



INVESTING IN OUR FUTURE

Co-funded by the European Union (ERDF)
and by National Funds of Greece & Italy



Project Title

**Towards a Common Quality Control and food chain
traceability system for the Greek – Italian primary sector of
activity**



Deliverable Title:

Communication Plan

Author	:	TEI of Epirus (LP)
Type	:	Document
Document Reference	:	Final
Version	:	0.1

Control Page

Deliverable Number	D.2.2.1
Corresponding WP	2
Title	Information & Publicity
Corresponding Action	2.1
Title	Design and update of communication plan
Responsible Partner:	TEI of Epirus (LP)
Working Group	Dr Kyriakoyla Koutsoumba (TEIEP) Diego Corrias (Soges S.p.A – Municipality of Lecce)
Scientific Coordinator:	Georgios Manos
Creation Date:	1/6/2012
Last Update:	1/10/2012
Type:	Document
Version:	0.1

Modification Control

EDITION	DATE	COMMENTARY/STATUS	AUTHOR
1	1/10/2012	1 st version	TEI of Epirus
2			
3			
4			

TABLE OF CONTENTS

Introduction	6
Background of the project and its objectives	6
Overall Objective	7
The nature of the communication plan	8
Communication objectives.....	8
Overall Objective:	8
Disseminate the main message of the project.	8
Reach and motivate all important target groups.....	9
Select the most efficient communication tools and make optimal use of resources.....	9
Sustainable results through targeted and well organised dissemination activities.....	9
To keep a close interaction among partners, stakeholders, public authorities and beneficiaries (SMEs, farmers etc.)	10
Promote that the project is funded by EU funds	10
Target Groups	11
Local and regional public authorities & policy makers.....	11
SMEs / farmers	11
Media	11
Other interested parties- General Public	12
Direct or Indirect Communication tools (visual identity, website, press releases, seminars and conference, etc.) ...	12
Internal Communication tools.....	12
Electronic connections: e-mails, chat on-line	12
Intranet	12
Steering Committee Meetings	12
Telephone contact	13
External Communication tools	13
Events:	13
Creation of corporate image (Website, leaflets and visual identity) –Visual Identity	14
Website (public site and restricted-access area)	14
Social Networks	15
Leaflets (500)	16
Publications (Ex-ante analysis of olive growing best practices, Study for the development of an electronic record -two pilot cases, Market analysis of the countries covered by the project)	16
Press releases.....	16
Creation of databases (contacts to be used)	16
Implementation of communication plan (how to use the tools, which tool for which group, etc)	17
Target Groups and Specific dissemination tools	17
Suitable Language for each target group	17
Communication Measures (Indexes).....	18
Timetable – Activity Plan	19
Budget available.....	20
Costs per Deliverable and Partner	20
Monitoring.....	21

INTRODUCTION

The Information and Publicity (I&P) guidelines establish the conditions and procedures for the notification and disclosure of granting and use of the ETC Programme “Greece- Italy 2007-2013” funds, and for marking of the objects financed by them. According to Article 8 of Commission Regulation (EC) 1828/2006 “The beneficiary shall be responsible for informing the public about the assistance obtained from the Funds”. Derived from these regulations, appropriate Information and publicity measures on Project level are required.

Therefore, the overall aims of I&P actions with regard to EU funding are:

- To acknowledge the role and support provided by the EU Funds; and
- To promote an understanding of the objectives and achievements of interventions co-funded by the EU.

Moreover, the general objectives of any I&P actions concerning ETC co-funded Projects should be the following:

- Awareness: Highlighting of the role of the European Community and the Structural Funds of the European Union for the general public and the promotion of the added value of Community participation in the co-funded Projects; and
- Transparency: Ensuring transparency as far as access to the Funds is concerned.

BACKGROUND OF THE PROJECT AND ITS OBJECTIVES

All the Mediterranean area and, as a consequence, all the Adriatic area, is characterised by olive growing. In effect, this specie is so common that its presence is one of the most evident characteristic of this geographic area and that it can be considered as an actual biodiversity reservoir both because so many varieties exist and because – being they strictly linked to the territory in which the plants are cultivated – they favour an high level of biodiversity of the territories themselves. Moreover, olive growing is traditionally an environment-friendly cultivation since it usually does not affect the natural resources. Finally, olives and olive oil are valuable foods, having very positive effects on human health. Unfortunately, traditional olive growing does not guarantee enough incomes: for this reason, part of the farmers decided for applying agronomic types having potential negative effects on the environment. As a consequence, at this stage it is possible to point out that 2 types of olive growing exist:

- income-oriented: more or less intensive growing, using chemicals and pesticides and having potential negative effects on soil, water, and biodiversity

- auto-consume and territory-protection oriented: in this case olive growing strictly depends on the farmers wishes and – often – age.

This means that, in the long run, the olive plantations are abandoned, with negative effects on landscapes and territorial systems that are instead set on their presence since thousands of years. It is to be highlighted that this type of olive growing covers very large areas in the Adriatic countries. Improved agro-industry productivity and competitiveness relies vastly and increasingly on the quality of the product, as well as from our ability to prove this with quantitative measures. Thus, the identification and timeless recordkeeping of the factors that influence the production, such as the cultivated species, the place of origin and its endemic characteristics (altitude, climate parameters, soil composition, etc.) becomes the ultimate sine qua non in modern geo-industry.

OVERALL OBJECTIVE

AGRO Quality is an initiative aimed at developing a model of the whole management of olive growing in order to find a correct and complete solution to the above mentioned problem for SMEs in the sector. Environment-friendly products will be obtained by implementing innovative methods and tools made available by the research and the best available technologies.

In order to make this model actually applicable, it will be necessary to find also the financial resources. To achieve all these results, another core objective of the project will consist in the cooperation among actors such as the farmers, the research institutions and the local and regional authorities/ agencies of the territories covered by the project, in order to guarantee an actual transfer of the results of the research and consequently to promote the development and maintenance of this traditional agricultural sector.

THE NATURE OF THE COMMUNICATION PLAN

Communication Strategy is a key aspect, as it serves an essential element in supporting the main and overall objective of the AGRO Quality project to raise awareness about the development of a model for the total management and control of the olive growing process.

The Communication strategy, which is guided by and fully aligned with CBC GR-IT guidelines, includes communication activities ensuring that all possible channels and opportunities will be used for the project's outcomes to reach as many beneficiaries, target groups and potential final users as possible. It is significant to realise that longevity and sustainability of the project will be achieved only by raising awareness and providing benefits to a wider audience of beneficiaries. Keeping up with the growth of digital communication opportunities offered by the new instruments known as Web 2.0, the communication strategy of the project will be also focused on the adoption of social media networks to reach the effectiveness of the engagement and the conversation with actors and stakeholders ensured by those instruments.

COMMUNICATION OBJECTIVES

OVERALL OBJECTIVE:

The Communication Strategy aims at raising awareness on the importance of monitoring the conditions under which the olives are cultivated and promoting the development and maintenance of this traditional agricultural sector, highlighting specially the impact on the improvement of the innovative potential in SMEs.

AGRO Quality project communication strategy targets to use as more effectively and efficiently communication tools in order to achieve the following objectives:

DISSEMINATE THE MAIN MESSAGE OF THE PROJECT.

Dissemination Strategy mainly aims to widespread the importance of Quality Control and food chain traceability system for the Greek – Italian primary sector of activity to all possible target groups and stakeholders. Transfer of knowledge, methodologies and results among public and private bodies to make agro-quality / agro –industry policies are understood as a set of instruments aimed at improving access to financing in support of innovation, promoting an innovation friendly regulatory environment and demand for innovation as well as at reinforcing the activities of institutions relevant for innovation, including the links between research institutions and industry.

REACH AND MOTIVATE ALL IMPORTANT TARGET GROUPS

Widespread dissemination addressing target groups with different levels of awareness: Communication strategy guarantees that all potential target groups will have access to the project results, so that awareness is flourished about the importance of improving agro-industry productivity and competitiveness.

Regional and local economic development actors and public authorities need to be reached so that mutual learning, synergies and cooperation is achieved. Furthermore, knowledge and ideas exchange among crucial actors will have a more substantial impact driving them to reform regional or national innovation agro quality in the area.

Reach and reinforce agro-industry productivity of SMEs: As more entrepreneurs as possible need to realise the importance of quality control in agro – industry as the first and basic step to achieve innovation. Through AGRO Quality dissemination activities, SMEs, policy makers, academics and research institutes that constitute the major actors of Innovation System will have the opportunity to cooperate and exchange their views and ideas.

SELECT THE MOST EFFICIENT COMMUNICATION TOOLS AND MAKE OPTIMAL USE OF RESOURCES

Using the right resources will optimize the involvement of the targeted groups (appropriate allocation of financial and human resources). Each target group has its special interest and can be reached through a wide range of communication tools. Today a wide range of communication tools are at our disposal starting with TV, events, conferences, print material (brochures, leaflets, posters, etc.), E-mails and E-newsletters and so on. Through the communication strategy each target group will be reached with the most suitable and effective communication tools in order to promote the project and its results.

Of course budget availability will influence our possibilities and choices.

SUSTAINABLE RESULTS THROUGH TARGETED AND WELL ORGANISED DISSEMINATION ACTIVITIES

The project aims to reinforce agro-business innovation and nurture a culture so that policy makers and entrepreneurs (main actors) have a proactive attitude before the development of local and regional strategies. AGRO Quality project is aimed at fostering measures which facilitate quality control in agro-industry business and interregional cooperation to introduce a platform and a methodology for the monitoring and record keeping of the factors that influence the quantity and the quality of olives and the major sub product the olive oil, a traditional and high-interest cultivation in Western Greece and South-Eastern Italy.

Through dissemination activities all possible stakeholders will conceive that the aforementioned culture towards agro quality / agro - industry issues and policies is a crucial and necessary prerequisite in order to have well targeted innovative methods and tools made available by the research and the best available technologies being based to the main actors' synergies and proposals (bottom-up approach), targeting the real needs and setting the correct priorities. This culture needs to be developed and become systematic and continuous!

TO KEEP A CLOSE INTERACTION AMONG PARTNERS, STAKEHOLDERS, PUBLIC AUTHORITIES AND BENEFICIARIES (SME'S, FARMERS ETC.)

Through a wide range of dissemination tools, especially via events, conferences and seminars, AGRO Quality Consortium will have all innovation key players and possible beneficiaries discussing, exchanging ideas and making efforts to enforce the total management and control of the olive growing process. This interaction needs to be adopted by all main actors not only as a project based attitude, but as a systematic attitude producing benefits for all. The features of Social Media will be fully valorize in order to ensure a close interaction; engagement and conversational skills that characterize platforms such as **Facebook, Twitter, Pinterest, Foursquare** and others, represent the best available way to ensure a close interaction. Nevertheless, It is fair to us that not the wide target of this communication plan have a real and direct commitment (εξοικείωση) with the Internet and the social media; for this reason the adoption of social media will be one of the possible options and the choice of the correct communication instrument will be pounded in order to ensure the maximum possible impact.

PROMOTE THAT THE PROJECT IS FUNDED BY EU FUNDS

In all our dissemination activities AGRO Quality will promote that the project financing is being provided from European Union funds (European Regional Development Fund) in the framework of the European Territorial Cooperation Programme GREECE – ITALY 2007 – 2013.

TARGET GROUPS

Target groups of all levels need to be reached so that highest impact of the project results is achieved. The project concept and main messages will penetrate policy makers but also SMEs / farmers and researchers. All of them are key players, they are relevant to and involved in the production system and processes. A wide range of communication tools shall be applied in order to reach them. In that sense, the target groups are:

LOCAL AND REGIONAL PUBLIC AUTHORITIES & POLICY MAKERS

Policy makers are one of the most important target groups as they influence agro-industry policies. Policy makers who make decisions about defining strategies and policies relevant to and financing of innovative initiatives and organizations are targeted. Project Partners should involve them right at the beginning of the project and keep them informed about results during the whole period. A list of the potential policy makers should be created by all partners, as part of the database.

- Project stakeholders (Associations and Centers devoted to the promotion of Agro – industry productivity and competitiveness, Universities, Technology Centers, Chambers of Commerce)

Research centers, business associations, chambers, universities and all other organisation that promote agro-industry competitiveness through their role and work (projects) are also a basic target. These organisations constitute both a group that influences agro-industry policy plans and implementation, but also act as potential beneficiaries. In addition, all these organisations have a lot of relevant experiences, knowledge in innovation issues, financing, etc. and some of them (chambers, business associations, business parks, etc.) are strongly connected with SMEs. Consequently, they are very necessary to be involved in and reached through the project to provide their views, suggestions and experiences. Those contacts will also be included in the database.

SME'S / FARMERS

The agro - business sector will be reached through partners' networks and collected in the database that each partner will develop for dissemination purposes. SMEs / farmers are the "end user" who needs to be reached to discuss about their needs and problems concerning agro-industry productivity and competitiveness. It is essential for us to get the innovative SMEs of the region involved in the project.

MEDIA

All media on regional and national level will be reached by AGRO Quality partners either by telephone or by personal contact in order to ensure that they will act as multipliers for our project. Newspapers,

Journals relevant to innovation issues, websites, etc. are going to be targeted for a wide dissemination effect.

OTHER INTERESTED PARTIES- GENERAL PUBLIC

Results of the project have to reach the public in a broad sense on a regional and national level. In this group we consider all those people (an increasing part of western countries population) that look for good and qualitative food, is committed in the sustainability of the food production, is interested in the respect of the tradition and the typical products. According to the budget available, partners will decide on tools to use in order to support wide dissemination effect. In case it is not affordable to use expensive media tools (television, radio) all other tools are going to be used to support dissemination.

DIRECT OR INDIRECT COMMUNICATION TOOLS (VISUAL IDENTITY, WEBSITE, PRESS RELEASES, SEMINARS AND CONFERENCE, ETC.)

The identification of different instruments and deliverables for publicity and communication will be used for the assessment of the following activities to be developed throughout the project:

INTERNAL COMMUNICATION TOOLS

Internal communication between partners is ensured through:

ELECTRONIC CONNECTIONS: E-MAILS, CHAT ON-LINE

Exchange of e-mails and chat on-line is a very simple and usual way of every day communication among partners, but mostly used for simple issues and typical procedures. When it comes to more complicated issues telephone contact might be more suitable and effective.

INTRANET

A website will also be developed consisting of a public area raise the Project's awareness and a private area to serve as a collaboration space for the partnership members and stakeholders. This private area will also be used for saving all obligatory documents such as reports of meetings, templates of published press releases, articles and any other tasks that have to be completed as planned. This would be the best internal communication tool. The official language of Intranet will be English.

STEERING COMMITTEE MEETINGS

The Steering Committee is the main decision making, monitoring and supervisory body of the programme. Each Partner has delegated one member into the Steering Committee. Each member has

one vote in the Committee. In that way quality and efficiency is ensured for all project activities, within time and budget availability.

Main tasks of the Steering Committee:

- Approval of the reports of the Work Package Responsible Partners, all the results and outputs prepared during the implementation of AGRO Quality,
- Evaluation of progress based on the Reports and agree on follow-up actions decision
- Approval of the modification of budget or the project
- Approval of any other changes which has an effect on the implementation of the project (modification of timing, outputs, results, composition of the Partnership etc).

Five (5) Steering Committee (SC) Meetings will be organised:

- The Kick-off Meeting in Arta, Greece
- 2nd Meeting in Lecce, Italy
- 3rd Meeting in Lecce, Italy
- 4th Meeting in Arta, Greece
- 5th Meeting in Arta, Greece

According to the project proposal and timetable relevant project topics are going to be discussed and planned during the SC meetings.

TELEPHONE CONTACT

Although the most effective way of communication is to meet actors in person we cannot afford that too often and sometimes decisions cannot wait to be taken until the forthcoming meeting.

The lead partner will organise with all the consortium multi-conference calls when needed. In addition, when an issue or problem emerges that needs immediate reaction and decision telephone calls between partners is suggested.

EXTERNAL COMMUNICATION TOOLS

EVENTS:

- Four workshops (two in Greece and two in Italy)

- One seminar hosted in Greece
- One (1) International Conference that will be held in Italy

The organisation of events planned according to the AGRO Quality proposal is a very effective way to communicate the project's results to selected target groups of different levels. Each partner will carry out two (2) workshops in each region involved. Three (3) farms in Italy and two (2) farms in Greece will be thoroughly examined under the vision of the project. Measurements, soil analysis etc will take place so that it can be provided a full record of pilot cases.

Moreover, TEI of EPIRUS is going to organize one (1) Seminar which aims at transferring and exchanging knowledge among public bodies, entities devoted to the promotion of agro-industry productivity and competitiveness.

Finally, one (1) international conference will be held mainly targeting public authorities, policy makers, experts on agro quality, and SME's. The results achieved in the frame of the project will be presented and international key players, policy makers and technical experts will be invited to discuss the most relevant conclusions of the project. Exact place and date will be decided during the execution of the respective project phase.

CREATION OF CORPORATE IMAGE (WEBSITE, LEAFLETS AND VISUAL IDENTITY) –VISUAL IDENTITY

TEI of EPIRUS being the Lead Partner of the project is responsible for developing the visual identity /logo of AGRO Quality that will be used during the entire project. The logo as well as all other visual elements will be available for all partners and can be downloaded from the website developed also for the project.

It is mandatory for all partners to use visual elements for all dissemination and project materials in accordance with the visual identity guidelines which are available on the official site of ETCP Programme.

WEBSITE (PUBLIC SITE AND RESTRICTED-ACCESS AREA)

AGRO Quality website will be developed by the Lead partner (TEI of EPIRUS) with the support of the Experts of the Municipality of Lecce. The project's website will be developed to serve both as a meeting point among partners, stakeholders involved and beneficiaries and as a channel for interacting, exchanging knowledge and creating awareness. It will contain, among others, relevant information, partners involved, useful links, related events and publishable results. The website will be continuously updated including all necessary information and outcomes of the project. This tool could be reached by all target groups and will be rather effective. Some of the sections included will be:

- Home page (introduction to the project and promotion of EU funding)

- Partners
- Outcomes (Download documents)
- Relevant links
- News (News and press releases)
- Visible link to ETCP Greece – Italy Programme
- Project forum for exchange of ideas and suggestions on agro quality and innovation issues
- Sitemap
- Etc.

SOCIAL NETWORKS

As already presented in the “Communication Objectives” chapter, the social media strategy will be acted throughout the integration of different web 2.0 tools in order to build a multichannel communication. Social media and networks will be identified according to the target group addressed, the popularity and the features more suitable for the Projects’ objectives.

The two main levers will be the **content production** and the **engagement**. The content production aims at building web material to attract visitors by the posting of documents focused on the specific sector of the Agro Quality project. The production of good contents contributes to the building of a **virtual community** under common interests that is the base for the **engagement**, throughout the start of conversations and a good sentiment about the project. The engagement carried by the interaction and exchange on social media networks aims at attracting to the **landing page represented by the web site of Agro Quality**.

The chart below presents a synthesis of the proposed plan.

These social networks will be used in a integrated way:

- **Facebook Page** (as main conversation page, directly linked to the website and very useful about its flexibility and the possibility to post several media content);
- **Youtube Channel** (it will host all video produced during the project);
- **LinkedIn profile** (it will be used overall for the professional community linked to project implementation like as technicians of the Consortium);
- **Pinterest board** (This will be the main site to host images, pictures and photos produced during the different stages of the project project)

Other social network can be identified during the project in order to enforce the social media campaign. Anyway only those social networks considered useful for Agro Quality will be adopted and frequently used. We think the incorrect use of social media is counterproductive for the project.

LEAFLETS (500)

The leaflets will comprise the general information of the project, remarking specially its main goals and activities. It will be published in English and translated to each partner language to enhance its use. Leaflets can be disseminated in every given opportunity such as meetings with main actors, events, conferences, seminars, to interested visitors, etc. Project's brochure will be prepared during the start of the project.

PUBLICATIONS (EX-ANTE ANALYSIS OF OLIVE GROWING BEST PRACTICES, STUDY FOR THE DEVELOPMENT OF AN ELECTRONIC RECORD -TWO PILOT CASES, MARKET ANALYSIS OF THE COUNTRIES COVERED BY THE PROJECT)

All publications produced during the project period will be uploaded to the project's website, be presented through events and seminars, and also communicated to a wider audience through newsletters and press releases including information about them.

PRESS RELEASES

Each partner will issue press releases in order to disseminate not only related articles or events but mainly the progress and results achieved in the project for all interested parties. Press releases should be uploaded to the website, sent to all available media (newspapers, websites, etc) and to important agro quality journals recognised and well-known on a European level.

The partnership will use the main existing communication channels through different media, allowing the accessibility to this information by the different actors, policy makers, stakeholders and SMEs. The partnership will also take the opportunity to publish and communicate the results of the implementation through other relevant events beyond the EU borders.

CREATION OF DATABASES (CONTACTS TO BE USED)

A database is going to be developed by all partners including contact details of all target groups (possible interested stakeholders, beneficiaries, main actors, etc). This database is going to be used during all the project duration in order to invite, communicate and get in contact with the target groups easily and effectively.

IMPLEMENTATION OF COMMUNICATION PLAN (HOW TO USE THE TOOLS, WHICH TOOL FOR WHICH GROUP, ETC)

The above communication tools are going to be used to reach all target groups.

TARGET GROUPS AND SPECIFIC DISSEMINATION TOOLS

Policy makers and public authorities should be regularly be invited to events and seminars through special invitations written in formal language triggering their interest and giving them to understand the importance of the project message (Agro quality) and their participation in a few words. Policy makers should be met in personal and motivate extended discussions among them for promoting the total management of olive growing. They should be involved in the project from the first stages. Press releases, brochures and the website also target this group.

Project stakeholders (Associations and Centres devoted to agroquality, Universities, Technology Centres, Chambers ...) should also be invited and participate in events (international conference) and seminars to provide their important views and experience. They should also be reached through the project's website, e-mails, newsletters, leaflets and telephone or personal contact.

SMEs will be targeted with press releases, newsletters, leaflets, workshops and seminars, international conference and the project's website. The Ex-ante analyses of olive growing best practices, the Study for the development of an electronic record -two pilot cases as well as the Market analysis of the countries covered by the project are outputs foreseen to be presented during the seminars.

Media are going to be contacted through telephone, personal meetings and e-mails. Press releases are going to be sent to media for the best possible dissemination effect. In addition, invitations and news about some of the events and workshops are going to be sent to media in order to be published.

General public and all possible stakeholders will be reached through the project's website, leaflets and media.

SUITABLE LANGUAGE FOR EACH TARGET GROUP

Different type of language use is going to be used according to the target group informed. For example when informing unskilled people or irrelevant to innovation issues, simple language will be used making easy to understand. On the other hand, when training relevant to creativity and innovation stakeholders or making suggestions to public authorities, then more technical and specialised language will be used.

- Technical Communication: suitable language for the main target groups (public authorities, academic institutions etc)
- Specialised communication: specific level of communication to face Creativity & Innovation Issues in a specialized manner (public authorities, agro-quality and innovation experts and other stakeholders)
- Popular communication: the language has to be able to inform about aims, objectives and activities of the project to unskilled people (SMEs/farmers and other interested parties).

COMMUNICATION MEASURES (INDEXES)

An initial estimation follows below (table) to help us have an overview of indexes to be achieved until the end of the project. A better estimation will be made throughout the project duration and possible updates will be made.

Deliverable	Who develops the tool	Type	Target Value
AGRO Quality Website	TEI of EPIRUS	Website	1
Communication Plan	TEI of EPIRUS	Plan	1
Visual Identity	TEI of EPIRUS	Logo	1
Facebook Page	Municipality of Lecce	Social media	1
Youtube Channel	Municipality of Lecce	Social media	1
Linked In Profile	Municipality of Lecce	Social media	1
Pinterest Profile	Municipality of Lecce	Social media	1
Bilingual Project Leaflet	TEI of EPIRUS	Informative brochure	4.500
Posters , Banners	TEI of EPIRUS	Promotional material	6
Folders, Blocks, Pens, business presents	TEI of EPIRUS	Promotional material	500
Bilingual workshops' and seminar's invitations and agendas	All partners	Promotion (set)	5
Report on conference	All partners	Report	1
Ex-ante analysis of olive growing best practices	All partners	Studies	2
Study for the development of an electronic record -two pilot cases	All partners	Studies	2
Market analysis of the countries covered by the project	All partners	Studies	2

.....to be updated if necessary

TIMETABLE – ACTIVITY PLAN

WP/ Action Code	WP/ Action Title	Start	End
WP 2	Information & Publicity	1/10/2011	30/09/2013
Action 2.1	Design and update of the projects'communication	01/10/2011	31/03/2012
Action 2.2	Design and reproduction of promotional and disse	01/10/2011	30/04/2013
Action 2.3	Implementation of networking activities	01/10/2011	30/09/2013
Action 2.4	Implementation of a Conference in Italy	01/01/2013	30/09/2013
Action 2.5	Design and implementation of the Project's Portal	01/01/2012	30/09/2013
WP 3	Studies	01/10/2011	30/06/2013
Action 3.1	Ex-ante analysis of olive growing best practices v	01/10/2011	30/06/2013
Action 3.2	Study for the development of an electronic record	01/10/2011	30/06/2013
Action 3.3	Market analysis	01/10/2011	30/06/2013

BUDGET AVAILABLE

COSTS PER DELIVERABLE AND PARTNER

Below you can check on each partner's budget available for communication activities.

Action No	Deliv. No	Deliverable Title	Partner No	Partner Contribution to Deliverable	Costs (in EUR)
2.1	2.1.1	Communication Plan (Document)	LP	Dissemination of the project results in Greece and Italy	3.000,00 €
2.2	2.2.1	Bilingual Leaflets (500), Project LOGO, posters(3), banners(3), Folders, Blocks, Pens, business	LP	Design and reproduction of the project's promotional material	4.500,00 €
2.3	2.3.1	Four workshops (two in Greece and two in Italy) and one seminar hosted in Greece	LP	Organization of four workshops and one seminar between the Regions of Epirus and Puglia	8.100,00 €
2.3	2.3.2	Training material	LP	LP will design and reproduce the necessary material for the implementation of the workshops and the	6.600,00 €
2.3	2.3.3	Bilingual workshops' and seminar's invitations and agendas	LP	Design and reproduction of the agendas and invitations of the workshops and the seminar	400,00 €
2.3	2.3.4	Travel costs	P2	Travel and accommodation costs of the P2 in order to attend the workshops and the seminar in Greece	2.742,00 €
2.3	2.3.5	Travel costs	LP	Travel, accommodation and per diem costs of the LP in order to attend the workshops in Italy	13.580,00 €
2.4	2.4.1	1 Conference in Italy	P2	Organization of one conference in Italy. Room, translation, equipment and coffee breaks, Bilingual	14.100,00 €
2.4	2.4.2	Travel costs	LP	Travel, accommodation and per diem costs of the LP in order to attend the Conference in Italy	10.650,00 €
2.5	2.5.1	Project's web-site	LP	Construction of the Project's web-site	3.000,00 €
3.1	3.1.1	Ex-ante analysis of olive growing best practices (Document)	LP	LP will implement the corresponding study for the Region of Epirus	24.000,00 €
3.1	3.1.2	Ex-ante analysis of olive growing best practices (Document)	P2	P2 will implement the corresponding study for the Region of Puglia	27.000,00 €
3.2	3.2.1	Study for the development of an electronic record -two pilot cases (Document)	LP	LP will implement the corresponding study for the Region of Epirus	25.000,00 €
3.2	3.2.2	Study for the development of an electronic record -two pilot cases (Document)	P2	P2 will implement the corresponding study for the Region of Puglia	27.000,00 €
3.3	3.3.1	Market analysis of the countries covered by the project (Document)	LP	LP will implement the corresponding study for the Region of Epirus	16.000,00 €
3.3	3.3.2	Market analysis of the countries covered by the project (Document)	P2	P2 will implement the corresponding study for the Region of Puglia	18.000,00 €

- TEI OF EPIRUS: 114.830,00€
- Municipality of Lecce: 88.842,00€

MONITORING

Even when the communication plan is completed and implemented successfully, it does not mean that the work is ready and we can file our strategy away. Besides of that kind of monitoring we also have to prove that all of the planned and arranged surfaces were published. Therefore all partners must collect the following documents related to the project:

Minutes, agendas, photos, list of participants after meetings, seminars and other events

In case of media presence the following documents have to be collected:

- Copy of the published article (press release)
- Link to the published article on the internet
- Interview in the radio and on TV: memo of the content of the interview and the exact date and time of the interview
- Every other record or file constituting proof for the dissemination activity

All dissemination activities have to be monitored, so all partners should keep records of their activities.