

After LIFE+ plan

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Executive summary

Purpose: The purpose of the after LIFE+ communication plan is the continuation of the dissemination of the project results after the end of the project.

Outcomes: The tasks of the after LIFE+ plan will be described along with the beneficiaries involved and the funding source.

Results: A number of tasks were outlined involving, among others, the project's website and social media, short courses for farmers and unemployed people, seminars and workshops.

Conclusions: This plan will ensure the effective communication of the key results of the project and the promotion of the organic farming and its products as a way of mitigating climate change and improving the health profile of children and adults.

Σύνοψη

Σκοπός: Σκοπός του after LIFE+ σχεδίου επικοινωνίας είναι η συνέχιση της διάδοσης των αποτελεσμάτων του έργου μετά το τέλος του έργου.

Αντίκτυπος: Θα περιγραφούν οι δραστηριότητες του after LIFE+ σχεδίου, μαζί με τους εμπλεκόμενους δικαιούχους και την πηγή χρηματοδότησης.

Αποτελέσματα: Δίνονται λεπτομέρειες για δραστηριότητες που περιλαμβάνουν, μεταξύ άλλων, τη ιστοσελίδα και τα μέσα κοινωνικής δικτύωσης του έργου, σύντομα μαθήματα για αγρότες και άνεργους, σεμινάρια και εργαστήρια.

Συμπεράσματα: Το σχέδιο αυτό θα διασφαλίσει την αποτελεσματική επικοινωνία των κυριότερων αποτελεσμάτων του έργου και την προώθηση της βιολογικής γεωργίας και των προϊόντων της ως μέσο μετριασμού της κλιματικής αλλαγής και βελτίωσης του προφίλ υγείας των παιδιών και των ενηλίκων.

Introduction

The ORGANIKO LIFE+ project' main aim was to showcase the comparative advantages of organic farming and its products over conventional farming. Dissemination activities were key components of the project with the objective to communicate the results and activities of the project to the relevant stakeholders, the scientific community, the farmers and the general public both in Cyprus and Italy.

The after LIFE+ communication plan will ensure the effective implementation of the project toolbox after the end of the project with the aim of increasing organic farming activities and organic product consumption in Cyprus. Specifically, the after life+ plan sets out to:

- Inform the wider public and key stakeholders (farmers, companies, and policy-makers) about the achievements of the ORGANIKO LIFE+ project
- Encourage key stakeholders to support organic farming and spread knowledge about ways that the organic food and farming can contribute to mitigating climate change and better health

The plan involves a description of the tasks performed, the beneficiaries involved and the funding source.

After LIFE+ Plan

A/A	After LIFE task	Responsible beneficiary	Funding source
1	The project's website (www.organikolife.com) will remain active and frequently updated even after 5 years from the project completion date (until 08/2024). The update of the website will be less frequent compared to the period of the project duration with about a post per month with the contribution of all beneficiaries in order to continue the information-sharing, dissemination and the awareness-raising of the ORGANIKO activities.	CUT	Own funds
2	The Facebook page and twitter account will continue to be active even after 10 years from project completion. There will be less regular posting compared to the period of the project duration and all beneficiaries will contribute.	CUT, ARI, DE	No funding is required
3	The banner that was developed and used in ORGANIKO events will remain posted in a public place even after 5 years from project completion.	CUT	No funding is required
4	The ORGANIKO logo will be disseminated in all activities by partners, dealing directly or indirectly with the project's topics.	CUT, ARI, DE	No funding is required
5	The layman's report will be available on the project's website and will be disseminated in schools, in public and governmental places such as ARI, DE, CUT.	CUT, ARI, DE	No funding is required
6	A 3-minute video that will include 4-5 interviews with key people and graphics of the results. The video will be disseminated on the project's website and social media.	CUT, ARI	No funding is required
7	A virtual electronic book based on the layman's report will be available on the project's website.	CUT	No funding is required
8	Social Media campaigns (about 10 in total) in Facebook, Instagram/Twitter	CUT	No funding is required
9	500 coloured A3 posters for dissemination in public buildings such as ARI, DE, CUT.	CUT	No funding is required
10	The strategic national plan was submitted to the Cyprus	CUT, ARI, DE	No funding is

	Ministry of Agriculture, Rural Development and Environment and will be taken into account for the revision of the existing “National action plan for the development of organic farming” of the Republic of Cyprus		required
11	A short course for new farmers as well as unemployed people will be organized	ARI	Own funds
12	Networking with other LIFE projects by sharing posts in the social media and by participating in joint events.	CUT, ARI, DE	The funds for these events will be covered jointly by the other projects and CUT, ARI and DE.
13	The Commissioner of Environment in Cyprus, Mrs Ioanna Panayiotou, will disseminate the leaflets produced by the project as well as the layman’s report during her various activities.	CUT, ARI, DE	No funding is required
14	Seminars and workshops that promote consumer awareness, health benefits and environmental advantages of organic farming will be organized	CUT	Own funds
15	The results of the children’s health study were sent to the Ministry of Education and Culture in Cyprus. There is a course for organic products in the high school’s curriculum but not in the primary schools. We contacted already the Ministry with a suggestion and in the strategic national plan we included a proposal for the incorporation of organic farming in the curriculum of the primary schools in order to increase the trust level of students, teachers and parents towards organic products.	CUT	Own funds
16	The improved protocols for organic apple and barley cultivations will be available through the Ministry of Agriculture, Rural Development and Environment and the project’s website so that farmers can have access to them and increase the performance of their crops.	ARI	Own funds
17	We implemented first the paradigm of short-chain organic markets at a public university in Cyprus (CUT premises).	CUT	Own funds

	We will continue our efforts for increasing the public awareness about this type of markets.		
18	The consumer survey can act as a tool that will explain sufficiently the consumer behaviour in other European countries. The survey provides actions for different stakeholders (government, municipalities, traders, farmers). We will communicate the results to the Ministry of Agriculture, Rural Development and Environment and create material for different stakeholders.	CUT, ARI, DE	Own funds

About the project



TITLE:

Revamping organic farming and its products in the context of climate change mitigation strategies

ACRONYM:

ORGANIKO LIFE+ (LIFE14 CCM/CY/000990)

DURATION:

4 years (2015–2019)

BUDGET:

€975.951

FUNDING:



58% co-funded by the European Union's LIFE programme

BENEFICIARIES:



Cyprus University of Technology (coordinator)



Agricultural Research Institute



Department of Environment



Kyoto Club (Italy)

WEBSITE:

www.organikolife.com