



SME ORGANICS

Interreg Europe



European Union
European Regional
Development Fund

Communication Next steps

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Semester 3

Communication and dissemination activities will continue during the third semester both at the broad EU level and at the regional level. The communication officer (LP) will continuously coordinate the on-going dissemination of the project according to the communication strategy, with the use of the balance score card for monitoring activities and their impact and in close coordination with IFOAM'EU for the EU-wide level.

The following activities will be carried out:

- ❖ External contract by IFOAM-EU for the professional **lay-out of the SME-ORGANICS Method Guide**. The guide will be published in English and project partners will be in charge of printing costs. Translation to partner languages will be made if deemed necessary by partners. A digital version will be available on the projects' website.
- ❖ **Monthly update of the project website** in the INTERREG EUROPE platform and updates under IFOAM-EU's own website (quarterly) and news features (half yearly) on the basis of partners' contributions.
- ❖ **Update of social media profiles** by project partners own communication officers.
- ❖ **Press releases** in connection to the field visits in Aquitaine (France) and South Ostrobothnia (Finland). **Video shootings** of the field visits will be taken by the partners Communication Officers.
- ❖ **Monitoring of relevant related events** at EU level by LP and feedback to all partners. Delivery of a dissemination impact report by the participating partners to the Steering Group.



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Lay-out of the SME-
ORGANICS Method Guide.





Monthly update of the project website in the INTERREG EUROPE platform and updates under IFOAM-EU's own website (quarterly) and news features (half yearly) on the basis of partners' contributions.



3



Update of social media profiles
by project partners own
Communication Officers.



4

Press releases in connection to the field visits in South Ostrobothnia (Finland). Video shootings of the field visits will be taken by the partners Communication Officers.



5

5



Press releases in connection to the field visits in Puglia (Italy) and Navarra (Spain). Video shootings of the field visits will be taken by the partners' Communication Officers in Puglia.



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6



Monitoring of relevant related events at EU level by LP and feedback to all partners.

Delivery of a dissemination impact report by the participating partners to the Steering Group.



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Thank you!

Questions welcome



Project smedia