



Project A_A.1.2_0306 ORGANIC ECOSYSTEM

PUBLIC NOTICE N° 06 / 2021

The Synagri (Syndicat des Agriculteurs de Tunisie) Syndicate of the Farmers in Tunisia, Partner of ORGANIC ECOSYSTEM project, financed in the framework of ENI CBC MED Programme 2014-2020, is hiring as AD-Hoc HR or External Expert a:

Work Package 5 Manager

1- Project description

Organic Ecosystem is a project built on the awareness of the importance of the organic field in the world and in the Mediterranean area and tries through a Mediterranean consortium to make the difference.

In fact, agriculture puts a lot of pressure on the environment. Soil fertility, biodiversity and human life are all negatively impacted by intensive and extensive farming. There is no doubt that organic agriculture is a great solution to achieve food safety and security as well as environmental sustainability. However, organic agriculture is still relatively underdeveloped in Mediterranean countries with heterogeneous situations from country to country. Main shared challenges are inconsistent or lacking support policies from national/local governments, low innovation capacities, limited knowledge of sustainable farming practices, and a weak value chain where MSMEs operate in a disaggregated way. ORGANIC ECOSYSTEM project aims at reducing these obstacles and make the MSMEs operating in organic agriculture more competitive and better integrated. The project intends to establish a cross-border agro-food ecosystem which will set the ground for the development of the Mediterranean whole organic



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sector. This will be encouraged through new business alliances, creation of innovative value chains, and specialized support provided to MSMEs to increase the quality and the commercialization of products and their capacities to access to new markets.

Start date : 30th of December 2019

Duration: 36 months

Total project Budget: 2 428 851,64 €

EU Contribution: 2.185.966,47 € (90 %)

2- Subject of the notice

The Synagri, C 1 Bis, St. Abbas Mahmoud Akkad, 1050 el Omrane, Tunis, represented by its president Mr. Ali Tlili, as a tunisian partner of the project A_A.1.2_0306 ORGANIC ECOSYSTEM “ Boosting cross border Organic Ecosystem through enhancing agro-food alliances” is publishing this public note for the selection of a **Work Package 5 Manager: Business Alliances** conformly to the administrative and technical specifications mentioned in the project description, to the applicable laws and to the present document.

This notice comes in the framework of the Grant contract signed the 30th of December 2019 by the Ministry of Agriculture of Jordan as Lead Beneficiary and the Managing Authority of the ENI CBC Mediterranean Sea Basin Programme (MA) and by the the Annexes I and II.

Depending on his professional situation, the **Work Package 5 Manager** will beneficiate from an external service (Expert) contract and will justify his work through activity reports and deliverables duly prepared in correspondence with the description of the WP4 and its requirements; or from a Human Resources Ad Hoc contract and will be working in the offices of Synagri except during the official lock-down periods, during to Covid 19 Pandemic, and will justify his work through timesheets monthly prepared.



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The **Work Package 5 Manager** should ensure the implementation of the below detailed tasks of ORGANIC ECOSYSTEM on behalf of Synagri, knowing that the results of these tasks belong to the Synagri :

WP5 – Business Alliances

1. Manage and coordinate the organisation of Local labs to share knowledge and provide added value products by new business alliances
2. Manage and coordinate the organisation of Cross Border labs to favor a cross border contamination process and generate innovative and added value products by new business alliances
3. Give a feedback of Labs around the Organic Ecosystem to conduct clear indications on local business communities' needs.
4. Participate to the cross-border strategy framing.
5. Launching and spreading innovative projects for the selection of at least 3 MSMEs/country to promote the most innovative organic business alliances during an international organic fair.
6. Participating with the beneficiaries in a business fair in order to promote innovative organic value chain, business alliances and results of the local and cross-border Labs.
7. Organizing international events to promote innovative experience in order to foster public-private research and innovation collaboration and favour cross-border contacts

4- Requirements

- Absolute commitment to high ethics and integrity
- Be familiar with the sales and commercial tasks and responsibilities
- Be familiar with the EU or other international development projects
- Be familiar with the administrative organization tasks, the coordination and reporting tasks.



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- Excellent interpersonal, written and verbal communication skills in English, French and Arabic including active listening skills.
- Demonstrate good organization, problem-solving, and teamwork skills
- Be flexible with a high commitment to achieve deadlines
- Demonstrate adaptability to differences in age, culture, gender, nationality and religion

5 - Education and experience required

- University degree in management, commerce or similar
- A prior experience of at least two projects in the coordination of commercial capacity building project.
- A prior experience in the field of Sales of at least 5 years.

6- Duration

15 Months, until the preparation of the last financial report.

7- Application must include

- Curriculum Vitae
- Motivation letter
- Professional references
- Copies of employment and similar projects recommendation letters;
- Declaration on honor duly signed and dated to certify the accuracy of the application data

8- Fees or salary: Depends on the qualifications

Maximum of 24 600 € (Gross Amount) / total period



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9- Deadline: 20th of December 2021.

10- Procedure:

Application documents should be sent to the email addresses organic.tn@outlook.fr and agriculteursdetunisie20@gmail.com, at last **the 20th of December 2021 at 6.00 pm** with the mention **“Application for the public call n°06”**.

To ask for any explanation write to organic.tn@outlook.fr with the special mention **“Concerning the public call n°6”**, until the 18th December 2021 at 6.00 pm.

For further informations about the project :

<http://www.enicbcmed.eu/projects/organic-ecosystem>

11- Selection :

The evaluation Commission constituted by the governing body of the Synagri will be charged of opening and examining the applications.

The choice of the selected application will be communicated at last the **22 of december 2021**

The SYNAGRI, Syndicat des Agriculteurs de Tunisie,

Partner of the Project **ORGANIC ECOSYSTEM**

The president

Mr Ali TLILI

Tunis, the 5th December 2021



ENI CBC MED Programme

First call for standard projects

Description of the project

Annex I

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Main information

Title	Boosting cross border Organic Ecosystem through enhancing agro-food alliances
Acronym	ORGANIC ECOSYSTEM
Applicant	وزارة الزراعة
Duration (months)	36
Thematic Objectives	A.1 - Business and SMEs development (Promote economic and social development)
Priority	A.1.2 - Strengthen and support networks, clusters, consortia and value-chains
EU Partners/Countries	3
MPC Partners/Countries	4
International Organizations	1
Associated partners	7



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Geographic coverage	Jordan, Jordan, Lebanon, Italy, Tunisia, Greece, Spain
Budget	€ 2.428.851,64



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Logical Framework

Programme Overarching objective	Programme Priority			
- Business and SMEs development (Promote economic and social development)	A.1.2 - Strengthen and support networks, clusters, consortia and value-chains			
Project general and specific objectives				
General objective The general objective shall contribute to the Programme strategy (relevant i.e. Overarching objective).	Specific objective(s) What does the project want to achieve in relation to the addressed Programme Priority? The project must consider at least one specific objective. The maximum number of specific objectives is three.			
Improvement of the organic sector competitiveness through the creation of a cross-border Organic Ecosystem supporting the development of business and SMEs in cooperation with public institutions	Strengthening innovative organic value chain through the establishment of Mediterranean business alliances. New value chain will be defined through a participatory approach focused on needs collection and innovative solutions co-design aimed at improving market access.			
Priority, expected results and indicators				
Priority	Expected results	Expected results indicators	Programme target	Project target
A.1.2 - Strengthen and support networks, clusters, consortia and value-chains	1.2.1	1.2.1.A	90.0	18.0
	1.2.1	1.2.1.B	180.0	36.0
	1.2.2	1.2.2.C	30.0	6.0

Results and outputs indicators

Expect	Project outputs	WP	Output	Programme	Project target
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ed result(s)			indicator(s)	target values* *See Annex 2 of the JOP	value Once indicated the Programme outputs indicator(s), quantify the project target values
1.2.1	4.1 Consultancy services to facilitate SMEs in innovative value chain creation	WP4	1.2.1.1.a	120.0	25.0
	5.1 Labs carried out to share knowledge and provide added value products by new business alliances	WP5	1.2.1.3.c	120.0	25.0
	5.2 International business events to facilitate SMEs market access and the link with research	WP5	1.2.1.2.b	120.0	25.0
1.2.2	3.1 Cross-border Organic Ecosystem established to develop a strategy for innovative value chain	WP3	1.2.2.6.f	750.0	150.0

Description of sub-grants

Specify how the sub grants procedure will be managed, the selection criteria assessment, who will benefit from it and what impact will it have. Include an indicative number of sub-grants the project will award.

No sub grants are foreseen in Organic Ecosystem project.



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Outputs overview

WPs	Semester					
	I	II	III	IV	V	VI
WP1						
1.1 Project management						
1.2 Periodic reports						
1.3 Networking						
WP2						
2.1 Organic Ecosystem Communication Plan drawn up						
2.2 Web and Social Media Communication developed						
2.3 Communication material developed						
2.4 Press conferences and kit realized						
2.5 Short videos realized to promote project results and innovative value chain						
2.6 Publications on the strategy for organic agriculture in the Mediterranean countries						
WP3						
3.1 Cross-border Organic Ecosystem established to develop a strategy for innovative value chain						
WP4						
4.1 Consultancy services to facilitate SMEs in innovative value chain creation						
WP5						
5.1 Labs carried out to share knowledge and provide added value products by new business alliances						
5.2 International business events to facilitate SMEs market access and the link with research						



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Work packages description

Type of WP	Project preparation	Optional
WP Nr	WP title	WP budget
0	preparation	€ 10.000,00
WP Coordinator: Applicant		
Involved partners: PP3		
Description of the activities carried out and of the contribution of each partner:		
Travel and per diem		

Type of WP	Project management	Compulsory
WP Nr	WP Title	WP budget
1	Management	€ 463.346,00
WP coordinator: Applicant		
Involved partners: PP1, PP2, PP3, PP4, PP5, PP6		
Description of key management tools:		
Describe the coordination methodology and the monitoring and evaluation arrangements, and in particular:		
<ul style="list-style-type: none"> • Structure, responsibilities and procedures for the day-to-day management and coordination; • Internal organization within the partnership and decision making system; • Role of each member of the partnership; • Reporting and evaluation procedures focusing on selected results and outputs indicators. 		

The Management Structure (PMU) includes: the project coordinator (PC), having the overall responsibility for the financial, administrative and legal management of the project as well as for the coordination of the consortium, for delivering outputs within expected time and financial frames; the financial coordinator (FC), in charge of project financial and administrative functions, including accounting, financial reporting, internal control, procurement and relationships with auditors; the communication manager, responsible for overall publicity and dissemination activities.

Procedures for the day-to-day management and coordination within the partnership are ensured through the use of email, Skype, phone calls and free tools as free Google Suite SW for Meetings (Hangouts), Planning (Calendar), Collaboration/Storage (Drive) to exchange materials.

Each partner appoints its own Project and Financial Managers that are reference persons in contact with the PMU. They



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share activities, results and decisions also in Consortium Meetings - CM (n.7 six-monthly meetings). CMs are made up of at least a representative from each PP together with the PC. It is responsible for the validation of the Progress Reports, common methodologies, outcomes and results. It has the overall responsibility for strategic decision-making and project monitoring.

The PC leads the PMU, is able to duly monitor the project and - focusing on a partnership approach and with a time-frame perspective - is the key for achieving the objectives and to report to the MA and JTS (as in Annex 2 of the JOP).

Each PP provides the Applicant its own information and documents required for the coordination and monitoring of the technical and financial progress and for the preparation of the progress, interim and final reports.

The Applicant must draw up periodic reports consisting of a narrative and a financial section (M.A. format) via the electronic monitoring system to provide a full account of all project aspects

	Output title	Target value	Semester of delivery	Budget
	1.1 Project management	1.0	I, II, III, IV, V, VI	€ 328.975,66
Output 1.1	The project foresees a smooth management based on:			
	- the appointment of a Project Management Unit and Project and financial managers by each PP;			
	- a Technical Manual on reporting and financial procedures;			
	- n. 7 consortium meetings;			
	- the Monitoring and Evaluation plan.			
	Activity title	Starting Month	Ending Month	
	1.1.1 Project Management Unit	1	36	
Activity 1.1.1 (A 1.1.1)	Activity description			
	The Project Management Unit (PMU), designated by Applicant, will be composed of Project Coordinator (PC), Financial Coordinator (FC) and Communication Manager (CM). See details of roles in the key management tools. Each partner will designate its own Project and Financial Managers for the day-to-day management of each partner activities.			
	Activity title	Starting Month	Ending Month	
	1.1.2 Preparation of the Technical Manual on reporting and financial procedures	1	2	
Activity 1.1.2 (A 1.1.2)	Activity description			
	Within two months after the signature of the Contract, Applicant (LP) will draft the Technical Manual on reporting and financial procedures. It will define steps and common rules and guidelines for a sound project management and reporting to be applied during the project. It includes all the templates and reporting procedures (agendas, PPT, report forms, costs statements) to be used by PPs and auditors.			



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The report will contain the project timing based on “Result Based Management” approach.

Activity title	Starting Month	Ending Month
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1.1.3 Organization of Consortium Meetings	1	36
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Activity description

Activity 1.1.3
(A 1.1.3) The project includes the organization of n. 7 six-monthly consortium meetings with the aim of coordinating and monitoring the implementation of the project during the semesters (S):

- n. 1 Kick off meeting in Jordan at the beginning of the first semester (S0) organized by Applicant;
- n. 3 progress meetings (S1 Italy in, S3 in Tunisia, S5 in Greece)
- n. 2 interim meetings (S2 in Lebanon, S4 in Spain)
- n. 1 Final Meeting (S6 in Italy).

Activity title	Starting Month	Ending Month
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1.1.4 Preparation of the Monitoring and Evaluation (M&E) Plan	1	2
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Activity description

Activity 1.1.4
(A 1.1.4) Applicant will design and draft the Monitoring and Evaluation (M&E) Plan based on performance and results. This includes the indicators, who is responsible for collecting them, what forms and tools will be used, and how the data will flow through the partnership. The plan should outline: the underlying assumptions on which depends the achievement of programme goals; the links between activities, outputs and outcomes. It will contain a baseline surveys and a list of data sources to be used.

Output title	Target value	Semester of delivery	Budget
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1.2 Periodic reports	7.0	I, II, III, IV, V, VI	€ 111.203,04
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Output description

Output 1.2 The output concerns the drawing up of periodic reports to be submitted to the M.A (via electronic system): report for project launch; Progress reports for the monitoring of the project state of play; Interim and final reports together with the payments request, in order to obtain the pre-financing instalments and final balance

Activity title	Starting Month	Ending Month
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1.2.1 Preparation of the Progress Reports	7	36
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Activity 1.2.1
(A 1.2.1)

Activity description

This activity aims to monitor the project state of play. LP, on the basis of partners’ individual reports, will draw up n. 6 six-monthly technical progress reports and will submit them to the MA. The reports



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will be produced 10 working days after the end of the reporting period. They will include reference to official documentation and external sources available with concern to the target value claimed. Besides, a report for project launch will be prepared and submitted after the signature.

Activity title	Starting Month	Ending Month
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1.2.2 Financial activity	1	36
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Activity description

Activity 1.2.2
(A 1.2.2)

The Financial Manager of each PP will manage financial and administrative activities including financial reporting, procurement and relationship with auditors. In particular, the payment requests (prepared by the Applicant) including the consolidated and individual expenditure verification reports (produced by the Applicant and PPs auditors) will be attached to each Interim and Final report to obtain the pre-financing installments and final balance.

Activity title	Starting Month	Ending Month
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1.2.3 Preparation and submission of the Interim and final Reports	12	36
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Activity description

Activity 1.2.3
(A 1.2.3)

In order to obtain the pre-financing installments and final balance, Applicant will prepare and submit to the MA, via the electronic monitoring system, the Interim and final reports consisting of a narrative and a financial sections. This report includes the payments requests. The 1st Interim Report will cover the 0-12months, the 2nd the period: 13-24 months and the Project Final Report the months 25-36. These reports will be submitted within three months after the end of each reporting period.

Activity title	Starting Month	Ending Month
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1.2.4 Audit activity	12	36
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Activity description

Activity 1.2.4
(A 1.2.4)

All expenditures verification reports shall be attached to each "Request for Payment". The auditors shall verify whether the costs declared by the Applicant and PPs and the revenue of the project are real, accurately recorded and eligible and issue the "expenditure verification report". Moreover, a "consolidated report", including the results of the verifications carried out by all auditors, shall be drafted by the auditor of the Lead Beneficiary.

All expenditures verification reports shall be attached to each "Request for Payment".

Output title	Target value	Semester of delivery	Budget
1.3 Networking	5.0	I, II,	€ 23.167,30

Output 1.3

Output description

With the aim to maximize the impact of ORGANIC ECOSYSTEM project, and to avoid duplications of



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initiatives and outputs in the Mediterranean area, links and synergies among the ENI and other international projects will be identified in order to positively interact during the project implementation. ORGANIC ECOSYSTEM project would, therefore, represent a platform for enhancing cooperation as well as integration and crossing of activities and results developed by similar and integrated projects.

Activity title	Starting Month	Ending Month
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1.3.1 Projects inventory and analysis	1	3
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Activity description

Activity 1.3.1
(A 1.3.1)

This activity, preliminary to the following ones, concerns data collection and analysis of ENI projects (approved by MA) in the area of organic and agro-food value chains in general besides any project having similarities and complementarities with ORGANIC ECOSYSTEM project at EU and International level.

The aim is to identify a set of projects suitable for matching and pooling as well as strengthening their own activities and results during the development of ORGANIC ECOSYSTEM project

Activity title	Starting Month	Ending Month
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1.3.2 Networking meetings	1	11
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Activity description

Activity 1.3.2
(A 1.3.2)

The Networking process focuses on the exchange of knowledge, experiences and common activities with the aim of enlarging the project critical mass to be exploited for an efficient quality strategy.

Applicant organizes/attends at least 5 bilateral meetings with other projects Lead beneficiaries in order to share the ORGANIC ECOSYSTEM objectives with identified projects and to set concerted actions (e.g. organizing events in the same venue to enlarge the public, exchange of project tools, etc.).

Activity title	Starting Month	Ending Month
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1.3.3 Organic Ecosystem Networking Plan	11	12
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Activity description

Activity 1.3.3
(A 1.3.3)

LP, supported by PP3, prepares an Organic Ecosystem Networking Plan, based on previous meetings (act1.3.2). It aims at planning concerted actions to further increase involved stakeholders and creating conditions to avoid overlapping/duplication of initiatives in the Med area and to ensure that the result of one project could become the legacy of all.

The plan is shared and validated at the end of the 1st year at the Organic Ecosystem seminar (act.3.1.1) and implemented during 2nd and 3rd years.

Type of WP	Project Communication	Compulsory
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WP Nr	WP Title	WP budget		
2	Communication	€ 254.750,00		
WP coordinator: PP6				
Involved partners: Applicant, PP1, PP2, 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.				
<p>WP2 of the Organic Ecosystem project is mainly aimed at raising awareness and involving the largest number of actors to foster the whole project bottom-up approach and disseminate activities and results. To this end, the Communication Plan plays an essential role as driver of all communication activities and is implemented by all PPs also with their own tools. The tactic is to share knowledge and to provide deepen information about the project in order to make target groups informed on the importance of their role and how to contribute to the project.</p> <p>The main tools used for knowledge transfer are: website, events, promotional materials in printed and digital formats (shared through website and social networks) distributed during events and publications.</p> <p>The addressed target groups are PPs, public authorities, MSMEs, researchers, investors, citizens included youths and women. In coherence with the EU Regulations, the project communication Plan aims also to foster the exploitation and capitalisation of good practices realized on the basis of previous valuable experiences in involved countries and projected to future actions and projects.</p> <p>During the first year, public awareness and visibility are ensured through the following measures:</p> <ol style="list-style-type: none"> 1. organisation of the first press conference in JO; 2. promotion through the ENI website and social media of the realized activities; 3. dissemination of promotional material; 4. strengthening relations with relevant institutions and stakeholders; <p>In the following years, besides the above mentioned measures, new activities are undertaken in order to enhance awareness and visibility, also at project level:</p> <ul style="list-style-type: none"> • promotion of activities implemented by target groups and PPs through videos, publications and promotion material; • wide dissemination of results; • dissemination of information and promotion material during the training sessions and international business events. 				
Output 2.1	Output title 2.1 Organic Ecosystem Communication Plan drawn up	Target value 1.0	Semester of delivery I	Budget € 22.927,50
	Output description It is the tool for co-ordinating and implementing all project dissemination and capitalization activities and			



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	supporting the achievement of project objectives with an efficient communication. Activities privilege the use of digital tools, more environmentally friendly.		
	All PPs implement the communication strategy at local level also with own tools and dissemination channels for multiplying the impact of the dissemination activities and encouraging the involvement of stakeholders.		
Target group	Who will use the main outputs delivered in this work package? organic MSMEs, agro-food MSMEs, innovation chain actors.		
Target group involvement	How you will involve the target groups (and other stakeholders)? Local/cross-border business events, promotion by media/social media; dissemination of communication material		
Activity 2.1.1 (A 2.1.1)	Activity title 2.1.1 Communication Plan	Starting Month 1	Ending Month 2
	Activity description The project communication Plan is produced in EN by P6 in close interaction with PP5. It represents the communication strategy of the Organic Ecosystem project during the entire project life and includes detailed information on target groups, activities, tools, key messages and graphical layout guidelines. The preparation of the communication strategy ends within two months from the beginning of the project and is presented during the kick off meeting..		
Output 2.2	Output title 2.2 Web and Social Media Communication developed	Target value 4.0	Semester of delivery VI Budget € 137.565,00
	Output description Through the creation and implementation of the social media (Facebook, Twitter and Instagram) and the update of the ENI Programme website, the output aims to promote the diffusion of the project activities and results in order to provide public and private stakeholders with information and to raise awareness of potential beneficiaries about aims and opportunities of the ORGANIC ECOSYSTEM Project. Each PP contributes to deliver information and updates during the project life cycle.		
Target group	Who will use the main outputs delivered in this work package? organic MSMEs, agro-food MSMEs, innovation chain actors.		
Target group involvement	How you will involve the target groups (and other stakeholders)? Local/cross-border business events, promotion by media/social media; dissemination of communication material		



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Activity 2.2.1 (A 2.2.1)	Activity title 2.2.1 Web site texts writing	Starting Month 1	Ending Month 36	
	Activity description With this activity all project partners, coordinated by P6, contribute to the promotion of ORGANIC ECOSYSTEM project with the delivery of contents and information for the project webpage on the ENI website. The information to be published (in EN and FR) concern partners, objectives, results, outputs and activities implemented.			
Activity 2.2.2 (A 2.2.2)	Activity title 2.2.2 Creation of Social Media Profiles and content management	Starting Month 1	Ending Month 36	
	Activity description This activity represents the creation and content management of Social Media Communication (Facebook, Twitter, Instagram, You Tube). It is coordinated by PP6, with the support of communication manager, and is carried out by each partner. At least 2000 contacts will be achieved at the end of the project.			
Output 2.3	Output title 2.3 Communication material developed	Target value 4.0	Semester of delivery II,V	Budget € 35.665,00
	Output description Communication materials include different multilingual information tools using the project and programme graphic design to explain and illustrate the project. These materials include posters, roll-ups, folders, brochures, leaflets and banners. All PPs participate in achieving this output; materials are distributed during events and communication activities with the aim to provide stakeholders and large public with information on project activities, achieved results and events.			
Target group	Who will use the main outputs delivered in this work package? organic MSMEs, agro-food MSMEs, innovation chain actors.			
Target group involvement	How you will involve the target groups (and other stakeholders)? Local/cross-border business events, promotion by media/social media; dissemination of communication material			
Activity 2.3.1 (A 2.3.1)	Activity title 2.3.1 Communication material (banner, poster, folder, roll up)	Starting Month 1	Ending Month 12	



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	Activity description			
	PP6, with the support of PP5, designs and prints in color copy n. 12 multilingual banners (2/PP), 120 posters (20/PP), 600 folders with notebooks and pens, 600 brochures (100/PP) and 6 roll-ups (1/PP) to be used during local and international meetings. Banners, posters, roll-ups and brochures contain basic project information. PPs' logos are shown in the materials and the visibility of EU support is ensured in compliance with regulations; PP6 translates the main materials in FR and Arabic.			
Activity 2.3.2 (A 2.3.2)	Activity title 2.3.2 Communication material (leaflet and radio spot)	Starting Month 25	Ending Month 30	
	Activity description			
	1200 leaflet (200/PP) will be designed and printed by P6 with the support for contents of WP5 Leader. Leaflets regard the call for innovative ideas and the international business event (act.5.1.2-5.2.1). P4 will translate in French and Arabic. The leaflets will be printed at the beginning of activities 5.1.2 and 5.2.1. The cross-border call (act.5.1.2) will be spread by radio spots in local radios by Applicant,P2,P3,P4,P5			
Output 2.4	Output title 2.4 Press conferences and kit realized	Target value 3.0	Semester of delivery VI	Budget € 7.642,50
	Output description			
	Public events play a fundamental role to reach directly public and private stakeholders that the project intends to actively engage. N. 3 press conferences are organized at the launch of the project in JO, during the activity 5.4 and at the end of the project with the aim to present results achieved in Italy. Digital press kits containing press release and agenda are also produced during events by the communication manager of the PP responsible of the activities.			
Target group	Who will use the main outputs delivered in this work package? organic MSMEs, agro-food MSMEs, innovation chain actors			
Target group involvement	How you will involve the target groups (and other stakeholders)? Local/cross-border events, promotion by media/social media; dissemination of communication material			
Activity 2.4.1 (A 2.4.1)	Activity title 2.4.1 Press Conferences and digital press kit	Starting Month 1	Ending Month 36	
	Activity description			
	The launch conference organized by the Applicant in Jordan aims to illustrate the project and raise awareness among target groups on organic agriculture, in order to encourage their active involvement in the project. During the final conference, organized by PP3, all results are illustrated by PPs and actors participated in the project either directly or indirectly. During the act. 5.3.2 Applicant organizes a press			



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	conference to promote the international business event on innovative experiences.			
Output 2.5	Output title 2.5 Short videos realized to promote project results and innovative value chain	Target value 8.0	Semester of delivery VI	Budget € 33.117,50
	Output description Public events play a fundamental role to reach directly public and private stakeholders that the project intends to actively engage. N. 3 press conferences are organized at the launch of the project in JO, during the activity 5.4 and at the end of the project with the aim to present results achieved in Italy. Digital press kits containing press release and agenda are also produced during events by the communication manager of the PP responsible of the activities.			
Target group	Who will use the main outputs delivered in this work package? organic MSMEs, agro-food MSMEs, innovation chain actors			
Target group involvement	How you will involve the target groups (and other stakeholders)? Local/cross-border events, promotion by media/social media; dissemination of communication material			
Activity 2.5.1 (A 2.5.1)	Activity title 2.5.1 Design, realization and publication of short videos	Starting Month 24	Ending Month 33	
	Activity description 3 short videos (max 5') are produced by P6 with the support for contents of all PPs: 1 is on the Organic Data Base, 1 on the Local and CB Labs; 1 for capitalization of project's results. 5 storytelling short videos (1/country) on value chains/alliances are produced and coordinated by PP6 in EN with subtitles in local language. PP1,PP2,PP3,PP4 and PP5 support PP6 for contents. All videos are published on the project YouTube channel, website and other social media.			
Output 2.6	Output title 2.6 Publications on the strategy for organic agriculture in the Mediterranean countries	Target value 1.0	Semester of delivery VI	Budget € 17.832,50
	Output description In order to overcome the limits related to the poor use of digital tools by policy makers, 5 e-newsletters and 1 publication are printed to make easier the delivery to them of the cross-border strategy and challenges for organic value chain. It is a policy paper representing a decision-making tool drafted in the act.3.4. This policy paper, including recommendations to promote policies in favor of organic MSMEs development, starts from project experience and results.			
Target group	Who will use the main outputs delivered in this work package?			



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	organic MSMEs, agro-food MSMEs, innovation chain actors		
Target group involvement	How you will involve the target groups (and other stakeholders)? Local/cross-border events, promotion by media/social media; dissemination of communication material		
Activity 2.6.1 (A 2.4.1)	Activity title 2.6.1 e-newsletters and printed copies of the strategy of organic agriculture in Med countries	Starting Month 1	Ending Month 36
	Activity description <p>The strategy is drafted by PP3, with the support of all PPs, on the basis of information about policies at country/regional level, needs of chain actors and best practices in ORGANIC ECOSYSTEM countries (act.3.1.4). An electronic version of the strategy on organic agriculture is available on project website and 100 colour copies are printed and distributed.</p> <p>5 e-newsletters are sent every 6 months by PP3, with the support of all PPs, to the project mailing list including all stakeholders.</p>		

Type of WP	Project Implementation	Compulsory
WP Nr	WP Title	budget
3	Organic Ecosystem	€1.205,00
WP coordinator: PP3		
Involved partners: Applicant, PP1, PP2, PP4, PP5, PP6		
Contribution to the selected Programme Expected result(s) 1.2.2		
Description of tasks and role of each partner <p>Describe precisely the objective of the WP explaining contents and methodology to be implemented, as well as how partners will be involved in its development, highlighting their role and interactions within the other content-related WP.</p> <p>The main objective of WP3 is to establish a Cross-Border Organic Agro-Food Open Ecosystem based on a bottom-up approach (3.1.1) aimed at strengthening organic MSMEs in the Partner Countries and stimulating dynamic discussion and participatory exchange of ideas and experiences of private actors supported by public institutions. The Organic Ecosystem is established on a well-structured national and CB collaboration where private actors share with public ones problems, needs, possible sustainable solutions in the common vision that is to support value chain and promote economic growth. An agreement is prepared by PP3 and Applicant and signed by Organic Ecosystem members (PPs, APs, MSMEs, actors of organic and innovation chain).</p> <p>Organic Ecosystem seminars are held in each country during the project implementation: The 1st meeting is held the day after the kick-off meeting in Jordan, to sign the agreement and define Ecosystem</p>		



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tasks. After the seminar, Competent Authorities staff is trained (3.1.2) and meets stakeholders (3.1.3), together with PPs, in order to share objectives of the Organic Ecosystem at local level, collect MSMEs needs and enlarge membership to new interested actors.

A deep country analysis (3.1.3-3.1.4) is carried out to define common organic challenges, to be discussed during the 2nd meeting in Lebanon.

The 3rd meeting in Tunisia aims at assessing the training impact on MSMEs' capacity of increase organic innovative value chains (4.1.4), sharing the structure of the Organic Data Base and validating features to increase the scaling up of innovative organic value chain based on common criteria (4.1.5) selected at national level.

The 4th meeting is held in Greece to draft the CB Organic Strategy based on MSMEs needs and challenges assessment (3.1.4).

The 5th meeting is held in Italy to approve the strategy and to identify the sustainability of the Organic Ecosystem, taking into account feedbacks on innovative value chains by new business alliances (WP4-5)

Final beneficiaries	Who will benefit from this WP? How? Agro-food MSMEs will benefit from the constructive relationship with Competent Authorities created by the Organic Ecosystem and from positive effects generated by the strategy. They will be more aware that new value-chain and business alliances can increase products added value and job opportunities above all for youth and women. Civil society, in particular consumers, will be more confident and safeguarded in national and international markets
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Output 3.1	Output title	Target value	Semester of delivery	Budget
	3.1 Cross-border Organic Ecosystem established to develop a strategy for innovative value chain	150.0 persons attending seminars and events	I, II, III, IV, V, VI	€ 381.205,00

	Output description Organic Ecosystem is a cross-border open network aimed at increasing cooperation and dialogue among private actors of the organic sector and also at sharing common knowledge and integrating efforts with CAs. Through a concrete collaborative approach and a synergistic effect, participants mean to boost the development of organic MSMEs in Med countries. From a multilateral dialogue and commitment, a cross-border strategy will be framed and challenges identified based on the 2030 Agenda goals.
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Target group	Who will use the main outputs delivered in this work package?
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	Organic MSMEs actively involved		
Target group involvement	How you will involve the target groups (and other stakeholders)? Target groups are part of the Organic Ecosystem, draft and share the CB strategy; MSMEs and PPs make the needs assessment and draft the country analyses		
Activity 3.1.1 (A 3.1.1)	Activity title 3.1.1 Establishment of the cross-border Organic agro-food open Ecosystem (Organic Ecosystem)	Starting Month 1	Ending Month 5
	Activity description Then, 4 seminars of the Organic Ecosystem will be organized, 1 in each Partner Country, to share project goals and services Organic Ecosystem involves organic private actors having as focal point at country level, with the support of PPs and CAs based at the Ministry of Agriculture. Each PP invites at least 2 innovation chain players selected on the base of the seminar topic. Applicant hosts the 1st meeting in JO and prepares the Agreement which is signed by all members during the meeting. Then, 4 seminars of the Organic Ecosystem will be organized, 1 in each Partner Country, to share project goals and services		
Activity 3.1.2 (A 3.1.2)	Activity title 3.1.2 Strengthening the existing Competent Authorities (CAs)	Starting Month 4	Ending Month 6
	Activity description PP3 provides one week training in Italy for CAs staff (2 persons/country) on service consultancy for business development, Data Base and business alliances in order to empower and back up their skills in ensuring surveillance and building trust, developing support policies and subsidies to operators and MSMEs, boosting the organic sector. Each CA is provided by dissemination material (ex. leaflet) on the services offered by the project.		
Activity 3.1.3 (A 3.1.3)	Activity title 3.1.3 Mapping key agro-food entrepreneurship-specific stakeholders	Starting Month 1	Ending Month 36
	Activity description Following the 1st Organic Ecosystem seminar (act.3.1.1), Applicant and PP1-2-3-4-5, with the support of CAs, carry out a survey to identify key organic agro-food stakeholders, with attention to youth and women. Subsequently, they organize a national seminar to assess organic MSMEs needs and to actively involve national actors in the Organic Ecosystem (through an agreement). A		



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	national report is produced after the seminar to support the cross-border organic strategy (act.3.1.4)		
Activity 3.1.4 (A 3.1.4)	Activity title 4 Framing cross-border strategy and challenges for innovative organic value	Starting Month 7	Ending Month 36
	Activity description PPs organize, with the support of CAs, n. 2 national round tables (1 for MSMEs and 1 for institutions) aimed at evaluating current measures and initiatives supporting the organic sector to be discussed during the 2nd Organic Ecosystem seminar (Italy). Country analyses are collected by PP3 that coordinates the preparation of a cross-border strategy for the development of the Med organic sector to be shared during the 4th (Greece) and 5th (Lebanon) Organic Ecosystem seminars (act.3.1.1)		

Type of WP	Project Implementation	Compulsory
WP Nr	WP Title	WP budget
4	Innovative value chain	€ 661.330,00
WP coordinator: PP2		
Involved partners: Applicant, PP1, PP3, PP4, PP5, PP6		
Contribution to the selected Programme Expected result(s) 1.2.1		
Description of tasks and role of each partner Describe precisely the objective of the WP. explaining contents and methodology to be implemented, as well as how partners will be involved in its development, highlighting their role and interactions within the other content-related WP.		
<p>WP4 aims to create innovative organic value chains by enhancing MSMEs skills and know how. Consultancy services for business development on specific topics (finance, marketing, logistics, value chain structuring etc.) based on MSMEs needs are tailored by PPs, with the support of Competent Authorities (CAs) (4.1.1).</p> <p>Based on the experience of AP5, AP2 and PP3 in implementing information system for organic statistics, an Organic Data Base is designed by PP3 to receive, organize and supply in real time, information on organic statistics and operators (4.1.2). It is implemented at CAs and provides common components, managed by PPs and APs, to support Organic Ecosystem, and country-specific components to support CAs and components open to all stakeholders to support the organic value chain (4.1.3). A first outcome is the statistics report and comprehensive analysis on the organic sector to be presented in the 4th Organic Ecosystem seminar.</p> <p>National training courses are offered to MSMEs by PPs, with the support of CAs and consultancy services for business development (4.1.5). Training aims to facilitate market access and entering value chain; it is driven by</p>		



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on-field learning methodology including: -) storytelling of good practices to promote dialogue among trainees; -) exchange of experience to jointly develop problem solving capacity; -) field projects realized in own business context to apply learnt concepts, to perform critical assessment and to co-design tailored solutions facilitating market access.

PPs arrange national meetings with stakeholders and trained MSMEs to co-design innovative value chain. They select, according to innovation capacity, a chain to attend local Labs (5.1.1) and identify criteria to increase the scaling up of innovative organic value chain (i.e. traceability, certification and social accountability)-4.1.4. Results will be shared at cross-border level in Tunisia, a day before the 3rd Organic Ecosystem seminar and validated the day after.

Final beneficiaries	Who will benefit from this WP? How? MSMEs and consumers can access to more information, data and statistics on the organic sector at national and CB level, increasing new market opportunities and business alliances. An environment open to innovation and knowledge transfer will help MSMEs in increasing their competitiveness and their collaboration with innovators (including researchers, youth and women).			
Output 4.1	Output title 4.1 Consultancy services to facilitate SMEs in innovative value chain creation	Target value 25.0 MSMEs satisfied of consultancy services	Semester of delivery I, II, III, IV, V, VI	Budget € 661.330,00
	Output description Consultancy service for business development and tools are provided to MSMEs to facilitate their entry in innovative organic value chain and to increase their competitiveness and market access at national and cross border level. The most innovative MSMEs that benefit from training, consultancy and the Organic Data Base will be actively involved in all project activities and will take part in expected results achievement.			
Target group	Who will use the main outputs delivered in this work package? Organic MSMEs actively involved in the project			
Target group involvement	How you will involve the target groups (and other stakeholders)? OrganicMSMEs actively involved in the project receive training and consultancy services			
Activity 4.1.1 (A 4.1.1)	Activity title 4.1.1 Designing and implementing consultancy services for business development	Starting Month 6	Ending Month 36	
	Activity description			



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	External consultancy services for business development support locally PPs and CAs on specific topics (technical, innovative, commercial and financial aspects) offered to organic MSMEs. After a first contact with the MSMEs, PPs and CAs identify needs and organize MSMEs support with specific consultants selected from a roster previously created. The MSMEs satisfaction on consultancy services is assessed through a questionnaire.		
Activity 4.1.2 (A 4.1.2)	Activity title 4.1.2 Designing the cross-border Organic Data Base	Starting Month 7	Ending Month 12
	Activity description Based on the successful experience of PP3,AP2-5, the CB ODB structure is drafted by PP3. ODB is designed as an open access interactive platform to receive, organize and supply in real time data related to the organic value chain, particularly on producers, suppliers, traders, inputs, MSMEs, favoring national and CB business alliances. It is also used as an on-line library of project training material. ODB structure is shared during the 3rd Organic Ecosystem seminar (Tunisia,act.3.1.1)		
Activity 4.1.3 (A 4.1.3)	Activity title 4.1.3 Implementing the cross-border Organic Data Base (ODB)	Starting Month 13	Ending Month 36
	Activity description ODB is implemented at CAs, with all PP support, and provides common components to support the Organic Ecosystem, country-specific components for CAs and MSMEs-specific components favoring better market access. Guidelines for users are produced. Data are collected and statistics elaborated at least once a year. At the end of the 2nd year, PPs, supported by CAs, elaborate an analysis to be presented during the 4th Organic Ecosystem seminar (Greece) to support the CB strategy (act.3.1.4).		
Activity 4.1.4 (A 4.1.4)	Activity title 4.1.4 Training on innovative organic value chain	Starting Month 10	Ending Month 15
	Activity description PPs, in collaboration with CAs, organize a national training course (10 days) for at least n. 4/5 MSMEs (selected by an expression of interest) to provide them tools and methods aimed at boosting their organic production, processing and marketing know-how and skills in a shared and coordinated manner. The course includes cross-border field assessments and best practices sharing; the experience of AP3 (leading Lebanese business alliance of organic operators) and AP7 is considered.		



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Activity 4.1.5 (A 4.1.5)	Activity title	Starting Month	Ending Month
	4.1.5 Designing innovative organic value chain	15	18
	<p>Activity description</p> <p>PPs arrange national meetings to co-design with CAs and trained MSMEs the innovative value chain. Participants are selected on the basis of defined challenges: -) a value-chain/country that will attend local Lab; -) features to increase the added value (i.e. full chain traceability, certification, environment, social accountability).</p> <p>PP2 arranges a CB meeting with PPs and CAs to share results of national meetings, to be validated in the 3rd Organic Ecosystem meeting seminar (Tunisia).</p>		

Type of WP	Project Implementation	Compulsory
WP Nr	WP Title	WP budget
5	Bussines alliances	€ 476.849,00
WP coordinator: PP1		
Involved partners: Applicant, PP2, PP3, PP4, PP5, PP6		
Contribution to the selected Programme Expected result(s) 1.2.1		
Description of tasks and role of each partner		
Describe precisely the objective of the WP explaining contents and methodology to be implemented, as well as how partners will be involved in its development, highlighting their role and interactions within the other content-related WP.		
<p>The main objective of WP5 is to establish business alliances and create new opportunities of market access for innovative organic value chains.</p> <p>Local labs (5.1.1) are organized as open places where stakeholders can collaborate to create or test new products/services in a specific territorial context. Youth/women led MSMEs are especially considered. Coaches and consultancy services for business development support the creation of an environment, based on synergistic approach, conducive to the generation and implementation of innovative ideas and joint products/services/processes in the global marketplace. A cross-border Lab (5.1.2) is then organized by PP4 to facilitate cross-border contamination, sharing of experiences and know-how.</p> <p>At the end of this experience, PPs select at least 3 MSMEs per country to promote, at international level, innovative ideas/products in the organic sector generated from business alliances. Selection of participants will be made through a cross-border competition call (5.2.1) launched by PP1 and financed by all PPs; priority is given to experiences realized within the project. Selection is done on common criteria focused on organizational and marketing capabilities, innovation dimension (i.e. social, technological or ecological innovation, bio economy etc.), market potential and valorization of local resources and skills.</p>		



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Moreover, PPs identify one of the most important international organic trade or innovation fairs (e.g. Biofach, Nurnberg or Menope, Dubai; OFIA) to present results of labs in a project stand (5.2.2).

Before project end, a business event on funding opportunities (H2020, EU programmes, private funds) and on building effective and fruitful partnerships within the organic value chain is organized by P1 (5.2.3). It involves research institutions, MSMEs, decision-makers and civil society (as the quadruple helix model) in order to foster public-private partnership as well as cross-border collaboration.

Final beneficiaries	Who will benefit from this WP? How? organic MSMEs will benefit from promoting new joint products with increased added value as well as from cross-contamination during cross-border public events.. Civil society will benefit from the economic growth and improved social conditions and will be more trustful in the organic sector and will enjoy innovative products/services			
Output 5.1	Output title 5.1 Labs carried out to share knowledge and provide added value products by new business alliances	Target value 25.0 MSMEs sharing common knowledge	Semester of delivery III, IV, V	Budget € 295.646,38
	Output description Local and cross-border Labs are physical and open spaces where actors of the innovative organic value chain (MSMEs, innovators, researchers) can interact in a cross-contamination process in order to generate joint solutions favoring “user-driven innovations” and market requirements. Feedback of Labs gives the Organic Ecosystem clear indications on local business communities’ needs useful to the cross-border strategy framing.			
Target group	Who will use the main outputs delivered in this work package? Organic MSMEs actively involving in Local and Cross border Labs			
Target group involvement	How you will involve the target groups (and other stakeholders)? Target groups attend local and CB labs, create business alliances and contribute to generate new solutions based on market needs’ assessment, win-win negotiation and common interests pursuing.			
Activity 5.1.1 (A 5.1.1)	Activity title 5.1.1 Stimulating innovative value chain and business alliances	Starting Month 16	Ending Month 24	
	Activity description Local Labs with different actors are organized by PPs using the Living Lab approach (10			



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	<p>participants/15 days) with the support of CAs as well as coaches and consultancy services for business development. Through collecting needs, solution negotiation and common interests pursuing, new ideas are generated and a business model is developed by participants.</p> <p>An expression of interest is launched and participants are selected on the basis of criteria shared within the Organic Ecosystem.</p>			
Activity 5.1.2 (A 5.1.2)	Activity title 5.1.2 Organizing cross-border Labs for innovative organic value chain	Starting Month 23	Ending Month 28	
	Activity description At the end of act.5.1.1 a cross-border Lab (5 days in Tunisia) is organized by PP4 in order to facilitate the contamination among participants, sharing of experience and know-how. The Lab is attended at least by 5 MSMEs/country as well as by researchers, business angels, banks, public authorities and stakeholders from the Programme area.			
Output 5.2	Output title 5.2 International business events to facilitate SMEs market access and the link with research	Target value 25.0 MSMEs participating in crossborder business events	Semester of delivery IV, V, VI	Budget € 181.202,62
	Output description Participation of MSMEs, actively involved in innovative organic value chain, in international organic fairs and events on H2020 and EU Programmes will favor cross-border integration and business alliances, reaching new markets as well as access to funds to improve R&I. Research institutions, decision-makers and civil society, associations of farmers, consumers, investors, banks, innovators representatives will also attend in order to foster public-private research and innovation partnerships.			
Target group	Who will use the main outputs delivered in this work package? organic MSMEs attending international business events			
Target group involvement	How you will involve the target groups (and other stakeholders)? MSMEs attend international organic fairs; target groups attend international events on H2020 and other funding opportunities.			
Activity 5.2.-1 (A 5.2.1)	Activity title 5.2.1 Launching and spreading innovative projects	Starting Month 22	Ending Month 26	



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	Activity description Applicant prepares a cross-border call to be validated during the 4th Organic Ecosystem seminar (Greece) and launched on PPs and APs websites and social media. It is addressed to different profiles (MSMEs, professional associations, researchers etc.); young entrepreneurs and women are especially encouraged to participate. PPs select at least 3 MSMEs/country to promote the most innovative organic business alliances during an international organic fair.		
Activity 5.2.-2 (A 5.2.2)	Activity title 5.2.2 Participating in business fair	Starting Month 25	Ending Month 36
	Activity description PPs identify one of the most important international organic trade or innovation fairs (e.g. Biofach, Nurnberg, Menope, Dubai, OFIA) in order to promote innovative organic value chain, business alliances and results of the local and cross-border Labs. A stand financed by all PPs is dedicated to the project. Representatives of alliances/innovative ideas (at least 3 per country) are invited to attend the fair as real case, on the base of common criteria.		
Activity 5.2.3 (A 5.2.3)	Activity title 5.2.3 Organizing international events to promote innovative experience	Starting Month 31	Ending Month 36
	Activity description An event on H2020 and EU Programmes is organized by the Applicant aiming at building effective alliances for accessing funding opportunities. It involves research institutions, MSMEs, decision-makers, civil society, associations of farmers, consumers and other association of various interest) representatives in order to foster public-private research and innovation collaboration and favour cross-border contacts. On this occasion, innovative organic value chain experiences supported by the project		