COMMUNICATION PLAN

of the Project:

“AgroFood Innovation Clusters”

(“AgroLabs”)
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I. About AgroLabs.

The Project “AgroFood Innovation Clusters” with the acronym “Agrolabs” is being implemented under the “Transnational Cooperation Programme Interreg Balkan-Mediterranean 2014-2020” and is co-funded by the European Union and National Funds of the participating countries. The Project Partnership includes 8 partners that come from 4 countries (Greece, Cyprus, Albania and Bulgaria). The Agrolabs partnership can be seen at the following table:

<table>
<thead>
<tr>
<th>Country</th>
<th>Project Partner Number</th>
<th>Partner Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greece</td>
<td>LP</td>
<td>Special Account for Research Grants (ELKE) of the Technological Educational Institute of Athens</td>
</tr>
<tr>
<td></td>
<td>PP2</td>
<td>Region of Central Macedonia</td>
</tr>
<tr>
<td>Cyprus</td>
<td>PP3</td>
<td>Cyprus University of Technology</td>
</tr>
<tr>
<td></td>
<td>PP4</td>
<td>Development Agency of Lemesos</td>
</tr>
<tr>
<td>Albania</td>
<td>PP5</td>
<td>Agricultural University of Tirana, Department of Agroenvironment and Ecology</td>
</tr>
<tr>
<td></td>
<td>PP6</td>
<td>Municipality of Fier</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>PP7</td>
<td>Municipality of Razlog</td>
</tr>
<tr>
<td></td>
<td>PP8</td>
<td>Sofia University &quot;St. Kliment Ohridski&quot;, Faculty of Biology, Department Ecology and Environmental protection</td>
</tr>
</tbody>
</table>

AgroLabs project aims to foster the production and distribution of innovative agro-food products of the Balkan-Med area by organising local value chains, supporting SMEs and producers in their development projects and creating new markets for their products through an open procedure. In addition, specific objectives of AgroLabs will contribute to the inclusion of agro-food chains and creation of local clusters, foster entrepreneurship and innovation, increase the visibility and reputation of typical agro-food products, develop their commercialization, develop local capacity through open access of transnational exchanges and finally to set the basis so as to initiate the Route of Balkan-Med Agro-Food Products and integration with AgroFood Clusters in EU level. To achieve these aims towards the sustainable growth of the Agro-Food sector, all relevant actors should be engaged.

The main outputs of AgroLabs project include:
1) Diagnosis of the agro-food chain of Imathia, Lemesos, Blagoevgrad and Fier regions. The knowledge gained from the diagnosis will be compiled in a transnational synthesis report.

2) AgroLabs Workshops so as to enable multi-stakeholders’ joint conceptualisation and development of pilot agro-food innovation clusters.

3) AgroLabs Innovation Summit. Transnational conference that involves key stakeholders from each region, to promote the transnational exchange and networking, discuss challenges and develop common solutions and strategies concerning the growth of agro-food sector in Balkan-Med region. A policy paper will be produced.

4) Four Local Action Plans that is the result of stakeholders’ consultation activities and aim at building joint strategy at regional level. They will serve as the operational plan to establish the AgroLabs cluster.

5) Four AgroFood Innovation clusters. AgroLabs serves as physical place where industry (agro-food enterprises, producers, actors in the value chain etc), research institutions and public authorities meet.

Further expected results of AgroLabs are:

1) Improvement of innovation performances of food enterprises, institutions and research bodies, through the definition and application of analytical and intervention tools, oriented to manage know-how for achieving an effective and more intensive application of R&D and innovation.

2) New concrete projects for building innovation capacity, as well as improved products and processes in agro-food sector, by converging SMEs needs, skills of research bodies and institutional support, obtaining the critical mass able to participate more effectively in R&D EU Programmes.

3) Stronger collaboration and relationships among research bodies, institutions and agro-food enterprises at local, regional and cross border level.

4) Reinforcement of existing transnational cooperation networks and establishment of new ones without distorting the market, through a "transnational horizontal network" among the involved Balkan-Med regions and opening to other EU areas.

The Communication Plan is based on the following files:
- The AgroLabs Application Form – Roles of the Partners, Communication Tools and Activities, Project objectives;
- The AgroLabs Project Work Plan – Duration/Timing of the activities.
II. Overall Communication objectives.

The overall objective of the communication activities is to be open and secure that the AgroLabs key messages reaches all relevant stakeholders and foster their commitment to the project in the long term and thus the project’s capitalization in the CB area. The communication plan is based on the following principles:

- **Awareness**, with respect to the role of the EU and the Structural Funds of the EU for the general public and the promotion of the added value of the project.
- **Transparency**, as far as access to the funds is concerned.
- **Consistency**, the project’s messages, results and outcomes to be open, clear and consistent.
- **Targeted**, the communication will be open and targeted to the relevant audience, as well as identified for the individual circumstances and specific messages.
- **Interactive**, the project will listen to the views of its target audiences and as far as possible incorporate these into the communication efforts carried out.
III. **Target groups.**

The Target Groups of AgroLabs are the following:

- SMEs in the agro-food sector.
  - Actors in the agro-food value chain. Public authorities.
- Research and development bodies.

The Specific objectives for each target group are presented here:

**SMEs in the agro-food sector:**

- Ensuring that the SMEs in the AgroFood sector in the Balkan Med area are aware of the AgroLabs project and its activities, with respect to the benefits derived by being involved in its activities and through its results.
- Communicating the role of the Balkan – Mediterranean 2014-2020 Programme in supporting the project.

**Actors in the agro-food value chain.**

- Raising awareness among actors in the entire AgroFood value chain of the role of the AgroLabs project and of the project partners

**Public authorities**

- Raising awareness among public authorities in the Balkan Med area of how project partners work together to support Entrepreneurship and Innovation.
- Communicating the role of the Balkan – Mediterranean 2014-2020 Programme in supporting the project.

**Research and development bodies**

- Communicating the results of the project to Research and Development bodies.
IV. SWOT Analysis.

**Strengths**
- Clearly defined target audience/groups;
- Clearly defined communication objectives;
- Innovative project concept;
- Cross-border collaboration;
- Motivated team of experts;
- Well established contact network

**Weaknesses**
- Project not well known in the cross-border area in its beginning;
- Inherent difficulties in direct communication between stakeholders in different countries;
- Not all stakeholders have access to social media accounts

**Opportunities**
- Develop common ground for more efficient communication;
- Expand partners’ online presence and engagement;
- Strengthen the role of the Balkan-Mediterranean 2014-2020 Programme in supporting the project

**Threats**
- Changes of policies concerning agrofood sector
V. Communication

Activities 1. Four Local Events.

Description:
In order to create awareness and disseminate the Project results, four Local Events will be organized throughout the project lifecycle. Key stakeholders on the local level will be invited to attend these events. During the events, EU flag will be placed and the Project logo will be visible.

Activities:
Organization of Four Local Events. The organizers will consult the Event Checklist (Annex A). The Events will take place:
- in May 2018 in Lemesos
- in July 2018 in Fier
- in September 2018 in Imathia
- in November 2018 in Razlog

Drafting an Agenda for the event; Renting a hall;
Organization of catering;
Media coverage;
Feedback form; the event organizers will provide the following information and send it to the communication manager:
- Organizing partner
- Name of event, date and location
- Overall aim and target audience of the event
- Key results of the event, including pictures
  - Total number of participants
  - General feedback from participants
- Overall outcome of the event for the AgroLabs project
- Relevant contacts for future dissemination of the project.

Bodies responsible for the implementation:
Region of Central Macedonia (PP2), Development Agency of Lemesos (PP4), Municipality of Fier (PP6), Municipality of Razlog (PP7).
Target groups:

SMEs in the agro-food sector and Actors in the agro-food value chain

Location:

The regions of: Imathia (Greece), Lemesos (Cyprus), Fier (Albania) and Razlog (Bulgaria).

Indicator:

At least 50 participants per event.

2. Final Transnational Conference.

Description:

The AgroLabs final event will be a conference organized at the end of the project. All relevant stakeholders and experts from public sector, academia and industry will be invited to participate in the conference, during which the outputs and results of the project will be presented.

Activities:

Organization of the Final event in July 2019; the organizers will consult the Event Checklist (Annex A);

Renting a hall;

Organization of catering;

Invitation of stakeholders for the event;

Invitation of speakers for the event;

Media coverage;

Feedback form; the conference organizers will provide the following information and send it to the communication manager:

- Organizing partner
- Name of event, date and location
- Overall aim and target audience of the event
- Key results of the event, including pictures
  - Total number of participants
  - General feedback from participants
- Overall outcome of the event for the AgroLabs project
Relevant contacts for future dissemination of the project.

Body (ies) responsible for the implementation:

Region of Central Macedonia, Greece (PP2)

Target Groups:

SMEs in the agro-food sector, Actors in the agro-food value chain, Public authorities, and Research and development bodies.

Location:

Imathia, in the region of Central Macedonia in Greece

Indicators:

At least 100 participants

3. Participation to Conferences, presentation

Description:

This activity regards 2 participations in International Conference (s), during which the project findings and results will be presented by member (s) of the PP3 team. The exact number of Conferences will be determined according to the availability of relative conferences.

Activities:

Presenting in conferences the research results/ outcomes of the AgroLabs project;

Feedback form; for each conference that the responsible partner attends, the following information will be sent to the communication manager and the project coordinator:

- Name of conference, date and location
- Overall aim of the conference
- How AgroLabs project was disseminated at the conference (if possible, include picture)
- Background information on the organizations attending, including:
  - Types of organizations (public authorities, companies, NGOs, etc.)
  - Total number of participants
Overall outcome of the conference for the AgroLabs project (How many people expressed an interest, etc.)

**Body (ies) responsible for the implementation:**

Cyprus University of Technology (PP3)

**Target Groups:**

Research and development bodies.

**Location:**

N/A

**Indicators:**

N/A
VI. Communication tools.

Throughout project’s lifecycle, a wide range of channels will be used in order to address target audiences and maximize the impact of the Communication Plan. Several tools will be used, depending on each target audience category, in order to achieve communication adaptability.

1. AgroLabs project identity:

Description:

The project visual identity is used in order to make sure that all communication activities and tools are visually aligned.

Activities:

As part of the AgroLabs visual identity, all deliverables will follow the same design outline:

- Font: Cambria
- Font size: 11
- Alignment: Justified
- Indentation: Left= 0, Right=0
- Spacing: Before=0, After=8
- Line spacing= Multiple – 1,5
- Margins = Normal

The Project logo will be used on all communication materials (hard copy, electronic, display in events). It will be placed in a central and visible position of any produced material and it will never be smaller than any other logo included in the same material (e.g. if partner logos are used). All project written deliverables will place the Project Logo on the top right hand corner. The minimum usable size of the logo is 45.5 mm.

A common template for PowerPoint presentation will be used by all consortium members for all AgroLabs related presentations.

Fund mention – in all communication tools and activities, the reference to the funding by the European Union must be clearly indicated.

In detail, the general reference ”Project co-funded by the European Union” will be be included in small size in all communication materials. Whenever possible (i.e. 
written documents), the specific funding will be included: “Project co-funded by the European Union and national funds of the participating countries”. The fund mention will be placed on the right bottom of the page. This reference to the European EU funding should be written in the typeface Montserrat. In the case of Word and PPT documents, Monserrat font can be substituted by Cambria.

**Bodies responsible for the implementation:**

All Project Partners

**Target Groups:**

N/A

**Location:**

N/A

**Indicators:**

N/A

2. The AgroLabs poster.

**Description:**

Within six months after the approval of the Project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building. The poster will stay visible for the whole duration of the Project.

**Activities:**

Project posters will be created by using the online tool (developed by the Balkan Med Programme), available through the Programme website.

**Bodies responsible for the implementation:**

Municipality of Razlog (PP7) as regards the creation of the poster; all Project Partners will be responsible for placing the posters.
Target Groups:

Actors in the agro-food value chain, Public authorities, and Research and development bodies.

Location:

All Partner Countries.

Indicators:

8 posters (1 per Partner).

3. The AgroLabs website.

Description:

The BalkanMed Programme website hosts one website per project. The integrated system of Programme and Project websites facilitates the monitoring of Project activities and it saves financial and human resources. The AgroLabs webpage has been created and it includes:

- Pre-filled information fields with data from the Application Form: partnership, budget, etc.
- Project summary, Project results, news and events, etc. are to be filled in during the project’s lifetime.

Besides that, a second website will be created, which will be the key dissemination and communication instrument for the project. It will provide up to date, easy and quick access to information on the project and its assets and it will exceed the Project’s lifecycle.

The website will include a restricted and unrestricted area. The public area will present information on project objectives, progress and outputs, as well as other interesting links and information related to the topic. All public project reports and publications will be made available online.

The AgroLabs website will contain the following pages/elements:
Activities:

Design of website:

Promotion of both websites on the institutional websites of project partners (including a short description of the Project - aim, results, financial support from the EU) and through other channels.

The websites’ addresses will be included on all print communication material, press releases, paper and electronic correspondence, etc.

Promotion of the Project websites on Project Facebook, Twitter and LinkedIn accounts.

The websites will be regularly updated with news, information on Project’s developments/ results.

Bodies responsible for the implementation:

Special Account for Research Grants (ELKE) of the Technological Educational Institute of Athens, Greece (LP1) will be responsible for sending information for the host page on the Balkan Med Programme website and Municipality of Razlog (PP7) will be responsible for the Project website.

Target Groups:

SMEs in the agro-food sector, Actors in the agro-food value chain, Public authorities, and Research and development bodies.

Location:

All Balkan Med area

Indicators:
Number of people visiting the websites.

4. The AgroLabs social media.

Description:

Facebook, Twitter and LinkedIn accounts will be created for the project. All the partners and the stakeholders will be able to upload pictures, to ask questions about the project implementation and express their views. The aim of the accounts is to reach a wider audience and to post current and real time information. The added value of the social media is the low-cost, virality of messages (but also receiving useful feedback) and linking and networking with relevant actors.

Activities:

Creation of Facebook, Twitter and LinkedIn accounts;

Connecting all social media of AgroLabs and invitation of stakeholders (groups and individuals) to connect.

Publication of information.

Body responsible for the implementation:

Municipality of Razlog (PP7)

Target Groups:

SMEs in the agro-food sector, Actors in the agro-food value chain, Public authorities, and Research and development bodies.

Location:

N/A

Indicators:

Number of likes, followers, connections, number of views.
5. The AgroLabs brochures.

*Description:*

AgroLabs will develop two brochures to promote the project and link different audiences to the AgroLabs website. The brochures will be available in PDF format for electronic distribution and for normal office color printing. Publication of the brochures will be in the English language, as well as in the national languages of the participating countries. The print version of the brochures will be distributed indicatively at the 4 Local Events and at the Final Transnational Conference.

*Activities:*

Developing Technical Specifications for the brochures. This will be done by the AgroLabs Communication Coordinator at a later stage.

*Body responsible for the implementation:*

Municipality of Razlog (PP7)

*Target Groups:*

SMEs in the agro-food sector, Actors in the agro-food value chain and Public authorities.

*Location:*

All partner countries

*Indicators:*

9000 brochures

6. The AgroLabs Electronic Newsletters.

*Description:*

The AgroLabs project E-Newsletter will keep the AgroLabs community informed about the project progress, the project results and the development of local implementation plans. The aim of the newsletters is to ensure that all interested stakeholders receive a regular flow of information about the project in order to maintain awareness throughout the project lifetime. The cover page of each newsletter must clearly identify
the Project as being part of the Balkan Med Programme and must follow the Programme's visual guidelines. The e-newsletters will be short with maximum of 3 important news for the project with photographs.

**Activities:**

The E-Newsletters will be mailed in electronic format and will be published on the website.

**Body responsible for the implementation:**

Municipality of Razlog (PP7)

**Target Groups:**

SMEs in the agro-food sector, Actors in the agro-food value chain, Public authorities, and Research and development bodies.

**Location:**

All Balkan Med area.

**Indicators:**

4 E-Newsletters (2 per year)
Number of stakeholders receiving E-Newsletters.

7. **The AgroLabs video.**

**Description:**

The video aims to create visual information about the project lifecycle; it will combine material and photos from all project activities. The video will be inspirational and straightforward. It will be uploaded on the project website so that all stakeholders will be able to see how the project was implemented. It will be developed during May and June 2019.

**Activities:**

Collecting information
Uploading the video in the social media accounts and websites
Body responsible for the implementation:
Development Agency of Lemesos (PP4)

Target Groups:
SMEs in the agro-food sector, Actors in the agro-food value chain, Public authorities, and Research and development bodies.

Location:
All Balkan Med area

Indicators:
Number of views

8. The AgroLabs Handbook.

Description:
A small Handbook will be designed and created at the end of the project, which will include a summary of the project activities and what the project has accomplished (e.g. outcomes, results, etc.). It will be uploaded on the website and will be distributed at the Final Transnational Conference; also, it will be available to all Project Partners for reprinting.

Activities:
- Developing a Draft Version of the Handbook;
- Approving from all Project Partners;
- Printing the Handbook.

Body responsible for the implementation:
Municipality of Razlog (PP7)

Target Groups:
SMEs in the agro-food sector, Actors in the agro-food value chain and Public authorities.

Location:
All partner countries.

**Indicator:**
At least 100 copies

9. **The AgroLabs Stickers.**

**Description:**
Stickers must be placed in a visible place in all equipment that will be purchased in the context of the AgroLabs Project.

The stickers will contain the following mandatory information:
- The Programme’s logo and website address
- The funding reference
- The budget of the Project
- The name of the Project

The suggested project sticker is presented here:

![Sticker Image]

For rain or sunshine protection, a PVC sticker with UV polishing will be placed.

Sticker dimensions: minimum 1/16 of the most visible surface of the equipment.

**Activities:**

Printing the stickers
Bodies responsible for the implementation:

Special Account for Research Grants (ELKE) of the Technological Educational Institute of Athens, Greece (LP); Cyprus University of Technology (PP3); Agricultural University of Tirana, Albania (PP5); Sofia University "St. Kliment Ohridski", Bulgaria (PP8)

Target Groups:

N/A

Location:

All Project Partners countries

Indicators:

N/A

10. Scientific article

Description:

Scientific article (s) will be written by members of the PP3 team, regarding research results/ outcomes, in order to increase the AgroLabs outreach (and particularly towards the scientific community).

Activities:

- Development of article (s)
- Publishing the article (s)

Bodies responsible for the implementation:

Cyprus University of Technology (PP3)

Target Groups:

Research and development bodies and Public authorities

Location:

All Balkan Med area
**Indicators:**

At least one scientific article

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**11. Event material**

**Description:**

Event material will be developed in order to be distributed at the 4 Local Events and at the Final Transnational Conference. Each set will include a paper folder, a note pad, the AgroLabs brochure (as was mentioned before) and a pen.

**Activities:**

- Designing the event material
- Developing the event material

**Bodies responsible for the implementation:**

Municipality of Razlog (PP7)

**Target Groups:**

SMEs in the agro-food sector, Actors in the agro-food value chain, Public authorities, and Research and development bodies

**Location:**

All partner countries

**Indicators:**

300 pieces (sets) of event material

The following table summarizes the AgroLabs project Activities and Tools with regard to the target group that they will aim throughout the project lifecycle.
<table>
<thead>
<tr>
<th>Target group</th>
<th>Communication objectives</th>
<th>Activities &amp; Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMEs in the agro-food sector</td>
<td>Ensuring that the SMEs in the AgroFood sector in the Balkan Med area are aware of the AgroLabs project and its activities, with respect to the benefits derived by being involved in its activities and through its results</td>
<td>X    X</td>
</tr>
<tr>
<td></td>
<td>Communicating the role of the Balkan – Mediterranean 2014-2020 Programme in supporting the project</td>
<td>X</td>
</tr>
<tr>
<td>Actors in the agro-food value chain</td>
<td>Raising awareness among actors in the entire AgroFood value chain of the role of the AgroLabs project and of the project partners</td>
<td>X    X</td>
</tr>
<tr>
<td>Public authorities</td>
<td>Raising awareness among public authorities in the Balkan Med area of how project partners work together to support Entrepreneurship and Innovation.</td>
<td>X</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
<td>---</td>
</tr>
<tr>
<td></td>
<td>Communicating the role of the Balkan – Mediterranean 2014-2020 Programme in supporting the project</td>
<td>X</td>
</tr>
<tr>
<td>Research and development bodies</td>
<td>Communicating the results of the project to Research and Development bodies</td>
<td>X</td>
</tr>
</tbody>
</table>
VII. Overview table of Work Package 2.

An Overview of Work Package 2 that includes all WP2 deliverables, the implementing partners, their duration and the relative location is presented at the following table:

<table>
<thead>
<tr>
<th>Number and name of the deliverable</th>
<th>Duration/timing</th>
<th>Location</th>
<th>Responsible partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2.2.1 AgroLab Local Event</strong></td>
<td>September 2018</td>
<td>Region of Central Macedonia, Greece</td>
<td>PP2</td>
</tr>
<tr>
<td><strong>2.2.2 Final Transnational Conference</strong></td>
<td>July 2019</td>
<td>Region of Central Macedonia, Greece</td>
<td>PP2</td>
</tr>
<tr>
<td><strong>2.3.1 Participation to conferences, presentation</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>PP3</td>
</tr>
<tr>
<td><strong>2.4.1 AgroLab Local Event</strong></td>
<td>May 2018</td>
<td>Cyprus</td>
<td>PP4</td>
</tr>
<tr>
<td><strong>2.4.2 AgroLab Video</strong></td>
<td>May – July 2019</td>
<td>All Balkan Med area</td>
<td>PP4</td>
</tr>
<tr>
<td><strong>2.6.1 AgroLab Local Event</strong></td>
<td>July 2018</td>
<td>Fier, Albania</td>
<td>PP6</td>
</tr>
<tr>
<td><strong>2.7.1 AgroLab Local Event</strong></td>
<td>November 2018</td>
<td>Razlog, Bulgaria</td>
<td>PP7</td>
</tr>
<tr>
<td><strong>2.7.2 AgroLabs Communication Tools/AgroLabs stakeholders database</strong></td>
<td>Throughout AgroLabs implementation</td>
<td>All Balkan Med area</td>
<td>PP7</td>
</tr>
<tr>
<td><strong>2.7.3 Translated Communication Material</strong></td>
<td>Throughout AgroLabs implementation</td>
<td>N/A</td>
<td>PP7</td>
</tr>
<tr>
<td><strong>2.7.4 Communication and Dissemination Coordinator</strong></td>
<td>Throughout AgroLabs implementation</td>
<td>Razlog, Bulgaria</td>
<td>PP7</td>
</tr>
</tbody>
</table>
VIII. Resources.

1. Human Resources
Municipality of Razlog will be responsible for the overall communication and dissemination of the project. A member of the Management team – Communication and Dissemination Coordinator of project activities will contribute to the implementation of WP2.

All PPs will contribute to the dissemination activities and will spread the word on regional level.

2. Financial resources
The total budget of the whole Work Package 2 – Communication and Dissemination is 62,441.00 Euro, which is 6.53% of the total Project Budget.

The following table presents each partner’s budget for WP2 in absolute figures and as a percentage of the overall budget for WP2.

<table>
<thead>
<tr>
<th>Project Partner Number</th>
<th>Partner Institution</th>
<th>Partners' WP2 budget</th>
<th>Partners' WP2 budget as a % of WP2 budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>LP</td>
<td>Special Account for Research Grants (ELKE) of the Technological Educational Institute of Athens</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>PP2</td>
<td>Region of Central Macedonia</td>
<td>8,500.00 euro</td>
<td>13.61%</td>
</tr>
<tr>
<td>PP3</td>
<td>Cyprus University of Technology</td>
<td>5,010.00 euro</td>
<td>8.02%</td>
</tr>
<tr>
<td>PP4</td>
<td>Development Agency of Lemesos</td>
<td>12,900.00 euro</td>
<td>20.67%</td>
</tr>
<tr>
<td>PP5</td>
<td>Agricultural University of Tirana, Department of Agroenvironment and Ecology</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>PP6</td>
<td>Municipality of Fier</td>
<td>3,397.00 euro</td>
<td>5.44%</td>
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<tr>
<td>PP7</td>
<td>Municipality of Razlog</td>
<td>32,634.00 euro</td>
<td>52.26%</td>
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<tr>
<td>PP8</td>
<td>Sofia University &quot;St. Kliment Ohridski&quot;, Faculty of Biology, Department Ecology and Environmental protection</td>
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Annex A: Event Checklist

BEFORE

- Decide on the venue and the caterer
- Choose and invite your speakers

Programme:
- Adapt the content according to the target audience
- Include Q&A time
- Plan enough time for coffee breaks and lunch

Send an invitation, a reminder and as an option a second reminder

Reminder: all documents must include the project logo and funding reference

Brief the speakers and the moderator

Allocate specific tasks and responsibilities to the organizing team

DURING

- Set up a registration desk:
  - Registration sheets
  - Name badges arranged in alphabetical order

Keep a USB with a copy of all presentations

Place labels and water are available for speakers

Equipment:
- Laptop with presentations
- Microphones & sound system
- Screen & projectors

AFTER

Send thank you notes to all speakers and participants

Follow-up: upload presentation online, provide a summary of the event

Ask for feedback on the event
Annex B: Presentation Templates

AgroFood Innovation Clusters
(AgroLabs)

Name of the event

“Title”
Name
Date

Project co-funded by the European Union and National Funds of the participating countries
Annex C: Agenda template for all the events organized under the Project

| Logo of the partner organization (not bigger than the project logo) |
| Name of Event | Venue |
| Agenda |
| Date |

<table>
<thead>
<tr>
<th>Start time – End time</th>
<th>Activity</th>
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Annex D: Letter of invitation template.

Logo of the partner organization
(not bigger than the project logo)

To:...........................................

Date:..........................................

Subject:......................................

Dear ......................................,

It is a pleasure to invite you to ..............................................................(name of the event) of the project “Agrofood Innovation Clusters” with acronym AgroLabs, under the Interreg V-B Balkan - Mediterranean Cooperation Programme 2014 – 2020, co-funded by the European Union and National Funds of the participating countries.

The event will take place at ...............................................

(name of the place where the event will be held).

For any further information, please contact:

1. Contact name.............................., tel. number............................, e-mail address..............................
2. Contact name.............................., tel. number............................, e-mail address..............................

Sincerely,

(Name of signature of the representatives of the organization)
Annex E: Procurement template

Name of Institution/ Organization

Ref. No.

Name of Procurement

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