COMMUNICATION PLAN: CeiA3

“Your future, our commitment”

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I. Diagnosis

A. Introduction

Background

On November 26, 2009, the International Campus of Excellence Agrifood, CeIA3 (Agro Food Andalusia), which involves the aggregation of the universities of Almeria, Cadiz, Huelva, Jaen and Cordoba and led by the latter, obtained the International Campus of Excellence regional level mention.

CeIA3’s objectives are ambitious and require a firm social commitment given that the Agrifood sector of Andalusia provides a promising future for our students and many other young people.

Our project seeks to modernize and internationalize our universities so that they become a driver of change to transform the traditional economic model into a sustainable productive model based on knowledge and innovation. CeIA3 will promote this change bringing together institutions in the same geographical area that generate knowledge, among them universities, research centers and technology parks. The aim is to foment the transfer of this knowledge to society and strengthen the university’s role as an innovative institution that generates new knowledge for the benefit of society at large.

This project is grounded in the enormous potential of the Agrifood sector of Andalusia stemming from the region’s geographical location and weather conditions, as well as the variety, quantity and quality of its production and the historical and social traditions of Andalusia. To make this project a reality, it will be necessary, among other measures, to bring together the human and material resources of the region and develop clear, firm and imaginative policies that allow participation of all involved sectors: universities, business and the political sphere.

Current Situation

In terms of communication we are immersed in an International Campus of Excellence practically unknown to most of the university communities of the Consortium and in turn of Andalusia society, that’s the reason why is essential to develop strategies to determine a series of actions on communication.

This Communication Plan will focus on actions to be developed from the different universities composing the consortium, but always coordinated by the University of Cordoba as the leader of the project.
### B. SWOT

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determined commitment of government bodies of the Universities of Almeria, Cadiz, Cordoba, Jaen and Huelva to create CeiA3.</td>
<td>Lack of coordination between vocational and university training</td>
</tr>
<tr>
<td>Level of excellence identifies specialization in CeiA3</td>
<td>Need for moving forward to adapt curriculum mapping of degrees to the model of competences</td>
</tr>
<tr>
<td>Increasing evolution of research projects in European calls</td>
<td>Need for reaching an agreement on quality guarantees systems of all Universities</td>
</tr>
<tr>
<td>Degrees of international prestige related with the fields of specialization</td>
<td>No suitable particular plans for talent attraction</td>
</tr>
<tr>
<td>Prestige of centers involved in CeiA3 in terms of research, transfer and integration into the labor market</td>
<td>Limited plans to foster research and transfer</td>
</tr>
<tr>
<td>Quality of infrastructures and improvement plans of CeiA3 centers including new centers, improved ones and/or to be build</td>
<td>Lack of coordinated European projects</td>
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<tr>
<td>General use of Virtual Campus to complement classroom teaching</td>
<td>Incipient model of University-Enterprise co-working</td>
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<tr>
<td>Agreements with foreign universities to share degrees</td>
<td>Lack of entrepreneurial spirit within University</td>
</tr>
<tr>
<td>High level of international mobility</td>
<td>Lack of a structured model of international exploitation of the Intellectual Property rights</td>
</tr>
<tr>
<td>Structures to draw up certificates in demand of the social-economic structure</td>
<td>Isolated collaborations with enterprises, public entities and other knowledge stakeholders without establishing common objectives</td>
</tr>
<tr>
<td>National and international prizes for research</td>
<td>Lack of suitable policies to establish appropriate specializations within the Campus</td>
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<tr>
<td>Aggregation of first level Technologic Parks</td>
<td>Lack of impact on the society of communication plans of the activity within the University</td>
</tr>
<tr>
<td>Creation of quality Spin-offs</td>
<td>Lack of mobility due to communication and transport systems</td>
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<td>Stable cooperation of structures of University Transfer with those existing in the region.</td>
<td>Incipient sustainability policies</td>
</tr>
<tr>
<td>CeiA3 is established as a geostrategic point of connection to the knowledge, acting as enabler to meet cultures and integrate talent between the North and the South (Europe and Africa) and the East and West (Asia and America)</td>
<td>Lack of involvement of students and professors in activities promoted by the Campus/University</td>
</tr>
<tr>
<td>Excellent relations between local corporation so that urban facility can be shared and policies for the socio-cultural development can be drawn up</td>
<td>Lack of installations and services to promote balancing work and family life with the activity in the Campus</td>
</tr>
<tr>
<td>Necessity of creating a Communication direction in order to coordinate and spread every information related to the Consortium and its activity</td>
<td>Necessity of developing diffusion material about CeiA3.</td>
</tr>
<tr>
<td>Lack of presence on Social networks</td>
<td>Necessity of improving the Web TV</td>
</tr>
<tr>
<td>Necessity of improving the internal communication channels both at management level and between the</td>
<td></td>
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<tr>
<td>Opportunities</td>
<td>Threats</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Potential collaborations</strong> among research groups and other organisms at national and international level</td>
<td>The culture of the business sector is insufficient to provide financing support for research projects with the university and to establish long-term projects</td>
</tr>
<tr>
<td><strong>Capacity to develop a work model of University-Enterprise</strong> through creating strategic aggregations to carry out joint projects and use together spaces and resources</td>
<td><strong>Lack of innovation culture</strong> in the Andalusia business sector</td>
</tr>
<tr>
<td><strong>Capacity to establish a structured model of international exploitation</strong> of the Intellectual Property rights</td>
<td><strong>Low position of Spain on transfer rates</strong> at international level</td>
</tr>
<tr>
<td><strong>Power of talent attraction</strong> based on the excellence in a quality life environment of the region along with offer for social and cultural integration</td>
<td><strong>Strict mechanisms to attract talent</strong></td>
</tr>
<tr>
<td><strong>Existence of different R&amp;D + Innovation policies:</strong> Europe 2020 Strategy, University 2015 Strategy, R&amp;D + innovation Regional Policy.</td>
<td><strong>Inadequate promotion</strong> for technological and scientific studies</td>
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<td></td>
<td><strong>Current economic situation</strong></td>
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<td></td>
<td>Possible <strong>displacement of political, economic and geostrategic leadership</strong> towards areas out of European borders</td>
</tr>
</tbody>
</table>
II. Strategic Pillars

- **Identity**: CEIA3 is an International Campus of Excellence that develops, attracts and integrates the best talent in the Agrifood sector.

- **Strategic objective**: Create a dynamic ecosystem of exchange and generation of knowledge

- **Values**: Vanguard, Share

- **Message**: CEIA3 is an International Campus of Excellence that develops, attracts and integrates the best talent in the Agrifood sector. It creates a dynamic ecosystem of exchange and generation of knowledge shared in an environment of vanguard.

- **Slogan**: Your future, our commitment

- **Audiences**:
  - **Internal Audiences**:
    - Students
    - Researchers/Professors
    - Administrative staff
  - **External Audiences**:
    - Companies
    - Press
    - Other universities
    - International audiences
III. Communication plan

A. Internal Communication Plan

Internal communication is a strategic need and a basic condition so that CeIA3 faces its operation with all warranties. As stated in our slogan, any person related with the Campus should sooner than later feel involved in the creation of the best future for the CeIA3 and committed with the strategic objective. This goal will improve the Campus management, promote the quality of researching processes and foster the innovation environment. The true communication includes all activities targeted at achieving the institutional success.

A list of tools and support for internal communication has been drawn out according to three levels of internal public:

- **Level A:** In an immediate level are the students, professors and researchers of the specialization of the CeIA3.
- **Level B:** In a second level but not less important, there are the rest of members of the university communities. The objective is that all stakeholders of the promoting universities feel participants and aligned with the CeIA3 goals.
- **Level C:** The third level is made up of internal public of the institutions and aggregate firms to the International Campus of Excellence.

CeIA3 is committed from the beginning to the use of the most modern and innovative bidirectional communication means with its internal public, not meaning to abandon traditional means of internal communication. These tools are explained below, and can be expanded according to the needs of different internal publics and the technology developments.

<table>
<thead>
<tr>
<th>IC supports</th>
<th>Level A</th>
<th>Level B</th>
<th>Level C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intranet</td>
<td>Website for researchers with password</td>
<td>CeIA3 sections in the intranets of UCO, UCA, UAL, UJA y UHU</td>
<td>CeIA3 News in intranets</td>
</tr>
<tr>
<td>Digital publications</td>
<td>Fortnightly newsletter by free subscription</td>
<td>Monthly digital bulletin through e-mail addresses</td>
<td>Newsletter + Digital bulletin for discretionary use</td>
</tr>
<tr>
<td>On-line journal</td>
<td>PDF bimonthly journal</td>
<td>PDF bimonthly journal</td>
<td>PDF bimonthly journal</td>
</tr>
<tr>
<td>Web TV</td>
<td>Private channel with access through password</td>
<td>Open-access CeIA3 channel</td>
<td>Broadcasting for IP TV</td>
</tr>
<tr>
<td>Open day</td>
<td>Visits to UCO, UCA, UAL, UJA y UHU centers and aggregate entities</td>
<td>Visits to UCO, UCA, UAL, UJA y UHU centers</td>
<td>Visits to UCO, UCA, UAL, UJA y UHU centers</td>
</tr>
<tr>
<td>CeiA3 brochure</td>
<td>CeiA3 internal brochure</td>
<td>CeiA3 internal brochure</td>
<td>CeiA3 internal brochure, customized according to aggregates</td>
</tr>
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<td>-----------------------------------------------------------</td>
</tr>
<tr>
<td>Programs</td>
<td>Manual of reception for new researchers</td>
<td>CeiA3 section will be included in traditional guides</td>
<td>Quotation CeiA3 will be included in Manuals of Reception</td>
</tr>
<tr>
<td>Existing channels</td>
<td>Specific list of e-mails</td>
<td>Use of internal communication channels, tools and supports</td>
<td>Use of internal communication channels, tools and supports</td>
</tr>
<tr>
<td>Web 2.0</td>
<td>Specific social network</td>
<td>Presence of CeiA3 in UCO, UCA, UAL, UJA and UHU</td>
<td>Possibility of inclusion to the CeiA3 social network</td>
</tr>
<tr>
<td>Meetings</td>
<td>Internal Communication Committee: Personal meetings more systematically between different departments and levels of CeiA3. Mission: to collect information and ideas to implement them through the various tools</td>
<td>Monthly meetings with internal communication managers</td>
<td>Three-monthly meetings with internal communication managers</td>
</tr>
<tr>
<td>Society</td>
<td>Organization of the ICE annual day. Recreational events for staff. (Share a meal at Christmas time, before summer..)</td>
<td>Organization of the ICE annual day</td>
<td>Participation in events of the ICE day</td>
</tr>
<tr>
<td>Digital and traditional boards</td>
<td>Specific board</td>
<td>Traditional boards</td>
<td>News for traditional boards</td>
</tr>
<tr>
<td>Training</td>
<td>Training in communication and management skills for the staff. Mission: To understand what drives decision-making and have an impact or not having it.</td>
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</tbody>
</table>
B. External Communication Plan

The implementation of the CeiA3 means the reinforcement of current communication line and the implementation of new communicative projects, especially those devoted to disseminating our activities in the rest of the world. According to the aggregating philosophy inspired by the call of the International Campus of Excellence program, the CeiA3’s Communication Plan fosters the action of several regional, national, public and private institutions and means.

The proposed actions are:

- Implementing a TV multimedia channel through Internet and mobile devices.
  - National Events:
    - Discussion forum about the use of pesticides on the strawberry growing.
    - Traceability
    - Participation on AULA 2012
  - International events:
    - International symposium on genetically-modified food and its effects on human health
    - Mass food intoxication: the recent case of Germany (seminar - discussion with the attendance of Spanish and German researchers and authorities, as well as health control authorities of the European Union)
    - Creation of the International Entrepreneur Observatory of the Agrifood Sector

Those actions are developed below.
<table>
<thead>
<tr>
<th>Title</th>
<th>Implementing a TV multimedia channel through internet and mobile devices</th>
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</thead>
<tbody>
<tr>
<td>Objective</td>
<td>Contribute to the dissemination of scientific advances created in the ICE to provide result transfer to the productive network.</td>
</tr>
</tbody>
</table>
| Description | The Web TV and Web TV Mobile Project of CeiA3 will include the experiences through Internet television and e-learning of the promoting universities. Considering the new multimedia channel as an essential internationalization tool, it will be articulated by six basic services:  
1. Webcast of television, news and informational programs  
2. Live broadcast of activities and interesting performances for the scientific community  
3. Broadcast for mobile devices of TV programs  
4. Video on demand with a wide variety of issues related with the CeiA3 specialization topics.  
5. Web TV and Web TV Mobile Broadcast of programs adapted to handicapped people  
6. Distance learning and OCW courses |
| Audience/s: | This activity will be directed to all the audiences, national and international. |
| Resources: | - Web TV server  
- Recording studio  
- Contents director  
- IT Technician |
| Budget | - HHRR: (2 people) 70.000€  
- Recording studio: 100.000€  
- Web TV server: 3.000€  
- Development of contents: 20.000€  
- Marketing: 3.000€ |
| Planning | - Adaptation of existing spaces and installation of equipment (January-March)  
- Development of 3G tools (April)  
- Development of contents and courses (May-August)  
- Presentation of the Web TV channel and press release announcing the launching of the Web TV channel (September)  
- Start Operating (September-December) |
| Expected results | - Increase of the dissemination of the research results towards other universities and companies.  
- Increase of the disseminated scientific activities.  
- Increase of the international visibility.  
- Increase of the number of on-line courses.  
- Increase of handicapped students. |
<table>
<thead>
<tr>
<th>Title</th>
<th>Discussion forum about the use of pesticides on the strawberry growing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>Create a meeting place to debate the actual use of pesticides on the strawberry growing, its consequences and alternatives, in order to contribute to make aware of the importance of a healthy growing.</td>
</tr>
<tr>
<td>Description</td>
<td>Our country monitors residual levels of pesticides in produce, and establish legal limits for the safety of consumers. In some cases, however, these residual levels may be toxic cause health risks. The work group, which will be composed by national experts (members of associations of agriculturists, strawberry producers, etc.) will share their data and experiences to determine the real use of these substances, the current clean alternatives, the costs, and the good practices to improve the quality of the strawberry growing. The results of the discussion will be published in order to reach all the involved sectors. The last activity (where all the participants will assist) will take place at the University of Huelva, which is one of the universities that promote CEIA3. Spain is the world’s biggest strawberry exporter with about 90 percent of Spain’s strawberries grown in Huelva. The number of participants will be between 15 and 25, in order to help the dialogue.</td>
</tr>
<tr>
<td>Audience/s:</td>
<td>Researchers/Professors, Companies, Press, Other universities</td>
</tr>
</tbody>
</table>
| Resources: | - Meeting room (35 people) at the University of Huelva  
- 2 workers |
| Budget | - HHRR: (2 people) 70.000€  
- Catering: 1.500€  
- Marketing: 3.000€  
- Traveling expenses: 1.000€  
- Results publication: 10.000€ |
| Planning | - Participants selection (February-March)  
- First round of meeting with the participants. The team will visit them one by one in order to assess the most important question to debate at the final forum. (April-May)  
- Announcing of the activity through press release and CeIA3 Twitter, Facebook and Linkedin accounts (May)  
- Final meeting (the forum itself) at the University of Huelva. (June)  
- Conclusions editing (September)  
- Results publication (October) |
| Expected results | - Increase of the healthy strawberry growing.  
- Information about the alternatives to pesticides.  
- Creation of a guide of good practices.  
- Improvement the recognition of the Spanish strawberry growing out of our borders. |
- Articles in press and in CeIA3 blog summarizing conclusions
<table>
<thead>
<tr>
<th>Title</th>
<th><strong>Food chain traceability seminar</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>Contribute to the dissemination of scientific advances created in the ICE to provide result transfer to the productive network.</td>
</tr>
<tr>
<td>Description</td>
<td>This seminar will update attendants on current developments and opportunities to apply traceability technology in the food sector. The seminar will also address the latest in authenticity testing and will illustrate the commercial implementation of traceability through industry case studies.</td>
</tr>
<tr>
<td>Audience/s:</td>
<td>This activity will be directed to all the national audiences. This seminar will be of benefit to food manufacturers, distribution and logistics companies, traceability software suppliers and retailers.</td>
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</tbody>
</table>
| Resources: | - Conference hall at the university  
- AV technician  
- Technical secretary  
- Scientific adviser  
- Lecturers  
- Leaflets, posters and promotional material |
| Budget | - Hall rental fee 1,000 €  
- AV technician 400 €  
- Lecturers fees 5,000 €  
- Promotional stuff 2,000 € |
| Planning | - Website creation and call for proposals through CeiA3 Twitter, Facebook and Linkedin accounts (April)  
- Small press release announcing the activity (April)  
- Registration period (may)  
- Seminar day (early June) |
| Expected results | - Create a meeting point between university and companies  
- Generate synergies  
- Increase collaborative projects between companies and university researchers  
- Articles in press and CeiA3’s blog summarizing conclusions |
<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Participation on AULA 2012</th>
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<tbody>
<tr>
<td><strong>Objective</strong></td>
<td>Promote the activities, courses and research opportunities offered by CeiA3 in the International Student and Education Salon AULA 2013. Provide personalized information to visitors about the distinguishing aspects of CeiA3 in relation to other campuses and their academic programs and services.</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>AULA, the International Student and Education Salon, is the most effective way to help students find advice and guidance for their professional futures, and a valuable means of information for professors, teachers, career guidance counselors and other agents in this sector. The event, organized by IFEMA and now in its twentieth edition, is being held at November 2012, in Feria de Madrid. A total of 216 companies and institutions from 13 countries took part in 2011 publicizing their best courses and training programs.</td>
</tr>
<tr>
<td><strong>Audience/s:</strong></td>
<td>This activity will be directed to all the national audiences, specially to future students of degree, master and PhD</td>
</tr>
</tbody>
</table>
| **Resources:** | - Stand with wireless connection, flat TVs  
- Hostesses  
- Leaflets, posters and promotional stuff |
| **Budget** | - Modular space at IFEMA (16-25 m2) 3.700 €  
- Insurance and other IFEMA charges 400 €  
- Design and build the personalized stand 10.000 €  
- Leaflets, posters and promotional stuff 2.000 €  
- Staff 5.000€ |
| **Planning** | - Conceptualization of the sand and the marketing line (May)  
- Design and final art (June-July)  
- Production of materials (audiovisual, impressed) and announcing through CeiA3 Twitter, Facebook and LinkedIn accounts (September)  
- Assembling (late October)  
- Fair presence (middle November)  
- Conclusions (late November) |
| **Expected results** | - Increase of the student enrolment figures in CeiA3 entities.  
- Increase of the international visibility  
- Improvement of the Campus branding  
- Articles in press about the impact of the CeiA3 presence on the Fair |
Title: International symposium on genetically-modified food and its effects on human health

Objective: Contribute to the knowledge and outreach of genetically-modified food and its effects on human health from an interdisciplinary point of view.

Description:
The international symposium organized by the campus of excellence, will consist of 3 days in which it will cover various aspects of the problematic of genetically modified food, from an interdisciplinary point of view, (ethics of manipulation, genetic modification and its implications for the human genetic material, possible influences on natural autochthonous species (hybrids), ethics in its use for human consumption). They will also have the presence of EU authorities to offer their point of view, and experts in law and economics to expose the current legislation of transgenic and possible economic implications for the food market.

Audience/s:
The symposium will be held in English, so it is directed to all the audiences, national and international, from students to researchers of our Agrifood campus.

Resources:
- Material for rooms (microphones, mixers, etc...)
- Staff for recording and mixing the audio content
- Staff to support the organization (2 hostesses)
- Hall of events to allow 3 days conducting simultaneous parallel sessions

Budget:
- HHRR: (2 people for the organization) 3.500 €
- Rental of rooms for the event: 6.000 €
- Rental of equipment for recording the event: 5.000 €
- Material for the sound of the event: 5.000 €
- Catering: 3.000 €
- Advertising campaign to announce the symposium: 2.000 €

Planning:
- Preliminary contacts with potential speakers at the symposium: (Jan-March)
- Manufacture of the final program (April)
- Formal invitations to the speakers (May)
- International press release and announcement of the activity through Twitter, Facebook and LinkedIn accounts (May)
- Realization of the event (June 15-16-17)

Expected results:
- Increased visibility and presence on campus Agrifood in international media because of the presence of prominent personalities in the field.
- Establishment of contacts that can lead to collaborations between scientists from groups of the Agrifood campus and international groups leaders of the areas of study covered in the symposium.
- Increase in the number of exchanges of research staff between our campus and other international centers of excellence leaders in the area (national and international
- Articles in press and post in CeiA3’s blog summarizing conclusions
<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Mass food intoxication: the recent case of Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td>To talk about a hot topic such as the recent case of mass food-borne intoxication, in order to discuss possible solutions and actions to take when such cases appear.</td>
</tr>
</tbody>
</table>

**Description**
The event, organized by the campus of excellence, will consist of 1 day conference – discussion with the attendance of Spanish and German researchers and authorities, as well as health control authorities of the European Union. It will cover several aspects of the problematic of mass food intoxication, from an interdisciplinary point of view, (legislation of control and analysis of food quality, hygiene in the handling food, quality controls and standards both intra and extra European union). Aim will be set specifically in the recent case of food intoxication in Germany. To these purposes, German authorities will be invited to discuss and contribute to the discussion about the measures to be taken and the way they have faced the problem in their country. EU authorities will also be invited to share their point of view, and experts in law and economics will expose the current legislation for the EU and other countries in order to face these food intoxications.

**Audience/s:**
The conference will be held in English, with simultaneous translation, and it is directed to all audiences, national and international, from students to researchers of our Agrifood campus, as well as general public and the Spanish health authorities.

**Resources:**
- Material for the rooms (microphones, mixers, etc...)
- Staff for recording and mixing the audio and video content
- Staff to support the organization (2 hostesses)
- Hall of events to allow simultaneous parallel sessions

**Budget**
- HHRR: (2 people for the organization) 3,500 €
- Rental of rooms for the event: 5,000 €
- Rental of equipment for recording the event: 4,500 €
- Material for the sound of the event: 5,000 €
- Catering: 2,500 €
- Advertising campaign to announce the conference: 2,000 €

**Planning**
- Preliminary contacts with potential speakers at the conference: (September-October)
- Final program (November)
- Formal invitations to the speakers (November)
- Announcement of the event through national and international press and CeiA3 Twitter, Facebook and LinkedIn accounts (November)
- Realization of the event (December 15)

**Expected results**
- Increased visibility and presence on campus Agrifood in international media because of the presence of prominent personalities in the field.
- Increased visibility and presence on campus Agrifood in international media because of the importance and relevance of the discussed topic.
- Establishment of contacts that can lead to collaborations between scientists from groups of the Agrifood campus and international groups leaders of the areas of study covered in the conference.
- Increase in the number of exchanges of research staff between our campus and other international centers of excellence leaders in the area (national and international students and researchers)
- Articles in press summarizing conclusions
- Conclusions in blog created ad hoc for the event linked through Twitter, Facebook and LinkedIn.
- Radio interview in German radios.
Title | Creation of the International Entrepreneur Observatory of the Agrifood Sector
---|---
Objective | Increase the entrepreneurship in the agri-food sector.

Description

The Entrepreneur Observatory will provide information, scanning the agri-food environment and developing business awareness. It will contribute to the development of entrepreneurship through the provision of information, comparative research and evaluation of the agri-food sector trends in Europe.

For this purpose, the observatory will establish contact with other entities and will offer services to the entrepreneurs in order to maximize success during the start-up process. It will be a link between them and national/International entities.

Audience/s:

National and international entrepreneurs of the Agrifood sector.

Resources:

- Head office
  - 1 project manager
  - 2 workers

Budget

- HHRR: (3 people) 120.000€
- Head office: 15.000€
- Web page: 4.000€
- Marketing: 3.000€
- Results publication: 5.000€
- Travel expenses: 5.000€
- Other expenses: 10.000€

Planning

- Elaboration of the services offer. (January-March)
- Creation of the web site. (March-April)
- Contact with other national and international entities (April-June)
- Marketing campaign trough press and CeiA3 Twitter, Facebook and LinkedIn accounts (July)

Expected results

- Contribute to increase the entrepreneurship in the agri-food sector.
- A useful web site for entrepreneurs. It will show regular reports about the agri-food sector, as well as links to other relevant international, European and country websites.
- Being a link between entrepreneurs and other entities worldwide.
## C. Gantt diagram

### Activity: Implementing a TV multimedia channel through internet and mobile devices
- **January**: Adaptation of existing spaces and installation of equipment
- **February**: Development of 3G tools
- **March**: Development of contents and courses
- **April**: Presentation of the Web TV channel and press release
- **Start Operating**: Start Operating

### Activity: Discussion forum about the use of pesticides on the strawberry growing
- **Participants selection**: Participants selection
- **First round of meeting with participants**: First round of meeting with participants.
- **Announcement of the activity**: Announcement of the activity
- **Forum**: Forum
- **Conclusions editing**: Conclusions editing
- **Results publication**: Results publication

### Activity: Food chain traceability seminar
- **Website creation and call for proposals**: Website creation and call for proposals
- **Press release**: Press release
- **Registration period**: Registration period
- **Seminar**: Seminar

### Activity: Participation on AULA 2012
- **Conceptualization of the sand and the marketing line**: Conceptualization of the sand and the marketing line
- **Design and final art**: Design and final art
- **Production of materials and announcing**: Production of materials and announcing
- **Assembling**: Assembling
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<th>January</th>
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D. Total budget

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<th>Action</th>
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<tr>
<td>Implementing a TV multimedia channel through internet and mobile devices</td>
<td>196.000€</td>
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<td>Discussion forum about use of pesticides on the strawberry growing</td>
<td>85.500€</td>
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<td>Food chain traceability seminar</td>
<td>8.400€</td>
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<td>Participation on AULA 2013</td>
<td>21.100€</td>
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<td>International symposium on genetically-modified food and its effects on human health</td>
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<td>Mass food intoxication: the recent case of Germany</td>
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<td>Creation of the International Entrepreneur Observatory of the Agrifood sector</td>
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<td><strong>TOTAL</strong></td>
<td><strong>434.500€</strong></td>
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