

Project Title:

Promotion of Modern Financial Instruments in the Cross-border area

Project Acronym:

FINANCIAL INSTRUMENTS

Work Package (WP) 2: COMMUNICATION & DISSEMINATION

Deliverable: D.2.2.2 Translations & production/printing of the multilingual communication/promotion material (including project Folders, Blocks, Pens, Banners, Posters, Leaflets/Publications, USB, Press Releases), for the whole duration of the project

Delivered by Democritus University of Thrace - (DUTH)

Main conductor: Attitude E.Π.Ε

The contents of this publication are sole responsibility of Democritus University of Thrace and can in no way be taken to reflect the views of the European Union, the participating countries, the Managing Authority and the Joint Secretariat.



The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.



Περιεχόμενα

| | | |
|-----|--|-------------------------------------|
| 1 | Purpose and Initial actions of potential investors..... | 4 |
| 2 | Promotional Materials of Meeting Contribution | Error! Bookmark not defined. |
| 2.1 | Design and Dispatch Online invitation and Agenda.... | Error! Bookmark not defined. |
| 2.2 | Creation of folders, blocks and pens for the participating partners..... | 4 |
| 3 | Press Releases | 10 |
| 3.1 | Project Coordination Meeting in Komotini, Greece 09/03/2023 | 10 |
| 3.2 | DISSEMINATION EVENT IN KOMOTINI-GREECE of the FINANCIAL INSTRUMENTS project 14 | |
| 3.3 | Educational Seminars of modern financial tools of the FINANCIAL INSTRUMENTS project in Komotini 08/09/2023 | 19 |

1 Purpose and Initial actions of potential investors

The project team of Democritus University of Thrace, as responsible for the specific deliverable, were led to the following actions:

- designing and dispatching the invitation and agenda of the Meetings/Events,
- banners, folders, blocks, and pens design, according to project guidelines,

Below, the mentioned actions are presented in detail in the following sections.

1.1 Creation of folders, blocks and pens for the participating partners

Graphic design and notebook printing for participants

The communication strategy involves a whole set of activities and promotional activities, such as the production of printed material, publications etc. Furthermore, direct communication measures include the participation of project Beneficiaries at events and conferences where the project results are presented, in this case the Meeting/Events.

Promotional Material (folders, blocks, pens and banners) to FINANCIAL INSTRUMENTS project and guidelines for their use, based on the programme's Guidebook were achieved.

In the following sections presented in detail the promotional material for correct use of the communication tools based on the INTERREG V-A "Greece-Bulgaria 2014-2020" Cooperation Programme Guidebook.

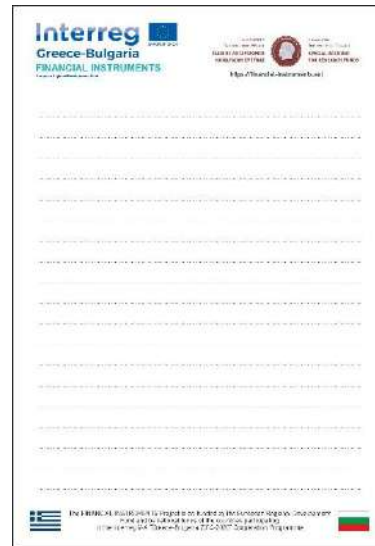
Folders

Regarding FINANCIAL INSTRUMENTS project guidelines, there is no specific guidance regarding the format of stationary sets. However, they contain the following:

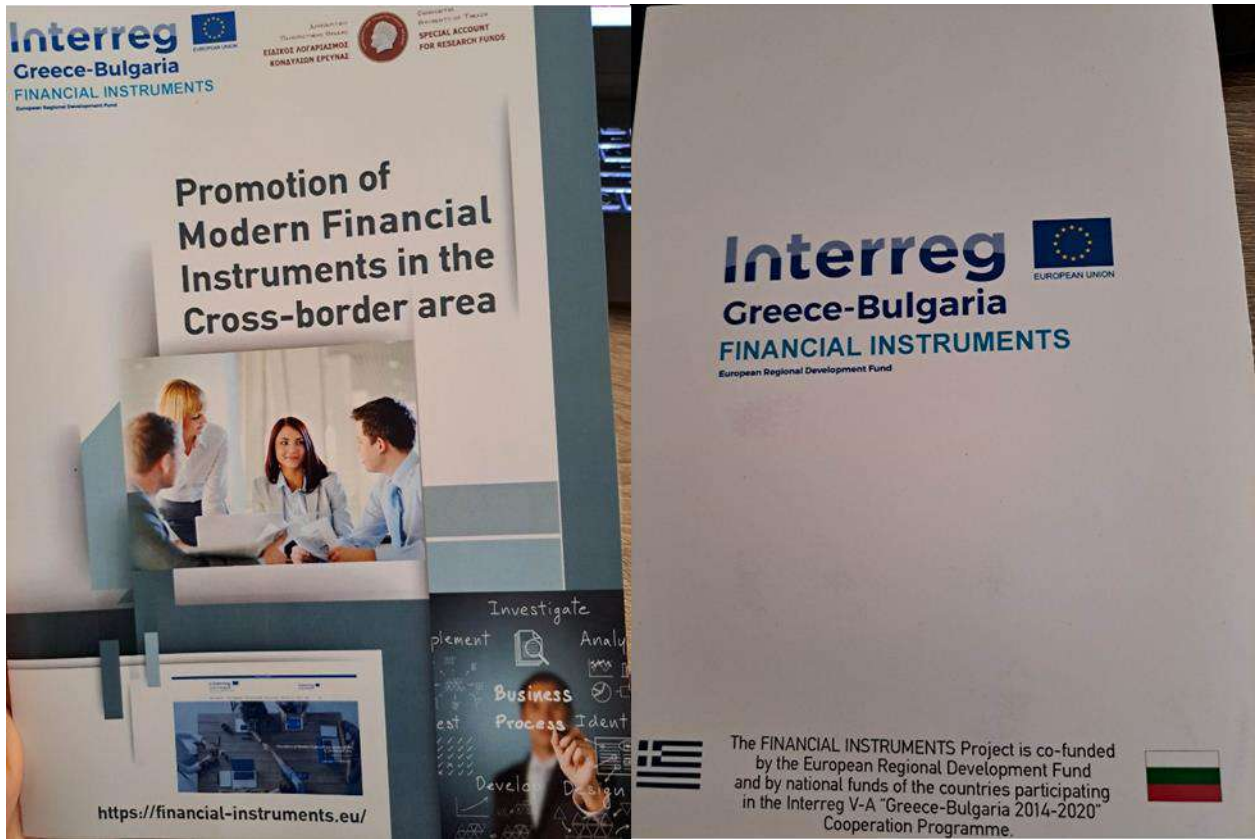
- The Interreg project logo and slogan (in case of existence).

- The textual reference to the sources of financing.

The number of folders and blocks that product are 250. The folder and block of the meeting presented at the following image.



The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.



Pen

On promotional item (pen) where it is not possible to include all information, at least the EU flag appear. The number of pens that product are 250. The pen presented at the following image.



The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.



Graphic design and banner printing

According to Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme guidelines, banner of the meeting contain the following on

- The Interreg project logo and slogan (in case of existence).
- The textual reference to the sources of financing “The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme” with the flags of EU and the two participating countries.
- The link to the project website.

The number of banner that product are two (2) which were placed, one inside the meeting room and one outside. The banner presented at the following image.




Interreg 
Greece-Bulgaria
FINANCIAL INSTRUMENTS
 European Regional Development Fund

Δημοκρατία
 Πανεπιστήμιο Θράκης
 ΕΙΔΙΚΟΣ ΛΟΓΑΡΙΑΣΜΟΣ
 ΚΟΝΔΥΛΙΩΝ ΕΡΕΥΝΑΣ

Δημοκρατία
 Πανεπιστήμιο Θράκης
 SPECIAL ACCOUNT
 FOR RESEARCH FUNDS

Promotion of Modern Financial Instruments in the Cross-border area

<https://financial-instruments.eu/>

Interreg 
Greece-Bulgaria
FINANCIAL INSTRUMENTS
 European Regional Development Fund



The FINANCIAL INSTRUMENTS Project is co-funded
 by the European Regional Development Fund
 and by national funds of the countries participating
 in the Interreg V-A "Greece-Bulgaria 2014-2020"
 Cooperation Programme.

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.





The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.



2 Press Releases

In the context of the project's events and workshop, press releases were drafted and published in both Greek and English. Specifically, they were promoted in Greek in the local press (Chronos and Observer Thrace) and in English on the project's official website. Below are the press releases per event as well as screenshots from the online publication.

2.1 Project Coordination Meeting in Komotini, Greece 09/03/2023

Δελτίο Τύπου

**Συνάντηση των Εταίρων του Έργου FINANCIAL INSTRUMENTS
στην Κομοτηνή 09/03/2023**

Τίτλος Έργου: *Promotion of Modern Financial Instruments in the Cross-border area*

Ακρωνύμιο Έργου: *FINANCIAL INSTRUMENTS*



Το έργο «FINANCIAL INSTRUMENTS» αποτελεί ένα ολοκληρωμένο σύνολο δραστηριοτήτων που στοχεύουν στην προώθηση σύγχρονων χρηματοπιστωτικών μέσων, όπως Equity Fund κ.λπ., στη διασυνοριακή περιοχή της Ελλάδας και της

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

Βουλγαρίας παρέχοντας τη δυνατότητα χρηματοδότησης από αυτά τα σύγχρονα χρηματοπιστωτικά μέσα/εργαλεία προς όφελος πολιτών, επιχειρήσεων, ιδρυμάτων και Επιμελητηρίων που βρίσκονται στη διασυνοριακή περιοχή Ελλάδας και Βουλγαρίας.

Την Πέμπτη, 9 Μαρτίου 2023, πραγματοποιήθηκε στην Κομοτηνή, Συνάντηση των Εταίρων του Έργου FINANCIAL INSTRUMENTS, με τη συμμετοχή των εταίρων από την Ελλάδα και από τη Βουλγαρία. Η συνάντηση πραγματοποιήθηκε στο ξενοδοχείο Anatolia, στην Κομοτηνή, στις 12:00 και διήρκησε έως τις 14:00, ενώ ο αριθμός των συμμετεχόντων ήταν 12 στο χώρο συνάντησης και 5 εξ' αποστάσεως, μέσω ZOOM.

Στόχος της συνάντησης ήταν η αποτελεσματική ανταλλαγή πληροφοριών και η επικοινωνία των εταίρων του έργου. Μέσα από τη συνάντηση επιδιώχθηκε η αντιμετώπιση τυχόν προβλημάτων, η πρόταση ιδεών και ο συντονισμός των παραδοτέων του έργου.

Την οργάνωση του έργου ανέλαβαν εκπρόσωποι του Δημοκρίτειου Πανεπιστήμιου Θράκης, ο οποίος αποτελεί τον εταίρο Νο2 του έργου FINANCIAL INSTRUMENTS, με την υποστήριξη του επικεφαλής εταίρου του έργου, Αναπτυξιακή Ροδόπη Α.Ε.

Κατά τη διάρκεια της συνάντησης, συζητήθηκε η πρόοδος της υλοποίησης του έργου και ο προγραμματισμός των επερχόμενων δράσεων. Ο κάθε εταίρος παρουσίασε τα παραδοτέα που έχει αναλάβει να υλοποιήσει και τις μελλοντικές του δράσεις.

Η Συνάντηση των Εταίρων του Έργου FINANCIAL INSTRUMENTS είχε ως σκοπό τη διευκόλυνση της συνεργασίας, τη λήψη αποφάσεων κορυφαίας ποιότητας και τη δυναμική επαφή των Ελλήνων και Βούλγαρων εταίρων. Αυτή η Συνάντηση ήταν το κλειδί για την ανάπτυξη των ημερήσιων στόχων του έργου που οδηγούν στην επιτυχή υλοποίησή του.

PRESS RELEASE

Project Coordination Meeting in Komotini, Greece 09/03/2023

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.





The 'FINANCIAL INSTRUMENTS' project constitutes an integrated set of activities that aim to promote modern financial instruments, such as Equity Fund, etc., in the cross-border area of Greece and Bulgaria to provide the possibility of getting financed by these modern financial instruments/tools for the benefit of citizens, businesses, institutions, and Chambers located in the cross-border area of Greece and Bulgaria.

On Thursday, March 9, 2023, a Project Coordination Meeting was held in Komotini, Greece, with the participation of the project partners both from Greece and Bulgaria. The meeting took place at the Anatolia Hotel, in Komotini, Greece. The start time was 12:00 until 14:00, and the number of participants was 12 partners at the meeting place and 5 from a Zoom meeting.

The meeting aimed at finding an effective way of disseminating information and communicating with the project partners. Through the meeting, it was sought to deal with issues, propose ideas, and solve any problems with the project. The organization of the project was undertaken by the partner Democritus University of Thrace with the support of Rodopi Development. During the meeting, updates about the project's implementation and the planning of the new activities were discussed. Partners for each country presented their deliverables, their existing development, and their future actions.

The Project Coordination Meeting aimed at the facilitation, cooperation, and decision-making of top quality and the dynamic contact of the Greek and Bulgarian partners. This Project Coordination Meeting was the key to developing agendas where they covered all the required topics without going off course.

Figure 1: Press release announcement on the project's official website



<https://financial-instruments.eu/project-coordination-meeting-in-komotini-greece-09-03-2023/>

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.



Figure 2: Meeting announcement in the newspaper Observer Thrace



2.2 DISSEMINATION EVENT IN KOMOTINI-GREECE of the FINANCIAL INSTRUMENTS project

Δελτίο Τύπου

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.





Εκδήλωση
Διάδοσης του
Έργου
**FINANCIAL
INSTRUMENTS**
στην Κομοτηνή
07/09/2023



Τίτλος Έργου: Promotion of Modern Financial Instruments in the Cross-border area

Ακρωνύμιο Έργου: FINANCIAL INSTRUMENTS

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

Την Πέμπτη, 07 Σεπτεμβρίου 2023, πραγματοποιήθηκε στην Κομοτηνή, Εκδήλωση Διάδοσης των αποτελεσμάτων του έργου «FINANCIAL INSTRUMENTS». Η εκδήλωση διοργανώθηκε από το Δημοκρίτειο Πανεπιστήμιο Θράκης και έλαβε τόπο σε αίθουσα του Τμήματος Οικονομικών Επιστημών του ΔΠΘ.

Το έργο FINANCIAL INSTRUMENTS υλοποιείται στο πλαίσιο του Προγράμματος Interreg V-A «Ελλάδα-Βουλγαρία 2014-2020», που συγχρηματοδοτείται από το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης (ΕΤΠΑ) και από εθνικούς πόρους. Η Εκδήλωση πραγματοποιήθηκε με την ενεργή συμμετοχή των μελών του έργου και επιχειρηματιών της περιοχής. Χαιρετισμούς απεύθυνε ο Γενικός Διευθυντής της Αναπτυξιακής Ροδόπης Α.Ε κ. Κεφαλίδης Ευστάθιος.

Στόχος της εκδήλωσης ήταν η ενημέρωση σχετικά τα αποτελέσματα του έργου, που αφορούν στον εντοπισμό και την Προώθηση των σύγχρονων χρηματοδοτικών εργαλείων στη διασυνοριακή περιοχή. Η παρουσίαση αυτών πραγματοποιήθηκε από τους καθηγητές του ΔΠΘ, κ. Γερονικολάου Γεώργιο, Ντόκα Ιωάννη και Σπυρομήτρο Ελευθέριο.

Κατά την διάρκεια της συνάντησης, μέλη και επιχειρηματίες της ερευνητικής περιοχής, έθεσαν τους προβληματισμούς και τις προτάσεις τους σχετικά με την χρήση και διάδοση των χρηματοδοτικών μέσων που χρησιμοποιούν οι Μικρομεσαίες Επιχειρήσεις (ΜΜΕ) της ερευνητικής περιοχής.

Για περισσότερες πληροφορίες σχετικά με το έργο «FINANCIAL INSTRUMENTS»:

<https://financial-instruments.eu>

ΔΗΜΟΚΡΙΤΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΘΡΑΚΗΣ

ΤΜΗΜΑ ΟΙΚΟΝΟΜΙΚΩΝ ΕΠΙΣΤΗΜΩΝ

Press release

Dissemination Event of the FINANCIAL INSTRUMENTS Project in Komotini 09/07/2023

Project Title: Promotion of Modern Financial Instruments in the Cross-border area

Project Acronym: FINANCIAL INSTRUMENTS

On Thursday, September 07, 2023, a Dissemination Event of the results of the "FINANCIAL INSTRUMENTS" project was held in Komotini. The event was organized by the Democritus University of Thrace and took place in a hall of the Department of Economic Sciences of the IFT.

The FINANCIAL INSTRUMENTS project is implemented within the Interreg V-A Program "Greece-Bulgaria 2014-2020", which is co-financed by the European Regional Development Fund (ERDF) and by national resources. The Event took place with the active participation of the project members and businessmen of the area. Greetings were addressed by the General Manager of Development Rodopi SA, Mr. Kefalidis Efstathios.

The aim of the event was to inform about the results of the project, which relate to the identification and promotion of modern financial tools in the cross-border area. The presentation of these was carried out by the professors of DPTH, Mr. Geronikolaus Georgios, Doka Ioannis and Spyromitros Eleftherio.

During the meeting, members and entrepreneurs of the research area, raised their concerns and proposals regarding the use and dissemination of financial instruments used by the Small and Medium Enterprises (SMEs) of the research area.

For more information on the "FINANCIAL INSTRUMENTS" project:

<https://financial-instruments.eu>

DEMOCRITUS UNIVERSITY OF THRACE

DEPARTMENT OF ECONOMICS



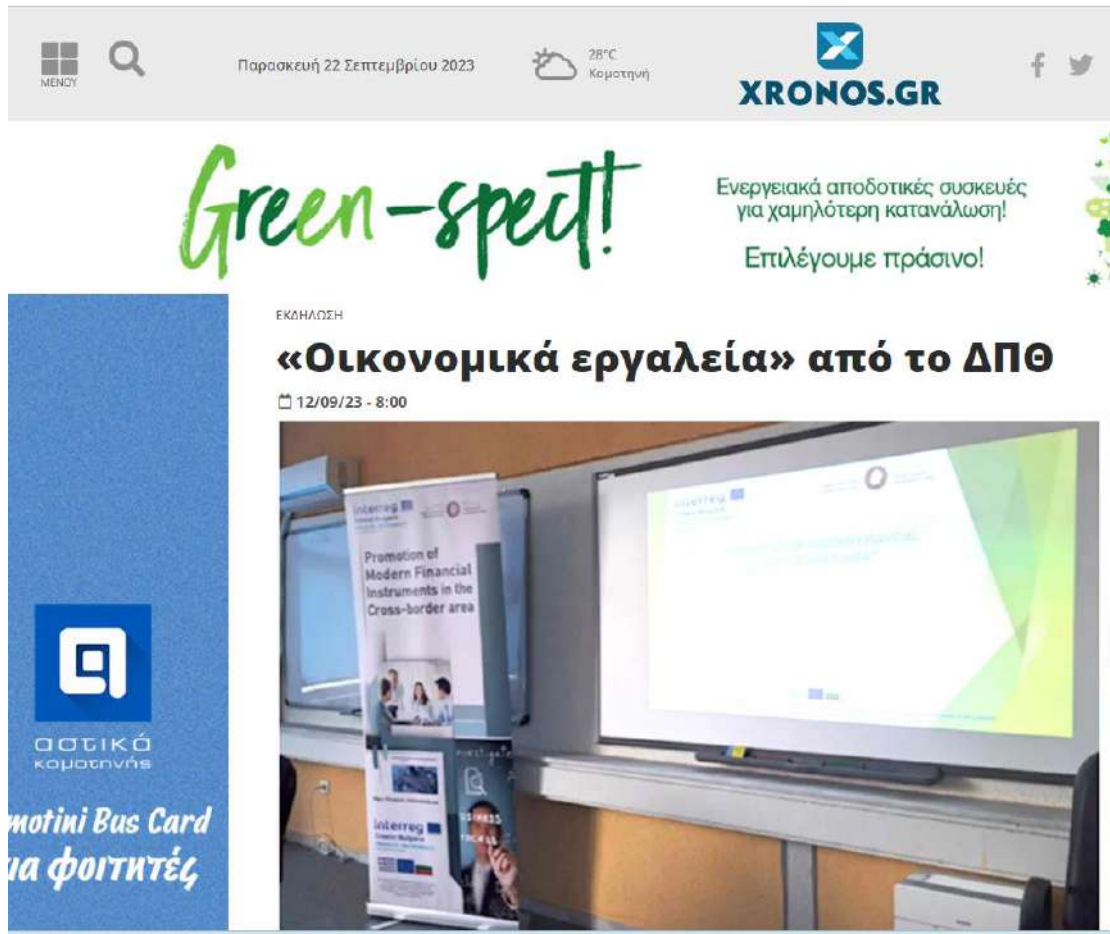
Figure 3: Announcement on the project's official website

The screenshot shows the website header with the Interreg Greece-Bulgaria Financial Instruments logo and navigation menu. The main content area features a title: "The Democritus University of Thrace, (PB2) of the FINANCIAL INSTRUMENTS project, invites you to participate, with physical presence, in the DISSEMINATION EVENT IN KOMOTINI-GREECE of the FINANCIAL INSTRUMENTS project". Below the title is a graphic with logos and text in Greek and English: "ΔΗΜΟΚΡΙΤΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΘΡΑΚΗΣ ΕΙΔΙΚΟΣ ΛΟΓΑΡΙΑΣΜΟΣ ΚΟΝΔΥΛΙΩΝ ΕΡΕΥΝΑΣ" and "DEMOCRITUS UNIVERSITY OF THRACE SPECIAL ACCOUNT FOR RESEARCH FUNDS". The text of the announcement follows, including the date (Thursday, 07th of September 2023, 17.00 - 21.30 Greek time), venue (Democritus University of Thrace, Department of Economics, Campus 691.00), telephone (+30 2531 039824), email (rc@duth.gr), website (https://rescom.duth.gr/), and language (English).

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.



Figure 4: Announcement on the Xronos newspaper



Green-spect!

Ενεργειακά αποδοτικές συσκευές για χαμηλότερη κατανάλωση!
Επιλέγουμε πράσινο!

ΕΚΔΗΛΩΣΗ
«Οικονομικά εργαλεία» από το ΔΠΘ
12/09/23 - 8:00

Ποστικό Κομοτηνής
motini Bus Card για φοιτητές

Promotion of Modern Financial Instruments in the Cross-border area

<https://xronos.gr/epikairota/oikonomika-ergaleia-apo-dpth>

2.3 Educational Seminars of modern financial tools of the FINANCIAL INSTRUMENTS project in Komotini 08/09/2023

Press Release

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

Educational Seminars of modern financial tools of the FINANCIAL INSTRUMENTS project in Komotini 08/09/2023



Project Title: Promotion of Modern Financial Instruments in the Cross-border area

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

Project Acronym: FINANCIAL INSTRUMENTS

On Thursday, September 8, 2023, four Specialized Educational Seminars of the "FINANCIAL INSTRUMENTS" project were held in Komotini. The Seminars were organized by the Democritus University of Thrace and took place in a room of the Department of Economic.

The FINANCIAL INSTRUMENTS project is implemented within the Interreg V-A Program "Greece-Bulgaria 2014-2020", which is co-financed by the European Regional Development Fund (ERDF) and by national resources. The Seminars were held with the active participation of the project members and University Students.

The aim of the Seminars was to update and inform about modern financial tools, specifically what financial tools are, how they are used in the markets, what their function is and how they arise through mathematical formulas. The presentation of these was carried out by the professor of Duth, Mr. Pofinas Thomas.

During the meeting, team members, University students and stakeholders in the field, had an active continuous discussion about the financial instruments of the market.

For more information on the "FINANCIAL INSTRUMENTS" project:

<https://financial-instruments.eu>

DEMOCRITUS UNIVERSITY OF THRACE

DEPARTMENT OF ECONOMICS

Δελτίο Τύπου

Εκπαιδευτικά Σεμινάρια σύγχρονων χρηματοοικονομικών εργαλείων του έργου
FINANCIAL INSTRUMENTS
στην Κομοτηνή 08/09/2023



The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

Τίτλος Έργου: Promotion of Modern Financial Instruments in the Cross-border area

Ακρωνύμιο Έργου: FINANCIAL INSTRUMENTS

Την Πέμπτη, 08 Σεπτεμβρίου 2023, πραγματοποιήθηκαν στην Κομοτηνή, τέσσερα εκπαιδευτικά Σεμινάρια του έργου «FINANCIAL INSTRUMENTS». Τα Σεμινάρια διοργανώθηκαν από το Δημοκρίτειο Πανεπιστήμιο Θράκης και έλαβαν τόπο σε αίθουσα του Τμήματος Οικονομικών Επιστημών του ΔΠΘ.

Το έργο FINANCIAL INSTRUMENTS υλοποιείται στο πλαίσιο του Προγράμματος Interreg V-A «Ελλάδα-Βουλγαρία 2014-2020», που συγχρηματοδοτείται από το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης (ΕΤΠΑ) και από εθνικούς πόρους. Τα Σεμινάρια πραγματοποιήθηκαν με την ενεργή συμμετοχή των μελών του έργου και επιχειρηματιών της περιοχής..

Στόχος των σεμιναρίων ήταν η ενημέρωση και πληροφόρηση των σύγχρονων χρηματοοικονομικών εργαλείων και συγκεκριμένα ποια είναι τα χρηματοοικονομικά εργαλεία, πως χρησιμοποιούνται στις αγορές, ποια η λειτουργία τους και πως προκύπτουν μέσα από μαθηματικούς τύπους. Η παρουσίαση αυτών πραγματοποιήθηκε από τον καθηγητή του ΔΠΘ κ. Πουφινά Θωμά.

Κατά την διάρκεια της συνάντησης, μέλη της ομάδας, φοιτητές του Πανεπιστημίου και ενδιαφερόμενοι του τομέα, είχαν ενεργή συνεχείς συζήτηση για τα χρηματοοικονομικά εργαλεία της αγοράς.

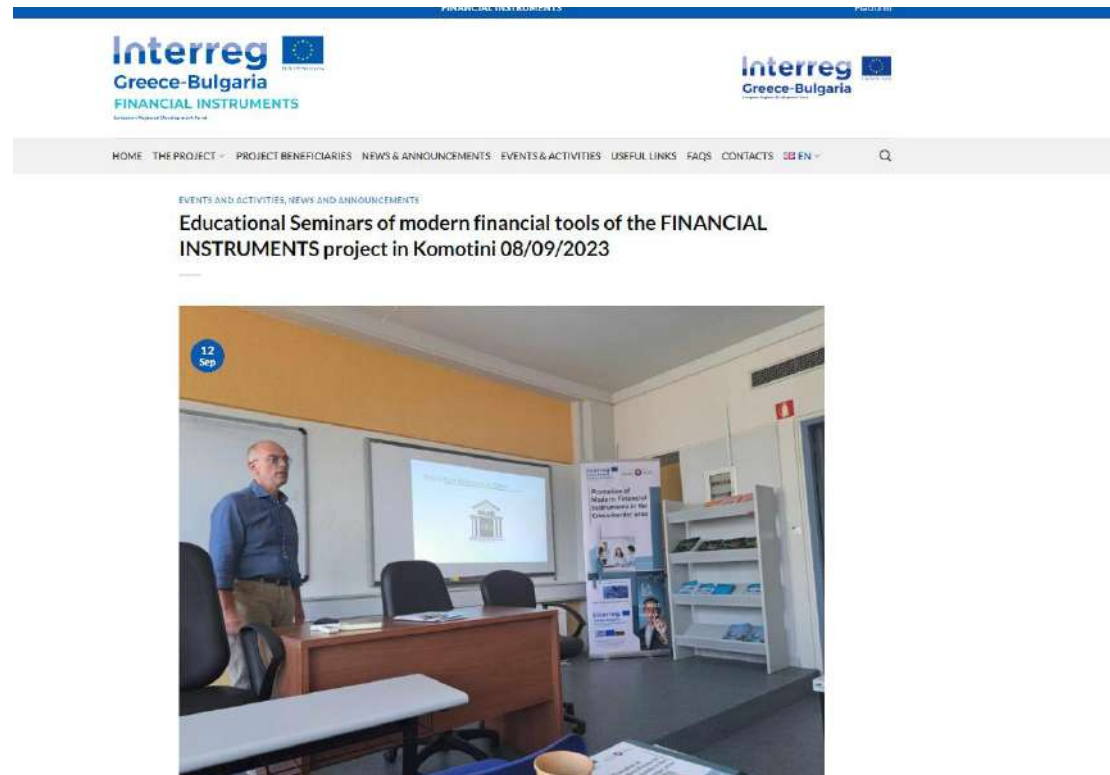
Για περισσότερες πληροφορίες σχετικά με το έργο «FINANCIAL INSTRUMENTS»:

<https://financial-instruments.eu>

ΔΗΜΟΚΡΙΤΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΘΡΑΚΗΣ

ΤΜΗΜΑ ΟΙΚΟΝΟΜΙΚΩΝ ΕΠΙΣΤΗΜΩΝ

Figure 5: Announcement on the official website of the project



<https://financial-instruments.eu/educational-seminars-of-modern-financial-tools-of-the-financial-instruments-project-in-komotini-08-09-2023/>

The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.

2.4 Specific equipment (2 laptops, 1 iPad) for the needs of the project

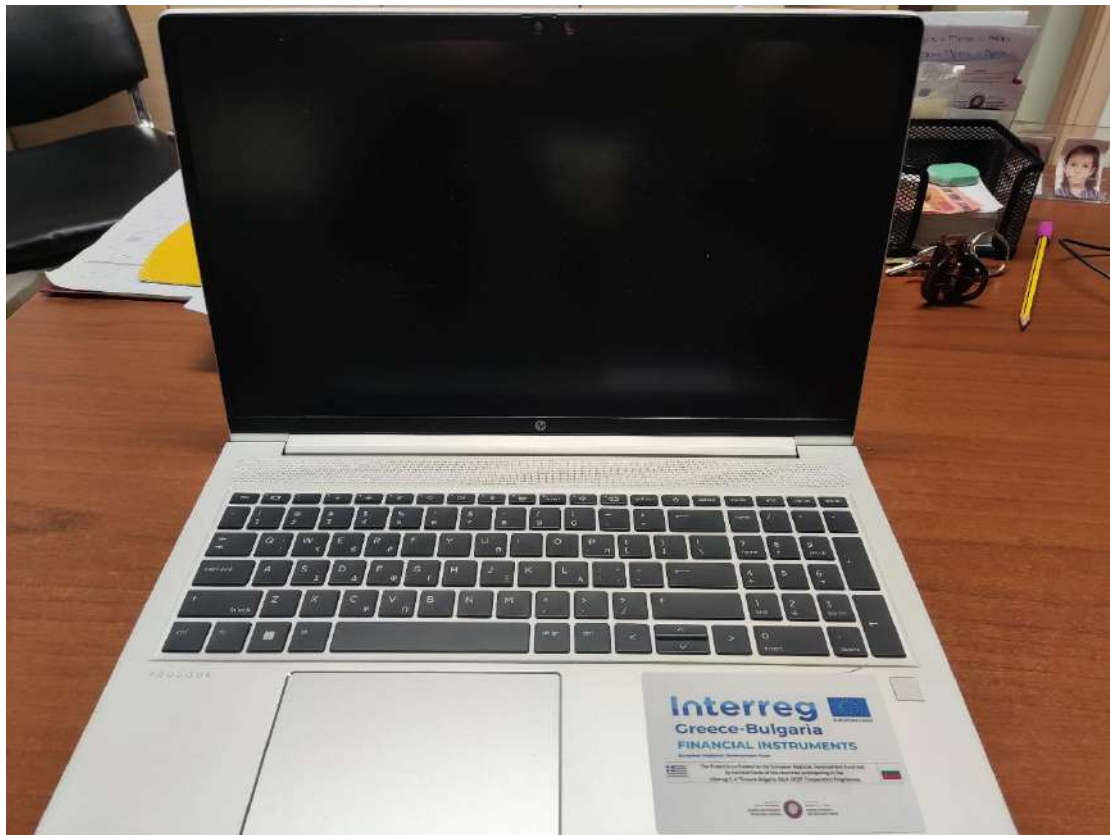


The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.



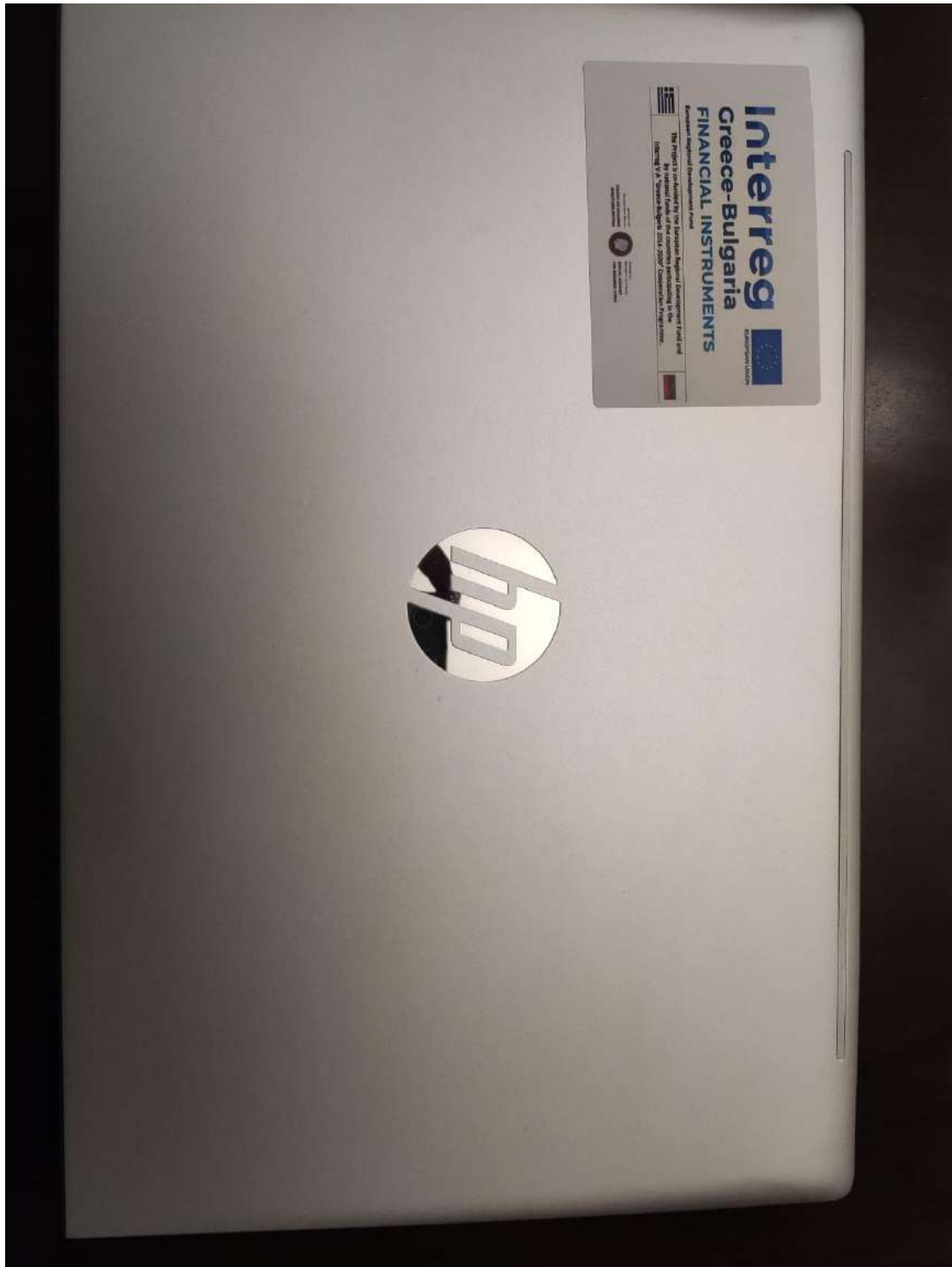
The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.





The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.





The project FINANCIAL INSTRUMENTS is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

