



Annual Implementation Report 2008
for the Bulgaria – Turkey IPA Cross-border Programme

ANNUAL IMPLEMENTATION REPORT 2008

**for the
Bulgaria – Turkey
IPA Cross-border Programme**

PARTN  **RSHIP**



Table of Contents

1. Identification.....	3
2. Overview of the implementation of the Bulgaria – Turkey IPA Cross-border Programme	3
2.1. Achievement and analysis of the progress.....	3
2.2. Information about compliance with Community law	6
2.3. Significant problems encountered and measures taken to overcome them	6
2.4. Changes in the context of the Programme implementation (if relevant)	7
2.5. Complementarity with other instruments	7
2.6. Monitoring arrangements	7
2.7. National performance reserve (where applicable and only for the annual implementation report submitted for 2010)	7
3. Implementation by priority	7
3.1 Priority Axis 1 - Sustainable Social & Economic Development	7
3.2 Priority Axis 2 - Improvement of the quality of life.....	10
4. Major projects (if applicable).....	11
5. Technical Assistance	11
6. Information and publicity	12



1. Identification

PROGRAMME	Objective concerned: IPA Cross-border Cooperation
	Eligible area concerned: for Bulgaria - Burgas, Yambol and Haskovo districts (NUTS III) and for the Turkey - provinces Edirne and Kırklareli
	Programming period: 2007 – 2013 (financial plan 2007-2009)
	Programme number (CCI No): 2007CB16IPO008
	Programme title: Bulgaria – Turkey IPA Cross-border Programme
ANNUAL IMPLEMENTATION REPORT	Reporting year: 2008
	Date of approval of the annual report by the Joint Monitoring Committee: 25 June, 2009

2. Overview of the implementation of the Bulgaria – Turkey IPA Cross-border Programme

2.1. Achievement and analysis of the progress

- **Information on the physical progress of the Programme:**

This is the first annual implementation report for the Bulgaria - Turkey IPA Cross-Border Programme. The Managing Authority for the Programme is the Bulgarian Ministry of Regional Development and Public Works having as counterpart the Turkish International Cooperation & Development Agency (TIKA), the National Authority.

Following approval by the European Commission in December 2007 (Commission Decision C(2007)6477, December 20, 2007), the Programme has not become operational until after the first Joint Monitoring Committee meeting in May 2008 (approval of the JMC Rules of Procedures, Communication strategy, job profiles for the JTS staff, eligibility of TA expenditures) and the second Joint Monitoring Committee meeting in October 2008 (Discussion and partial approval of the Guidelines for Applicants including the criteria for selection of operations). It was decided determination of the indicative date for the first call for proposals to be fixed after the aforementioned documents would become ready. Initially expectations were that the first projects will be approved in November 2009. Meanwhile, issue of different interpretation of legislation concerning the eligibility



issues under IPA Cross-border Programmes become current. Importance of this particular issue can not be underestimated as it is a base line in the Applicants' Guide and in the elaborated Application Form. Since the issue has not been finalized, respective changes in the Application Pack can not be made for the time being. Approval of final version of the Application Guide and respectively launching of the first call for proposals is postponed until clarification the issue of eligibility by the Commission. Thus, in 2008 the Programme was still in a planning stage with no operational activity throughout the year. A couple of other reasons also contributed to predetermination of this status:

Firstly, the Financing Agreement between the Government of the Republic of Turkey and EC has been signed in May, 2009. According to the COMMISSION REGULATION (EC) No 718/2007 signing the Financing Agreement is a prerequisite for spending the Community contribution to Turkey.

And secondly, the contracts under Phare for TA for the future IPA CBC programme Bulgaria – Turkey has been signed at the end of 2008 and that additionally delayed the start of the Program.

The Memorandum of Understanding regulating the functions and relations between the Programme managing bodies has been drafted and circulated among interested parties.

Some activities aiming at promoting the Programme have been pre-financed from the Bulgarian state budget and financed from the Turkish state budget.

The indicators which will be used to monitor the progress at the Programme level are shown in the table below:

Programme Result Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Increased number of social and cohesion links	Achievement	0	0									
	Target 2016	4 %										
	Baseline*	58										
Improved environment for development of relationships across the border	Achievement	0	0									
	Target 2016	4 %										
	Baseline*	47										
Number of Joint information services established	Achievement	0	0									
	Target 2016	3										
	Baseline	0										
Increased cross-border movement of people and exchange of goods and services in the region	Achievement	0	0									
	Target 2016	2.5 %										
	Baseline*	13										
Increased common cultural capital	Achievement	0	0									
	Target 2016	3 %										
	Baseline*	24										
Improved small-scale infrastructure	Achievement	0	0									
	Target 2016	3 %										
	Baseline*	14										
Projects actually applied	Achievement	0	0									
	Target 2016	3 %										
	Baseline	As a baseline will be considered the number of financed preparation of projects under the sphere of intervention "Infrastructural support for the improvement of the economic potential of the co-operation area" (bullet 2).										
Decreased pollution in the region	Achievement	0	0									
	Target 2016	2 %										
	Baseline*	3										
Increased attractiveness of the region based on preservation of natural resources and historical/cultural heritage	Achievement	0	0									
	Target 2016	2 %										
	Baseline*	34										
Increased sustainable utilisation of natural and historical/cultural resources	Achievement	0	0									
	Target 2016	2 %										
	Baseline*	21										

* The projects implemented in the respective field under the previous Programme are accepted as a baseline.



- **Financial information (All financial data should be expressed in euro)**

During the year 2008, no expenditures were made from the budget of the Bulgaria – Turkey IPA Cross-Border Programme. However, the total financial allocation broken down per sources of funding is shown in the table below.

Priority axes by source of funding (EUR) 2007 - 2009

Priority	Community Funding	National Public funding	Total funding	Co-financing rate (%)
	(a)	(b)	c=a+b	a/c*100:b/c*100
Priority Axis 1 Sustainable Social & Economic Development	4 016 938	708 872	4 725 811	85:15
Priority Axis 2 Improvement Of The Quality Of Life	5 021 173	886 089	5 907 262	85:15
Priority Axis 3 - Technical Assistance	1 004 235	177 218	1 181 452	85:15
Total	10 042 346	1 772 179	11 814 525	85:15

- **Information about the breakdown of use of the Funds**

Financial information – 2008

Some activities aiming at promoting the Programme have been pre-financed from the Bulgarian state budget.

Priority axes by source of funding (EUR)

	Expenditure paid out by the beneficiaries included in payment claims sent to the managing authority	Corresponding public contribution	Private expenditure	Expenditure paid by the body responsible for making payments to the beneficiaries	Total payments received from the Commission
PRIORITY AXIS 1	0	0	0	0	0
PRIORITY AXIS 2	0	0	0	0	0
PRIORITY AXIS 3	7076.10	0	0	7076.10	All the activities under TA are pre-financed from the BG state budget. 85% of the total expenditures (7076.10 euro) are expected to be reimbursed by the EC after verification and certification of expenditures.
<u>BL1 - ADMINISTRATING COSTS</u>					
JTS staff remuneration (head and 2 project managers – for the	0		0	0	



Annual Implementation Report 2008
for the Bulgaria – Turkey IPA Cross-border Programme

period October – December 2008)					
<u>BL2 - TRAVEL AND ACCOMMODATION</u>					
Business trip – JMC Meeting - Edirne 20.10.2008	920.38		0	920.38	
<u>BL3 - MEETINGS, CONFERENCES, EVENTS etc.</u>					
Organization of technical meeting on Bulgaria - Turkey IPA Cross-border Programme – December 2008 in Sofia	246.32		0	246.32	
<u>BL4 - INFORMATION AND PUBLICITY</u>					
Preparation of materials for popularization the Bulgaria - Turkey IPA Cross-border Programme – contracted in December 2008 (total budget – 9850 Eur)	Advanced payment (60 %) - 5910		0	Advanced payment (60 %) - 5910	
<u>BL5 - EXTERNAL EXPERTISE</u>					
	0		0	0	
<u>BL6 - SUPPLY OF OFFICE EQUIPMENT</u>					
	0		0	0	
<u>BL7 - OTHER</u>					
GRAND TOTAL	7076.10		0	7076.10	

- **Assistance by target groups**
Not applicable
- **Assistance repaid or re-used**
Not applicable
- **Qualitative analysis**
Not applicable

2.2. Information about compliance with Community law

Compliance with Community law has been ensured during the entire programming process. All the relevant European regulations and directives have been taken into account and as mentioned in the programming document.

The compliance with Community and national law is ensured during the drafting of the implementation documents and shall be followed during the entire implementation period.

2.3. Significant problems encountered and measures taken to overcome them

No significant problems were encountered during the programming phase.



2.4. Changes in the context of the Programme implementation (if relevant)

After the approval of the Programme by the Commission, the Parties agreed on a different location of for the main JTS office. In its second meeting the JMC decided that the main JTS office will be set up in Haskovo.

2.5. Complementarity with other instruments

Complementarity with other financial instruments will be ensured through mechanisms foreseen in the programming document. The coordination of the Programme with other plans / programmes / instruments will be done by the national coordination structures in both participating countries. The representatives of national coordination structures participate in JMC sessions. Representatives from ministries managing sectoral programmes will also participate as observers in JMC sessions ensuring coordination and avoiding overlapping. Another useful tool for this purpose is the Management Information System of the Programme – becoming operational it will ensure links to the Unified Management Information system (UMI|S).

2.6. Monitoring arrangements

Monitoring of the Programme shall ensure the quality of its implementation. The development and implementation of the monitoring system of the Programme is a responsibility of the Managing Authority. The Managing Authority and the Joint Monitoring Committee are responsible for monitoring the Programme implementation in accordance with the principle of sound financial management. The Joint Monitoring Committee observes the monitoring of the Programme implementation and ensures the achievement of the Programme objectives through a rational use of the allocated resources. On the Programme level monitoring is performed by the department “Monitoring” (DG PRD), which ensure independence from the MA; on a project level monitoring will be performed by the JTS.

2.7. National performance reserve (where applicable and only for the annual implementation report submitted for 2010)

Not applicable

3. Implementation by priority

3.1 Priority Axis 1 - Sustainable Social & Economic Development

The overall objective of this Priority axis is to increase the overall competitiveness of the cross border economy and to improve social development and social cohesion.

For the period 2007-2009 approximately 4.0 million Euro Community Funding is available for this priority axis, matched by 0.7 million Euro national contributions.

Spheres of intervention within Priority Axis 1

3.1.1. Improvement of the social development and social cohesion links



The indicative activities under this sphere of intervention are:

- Human resources development in the context of meeting the goals of the Renewed Lisbon Strategy - promotion of the European Lifelong Learning Concept through a variety of joint cross border social initiatives and links such as development of joint training products and implementation of joint training and educational activities; targeted activities for improvement of skills of vulnerable groups so as to match the labour market demands and requirements; transfer of know-how; development of networking channels between relevant institutions; and others;
- People-to-people collaboration projects: pilot actions and networking activities among local organisations and institutions by implementation of joint training and capacity-building in order to reinforce social and culture links, including actions to promote good practice in the less developed areas of the eligible co-operation area.

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Joint cooperation projects on development of skills and knowledge	Achievement	0	0									
	Target 2016						15					
	Baseline						0					
Training places created	Achievement	0	0									
	Target 2016						4					
	Baseline						0					
People participating in training	Achievement	0	0									
	Target 2016						500					
	Baseline						0					
People with enhanced skills	Achievement	0	0									
	Target 2016						300					
	Baseline						0					
Management and job-related training courses	Achievement	0	0									
	Target 2016						10					
	Baseline						0					
Networking structures created/developed	Achievement	0	0									
	Target 2016						5					
	Baseline						0					
People from vulnerable groups trained	Achievement	0	0									
	Target 2016						10					
	Baseline						0					
Number of people to people collaboration projects	Achievement	0	0									
	Target 2016						35					
	Baseline						0					
Number of institutions reached	Achievement	0	0									
	Target 2016						250					
	Baseline						0					
Number of people involved	Achievement	0	0									
	Target 2016						700					
	Baseline						0					

3.1.2. Economy Competitiveness increasing

The indicative activities under this sphere of intervention are:

- Support schemes to facilitate cross border business development initiatives, economic contacts and entrepreneurship by improving the co-operation opportunities of mutual interest across the programming area. Such actions should focus but are not limited to the following key areas: partner-search, general business advice and training, PR activities and awareness raising about market development and conditions across the border, clustering opportunities, etc;
- Development and/or diversification of cross-border tourism and cultural, natural and historical heritage initiatives in order to promote the programming area as a unique destination; etc.



Annual Implementation Report 2008
for the Bulgaria – Turkey IPA Cross-border Programme

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Business and educational linkages created	Achievement	0	0									
	Target 2016	20										
	Baseline	0										
Communities & institutions participating in knowledge economy	Achievement	0	0									
	Target 2016	10										
	Baseline	0										
Access to and usage of new technology	Achievement	0	0									
	Target 2016	15										
	Baseline	0										
SMEs involved/ addressed in CBC projects	Achievement	0	0									
	Target 2016	15										
	Baseline	0										
New jobs created	Achievement	0	0									
	Target 2016	60										
	Baseline	0										
Number of projects concerning common cultural heritage	Achievement	0	0									
	Target 2016	30										
	Baseline	0										
Tourist destinations created/ developed	Achievement	0	0									
	Target 2016	15										
	Baseline	0										
Tourist services created/ developed	Achievement	0	0									
	Target 2016	15										
	Baseline	0										
Surrounding area of cultural spots improved	Achievement	0	0									
	Target 2016	10										
	Baseline	0										
Joint cultural events carried out	Achievement	0	0									
	Target 2016	30										
	Baseline	0										
Institutions / bodies reached by programme activities	Achievement	0	0									
	Target 2016	500										
	Baseline	0										
Awareness campaigns	Achievement	0	0									
	Target 2016	25										
	Baseline	0										

3.1.3. Infrastructural support for the improvement of the economic potential of the co-operation area

The indicative activities under this sphere of intervention are:

- Investments in improvement of small scale infrastructure;
- Elaboration of joint feasibility studies and performing of other preparatory work including elaboration of necessary documentation for investment activities with a cross border impact to apply for funding under different sources.

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Number of small-scale infrastructural projects	Achievement	0	0									
	Target 2016	15										
	Baseline	0										
Feasibility studies prepared	Achievement	0	0									
	Target 2016	5										
	Baseline	0										
Preliminary and detailed design works	Achievement	0	0									
	Target 2016	10										
	Baseline	0										
Project environmental assessments	Achievement	0	0									



Annual Implementation Report 2008
for the Bulgaria – Turkey IPA Cross-border Programme

	Target 2016	2
	Baseline	0

3.2 Priority Axis 2 - Improvement of the quality of life

The overall objective of this Priority axis is to stipulate cooperation for protection of nature and specific fields of environment, protection of historical and cultural heritage as well as provision of assistance in emergency cases.

For the period 2007-2009 approximately 5.0 million Eur Community Funding is available for this priority axis, matched by 0.9 million Eur national contributions.

Spheres of intervention within Priority Axis 2

3.2.1. Protection of environment, nature and historical and cultural heritage

The indicative activities under this sphere of intervention are:

- Development of feasibility studies and other preparatory work including elaboration of necessary documentation for investment activities with clear cross border impact. A special focus will be given to preparation of projects related to improvement of environment and nature, emergency readiness, protection of historical and cultural heritage, for development of waste water treatment plants and solid waste infrastructure, cross border collaboration and joint activities and cooperative schemes for early warning and prevention of floods as well as water resources management;
- Investments in development of small-scale infrastructure with a clear cross-border effect for protection of natural, cultural and historical heritage, as well as for risk prevention.
- Restoration activities: Restoration of historical buildings and other forms of constructions; including survey, preparation of projects and construction.

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Number of joint environmental friendly projects	Achievement	0	0									
	Target 2016	30										
	Baseline	0										
Joint Eco-itineraries created/ developed	Achievement	0	0									
	Target 2016	15										
	Baseline	0										
Partnerships for cases of natural disasters established	Achievement	0	0									
	Target 2016	2										
	Baseline	0										
Environmental management plans	Achievement	0	0									
	Target 2016	2										
	Baseline	0										
Networks for environmental and cultural/historical heritage protection and reasonable utilization of resources	Achievement	0	0									
	Target 2016	6										
	Baseline	0										
Number of small-scale infrastructural projects concerning environmental and cultural heritage protection	Achievement	0	0									
	Target 2016	15										
	Baseline	0										
Feasibility studies prepared	Achievement	0	0									
	Target 2016	5										
	Baseline	0										
Preliminary and detailed design works	Achievement	0	0									
	Target 2016	10										



Annual Implementation Report 2008
for the Bulgaria – Turkey IPA Cross-border Programme

	Baseline	0										
Project environmental assessments	Achievement	0	0									
	Target 2016	2										
	Baseline	0										

3.2.2. Capacity building for sustainable use of natural resources, cultural and historical heritage

The indicative activities under this sphere of intervention are:

- Development and implementation of joint activities including information and awareness campaigns and exchange of know-how in the fields of environmental & nature protection, emergency readiness, protection of cultural and historical heritage

The indicators which will be used to measure the progress of this Sphere of intervention are shown in the table below:

Programme Output Indicators		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
Number of awareness campaigns carried	Achievement	0	0									
	Target 2016	15										
	Baseline	0										
Number of institutions involved in joint activities and exchange of know-how;	Achievement	0	0									
	Target 2016	30										
	Baseline	0										
Number of people reached by joint information and awareness campaigns	Achievement	0	0									
	Target 2016	500										
	Baseline	0										

4. Major projects (if applicable)

Not applicable – no major projects will be financed under this Programme.

5. Technical Assistance

To ensure an effective programme management and information flow the technical assistance goal is to improve the quality of cross-border cooperation and management tools.

The Technical Assistance will be used only for activities directly related to the Programme management. Technical assistance will be invested in the overall management and promotion of the Programme, awareness raising, pro-active project generation, etc.

For the period 2007-2009 approximately 1.0 million Euro Community Funding is available for this priority axis, matched by 0.2 million Euro national contributions.

No amounts from TA budget of the programme were spent in 2008, but some activities have been pre-financed from the Bulgarian state budget and financed from the Turkish state budget as preparation and elaboration of promotional materials, elaboration of the web page of the Programme, organisation of technical meetings and JMC meetings, business trips.

Spheres of intervention within Technical Assistance Priority Axis:

5.1. Overall administration and evaluation of the Programme

- Support to Managing Authority and Joint Technical Secretariat for tasks related to preparation of the necessary documents, appraisal and selection of projects, monitoring and evaluation of activities, control and audit of the Programme;



- Daily allowances, travel accommodation costs covering the expenses for the Bulgarian and Turkish participants (representatives of MA, JTS, CA, AA, JMC, persons who are not directly involved, for example interpreters, drivers etc.) in events concerning the programme;
- Administrative costs concerning the JTS (Main and antennae) including rent of premises, repair works, furniture and equipment, expenditures for electricity, heating, phones, water, consumables etc;
- Staff remuneration costs for the JTS (Main and JTS antennae)
- Support to Joint Monitoring Committee and any other structures involved in supervision of the Programme;
- Support to the Programme including ad-hoc, mid-term and ex-post evaluations;
- Elaboration of specific studies and surveys for the Programme;
- External expertise for development of Programme implementation and monitoring procedures, information system for Programme administration as well as assessment and first level control of projects;
- Organisation of capacity building exercises for Managing Authority and Joint Technical Secretariat (Main and JTS antennae) for development of know-how and skills in Programme administration.

5.2. Publicity and communication

The participating countries Bulgaria and Turkey shall provide information on and publicise Programme and its operations. The information shall be addressed to the citizens and beneficiaries, with the aim of highlighting the role of the Community and ensuring transparency.

- Preparation, translation and dissemination of the Programme related information and publicity materials including but not limited to the Programme website, official Programme documents, procedure manuals, bulletins, brochures, posters, etc.; as well as expenses for consumables as paper, files, folders, cases, diskettes, compact disks, etc.
- Organisation of public events as conferences, seminars, workshops, round table discussions, trainings for beneficiaries, networking and awareness-raising events, partner search forums etc. including rent of halls and equipment (audio-, video-, translation- equipment), expenses for interpreters, lecturers, trainers (should not be persons involved in the Programme); expenses for coffee breaks, refreshments, business dinners and lunches for all participants in the events;
- Purchase of advertising materials as CDs, USBs, hats, bags, note books, folders etc. as well as expenses for publications in radio, TV and press.

The information and publicity measures are presented in the form of a communication plan. (See item 6).

6. Information and publicity

6.1 Introduction

The information and publicity measures are presented in the form of a communication plan approved by the First JMC (May 14, 2008, Sofia). Their implementation shall be the responsibility of the respective administrative body responsible for the interventions (MA/JTS in coordination with NA).

The communication plan contains information on

- the aims and target groups;
- the strategy and content of the information and publicity measures;
- an indicative budget for the implementation;



- the administrative departments / agents responsible for its implementation;
- indication of how the information and publicity measures are going to be evaluated.

The Communication Plan for the Programme aims, on one side, disseminating information about the programme and thus increasing the participation of the potential beneficiaries to into the programme of the potential beneficiaries, resulting into increased absorption capacity and transparency, and on the other side, increasing awareness of the population of the eligible region.

6.2 Information and Publicity events

Activities on the Information and Publicities issue in the cross-border region started in the beginning of 2007 together with the work on development of the CBC Programme for the period 2009-2013. During the period 27 January, 2007 – 2 February, 2007 first round of public consultations took place, including five meetings in the towns of Bourgas, Yambol, Haskovo, Kırklareli and Edirne. More than 130 visitors attended meetings, local journalist and representatives of local and district/regional authorities. Second round of public consultations took place in the period 20-22 February, 2007 in the towns of Bourgas, Yambol, Haskovo. On those events scope, purposes and regulations of the 2009-2013 programming were presented. Main emphasis was given to differences between new and old programming periods (programmes).

An Information and Publicity event took place during the period 14-17 of January, 2008. The event was implemented under project PHARE BG 2005/017-453.03.01-02. The purpose was to collect project ideas in order to create ready to go projects under the new IPA Cross-boreder Programme between Bulgaria and Turkey. The event was successfully used by the Managing Authority in order to disseminate information about the Programme and raise public awareness. For the first time potential applicants and beneficiaries received information about the full scope of the Programme, priorities, requirements, who can apply, etc.

The kick-off event including a Press conference took place before the first JMC meeting on 14.05.2008. On the event representatives of media asked questions and reflected the event in their respective media.

All events regarding the Programme were appropriately reflected on the Internet site of the MRDPW.

It is envisaged another set of Information and Publicity activities to take place after launching the first call for proposals.

6.3 Financial information

As it was mentioned in the previous item some activities have been pre-financed from the Bulgarian state budget as:

- kick-off event and Press conference before the First JMC meeting
- preparation and elaboration of promotional materials were contracted in December 2008 and in the first half of 2009 the abovementioned materials will be ready:

The following materials have been subject of the above contract:

- 500 brochures containing basic Programme information – 250 in each language;
- 250 brochures presenting general summary of PRAG – in English;
- 500 paper bags;



Annual Implementation Report 2008
for the Bulgaria – Turkey IPA Cross-border Programme

- 500 cardboard files;
 - 200 folders;
 - 50 blocks format A4;
 - 2 portable banners;
 - 300 CDs – information on programming documents;
 - 500 ball-pens with printed logo of the programme.
- elaboration of the web page of the Programme: www.ipacbc-bgtr.eu . The web page was established and its development is ongoing;
 - the main information concerning the Programme (Programme document, information regarding the JMC meetings, etc.) was published on the web pages of the Bulgarian Ministry of Regional Development and Public Works (www.mrrb.government.bg and www.bgregio.eu), www.eufunds.bg as well as on the web page of the Turkish International Cooperation & Development Agency – (www.tika.gov.tr and <http://soi.tika.gov.tr>);
 - an interview was given to the BG DARIK radio (May 20, 2008). The main topics included: eligible area, Programme priorities, budget, main decisions of the first JMC, etc.



Indicators for communication and publicity measures

	Activity	Indicator	2007	2008	2009	210	2011	2012	2013	2014	2015	2016	Total
Programme Website	General information	Number of web-site visits	0	0									
		Target 2016	500 per year										
		Baseline	0										
	Partners' search facility	Number of new partnerships established	0	0									
		Target 2016	20										
		Baseline	0										
	Contact details	Number of web-site visits	0	0									
		Target 2016	500 per year										
		Baseline	0										
	Information for mass media	Public awareness raised	0	1									
		Target 2016	2 %										
		Baseline											
Promotional Materials	Leaflets	Number of leaflets produced	0	0									
		Target 2016	500 per call										
		Baseline	0										
	Brochures	Number of brochures produced	0	0									
		Target 2016	500 per year										
		Baseline	0										
	Posters & banners	Number of posters	0	0									
		Target 2016	2										
		Baseline	0										
	Other promotional materials (gadgets)	Number of materials prepared	0	0									
		Target 2016	100 of each kind										
		Baseline	0										
Seminars	Info-days	Number of organizations/bodies attending	0	0									
		Target 2016	40 per call										
		Baseline	0										
	Thematic seminars/ workshops	Number of people attending	0	0									
		Target 2016	40 per event										
		Baseline	0										



Annual Implementation Report 2008
for the Bulgaria – Turkey IPA Cross-border Programme

Publicity campaign	Print media campaign	Number of newspapers publishing issue(s) concerning the programme	0	0									
		Target 2016	4 per year										
		Baseline	0										
	Press conferences	Information concerning decisions concerning the programme	0	1									
		Target 2016	1 per call										
		Baseline	0										
	Press releases	Information concerning decisions concerning the programme	0	2									
		Target 2016	1 per call										
		Baseline	0										
	Press Advertisements	Information concerning the definite call	0	0									
		Target 2016	1 per call										
		Baseline	0										