Communication Plan

MedSNAIL

Sustainable Networks for Agro-food Innovation Leading in the Mediterranean

March 2020

Table of Contents

1. BACKGROUND

MedSNAIL is a cooperation project funded by the European Union under the ENI CBC Med 2014-2020 Programme through the European Neighbourhood Instrument for cross-border cooperation.

MedSNAIL is deployed in 7 countries (Spain, Italy, Lebanon, Palestine, Tunisia, Malta, Jordan).

MedSNAIL's general objective is to promote socially and environmentally sustainable development of agro-food SMEs by valorising traditional Euro-Mediterranean products according to a "slow" approach and short-chain principles. This project aims to provide solutions to the gradual loss of local varieties, high sectoral fragmentation, rural poverty (mainly affecting women) and the limited investment capacity of rural entrepreneurs, the lack of training on socio-environmental sustainability and the weakness of business planning and marketing strategies. To this end, the project will build on the experience and well-established methods of SlowFood, an international grassroots organization that promotes traditional foods with a strong focus on preserving biodiversity.

The financing of the project through the cooperation Programme ENI CBC Med 2014-2020 obliges to consider and comply with the current regulations on Information and Communication (IC) in force in the ENI CBC Med Programme, as well as to correctly use the European emblem and the image of the ENI CBC Med Programme.

1.1. Applicable Regulations

As a project approved under the ENI CBC Mediterranean Sea Basin Programme, it shall incorporate information and communication activities designed to raise awareness of specific or general audiences of its objectives and EU/Programme support in the countries and regions concerned, as well as the results and the impact of this support. Communication shall not be considered as a simple "add-on" to the project but as a key strategic tool, which contributes to achieving the project's objectives.

In general, the basic regulations on Information and Communication are set out in the following documents:

- [ENI CBC Med Programme 10. Guidelines for Communication and Visibility](#)
- Article 79 of Commission Implementing Regulation (EU) No 897/2014

- Paragraph 2.6 "Communication and visibility" of the Guidelines for Applicants
- Paragraph 4.7 of the Joint Operational Programme. ENI CBC Med Programme communication strategy that can serve as a reference framework for project communication.

Complying with these regulations is compulsory and of extreme importance to secure the Programme financial contribution to the project, as respect of visibility rules will be checked by auditors in interim/final reports and lead, as the case may be, to ineligible expenditures.

2. COMMUNICATION STRATEGY

In accordance with the objectives and requirements of the European Union, the purpose of any Communication Plan is, on the one hand, to inform the participating bodies of the project and, on the other, the population living in the regions where they are developed. The aim is to disseminate the development possibilities that the European Union offers them and the benefits derived from this joint participation in order to achieve European convergence.

A communication strategy adapted to the real needs of a transnational cooperation project makes the difference in achieving the objectives set. Guaranteeing from the beginning a communication strategy and an effective management of the actions to be developed and of the communication and dissemination tools to be used requires the elaboration and availability of this Communication Plan to the entities participating in the MedSNAIL Project.

2.1. Objectives

The MedSNAIL Communication Plan has as its main objective to establish a roadmap in order to raise awareness and inform the managing bodies of Programme and public opinion of the actions carried within the framework of the MedSNAIL European project during the implementation period.

To this end, this Plan must be the working and consultation tool for the agents involved in the development of the project, in which guidelines are established to develop efficient

internal and external communication through appropriate planning, management and coordination to improve MedSNAIL's knowledge.

In accordance with the foregoing, the specific objectives are:

1) Communicate the importance of the ENI CBC Mediterranean Sea Basin Programme: Ensure proper application of the instruments in support of the European Union's trade social cohesion policies to O.P. ENI CBC Med through the use of large-scale information on the existence of the Programme, and the added value it brings to society.

2) Communicate the significance of the MedSNAIL Project: To guarantee the adequate execution of the Project, through a quality communication between the management and execution bodies of the project.

3) Communicate the achievement of actions of the MedSNAIL Project: To guarantee the adequate execution of each one of the programmed actions, through a timely, structured and quality communication to the potential and actual beneficiaries of the funds, as well as to the general public.

4) Raise awareness on the project principles and topics (local food communities, sustainable rural development, fair agro-food production, etc.) and on the advantages of the "slow" approach.

5) Disseminate knowledge, findings and results achieved by the project

6) Foster behavioural change towards responsible food production (and consumption).

By working on these objectives, we will be able to give visibility to the management of the project, disseminate its contents by making the project known among the different groups involved and encourage the active participation of these groups in the development in order to promote the success of the project.

2.2. Messages

Getting credibility and getting our messages understood is paramount in the development of communication. To do this, the first thing is to be clear about the main messages that will be communicated with the perspective that the most effective messages are those closest to the citizens. The proposed key messages for the actions of dissemination and communication are:

- MedSNAIL is a transnational cooperation project that aims to recover and promote the sustainable Mediterranean diet.

- Promote the sustainable development of SMEs in the agri-food sector in order to recover and promote the traditional products of the Mediterranean diet with a philosophy of "slow-food" and short-distance food chains.

- Encourage the improvement and development of traditional small-scale agri-food value chains to provide greater business opportunities and socio-environmental sustainability.

- Preserve the identity and traditional heritage of rural communities, through the enhancement of agro-food products that are rooted in local cultures.

- Consolidate an "Alliance of producers" and sustainable traditional Mediterranean products through a common approach to selected products in the cooperation area, thus increasing their visibility and diffusion in domestic and Euro-Mediterranean markets and triggering rural development while preserving local heritage and identity.

- Transnational cooperation project that favours the development of the actors involved and functions as a platform for small local producers, rural communities, agri-food companies and other actors in the food chain

- Training and empowerment of rural leaders, both political and civil society, making them protagonists in the process of reclaiming the agro-food heritage and the Mediterranean diet".

- Structuring and testing consultancy, support and training services to be provided to local actors (agro-food SMEs, public authorities) in order to raise awareness on the SLOW principles and define new pathways for a sustainable and durable development, beyond major economic trends.

- Agricultural innovations can provide solutions to improve resiliency and help alleviate climate change.

Messages	Activities	Dissemination Channels
Transnational cooperation project that aims to recover and promote the sustainable Mediterranean diet	Press release Article, report, Newsletter	Web Social Networks International meeting (kick off) Mailing list Participation in external events Partner's own channels
Promote the sustainable development of SMEs in the agri-food sector with a "Slow-food" philosophy and short-distance food chains.	Article, report Brochures Audiovisual material Newsletter Awareness Campaign on responsible consumption	Web Social Networks Partner's own channels Mailing list
Creation of an "Alliance of producers" and sustainable traditional Mediterranean products, thus increasing their visibility and dissemination in domestic and Euro-Mediterranean markets and preserving local heritage and identity	Press release Article, report, Newsletter	Web Social Networks Local events Participation in external events Partner's own channels
The Mediterranean diet, the basis for the improvement and development of traditional small-scale agri-food value chains to offer greater business opportunities and greater socio-environmental sustainability	Conferences, Presentations, Dissemination of experiences and good practices Workshops & educational activities Database, online platform Newsletter	Web Social Networks Partner's own channels
Agricultural innovations can provide solutions to improve resiliency and help alleviate climate change	Press release Article, report, Newsletter	Web Social Networks Partner's own channels Participation in external events
Support and training services to be provided to local actors in order to raise awareness on the Slow principles and define new pathways for a sustainable and durable development	Workshops and training days Exchange of experiences, examples of good practices	Web Social Networks Partner's own channels Presentation session and exchange of experiences and good practices
MedSNAIL, a synonym for valuing Mediterranean agri-food products and the sustainable Mediterranean diet	Final Report Conclusions	Web Social Networks Final Brochure International meeting (final conference)

2.3. Target audience

The term target audience refers to an ideal homogeneous target group for a given campaign, product or service. Knowing the characteristics of our target audience facilitates the achievement of results, as well as the suitability of the messages. Within the framework of the MedSNAIL Project, the target audiences to which the messages and information should be transmitted have been clearly identified. These are the following groups:

- **Internal:**
  - Entities and institutions participating in the project (the partnership)
  - Entities in charge of the management and coordination of the ENI CBC Med Programme (the Managing Authority)
- **External:**
  - Public institutions, especially local entities or communities that form part of the small-scale development plan for value chains of traditional agri-food products in the Mediterranean
  - Food-related actors (MSMEs, food producers and farmers, cooks, academics, NGOs, local community representatives, etc.) working together to establish a good, clean and fair food system at the grassroots level
  - Entities, associations and organizations with an interest in sustainable agri-food products, sustainable Mediterranean diet or circular economy
  - SMEs or entrepreneurs with business projects related to the agri-food sector
  - Agencies and public entities from other regions of the ENI CBC Mediterranean Sea Basin Programme
  - The media and economic and social agents, among other interest group
  - Society in general

2.4. Internal Communication

In order to achieve the communication objectives, it is necessary to coordinate communication and information at all levels, both between the Beneficiary and the other project partners, as well as between the technical project staff and the persons responsible for communication in each PP.

The internal communication strategy aims at the standardisation and use of internal communication means and tools with the aim of establishing a coherent information flow procedure that guarantees an effective and transparent management of the project, as well as ensuring optimal and efficient communication between the participating entities.

2.5. External Communication

The objectives are:

1) To publicise the importance of the results obtained in the MedSNAIL project, within the European territorial cooperation policy.
2) To offer a clear and concise message to the beneficiaries of the project: the vital importance of recovering and promoting the traditional products of the Mediterranean diet in the agri-food sector from an approach that includes the "slow-food" philosophy.
3) To comply with all requirements, rules and procedures for information and publicity, as determined by Community legislation, as well as by the specific provisions of the ENI CBC Mediterranean Sea Basin Programme

For the development of internal and external communication, it is necessary to establish the relationship between objectives, tools and target audiences:

Objective	Internal Audience	External Audience
O1. Standarization/ use of internal media	Specific rules and procedures Web Activity reports	
O2. Coherent information flow	Internal communication tools Meetings Videoconferencing Online file-sharing tool Partner's own channels	
03. Knowledge of the participating entities	Directory Database	

Objective	Internal Audience	External Audience
04. **Presentation of the project**		Web International Meeting (kick off) Press release Printed devices Social Networks Audiovisual material Partner's own channels
05. **Dissemination of the project**		Web Conferences Press release Brochures Social Networks Newsletters Campaigns Partner's own channels
06. **Reference working material**		Web Publications Reports Conferences Workshops & educational activities Social Networks
07. **Presentation of results**		Final Conference Web Press release Newsletter Social Networks Audiovisual material Final Report

3. TOOLS AND ACTIONS

3.1. Internal Communication

- Periodical meetings.
- Internal communication tools (e-mail, telephone, whatsapp, videoconference, forums, etc.).
- Online file-sharing tools (google drive, dropbox, etc.)
- Reports/activity reports, prepared jointly

3.2. External Communication

- **Visual Identity**

The aim of the project's corporate identity is to visually reflect the essence of the project, as well as to highlight the "MedSNAIL" brand in the regions participating in the ENI CBC Mediterranean Sea Basin Programme.

The only logo for the project the lead beneficiary and partners are authorized to display is the one provided by the Programme. (see section 7 of the Plan for an overview of the guidelines for communication and visibility)

However, it is recommended to use coherent, attractive, catchy complementary images and graphic design that make the project recognizable beyond the logo and invites people to read its materials.

- **Project website**

In line with the common approach and creation of an ENI CBC Med, all project websites have been standardized and integrated in the Programme website www.encibcmed.eu/projects.

The **project website** will be the main information, publicity and communication tool of the project, providing useful tools for communication and collaboration purposes such as reference material, virtual library and so on http://www.enicbcmed.eu/projects/medsnail.

It can also be used as a showcase for the project, providing information on its objectives, activities, news, good practices and main results. This will allow target audiences and the media to be informed during the development of the project.

The communication manager of the project is responsible for editing and updating its webpage with news, events, and deliverables on a regular basis:

- At least 3 times during the first two months of implementation (news or events)

- At least 4 times a month During the rest of the implementation period (news, events, opportunities, stories, publications, etc,

- In addition, all tenders, vacancies and opportunities (call for start uppers for instance) shall be compulsorily published on the project webpage and sent prior to their publication to the Programme communication manager.

So partners are requested to consistently send information about the development of their activities.

- **Social Networks**

The **social profiles** of the project will be channels of communication to enhance and give visibility to the project, to generate diverse spaces for communication between the organizations belonging to the MedSNAIL partnership and to report on the evaluation of the project and the main activities carried out.

Specifically, it is planned to activate and manage a Twitter profile, a Facebook page and YouTube Channel during the development of the project.

Developing a strong social media presence requires time, specific skills and tailor-made contents. It is proposed:

- o Posting frequently.
- o Quality and engaging writing is essential for social media. Research says that the ideal length of a Facebook post is 40–80 words.
- o The posts on social media should include photos, videos, infographics and other types of contents (including GIF).
- o News is everywhere and your editorial strategy on social media should be connected to the main policy, social, environmental and cultural developments in the Mediterranean area.
- o Sharing contents from others that are related to the project, especially from influencers, is a good way to enrich your presence on social media and retain audience.
- o Use paid ads. Advertising on social media is cheaper than on traditional media (newspaper and TV/radio) and impact in terms of engagement and reach can easily be measured.
- o In order to create a community between the Programme and the project, it is recommended that the project tag the Programme in tweets or posts (@ENICBCMed) so that the Programme is always up to date with the project activity. It is also proposed to use the official hashtag of the call for standard projects, i.e. #GOMED.

Finally, to ensure visibility requirements in social media, in the description of its profile, the MedSNAIL project will add a brief reference of the project and the financing Programme, as well as a link to its website on the website of the Programme. The photos on the front page of Facebook and Twitter will include the project logo, as stablished in the visibility rules.

- **Newsletter**

The digital project **newsletter** is conceived as a communication tool to bring the dissemination of actions and information related to the project immediately to the email inbox. It is planned to send a digital newsletter (in English - translation in Arabic can be foreseen) at least twice a year.

The newsletter will be uploaded on the project website and sent to a mailing list of at least 300 contacts identified by the PPs.

- **Printed materials and audiovisual materials and graphic elements**

The promotional materials and graphic elements may consist of a digital and paper brochure, newsletter template, powerpoint presentation template, posters and other stationery materials for campaigns, events and official occasions and graphic elements (avatar, banners, covers) for use on websites and social networks. The project's promotional materials and elements will be coordinated by the CM, which will receive the opinions and suggestions of the rest of the entities. Specifically, it is planned to do:

- 1 leaflet with a short overview of the project in digital format and paper in bilingual format (English and Spanish)
- 1 A3 poster with information on the project in bilingual format (English and Spanish)
- Template design for Newsletter (6)
- Powerpoint template design for presentations
- Graphic elements (avatar, banners, covers) for social networks (Facebook, Twitter, YouTube)
- Graphic elements for 3 awareness campaign on responsible consumption
  - "Ark of taste campaign" (booklet & awareness activities on local products at risk of extinction)
  - Taste Educational Kit for schools (on line & printed diffusion)
  - "When you shop use your head" (booklet)
- 1 final brochure summarizing in a non-technical language the main results, lessons learnt and recommendations.

All visual material will have to be validated by the MA. And a copy of every printed material must be attached to the final report

- Acts and Events

It is planned to hold an international meeting (kick off), workshops, seminars, round tables and a final conference.

- International meetings: kick off and final conference
  - The kick off meeting: Joint definition and internal dissemination of the activities' methodology and the partners of the project will be present.
  - The final conference will be held in Seville, organized by FAMP, and will represent the main project dissemination event. Participating, expert entities will be present and, explicitly, actors involved in concrete project activities, actual and potential beneficiaries and the media will be invited.
- Each partner is expected to participate in at least 2 external events and to prepare a short report of each event and submit it to the CM, attaching the event agenda.
- Workshops and educational activities related to responsible consumption campaigns to be carried out during local events
- Technical capitalization seminars targeted at different audiences (private and public sector) with the aim of valorising the MedSNAIL experience

- Communication and Media

Press releases and articles should be adapted to the language of the media, using headlines, subtitles, organizing the information according to its importance, using visual tools (graphics, photographs, etc.) and offering data to try to attract attention. The language should be clear and straightforward and short sentences should be used to provide relevant and understandable information. If possible, it is recommended to speak directly with professionals to confirm that the note is going to be published. Meetings, working groups, workshops or seminars are good opportunities to hold a press conference or a public presentation of the project in the media. It is always recommended to indicate the website of the project, the social networks linked to it and the persons or entities responsible and contact address. It is also essential to point out that this is a project financed by the European Union, through the cooperation Programme ENI CBC Med 2014-2020.

In the course of their implementation the project is expected to issue regular press releases (max. 500 words – one side of an A4 page recommended). In particular, it is mandatory to disseminate a press release:

- at the beginning of the project (to announce the press conference and provide information about the project, expected achievements, and opportunities)

- at the end of project summarizing the main results achieved.

It is expected that press releases are set at least 2 weeks prior to their publication to the Programme communication manager in order to avoid any mistakes in visibility.

4. MONITORING AND EVALUATION OF RESULTS

The evaluation of communication activities is an integral part of the communication strategy implemented by the projects. A regular assessment of the communication activities has a double benefit:

- Understanding the effectiveness and impact of the activities implemented
- Improving the quality of the communication strategy and more generally of the project

In order to ensure that the planned measures are carried out and to facilitate efficient and transparent project management, a list has been drawn up of indicators of achievement, on the one hand, and of result, on the other, which are essential for monitoring and subsequent evaluation of the dissemination and communication activities already defined.

In the selection of indicators, reference has been made to the system of indicators established in the "Methodological Guide for Monitoring and Evaluating the Communication Plans of the ERDF Operational Programmes".

4.1. Achievement indicators

The achievement indicators are as follows:

Achievement indicators
Public events (international meetings, workshops, meeting tables, seminars, local events)
Website (news, reference materials, events)
Social Networks (Facebook, Twitter, YouTube)
Newsletters
Media (digital and print)
Printed devices (leaflet, posters, brochures, campaigns)
Digital graphic elements (banners, avatar, covers)
Audiovisual materials (promotional videos)
Publications
Satisfaction Questionnaires

4.2. Result indicators

The purpose of the evaluation measures of the Communication Plan will be to assess the degree of achievement of its strategic objectives, that is, to measure the effectiveness of the communication measures undertaken by each of the Project partners. The following performance indicators are proposed for evaluation.

Result indicators
No. of events / participants
No. of evaluation questionnaires / indicators of satisfaction
No. of visits / downloads
No. of followers / subscribers
No. of publications / degree of impact / reproductions
No. of newsletter / accounts (mailing)
No. of press releases / articles / campaigns / dossiers
No. of publications / copies
No. of manuals, reports, studies, presentations
No. of printed devices / designs (digital and printed)

The identification of monitoring indicators and the quantification of objectives is a fundamental element for carrying out monitoring and evaluation activities. The tables and the indicators included in this Communication Plan will serve as a starting point and as evaluation criteria in the monitoring that will be carried out throughout the project.

4.3. Note on indicators of achievement for monitoring and evaluation

Here can be found a methodological note to help clarify what information shall be included in each of the indicator groups of the previous tables.

• Activities and events

This includes the number of activities and events to launch the Project for which the Communication Plan is drawn up, the relevant events and any other event contemplated for developing the Plan's measures or transmitting information about the Plan's progress.

• Dissemination in the media

Different types of dissemination actions carried out in the media (TV spots, press announcements, radio spots, intranet banners, press releases, etc.), in order to publicise the Project or some of its specific actions.

• Publications

Any type of publication (on paper or electronic support: books, leaflets, magazines, CD, DVD, videos, etc.) aimed at the public with the aim of making the Project or some of its specific actions known.

• Information through websites

Accounts for the main websites used for the transmission of information about the Project or some specific actions.

- Information through any type of signage

Different supports (posters, banners, plaques, exhibitors, stands, billboards, etc.) used for advertising purposes in order to publicise the Project or any of its actions among the public.

- Social Networks

Communication networks to be set up to implement and apply the communication strategy set out in this Communication Plan and to ensure the exchange of good practice and the exchange of experience.

5. CHRONOGRAM

Activities	2019		2020		2021	
	Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Communication Plan						
Corporate identity manual						
Printed devices (leaflet, posters, brochures)						
Kick off Meeting						
Web						
Newsletter (6)						
Social Networks						
Workshops and educational activities						
Media (press release, article)						
Campaigns on responsible consumption (3)						
Capitalization Plan						
Capitalization Seminars						
External events (2 /PP)						
Local events						
Final Event						

6. BUDGET

The project provides the following budget for WP2, devoted to communication and dissemination activities:

Type of WP	Project Communication	Compulsory
WP Nr	**WP Title**	**WP budget**
2	**Communication**	€ 376.220,00
WP coordinator: Applicant		
Involved partners: Applicant, PP1, PP2, PP3, PP4, PP5, PP6		
Description of key communication tools: Include a detailed description of your information and communication plan. A capitalization plan may also be planned as output.		

Project communication, dissemination and capitalization will rely on the following tools:
- Communication Plan
- International meetings (Kick Off, final conference)
- Local Events
- Press releases for each meeting/event
- Printed devices (leaflet, poster, brochure)
- Digital devices (newsletter, website, social media accounts)
- Online file-sharing tool (see A1.3.1)
- Participation in external events for networking and dissemination
- Capitalization Plan
- Technical capitalization seminars targeting difference audiences (private and public sector)

Drafting the Communication Plan will be the first task of the Communication Manager. The plan will define the project communication strategy, with the following objectives:

1) Raising awareness on the project principles and topics (local food communities, sustainable rural development, fair agro-food production, etc.) and on the advantages of the "slow" approach
2) Disseminating knowledge, findings and results achieved by the project
3) Fostering behavioural change towards responsible food production (and consumption)

The Plan will also:
- detail communication activities, assigning tasks & responsibilities
- identify target groups (farmers, producers' associations, public authorities in charge of rural development, NGOs and civil society organizations, etc.) and explain how communication activities will be tailored accordingly
- establish indicators to monitor the effectiveness and impact of communication activities (number of participants in project events, of appearances in media, of visitors to project website, of recipients of project newsletter, etc.) and the corresponding targets
- include templates and guidelines for communication activities.

The CM, appointed by the LP, will ensure the coordinated implementation of the Communication Plan, in compliance with the Programme communication rules. All partners will provide contents for information materials, perform local-level communication activities, and report t

	Output title	Target value	Semester of delivery	Budget
	2.1. Communication plan	1.0	I	€ 11.817,60
Output 2.1	**Output description** The Communication plan details the objectives, target groups, key messages, activities/tools, time plan, budget, and evaluation of the project communication activities. Includes a set of indicators for the monitoring & evaluation of communication actions (see WP1), as well as a mailing list of project communication recipients, including media representatives, provided by PPs and updated throughout the project duration.			

Target group	Who will use the main outputs delivered in this work package? Project partners		
Target group involvement	**How you will involve the target groups (and other stakeholders)?** All partners will collaborate with the Communication Manager, defining the Communication Plan. All partners will exploit the contents of the Communication plan for their communication activities.		
Activity 2.1.1	**Activity title** A 2.1.1. Drafting the communication plan	**Starting Month** 2	**Ending Month** 7
	Activity description The Communication Manager (CM) will produce a draft Communication Plan (including a template of the target contacts' mailing list) and share it with the PPs, who will have the opportunity to propose amendments and integrations and will provide the contacts of target groups at local level. The final version of the plan, assembled by the CM, will be then approved by all partners.		

	Output title 2.2. Local Events	**Target value** 6.0	**Semester of delivery** VI	**Budget** € 39.392,00
Output 2.2	**Output description** The Output will include one public conference to be held in each target region at the end of the project, during the Capitalization seminars (O2.9), with the purpose to disseminate project results and outputs to the wider public and pave the way for their future development, transferability and exploitation.			

Target group	Who will use the main outputs delivered in this work package? Wider public in participating regions, local administrations, associations, and media.		
Target group involvement	**How you will involve the target groups (and other stakeholders)?** Invitation of selected local stakeholders, advertisements in local media and via social networks.		
Activity 2.2.1	**Activity title** A 2.2.1. Implementation of Local Events	**Starting Month** 31	**Ending Month** 34
	Activity description The activity includes the organization of the events by each PP and the preparation of press releases in English, French and Arabic to publicize them. It also includes the preparation by each hosting partner of a synthetic report, including a list of participants, the agenda of the event and the achieved results.		

	Output title 2.3. Final Event	**Target value** 1.0	**Semester of delivery** VI	**Budget** € 19.696,00
Output 2.3	Output description The MedSNAIL final conference will be held in Seville, organized by FAMP, and will represent the main project dissemination event. The conference will be adequately publicized through the website, social networks, press releases (targeted to international and national-level media) and given further visibility through the partners' own channels and through the last issue of the project newsletter.			

Target group	Who will use the main outputs delivered in this work package? EU institutions, international & national media and institutions, other pertinent EU projects		
Target group involvement	**How you will involve the target groups (and other stakeholders)?** Invitation of selected stakeholders, advertisements/press releases on international & national media		
Activity 2.3.1	**Activity title** A.2.3.1. Implementation of the final event	**Starting Month** 33	**Ending Month** 36
	Activity description The activity includes the organization and advertise of the event, as well as the preparation of the proceedings of the conference - a synthetic report and the materials presented by speakers, which will be collected by the Communication Manager and made available for download on the project website.		

	Output title 2.4. Communication pack	**Target value** 1.0	**Semester of delivery** I, II, III, IV, V, VI	**Budget** € 157.568,00
Output 2.4	**Output description** The output includes both traditional and web-based communication materials: the printed MedSNAIL leaflet, poster and final brochure, the digital project newsletter, as well as the periodic updates of the project website and social media. All these materials will be made available for			

	download on the project website.		
Target group	**Who will use the main outputs delivered in this work package?** PPs, public administrations, rural enterprises & communities, rural business associations, media		
Target group involvement	**How you will involve the target groups (and other stakeholders)?** Newsletter dissemination, leaflet distribution during local events, social media campaign		

	Activity title A.2.4.1. Production of MedSNAIL leaflet, poster and final brochure	**Starting Month** 1	**Ending Month** 36
Activity 2.4.1	**Activity description** The activity includes the design (by the CM, in English and French), contents customization by PPs, translation in Arabic and printing of: a leaflet with a short portrait of the project, to be released at the beginning of the project and handed out during project events; an A3 poster with information on the project, to be placed at the PPs' premises; 3) a final brochure summarizing in a non-technical language the main results, lessons learnt and recommendations.		

	Activity title A. 2.4.2. Preparation of MedSNAIL newsletter	**Starting Month** 5	**Ending Month** 35
Activity 2.4.2	**Activity description** The activity includes the design and production by the CM of 6 issues of a biannual digital newsletter (in English - translation in Arabic can be foreseen). All partners will contribute to its contents, which will include updates on project activities as well as information on publications and initiatives relevant to the project topics. The newsletter will be uploaded on the project website and sent to a mailing list of at least 300 contacts identified by the PPs (see O2.1).		

	Activity title A.2.4.3. Web-based communication	**Starting Month** 1	**Ending Month** 36
Activity 2.4.3	**Activity description** The activity includes regular updates of the project website provided by the Programme, creation and management of the project social media accounts (Facebook, Twitter, YouTube…), participation in the Programme's web-based communication. The CM will be in charge of the activity, however all partners will give their contribution, providing contents for the website and social networks.		

	Output title 2.5.Awareness Campaign on responsible consumption	**Target value** 1.0	**Semester of delivery** II, VI	**Budget** € 66.966,40
Output 2.5	**Output description** National campaigns tailored to the different national contexts will be implemented to raise awareness among citizens on the influence of their daily food choices on biodiversity conservation and socio-economic development of their region. Local food products and the pilot agro-food chains will be promoted among local consumers. The campaign will include workshops and educational activities that will take place during local events (O2.3).			

Target group	**Who will use the main outputs delivered in this work package?** Wider public, schools, rural communities		
Target group involvement	**How you will involve the target groups (and other stakeholders)?** Workshops & educational activities during local events, information campaign		

	Activity title A.2.5.1. Organisation of workshops and educational activities during local events	**Starting Month** 7	**Ending Month** 36
Activity 2.5.1	**Activity description** Each partner hosting a local event (O2.3) will also organize, with support by Slow Food, an "open day" during which all citizens interested in the issues of food, sustainability and rural development will have the opportunity to get information on the project themes, and to be involved in educational activities.		

Activity 2.5.2	**Activity title** A. 2.5.2 - Information campaign on responsible consumption	**Starting Month** 7	**Ending Month** 36

	Activity description MedSNAIL will implement an information campaign targeting schools and large public, also adopting and adapting to local contexts some of Slow Food tools, such as: - Ark of taste campaign - booklet & awareness activities on local products at risk of extinction; - Taste Educational Kit for schools - On line & printed diffusion - "When you shop use your head" booklet			
Output 2.6	**Output title** 2.6. External Events	**Target value** 6.0	**Semester of delivery** II, III, IV, V, VI	**Budget** € 39.392,00
	Output description Participation of PPs in External Events (including the Programme clustering & networking activities) is foreseen, in order to enrich the exchange of information and expertise, reinforce the Mediterranean-level network, and foster transferring and capitalization of results. These events (i.e. the EU Agricultural Outlook conference) will be carefully selected by the Consortium so as to maximize project visibility, whilst establishing synergies with other projects/initiatives in the same domain.			
Target group	**Who will use the main outputs delivered in this work package?** PPs, international policy-makers, international rural development actors, pertinent EU projects			
Target group involvement	**How you will involve the target groups (and other stakeholders)?** Presentation of the project and/or distribution of project leaflet in external events, networking			
Activity 2.6.1	**Activity title** A 2.6.1. Participation in External Events	**Starting Month** 7		**Ending Month** 36
	Activity description Each partner is expected to participate in at least 2 external events (including the Programme clustering & networking activities), prepare a short report of each event and submit it to the CM, attaching the event agenda. The CM will collect these reports and use them to track and evaluate the communication activities performed during the project.			
Output 2.7	**Output title** 2.7. Capitalization plan	**Target value** 1.0	**Semester of delivery** IV	**Budget** € 11.817,60
	Output description The Plan will aim at valorizing the MedSNAIL experience (synthesized in the MedSNAIL Legacy document – see WP3) and will therefore: identify aims and target groups of the capitalization activity; describe the capitalization actions to be undertaken, the related tools and how they will be maintained after the end of the project; provide details on O2.9 - Technical capitalization seminars (procedures for the participants selection and invitation, seminars' structure and topics, etc.).			
Target group	**Who will use the main outputs delivered in this work package?** PPs, public and private rural development actors in participating regions and beyond.			
Target group involvement	**How you will involve the target groups (and other stakeholders)?** Capitalization plan jointly drafted by PPs/uploaded on project website/presented in final conference.			
Activity 2.7.1	**Activity title** A 2.7.1. Drafting the Capitalization Plan	**Starting Month** 19		**Ending Month** 24
	Activity description The activity is a task of the CM, in close collaboration with the Project Coordinator.			
Output 2.8	**Output title** 2.8. Capitalization seminars	**Target value** 12.0	**Semester of delivery** VI	**Budget** € 47.270,40
	Output description In order to foster the replication and transfer of the MedSNAIL experience, and the mainstreaming of the process in the rural development policies of target regions (and beyond), the project foresees 2 kinds of capitalization seminars, one targeting farmers and agro-business associations, and one addressed to public authorities at all levels. Each seminar will include an extensive			

	presentation of the project, together with thematic, site-specific sessions held by experts.
Target group	**Who will use the main outputs delivered in this work package?** Rural entrepreneurs, agro-business associations, PA in charge of rural development policies
Target group involvement	**How you will involve the target groups (and other stakeholders)?** Selected stakeholders will be invited to the seminars and informed on project results/opportunities

Activity 2.8.1	**Activity title** 2.8.1. Technical capitalization seminar addressed at farmers and agri-business associations	**Starting Month** 25	**Ending Month** 36
	Activity description Each partner will organize a seminar in its region, involving farmers and agri-business associations, with the purpose to transfer the project methodology and results, the lessons learnt and all information that could be relevant for the replication of the experience. Contribution of experts (also external) on specific themes will integrate the seminars' contents.		
Activity 2.8.2	**Activity title** 2.8.2. Technical capitalization seminar addressed at public authorities	**Starting Month** 25	**Ending Month** 36
	Activity description Each partner will organize a seminar in its region, involving public authorities (municipalities, regional authorities, Ministries, public agencies in charge of rural development), with the purpose to transfer the project methodology and results, and all information that could be relevant for their mainstreaming in public policies on rural development. Contribution of experts (also external) on specific themes will integrate the seminars' contents.		

7. GUIDELINES FOR COMMUNICATION AND VISIBILITY ACTIVITIES (ENI CBC Med 2014-2020)

This section of the Communication Plan aims to guide the communication activities of the projects funded under the ENI CBC Mediterranean Sea Basin Programme and make sure these activities comply with visibility rules of the Programme.

All projects shall incorporate information and communication activities designed to raise awareness of specific or general audiences of their objectives and EU/Programme support in the country(ies) or region(s) concerned, as well as the results and the impact of this support.

Basic requirements are to ensure that appropriate information on the project is communicated to the public, while providing adequate visibility of the EU/Programme contribution to the projects to strengthen public awareness of the EU/Programme action and create a consistent image of the EU/Programme support in all participating countries.

- Take all necessary steps to publicise the fact that the European Union has financed or co-financed the Project. Such measures must comply with the Programme rules for visibility, as well as any national regulations/requirements pertaining to visibility, as the case may be")

- The branding elements (logos) have to be clearly, prominently displayed and highly visible in publicity material and activities dedicated to the public (including, for instance, printed publications, audio-visual material, digital communication material - websites, social media - during events – banners, agenda, gadgets – and on equipment, infrastructures and office material).

- Any printed material shall acknowledge the EU financial support to the project.

- The ENI CBC Med Programme has its own communication strategy that can serve as a reference framework for project communication. This strategy can be consulted in paragraph 4.7 of the Joint Operational Programme.

- Besides coping with the visibility requirements described in this document, beneficiaries and partners shall remind the following principles when designing and implementing communication activities.

7.1. Use of project visual identity

Beneficiaries and partners are requested to ensure high visibility of the EU and Programme support in any action undertaken or printed/digital material produced. **Displaying the logo is the most important element for ensuring that project activities are eligible for funding.**

As seen in 3.2, the only logo for the project the lead beneficiary and partners are authorized to display is the one provided by the Programme:

The integrated **project logo** combines the following elements:

- Name and logo of the Programme (ENI CBC Med)
- European Union emblem (EU flag) with reference to EU funding "Project funded by the European Union"
- Logo of the Autonomous Region of Sardinia (Managing Authority of the Programme)
    - Relevant thematic icon for the project and acronym
- The project logo should be displayed on a white background and set within a white rectangle in case it is placed on a dark or colourful background.
- The project logo is available in English, French and Arabic and in different graphic formats (including jpeg, eps, png, pdf).
- The project logo shall **always be used as one united graphic element** and cannot be divided into separate parts (unless for social media picture profile where the logo version containing only the thematic icon and acronym can be used and in exceptional and duly justified cases such as small gadgets or stationary where it is not possible display the full project logo due to size limitation)

- The project logo **shall not be smaller than 4cm (height) and 10,17cm (width)**. In exceptional and well-justified cases (due to technical limitations), it is allowed to use a smaller version of the project logo.

- The project logo must be always be prominently displayed alongside other logos and can never be smaller than other logos placed next to it.

- Only members of the partnership (Lead beneficiary and partners) are entitled to have their logos displayed together with the project logo.

- The project logo shall always appear on top of any material, on the front page (for publication, etc.) and at the beginning of a video.

- The project logo shall not be rotated not distorted. No visual effects shall be added to the project logo
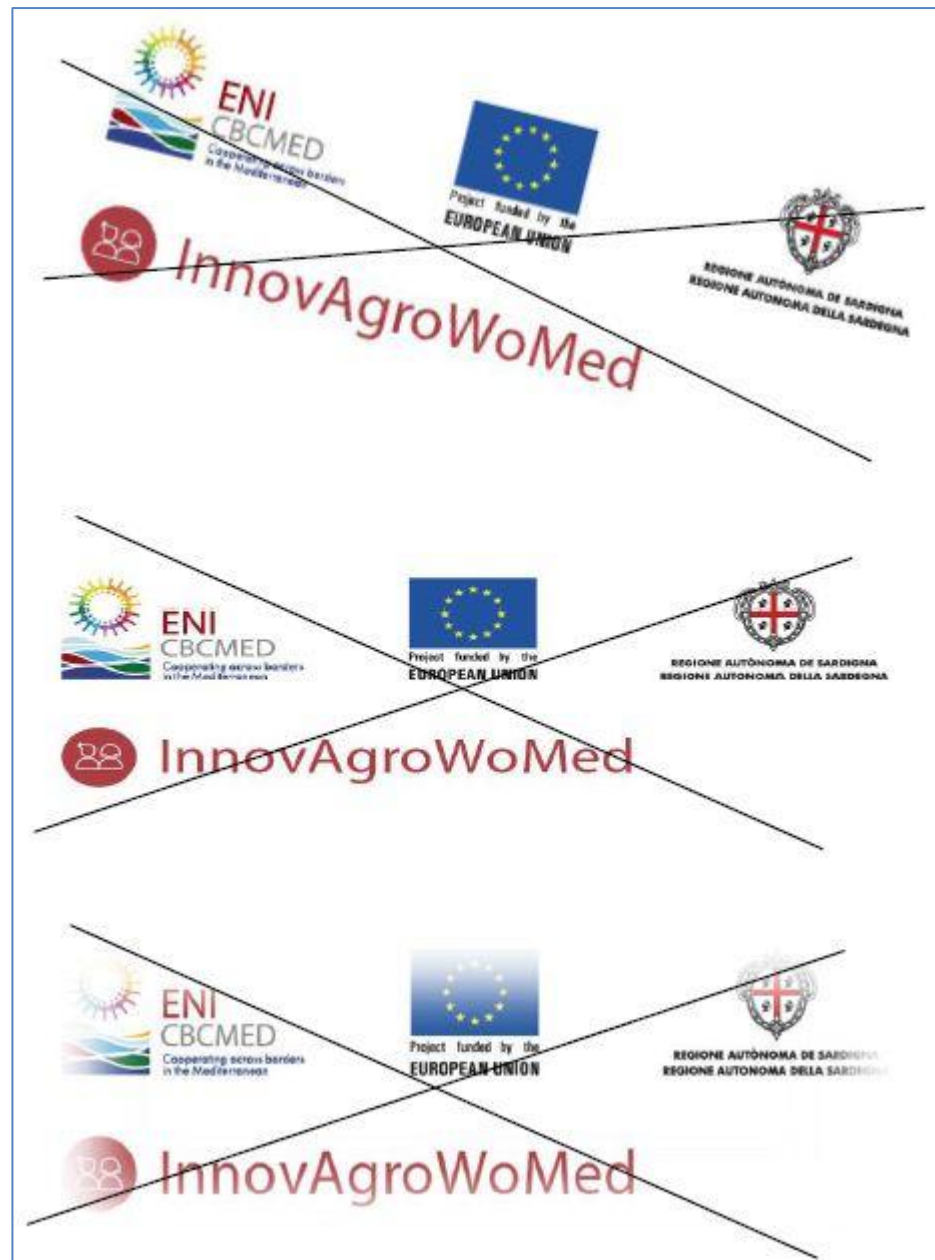
7.2.   Institutional websites

All partners and beneficiaries have to publish information about the project on their institutional websites (where such websites exist), providing a short description of the project, its aims, expected results, partnership and highlight the financial support received from the European Union through the ENI CBC Med Programme. This information can be edited in national languages and has to include the project logo placed in a visible place. A link to the project webpage on the Programme website shall be included.

The MA will check the adequate display of this information.

7.3.   Media relations, printed material, audio-visual material

In the course of its implementation, the project is expected to issue regular press releases, printed materials and audio-visual materials. All materials shall contain the following elements:

- The project logo
- A clear reference that the project is funded by the EU under the ENI CBC Med Programme
- The total budget of the project as well as the amount of the contribution received (in figure + percentage)
- The following disclaimer: *"This document has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of <Lead Beneficiary's/partner's name> and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures"*

In the case of **press releases** it is important to include the name of at least one person whom the journalist can contact for further information (including email address and telephone number) and the addressee of the project webpage on the Programme website.

Long publications shall also contain the general statement about the Programme and the EU:

- *"The 2014-2020 ENI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative funded by the European Neighbourhood Instrument (ENI). The Programme objective is to foster fair, equitable and sustainable economic, social and territorial development, which may advance cross-border integration and valorise participating countries' territories and values. The following 13 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Tunisia. The Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French. For more information, please visit:* www.enicbcmed.eu".*

- *"The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".*

7.4. Events

Any kind of events (seminars, international meetings, steering committees, press conferences, trainings, public conferences, etc.) organized under a project shall always convey the messages that it is funded by the EU.

The project logo shall appear on all materials (including invitations, agenda, printouts, banners, etc.) and the European flag should be displayed in meeting rooms. Projects shall also display a banner or a roll-up poster in all events.

7.5.   Personal data

Beneficiaries must always remember to ensure that processing of personal data during project implementation and in particular in relation to communication activities complies with the requirements set in the applicable data protection legislation, in particular when applicable the EU General Data Protection Regulation (GDPR).

7.6.   Other

- **Stationery, business cards, letterheads**, etc.: stationery (e.g. letterheads, fax cover sheets, business cards, email signatures, PPT templates) used under the project shall be branded with the project logo.
- **Promotional items**: promotional material such as bags, pens, notebooks, USB sticks, etc., shall always display the project logo.
- **The scientific papers** related to funded projects must include the following sentence to highlight the financial support of the European Union: *"This publication/paper has been produced/This research has been carried out with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme"*.

Before issuing any publication, projects beneficiaries shall share the draft version with the Programme communication manager for approval.

During project implementation, Beneficiaries are required to collect samples of all produced communication materials including any related media material. Copies should be sent to the MA together with the interim/final reports.