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Communication Plan

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Fulfilling deliverable:

D.C.1.1: "Communication Plan & Reports from activities implemented"

Activity title:

A.C.1: "Communication start-up activities"

Deliverable title:

Communication Plan

Responsible partner:

LP (ANETXA SA)

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Purpose of the Communications Plan

The present Communication Plan of HEGO (BSB 987) project is produced under Group of Activity (GA) **C: “Communications”** and especially under **Activity A.C.1: “Communication start-up activities”**. It constitutes the main **Deliverable of D.C.1.1: “Communication Plan & Reports from activities implemented”** and is produced by the Lead Partner (LP) of HEGO project **Development Association of Halkidiki SA (ANETXA SA)** with the contribution of all Project Partners (PPs).

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The present Plan initially outlines the overall **Communications strategy**, while it also specifies the **Communication objectives and Target groups** that should be reached within the project partner countries and beyond. It covers the whole project implementation period (life - cycle) which spans for **30 months**, from July 2020 (month 1) to December 2022 (month 30).

Moreover, for the main project GAs, the plan outlines all the required communication actions that should be undertaken by PPs in the form of **Technical Sheets**. For each GA, the plan defines the scope and purpose of the required communication actions, while it also proposes various **communication ideas and Messages** to be transmitted during its implementation period. The **nature and context of communication activities** are also determined, along with the responsibilities for delivering the activities (by the partners and the dedicated persons). The plan also determines the **communication Tools** to be used and, furthermore, it specifies the key performance **Indicators** of the communication plan to be achieved. Finally, the plan specifies the **Visual Identity** of the project (Logo) and various **graphic design Templates** for its various uses within the HEGO project life-cycle.

A. Brief Description of the Project

A.1 Introduction

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Project countries (Greece, Moldova, Georgia and Armenia) share a rich biodiversity and endemism of herb plant species, as well as an interconnected herbal medicine and food historical tradition. However, the overexploitation of wild growing endangered and endemic herb plant species, due to the inappropriate collection methods from the wild and the rapidly growing demand for herb products to 2025 (according to recent studies), resulted to an unsustainable wild growing herbs utilization as well as production efficiency. The unsustainable and doubtful economic future of local people in areas with rich biodiversity, like mountainous population in Project countries, is the bottom line of these environmental and socio-economic risks.

All Project Partners (PPs) acknowledging the above challenges have designed a project that will contribute to the change of the production model for herb products in all Project countries, and which will in turn lead to positive effects on both improving the economic and business performance of the herb sector and, indirectly, on contributing to the biodiversity conservation of endemic herb plant species.

A.2 The HEGO project

The **Herbs for Growth (HEGO)** Project (Id: **BSB987**) is a project funded by ENI CBC Black Sea Basin Programme with a duration of **30** months, from **July 2020** to **December 2022**.

The project aims at the **modernisation of enterprises associated with cultivation, production and promotion of diversified, sustainable, value added herb products and the enhancement of cross-border trade opportunities for local herb enterprises in Black Sea Basin countries participating in HEGO Project (Greece, Moldova, Georgia and Armenia).**



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The long-term impact of the above described Project Overall Objective is the diversification of mainstream agricultural and connected activities, sustainable exploitation of local herbs by local people using ICT, the permanent establishment cross-border networking and trade schemes with thematic focus on herb products and brands, influencing the herb markets in these countries.

The HEGO Project has 2 Project Specific Objectives (PSOs):

1. PSO1: Modernisation of herb enterprises

The modernisation of herb enterprises will be approached by promoting best practices on collection methods for freely available herb plants, by promoting cultivation-based production model for herb plants, by introducing quality, safety and environmental standards in herb cultivations and by promoting the diversification of mainstream agricultural activity with the introduction of herbs. Impact factor may be farmers' limited access to funding for putting diversification as direct priority.

2. PSO2: Networking and establishing trade linkages

The enhancement of cross-border trade opportunities for herb enterprises will be approached by introducing new marketing strategies for herb products, by promoting systematic cross-border networking schemes among different actors in herb sector and by establishing cross-border trade linkages among them, with ICT tools for better access to herb markets in Black Sea Project countries. Impact factor may be language barriers for interested target groups' members to join these promotion schemes.

Project Outputs and Results will contribute to the *Programme Expected Result under Priority 1.2 (Increased cross-border links for trade and modernisation in the agricultural and connected sectors in the Black Sea Basin)* with the following ways:

- will directly result to the **increase of training opportunities to farmers**, improving farmers' skills and competences and adoption of reducing wild herbs collection and raising quality, quantity, safety and environmental standards cultivation. In addition, **information and knowledge provided** by the training programme and e-learning platform will encourage farmers to invest in diversification of their mainstream agricultural activity and in herb



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products.

- will directly result to the improvement of **visibility, market share and prices of herb products and enterprises** connected with herb sector in cross-border trade markets.
- will contribute to the **enhancement of the exporting profiles of sustainable herb products** with marketing, branding, ICT, as well as capital investments strategies.

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Moreover, the Project will contribute to the *Programme Result Indicator for Priority RI1.2 (strength of cross-border links for trade and modernisation in agricultural and connected sectors)*:

- a) by designing and developing new training tools, methods and materials that will require strong cooperation among Project Partners during and after Project's lifetime and the mainstreaming of these tools in basic activity of each Project Partner,
- b) by committing Project Partners to provide systematic and up-to-date **information and promotion and trade opportunities to target groups' members via Business Forum and e-Business Portal**, and
- c) by ensuring the commitment of Project Partners to participate in and promote the Black Sea Herb Cluster in their countries, with a marketing and branding strategy, directed mainly to e-commerce. In this sense, Project Outputs will require active involvement and commitment of Project Partners for their activation and operation.

A.3 The HEGO partnership

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The HEGO Project is implemented by a consortium of 5 partners from 4 countries eligible under Black Sea Basin Programme, namely (Greece, Moldova, Georgia and Armenia).

Partner	Acronym	Name	Country
LP (Lead)	ANETXA SA	Development Association of Halkidiki S.A.	Greece
PP2	AUTH	Aristotle University of Thessaloniki - Special Account of Research Funds	Greece
PP3	ODIMM	Organization for Small and Medium Enterprises Sector Development	Moldavia
PP4	GFA	Georgian Farmers' Association	Georgia
PP5	CARD	Center of Agribusiness and Rural Development Foundation	Armenia

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B. HEGO Communication Strategy

The main aim of HEGO communications strategy is to **provide the necessary support for the sound implementation of all project activities that involve the mobilization of a variety of stakeholders in 4 different countries, towards a common goal of reaching the project objectives and results.**

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In HEGO, there are *two types* of communication that will be used by all project partners, taking into account the difficulties that COVID-19 imposes on all aspects of human life and especially on various communication actions that involve physical contact.

- The **Internal communication**, which will be used to facilitate the flow of information between PPs (Reports from activities implemented, documents, messages etc) and maximize synergies for the effective implementation of all project activities during the project's lifecycle. The main principles on which internal communication will be based are Transparency, Openness, and Inclusion in the decision-making process.

In the following Table, all contact details of the members of Project Partner teams for the HEGO project are presented.



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PARTNERS		HEGO Project team			Contact information		
		Name	Position	Email address	Telephone number	fax	
ANETXA	LP	Tassos Livadiotis	Project Coordinator/ Member of Steering Committee	livadiotis@anetxa.gr	(0030) 2371024407	(0030) 2371024314	
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		Stefanos Stamatakis	Administration Activities	stamatakis@anetxa.gr			
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GFA	PP4	Rati Kochlamazashvili	Member for the Steering Committee	rkochlamazashvili@gfa.org.ge	+995 555 280818		



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		Ana Menteshashvili	Expert Scientist (junior)	amenteshashvili@gfa.org.ge	+995 598 796090	
		Natia Grigolia	Financial Manager	ngrigolia@rda.ge	+995 577 989884	
CARD	PP5	Sona Telunts	Project Coordinator / Member of Steering Committee	sona.telunts@card.am	37498546074	
		Anna Mangasaryan	Expert Scientist	anna.mangasaryan@card.am	37491515777	
		Tamar Sargsyan	Expert Scientist	tamar.sargsyan@card.am	37494450801	

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- The **External communication**, which is the subject of the present Communication Plan, includes all communication **Actions, Activities and Tools** that will be used by PPs in order to reach the key audiences and **Target Groups** in local/regional/national/international level with different communication objectives.

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To **minimize physical contact**, the partnership will make extensive use of techniques and tools, such as:

- Direct telephone calls,
- VOIP applications,
- E-mail services,
- Cloud storage technologies,
- Website Content Management Systems (CMS)

In the HEGO project context, **GA C: Communication** is the dedicated Group of Activities (GA) that incorporates specific communication actions that have been collectively designed to apply to different target groups with different messages, and which are all supported by an underlying communication's strategy.

In this sense, the project's communication strategy will try to give answers to the following, essential to HEGO's success, communication requisites/questions:

- **Who will use HEGO'S main outputs?**
- **How will PPs involve target groups (and other shareholders) in the development of the project main outputs?**

The answer to the first is, logically, the **Target Groups** of communication actions which PPs will identify and contact via various communication tools and techniques (described in Section B.3), while the answer to the latter is the essence of HEGO's communication strategy that tries **to link specific target audiences to specific project outputs (produced under specific project GAs)**.

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To achieve this, PPs are suggested to engage in communication actions during the implementation of all HEGO project Groups of Activities (GAs) and to make use of **2 kinds of communication tools**:

- ✓ **Interpersonal, two-way communication tools**, such as: Dialogues, face-to-face conversations, Group discussions, Conferences, Brokerage events, Round tables, Exhibitions, Meetings, Workshops, Open days, Telephone calls, E-mail information service (question and answer), Internet debate. The *Interpersonal (2-way communication)* is more suitable for **smaller audiences** and specifically good for **acquiring input** since they are more **interactive**. Moreover, while **they require more effort and time**, they are more **flexible** (easy to change tone and content) and have **low costs**.
- ✓ **Mass media, one-way communication tools**, such as: Newspapers and magazines, Press releases, Newsletters, Manuals, Brochures, booklets, flyers, Letters, Posters, Stickers, Banners, Billboards, Website, Policy briefs. *Mass media, one-way communication* is suitable for targeting **larger audiences**, to **stimulate interest** and to **multiply the transmitted messages** to the wider community using the credibility of the mass media.

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The *detailed* communication actions that PPs should engage in are **categorized according to specific HEGO project Group of Activities GAs** and are presented in subsequent section B.4 of the present plan.

B.1 Communication Target Groups - Key actors/audiences

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From the project’s initial design phase, all PPs have been assessed as to their **capacity to mobilize several Key actors and target audiences (Target groups)** during the project’s implementation phase, since it was widely understood that a critical success factor of the HEGO project will be the mobilization of several key actors in the Value Chains of the Herb sector in the respective project countries local/regional/national economies.

To this end, Project Partners have identified *different profiles of Key actors according to their role* during HEGO’s implementation lifecycle:

- Immediate environment and partners’ networks,
- Direct users and final beneficiaries,
- Multipliers, decision-makers and policy makers,
- Public at large and
- Cross-border organizations (mainly Black Sea Networks).

Especially for *Key Actors* such as local, regional and national authorities, sectoral agencies, interest groups including NGOs and business support organizations, all PPs preserve *direct links and established connections and relations* with such organizations.

In the HEGO project context, PPs have collectively identified the following **communication Target Groups** together with the related **Target Value/indicator**:

TARGET GROUPS	Target Value
Local Public Authorities	40
Regional public authorities	20
National public authorities	5
Sectoral agencies	13
Interest groups including NGOs	150
Education/training centres and schools	20
SMEs	500
Business support organisations	150

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Others

500

All PPs are encouraged to identify their country-specific target groups through a stakeholders' mapping process. This identification of the existing target groups includes the creation of Contact Lists that will contain information such as:

- ✓ the names of target organizations and its members,
- ✓ type of activity,
- ✓ contact information,
- ✓ location/geography,
- ✓ product type for SMEs,
- ✓ products or services provided,

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according to their field of activity (food, industry, essential oils, cosmetics and medicine). These Contact Lists should be under constant revision to include more information as the project progresses.

In this framework, PPs will identify, communicate and attract several individuals and organizations under the above categories of target groups in order to engage them in the project Activities that will be performed in all four project countries. The engagement of these target groups is critical, as the success of project Activities is dependent on the participation of these key target groups' members. The overall engagement of target groups in the context of project-specific Communications Activities (GA_C.1 to GA_C.5) will be implemented using various communication techniques and tools.

To this end and for ease of use, all project communication actions are **categorized according to specific HEGO project Group of Activities GAs** including selected Key messages to be used according to different circumstances, which are all and are presented in subsequent section B.4 of the present plan.

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B.2 Key Messages

As described above, each communication action is targeted towards selected audiences, each of them having different demographic or socio-economic profile that require a different approach.

PPs are advised to use **Key messages that are short and simple** so that are easily remembered and help engage our Target Groups. PPs can use **different messages for different Target Groups**. For example, for the experts the message can be technical, but for the general public it should be a simplified version of the message.

The main ideas behind the messages transmitted vary between a simple stimulation of interest in the project or some of its activities, to a more detailed information exchange that can lead to a mutual understanding on which stakeholders can build upon for further collaboration.

Talking into account the content of HEGO project and the communication strategy, PPs can use the following messages (examples) that can be **customized in their content** by PPs according to the audiences targeted at each time.

Idea	Message (example)
Stimulation of interest in HEGO and xyz Activity	<p>“HEGO is an <u>opportunity</u> for Herb actors to work together and benefit from this collaboration”</p> <p>or:</p> <p>“Herb producers/enterprises in 4 countries are cooperating. Will YOU be left behind?”</p>
Starting a dialogue (sharing information)	<p>“We need your expertise and knowledge so that we plan and act <u>effectively</u> for everyone”</p> <p>or:</p> <p>“Without you, the project will miss some important input”</p>
Awareness Raising	<p>“Herbs can be a profitable business, only if we let them exist. The wild-growing endangered and endemic herb plant species should be protected”</p> <p>or:</p>

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	“Working together creates more opportunities than working alone”
Motivation for Participation	<p>“If you don’t participate in XYZ event/action you are going to <u>miss the opportunity</u> to: i.e</p> <ul style="list-style-type: none"> a) gain support from experts, b) meet business/trading partners, c) share your ideas, d) demonstrate your products/services”
Dissemination for Understanding	<p>“The significant <u>positive impact</u> of HEGO Project will be the change of the production model of herb products. This will a) improve the economic and business performance of the herb sector and b) indirectly, contribute to the biodiversity conservation of our precious endemic herb plant species”</p>

These Key messages should be used consistently, on promotional material as well in speeches and interviews. PPs are advised to consistently **target the right people with the right message** according to the different communication needs during HEGO’s Activities, as presented in the **following section**.

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B.3 Communication Tools

There are **two main groups of communication tools** which PPs are free to use in their *external* communication actions for the HEGO Project:

A. Interpersonal, two-way communication tools

The Interpersonal, two-way communication is more suitable for **smaller audiences** and specifically good for **acquiring input** since they are more **interactive**. Moreover, while **they require more effort and time**, they are more **flexible** (easy to change tone and content) and have **low costs**.

Examples:

- Telephone calls,
- Dialogues / Face-to-face conversations,
- E-mail information service (question and answer),
- Group discussions,
- Conferences/Events,
- e-Business Forum,
- Exhibitions, Meetings,
- Workshops,
- Open days,
- Internet debate.

B. Mass media, one-way communication tools

Mass media, one-way communication is suitable for targeting **larger audiences**, to **stimulate interest** and to **multiply the transmitted messages** to the wider community using the credibility of the mass media. Examples:

- HEGO website,
- Press releases in Newspapers and magazines,
- Manuals, **Common borders. Common solutions.**



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- Brochures/Booklets/Flyers,
- USB sticks / Pens / labels
- Letters,
- Posters,
- Banners (roll-up and e-Banners),
- Policy briefs.

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In general, all of the Project's communication tools should be designed according to the following **design principles**:

1. **Accessibility for all**
2. **Ease of Use**
3. **Uniformity of graphical applications**
4. **Aesthetics**
5. **Content in English language**

B.3.1. Visual Identity Templates - Project LOGO

A clear and distinct visual identity is essential for a uniform and effective dissemination of the project activities and results. This is why a consistent and easily-recognizable visual identity has been developed for HEGO Project.

PPs will use it across all communication activities and products (design and layout of publications, web content, presentations and other communication products) to guarantee a common look and feel and ensure consistency in the target's mind.

The materials that should follow Graphic standards manual are attached as an **Annex** to the present Plan.

B.4 Communication Activities

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GA_T1	Market Research for current situation and training needs on herb sector
Activities	<p>A.T1.1 - Market Research Review</p> <p>A.T1.2 - Development of the Market Research Survey Protocol</p> <p>A.T1.3 - Implementation of Market Research Surveys</p> <p>A.T1.4 - Processing and analysis of data collected from Market Research Surveys</p> <p>A.T1.5 - Final reporting on Market Research Surveys</p>
Deliverables	<p>D.T1.1.1 - Market research studies review material</p> <p>D.T1.2.1 - Integrated Survey Protocol and accompanying tools</p> <p>D.T1.3.1 - Market Research Surveys folder</p> <p>D.T1.4.1 - Market Research Surveys' Integrated Database</p> <p>D.T1.5.1 - Final Cross-country Report on Market Research Surveys results</p>
Partners Involved	<p>Responsible PP for GA: PP2_AUTH</p> <p>Input by: All Partners</p>
Communication Target Groups	<ul style="list-style-type: none"> • Farmers, Herb producers/enterprises • Local public authorities • Regional public authorities • National public authorities • Sectoral agency • Interest groups including NGOs • Education/training centres and schools • SME • Business support organisations

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<p>Communication actions – Key Message</p>	<p>The present GA consists of the following Activities:</p> <p>A.T1.1 - Market Research Review</p> <p>A.T1.2 - Development of the Market Research Survey Protocol</p> <p>A.T1.3 - Implementation of Market Research Surveys</p> <p>A.T1.4 - Processing and analysis of data collected from Market Research Surveys</p> <p>A.T1.5 - Final reporting on Market Research Surveys</p> <p>By their content, Activities A.T1.1 and A.T1.3 are mostly the ones that require PPs to engage in communication actions.</p> <p>1. <u>In the context of Implementation of Activity A.T1.1 - Market Research Review:</u></p> <p>Project Partners preserve direct links and established connections and relations mainly with organizations such as local, regional and national authorities, sectoral agencies, interest groups including NGOs and business support organisations. These established relations will facilitate Project Partners to request and have direct access to reports, surveys, archives, policy documents, and statistical data that are available from these organizations. Especially for SMEs and training centers, similar connections will facilitate the communication and permission from these organisations for access to data and individual interviews with managers and trainers as well as open invitations and telephone interviews.</p> <p><u>Suggested Messages:</u></p> <p>PPs are encouraged to use messages that are directed towards <i>expert</i> audiences and not the general public, such as:</p> <ul style="list-style-type: none"> ✓ Stimulation of interest in HEGO ✓ Starting a dialogue (sharing information) ✓ Motivation for Participation ✓ Dissemination for Understanding <p><u>Suggested Communication Tools:</u></p> <p>PPs are encouraged to use interpersonal, two-way communication <i>(if allowed)</i></p>
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under pandemic rules) such as:

- Dialogues, face-to-face conversation
- 1 on 1 telephone calls
- Meetings, Site visits
- Voip communications
- E-mail information service (question and answer)
- Roundtables

2. In the context of Implementation of Activity A.T1.3 - Implementation of Market Research Surveys:

PPs will identify, communicate and attract several individuals and organisations under the predefined categories of target groups in order to **engage them in the Market Research Surveys** that will be performed in Project countries by providing individual interviews with policy makers, representatives from decision bodies and other managers working in relevant departments or Projects. The engagement of these target groups is direct and critical, as the successful implementation of the GA_T1 is depended upon their extended participation.

Suggested Messages:

PPs are encouraged to used **messages** that are directed towards both *expert* audiences and more *general public (producers, SMEs)* so as to engage them in the Survey, such as:

- ✓ Stimulation of interest in HEGO
- ✓ Starting a dialogue (sharing information)
- ✓ Awareness Raising
- ✓ Motivation for Participation
- ✓ Dissemination for Understanding

Suggested Communication Tools:

PPs are encouraged to use a mixture of **interpersonal, two-way communication** (*if allowed under pandemic rules*) such as:

- 1 on 1 telephone calls,



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	<ul style="list-style-type: none"> • Dialogues, face-to-face conversation, • E-mail information service (question and answer), • Voip communications <p>and <i>to a lesser extent</i>, mass media, one-way communication, such as:</p> <ul style="list-style-type: none"> • announcements via PP's websites, • public free announcements via newspapers, • Press releases, • social media communication.
Timeframe	<p>July 2020 – April 2021</p> <p><i>(Months 1 to 10)</i></p>



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GA_T2	Training programme for modernisation of herb enterprises
Activities	<p>A.T2.1 - Development of concepts and contents of training modules (curriculum)</p> <p>A.T2.2 - Development of training modules, training methodology and learning materials</p> <p>A.T2.3 - Organisation of training seminars in Project countries</p> <p>A.T2.4 - Adjustment of training modules in PP2 e-learning platform</p> <p>A.T2.5 - Organisation of training sessions via PP2 e-learning platform</p>
Deliverables	<p>D.T2.1.1 - Training curriculum with description of modules structure and content</p> <p>D.T2.2.1 - Training modules with materials & Training methodology</p> <p>D.T2.3.1 - 4 Final national reports and evaluation of training seminars</p> <p>D.T2.4.1 - Adjustment Guide for introduction of learning modules and training methodology via PP2 e-learning platform</p> <p>D.T2.5.1 - Users' Guide for e-learning platform</p>
Partners Involved	<p>Responsible PP for GA: PP2_AUTH</p> <p>Input by: All Partners</p>
Communication Target Groups	<ol style="list-style-type: none"> 1. Farmers, Herb producers/enterprises 2. Interest groups including NGOs 3. SMEs 4. Education, training centers and Schools 5. Intermediary farmer's organisations and representative institutions 6. Others

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<p>Communication actions – Key Message</p>	<p>The present GA consists of the following Activities:</p> <p>A.T2.1 - Development of concepts and contents of training modules (curriculum)</p> <p>A.T2.2 - Development of training modules, training methodology and learning materials</p> <p>A.T2.3 - Organisation of training seminars in Project countries</p> <p>A.T2.4 - Adjustment of training modules in PP2 e-learning platform</p> <p>A.T2.5 - Organisation of training sessions via PP2 e-learning platform</p> <p>HEGO training programme is designed especially for herb farmers and agricultural or non-agricultural enterprises (Others) connected with the herb sector. Members from these target groups will be involved in the GA2 Activities as trainees and attendants in the training seminars and e-learning training courses in the A.T 2.3 and A.T 2.4. Moreover, Education & training centers will be positively influenced by HEGO Project outputs and will be potential end-users of the Project outputs, especially the HEGO training programme.</p> <p><u>Suggested Messages:</u></p> <p>PPs are encouraged to used messages that are directed towards the more <i>general public (farmers, herb producers, SMEs)</i> so as to motivate them to participate in the training programme, such as:</p> <ul style="list-style-type: none"> ✓ Stimulation of interest in HEGO ✓ Awareness Raising ✓ Motivation for Participation
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	<p>✓ Dissemination for Understanding</p> <p><u>Suggested Communication Tools:</u></p> <p>In order to reach potential trainees PPs are encouraged to use predominately mass media, one-way communication, such as:</p> <ul style="list-style-type: none"> • announcements via PP’s websites, • public free announcements via newspapers, • Press releases, • social media communication, <p>and to a lesser extent interpersonal, two-way communication <i>targeted towards intermediary farmer’s organisations and representative institutions</i> that can act as multipliers of the message (to attract their members as participants in the training programme), such as:</p> <ul style="list-style-type: none"> • 1 on 1 telephone calls, • E-mail information service, • Voip communications
<p>Timeframe</p>	<p>January 2021 – June 2022</p> <p><i>(Months 7 to 24)</i></p>



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GA_T3	Establishment and operation of the network “Black Sea Herb Business Forum”
Activities	<p>A.T3.1 - Development of the Memorandum of Understanding and the Operational Plan of the Business Forum</p> <p>A.T3.2 - Design and upload of the HEGO e-Business Portal in PP3 Portal and development of Users’ Guide</p> <p>A.T3.3 - Development of the Implementation Guide for organizing the annual conferences of Black Sea Herb Business Forum</p> <p>A.T3.4 - Organisation of Conferences of Business Forum in Greece, Armenia and Moldova</p>
Deliverables	<p>D.T3.1.1 - Memorandum of Understanding & Operational Plan</p> <p>D.T3.2.1 - HEGO e-Business Portal Users' Guide</p> <p>D.T3.3.1 - Implementation Guide for organizing the annual conferences of Black Sea Herb Business Forum</p> <p>D.T3.4.1 - Preparation & Reporting Folders for the Annual Conferences</p>
Partners Involved	<p>Responsible PP for GA: PP3_ODIMM</p> <p>Input by: All Partners</p>
Communication Target Groups	<ul style="list-style-type: none"> • Farmers, Herb producers/enterprises • Local public authorities • Regional public authorities • National public authorities • Sectoral agencies • Interest groups including NGOs • Education/training centres and school • Enterprise, excluding SMEs • SMEs • Others

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**Communication
actions –
Key Message**

The present GA consists of the following Activities:

- A.T3.1 - Development of the Memorandum of Understanding and the Operational Plan of the Business Forum
- A.T3.2 - Design and upload of the HEGO e-Business Portal in PP3 Portal and development of Users' Guide
- A.T3.3 - Development of the Implementation Guide for organizing the annual conferences of Black Sea Herb Business Forum
- A.T3.4 - Organisation of Conferences of Business Forum in Greece, Armenia and Moldova

In the context of the Implementation GA3, Project Partners will mobilize the organisations attracted during GA1 and GA2 as well as during Communication GA (including farmers under the category "Others"). The engagement of the identified target groups is direct and critical, as the Black Sea Herb Business Forum aims at developing networking relations with any interested organisation connected with herb sector. The overall engagement of target groups in this GA will be implemented with the following practices and tools: Project Partners will address to organizations and enterprises from their direct and wider environment and communicate the establishment of the network via **mobilization meetings (A.T 3.1), information & publicity tools and social media communication tools**. PPs will identify and approach all major relevant stakeholders playing a significant role in herb sector as well as any interested individual or organization who is interested in **participating in the conferences and follow the HEGO e-Business Portal**.

Especially for local, regional and national authorities, sectoral agencies, interest groups including NGOs and business support organisations: all Project Partners involved preserve direct links and established connections and relations will such organizations. The established relations will facilitate Project Partners to effectively attract these organizations to participate in Forum conferences as well as to follow the HEGO e-Business Portal and provide their feedback. Especially for individual farmers, SMEs and training centers, similar connections will facilitate the communication and dissemination of GA3 outputs. In conclusion, all the



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above mentioned target groups will be attracted in order to participate in national Forum conferences, follow the e-Business Portal and finally included in the network.

Suggested Messages:

PPs are encouraged to use **messages** that are directed mainly towards *expert audiences* and the *general public* so as to motivate them to **participate in the conferences and follow the HEGO e-Business Portal**, such as:

- ✓ Stimulation of interest in HEGO's Business Forum and Conferences
- ✓ Awareness Raising
- ✓ Motivation for Participation
- ✓ Dissemination for Understanding

Suggested Communication Tools:

In order to reach the above mentioned Target Groups, PPs are encouraged to use predominately **mass media, one-way communication**, such as:

- Announcements via PP's websites,
- Public free announcements via newspapers,
- Press releases,
- Social media communication,

and to a lesser extent **interpersonal, two-way communication targeted towards intermediary organisations and representative institutions** that can act as **multipliers** of the message (attracting their members to participate in HEGO's activities) , such as:

- 1 on 1 telephone calls,
- E-mail information service,
- Voip communications



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Timeframe	July 2020 – December 2022 <i>(Months 1 to 30)</i>
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GA_T4	Preparatory actions for “Black Sea Herb Cluster”
Activities	<p>A.T4.1 - Review on case studies with clusters in Black Sea Project countries</p> <p>A.T4.2 - Consultation process and discussion on the aims, objectives and structure of the Cluster with stakeholders and end beneficiaries</p> <p>A.T4.3 - Development of the maturity toolkit for Black Sea Herb Cluster</p>
Deliverables	<p>D.T4.1.1 - Review Report on case studies with clusters</p> <p>D.T4.2.1 - Report on consultation process results</p> <p>D.T4.3.1 - Maturity Toolkit for Black Sea Herb Cluster</p>
Partners Involved	<p>Responsible PP for GA: PP4_ANETXA</p> <p>Input by: All Partners</p>
Communication Target Groups	<ul style="list-style-type: none"> • Farmers, Herb producers/enterprises • Local public authorities • Regional public authorities • National public authorities • Sectoral agencies • Interest groups including NGOs • Higher education and research • Education/training centres and school • SMEs • Business support organisations • Others



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**Communication
actions –
Key Message**

The present GA consists of the following Activities:

- A.T4.1 - Review on case studies with clusters in Black Sea Project countries
- A.T4.2 - Consultation process and discussion on the aims, objectives and structure of the Cluster with stakeholders and end beneficiaries
- A.T4.3 - Development of the maturity toolkit for Black Sea Herb Cluster

In the context of the Implementation GA4, Project Partners will mobilize the organisations attracted during GA1, GA2 and GA3 as well as during Communication GA. The engagement of the identified target groups will be mainly implemented during the **A.T 4.2 extended consultation process in all Project countries**, under which 330 members of the selected target groups will be approached via meetings and will be interviewed. The overall engagement of target groups in this GA will be implemented with the following practices and tools: Project Partners will address to organizations and enterprises from their direct and wider environment and communicate the establishment of the network via mobilization meetings, information & publicity tools and social media communication tools. PPs will identify and approach all major relevant stakeholders playing a significant role in herb sector as well as any interested individual or organization who is interested in participating the HEGO Cluster. Especially for local, regional and national authorities, sectoral agencies, interest groups including NGOs and business support organisations: all Project Partners involved preserve direct links and established connections and relations will such organizations. The established relations will facilitate Project Partners to effectively attract these organizations to participate in the HEGO Cluster and provide their feedback. Especially for individual farmers, SMEs and training centers, similar connections will facilitate the communication and dissemination of GA4 outputs.

Suggested Messages:

PPs are encouraged to use **messages** that are directed mainly towards *expert* audiences and the *general public* so as to motivate them to **participate in the HEGO Cluster**, such as:

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	<ul style="list-style-type: none"> ✓ Stimulation of interest in HEGO's Cluster ✓ Awareness Raising ✓ Motivation for Participation in HEGO's Cluster ✓ Dissemination for Understanding <p><u>Suggested Communication Tools:</u></p> <p>In order to reach the above mentioned Target Groups, PPs are encouraged to use predominately interpersonal, two-way communication targeted towards expert audiences , such as:</p> <ul style="list-style-type: none"> • 1 on 1 telephone calls, • E-mail information service, • Voip communications <p>and to a lesser extent mass media, one-way communication, such as:</p> <ul style="list-style-type: none"> • Announcements via PP's websites, • Public free announcements via newspapers, • Press releases, • Social media communication
<p>Timeframe</p>	<p>January 2021 – December 2022</p> <p><i>(Months 7 to 30)</i></p>

B.5 Communication's Budget in the HEGO project context

In the HEGO project context, GA_C: **Communication** is the dedicated Group of Activities for communications actions. It runs horizontally for the whole project period of **30 months** and contains **five (5) Activities** and the respective Deliverables that should be produced by all PPs. All of the above are presented in the following Table.

Activity	Contractual Deliverables	PP	Input by	Start Month	End Month
A.C.1 - Communication start-up activities	D.C.1.1 - Communication Plan & Reports from activities implemented	ANETXA	ALL PARTNERS	1	30
A.C.2 - Digital activities	D.C.2.1 - Development of Project website and presence in social media	ANETXA	ALL PARTNERS	1	30
A.C.3 - Promotional material	D.C.3.1 - 4 Promotional Material Packages	ANETXA	ALL PARTNERS	1	21
A.C.4 - Public Event(s)	D.C.4.1 - 3 Dissemination local meetings	ANETXA	ALL PARTNERS	1	30
	D.C.4.2 - 4 National & International Conferences				
A.C.5 - Publication(s)	D.C.5.1 - 8000 Booklets with final Project results	ANETXA	ALL PARTNERS	1	30

The following table presents the total project **budget** split by Groups of Activities and partners. The **Common borders. Common solutions.**



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total amount for communication is 82.805,00 € and comprises the 11,10% of the total budget.

Partner	GA M	GA T1	GA T2	GA T3	GA T4	GA C	Total Budget
1 - ANETXA SA	93.123,00	-	26.500,00	21.300,00	25.000,00	18.996,00	184.919,00
2 - AUTH	154.599,00	-	-	-	6.500,00	15.000,00	176.099,00
3 - ODIMM	46.265,00	5.700,00	26.990,00	17.470,00	5.000,00	21.115,00	122.540,00
4 - GFA	62.582,00	6.750,00	20.238,00	16.500,00	7.500,00	17.994,00	131.564,00
5 - CARD	82.461,00	8.400,00	11.000,00	19.300,00	-	9.700,00	130.861,00
Total	439.030,00	20.850,00	84.728,00	74.570,00	44.000,00	82.805,00	745.983,00
Percentage Of Total Budget	58,85 %	2,79 %	11,35 %	9,99 %	5,89 %	11,10 %	100,00 %

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B.6 Indicators

Output Indicator	Target Value
HEGO Website	1
HEGO Logo	1
Leaflets	12.000
Brochures	12.000
Banners	400
Pens/pencils	4.000
Envelopes	4.000
Post envelopes	4.000
USB sticks	2.000
DVDs	2.000
Notebooks	4.000
Dissemination local Meetings	3
Forum Conferences	3
Final Booklet	8.000

Result Indicator	Target Value
No of Local Public Authorities reached	40
No of Regional public authorities reached	20
No of National public authorities reached	5
No of Sectoral agencies reached	13
No of Interest groups including NGOs reached	150
No of Education/training centres and schools reached	20
No of SMEs reached	500
No of Business support organisations reached	150
No of Others reached	500

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ANNEX: Graphic templates, applications

1. Project Logo



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2. Templates for office applications

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Project Partners are encouraged to use the following templates when engaging in communication or dissemination activities

Word (or any office software equivalent) template



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HEGO



Black Sea
CROSS BORDER
COOPERATION

Lorem Ipsum

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour, and the like).



Excel (or any office software equivalent) template

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
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Powerpoint (or any office software equivalent) template – 1st version

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Powerpoint (or any office software equivalent) template – 2nd version

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01

**THIS IS A GREAT
HEADLINE**

And this is the subtitle that makes it
comprehensible

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02

SECTION 02

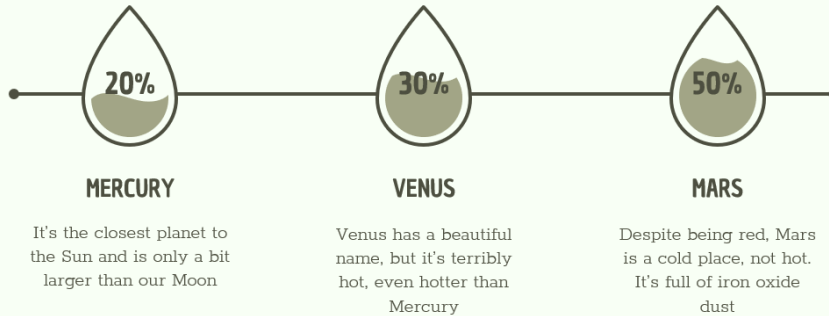
This is the subtitle that makes
it comprehensible



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REINFORCE THE CONCEPT USING INFOGRAPHICS!



3. Printed Roll-up Banners

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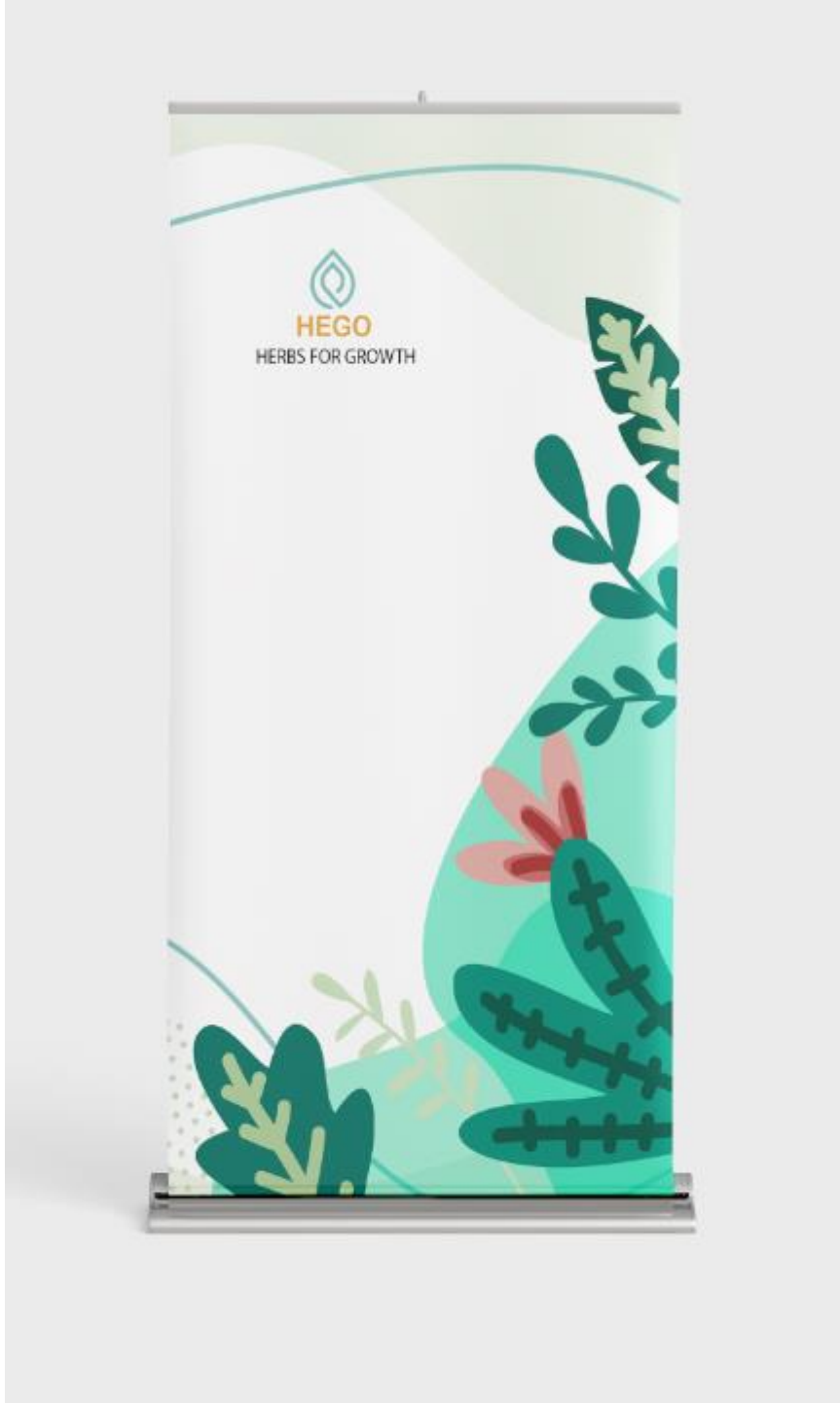


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4. E-Banners, Posters

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HERBS FOR GROWTH



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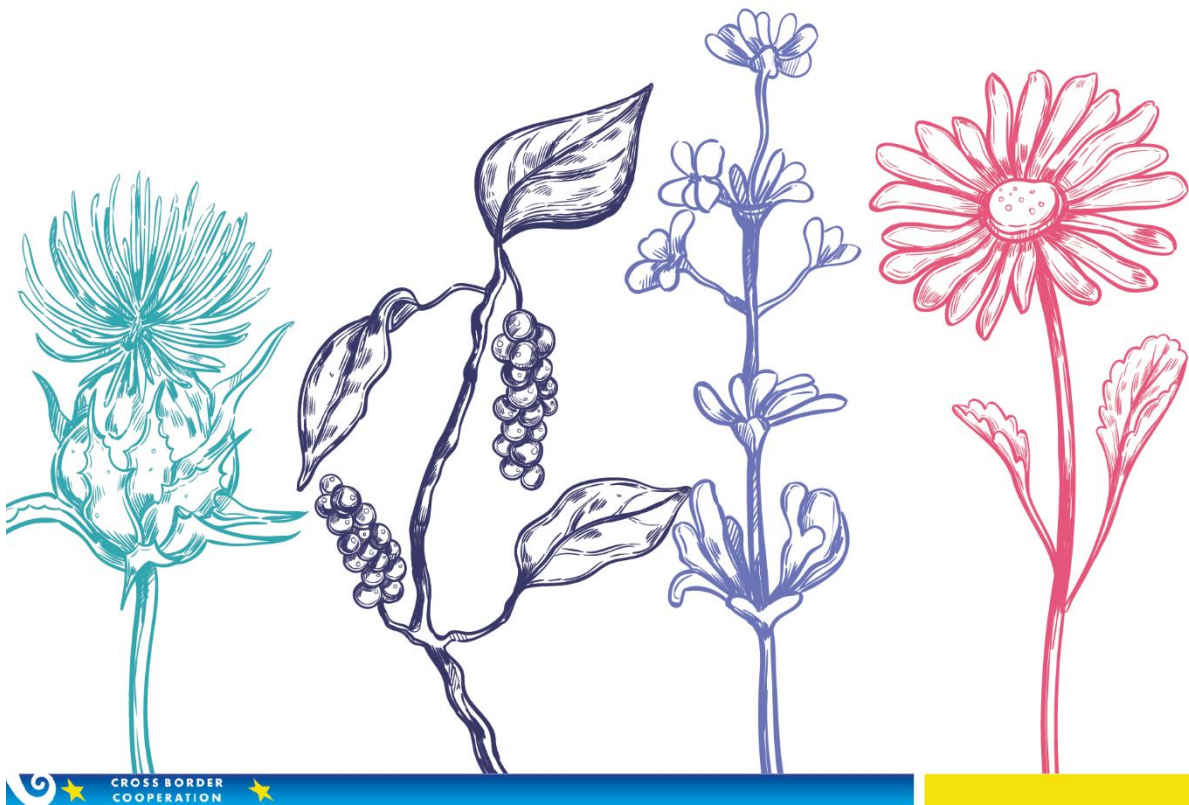
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HERBS FOR GROWTH



5. Project DVDs

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6. Product Label & Application

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5K HI-RESOLUTION | PSD. FORMAT



photo-realistic

Herbs for Growth

HIGH QUALITY, PREMIUM, MINIMALISTIC
& PHOTO-REALISTIC MOCKUPS

47



7. Pen

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8. USB stick

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