



ANNEX V: PUBLICITY & VISIBILITY ACTIVITIES

	Activities	Indicators	Target Value	Real Value
1.0	Broad Communication Campaign			
		<ul style="list-style-type: none"> • Official Project Launch Event; 11.12.2013, EU Info Centre, Skopje <ul style="list-style-type: none"> ✓ One Press Release was prepared and released to the national & local Media (Press & Online Media; TV Stations, Radio Stations) in order to announce the upcoming Official Project Launch Event on 11.12.2013 ✓ Generated publicity from this announcement is expected following the completion of the event 	<ul style="list-style-type: none"> ✓ 3 TV Stations to generate video footage about the event ✓ 10 articles to be generated following the completion of the event ✓ Over 40 people to attend 	<ul style="list-style-type: none"> ✓ Over 3 TV Stations and more than 4 print & online media covered the event ✓ Over 10 articles were generated ✓ Over 50 participants
		<ul style="list-style-type: none"> • Project Workshops A total of 13 workshops were organised during project duration period <ul style="list-style-type: none"> ✓ 11 Workshops in East & North-East Regions ✓ 2 Workshops in Skopje 	<ul style="list-style-type: none"> ✓ 200 participants to attend the events ✓ Over 30 articles and video footage to be generated 	<ul style="list-style-type: none"> ✓ Over 220 people attended ✓ Over 50 articles and video footage were generated by local, regional and national Media (TV Stations, online and print media)
		<ul style="list-style-type: none"> • Study Tour (Cyprus, 14-16/052014) One (1) three-day Study Tour organised for key project stakeholders to Integrated Waste Management Facilities in Cyprus aiming to showcase the operation and management of some of the most contemporary and advanced waste management plants utilized within EU to date. <ul style="list-style-type: none"> ✓ Following the activity, an Evaluation Form was prepared and sent to all participants in order to assess the activity and record their views. 	<ul style="list-style-type: none"> ✓ One (1) Study Tour ✓ Ten (10) participants 	<ul style="list-style-type: none"> ✓ One (1) Study Tour ✓ Thirteen (13) participants
		<ul style="list-style-type: none"> • Project Surveys Street Survey I <ul style="list-style-type: none"> ✓ 18/01/2014 ✓ Stip & Kumanovo Street Survey II <ul style="list-style-type: none"> ✓ 05/09/2014 ✓ Stip & Kumanovo Online Survey An online survey was created and available for all citizens during the period 18/01/2014 – 10/09/2014. <ul style="list-style-type: none"> - Uploaded and hosted at the Project Official Website - Forwarded via email to all Project Contact Database (over 300 people) - Distributed to the Media along with a Press Release 	<ul style="list-style-type: none"> ✓ 100 people from each city to participate ✓ 120 people from each city to participate ✓ Over 100 hundred participations 	<ul style="list-style-type: none"> ✓ 200 respondents in Kumanovo ✓ 125 respondents In Stip ✓ 120 participants in Kumanovo ✓ 150 participants in Stip ✓ 43 people filled out the online questionnaire



	Activities	Indicators	Target Value	Real Value
		<ul style="list-style-type: none"> - Posted on the EUD Official Facebook account • Event Sponsorship – ECO Fair, North-East region (Kumanovo , 8/10/2014) <ul style="list-style-type: none"> ➤ ENVIROPLAN supported Kumanovo Municipality providing financial assistance on behalf of this Project ➤ The Sponsorship included the production of Drawing Pads, Hand Flags and Roll up Banners with the Project Logo ➤ Drawing Pads and Hand Flags were handed out to a total of 600 nursery school children of Kumanovo ➤ Roll Up Banners were placed at designated spots in the city square 	<ul style="list-style-type: none"> ➤ Raise community awareness to 500 citizens that would attend the EcoFair 	<ul style="list-style-type: none"> ➤ Participation of 600 students with their families
2.0	Media Relations			
		<ul style="list-style-type: none"> • A total of seven (7) Press Releases were prepared and distributed to the Media. 	<ul style="list-style-type: none"> ➤ 5 Press Releases ➤ Generated publicity to reach over 30 articles and announcements in the Media 	<ul style="list-style-type: none"> ➤ 7 Press Releases ➤ Over 50 articles and video footages were generated by local, regional and national Media (TV Stations, online and print media)
3.0	Publications & Visibility Material			
		1. Project Leaflet – Production of Project Leaflet (3-fold, double sided, 4colour print) in three languages respectively: <ul style="list-style-type: none"> • Macedonian (MK) – 4,000 copies • Albanian (AL) – 1,500 copies • English (EN) – 1,500 copies 	<ul style="list-style-type: none"> • To distribute 2,500 MK leaflets • To distribute 1.000 AL Leaflets • To distribute 400 EN leaflets 	<ul style="list-style-type: none"> • 3,500 MK leaflets distributed • 1,000 AL leaflets distributed • 600 EN leaflets distributed
		2. Project Notebooks – Production of branded notebooks (A5 size spiral notebook, project branding on cover page, back page and inner pages). Notebooks were created to be handed out during project events, such as seminars, workshops, conferences, project communication activities (e.g. Street Surveys), etc. <ul style="list-style-type: none"> • Copies produced: 1,250 	<ul style="list-style-type: none"> • To distribute 1,000 notebooks 	<ul style="list-style-type: none"> • 1,200 notebooks distributed
		3. Project Folders – Production of A4 project branded conference folders and utilize them in project workshops, press conferences, meetings, and any other project related event <ul style="list-style-type: none"> • Copies produced: 1,000 	<ul style="list-style-type: none"> • To distribute 600 folders 	<ul style="list-style-type: none"> • 720 folders distributed
		4. Project Pens – Production of project branded pens to further enhance visibility of the project <ul style="list-style-type: none"> • Number of Project Pens: 1,000 	<ul style="list-style-type: none"> • To distribute 1,000 pens 	<ul style="list-style-type: none"> • All pens were given away
		5. Project Roll-up Banners – In addition to the abovementioned visibility material, two (2) Project roll-up banners were created to enhance	N/A	N/A



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		<i>project's branding requirements when holding meetings, seminars, and any other project related event (e.g. street surveys, sponsorship of other green events, etc)</i>		
4.0	Official Project Website			
		Project website – In addition to the abovementioned visibility material, a project website (www.rwmp-mk.com) was created in three (3) languages, namely Macedonian (MK), Albanian (AL) and English (EN)	N/A	<ul style="list-style-type: none"> • Visits: 2,031 <ul style="list-style-type: none"> - 75.26% Returning Visitors - 24.74% New visitors • Unique Visitors: 381 • Pageviews: 3,639 • Traffic Sources: <ul style="list-style-type: none"> - 76.2% Direct Traffic - 17.4% Referral Traf. - 6.4% Search Traffic
5.0	Other Project Material			
		Business Cards: Production of project business cards for all Project Key and Non-Key Experts - Total of 1,200 cards	N/A	N/A
		T-Shirts & Rain Coats: Production of 22 items in total for promotional needs during street survey events	N/A	N/A
		Promotional Stands: Two (2) project branded promo stands were used during Street Survey events	N/A	N/A