
- Bodies related with the management of the areas

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