



SME ORGANICS

Interreg Europe



European Union
European Regional
Development Fund

Communication Progress and next steps

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INTIA

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6th February 2017 | 4th Consortium meeting, Bari (Puglia)

Semester 1

1. **Appointment of communication officers** by each project partner. Setting up of the **internal communication strategy**.
2. Drafting of the **Communication Strategy** by the partner in charge (LP).
3. Review, definition and agreement by Steering Group of the **Communication Strategy**: goals, target groups, messages, tools & activities, time plan and indicators.
4. **Localization of the Communication Strategy** to the 8 partner regions with details on: target groups, mass media, and specific activities according to regional specificities.
5. External contract by LP for design of the SME-ORGANICS **Image Handbook**.
6. Production of project **posters and delivery to all partners**.
7. Proposal of contents by LP for the **project website** under INTERREG EUROPE system and IFOAM-EU's website. Agreement of contents by the Steering Group.
8. Set-up of project **social media tools** by LP and links with INTERREG EUROPE and IFOAM-EU's own profiles: Facebook, LinkedIn and YouTube. Communication Officers from all partners will get access to the project's social media profiles in order to feed them on an agreed basis.
9. **Press releases** in connection to the kick-off meeting and field visit to Canton Aargau in Switzerland. **Video shootings** of the field visits will be taken by the partners' Communication Officers.
10. Organisation of **regional dissemination events** in the 8 partner regions (including Canton Aargau in Switzerland) for promoting the project, raising awareness and engaging local stakeholders.



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5

External contract by LP for design of the SME-ORGANICS Image Handbook.



6



Production of project posters
and delivery to all partners.



SME ORGANICS
Interreg Europe

SME ORGANICS aims at enhancing the competitiveness and sustainability of SMEs in the organic sector of the participating regions, improving their performance and facilitating the growth capacity of the entire sector in regional, national and international markets.

www.interregurope.eu/smeorganics

An interregional cooperation project for improving SME competitiveness policies

Project Partners



130902304 - 08/2016

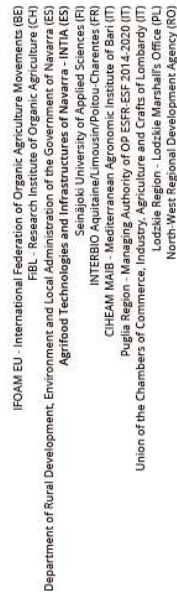
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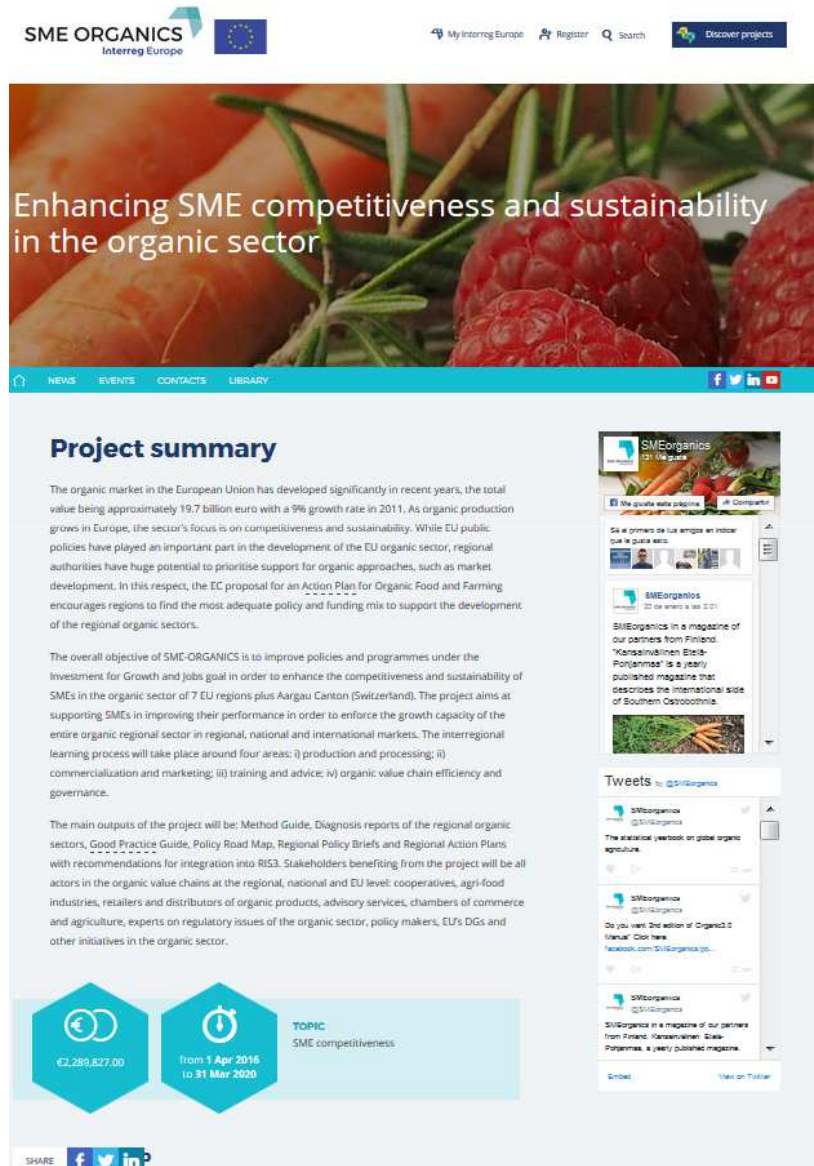


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Enhancing SME competitiveness and sustainability in the organic sector

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Project summary


The organic market in the European Union has developed significantly in recent years, the total value being approximately 19.7 billion euro with a 9% growth rate in 2011. As organic production grows in Europe, the sector's focus is on competitiveness and sustainability. While EU public policies have played an important part in the development of the EU organic sector, regional authorities have huge potential to prioritise support for organic approaches, such as market development. In this respect, the EC proposal for an Action Plan for Organic Food and Farming encourages regions to find the most adequate policy and funding mix to support the development of the regional organic sectors.

The overall objective of SME-ORGANICS is to improve policies and programmes under the Investment for Growth and jobs goal in order to enhance the competitiveness and sustainability of SMEs in the organic sector of 7 EU regions plus Aargau Canton (Switzerland). The project aims at supporting SMEs in improving their performance in order to enforce the growth capacity of the entire organic regional sector in regional, national and international markets. The interregional learning process will take place around four areas: i) production and processing; ii) commercialization and marketing; iii) training and advice; iv) organic value chain efficiency and governance.

The main outputs of the project will be: Method Guide, Diagnosis reports of the regional organic sectors, Good Practices Guide, Policy Road Map, Regional Policy Briefs and Regional Action Plans with recommendations for integration into RIS3. Stakeholders benefiting from the project will be all actors in the organic value chains at the regional, national and EU level: cooperatives, agri-food industries, retailers and distributors of organic products, advisory services, chambers of commerce and agriculture, experts on regulatory issues of the organic sector, policy makers, EU's DGs and other initiatives in the organic sector.

€2,289,827.00 **from 1 Apr 2016 to 31 Mar 2020** **TOPIC**
SME competitiveness

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SMEOrganics 131 Magazine

Me gusta esta página

Compartir

Se le omite de las sugerencias de inicio de la página

SMEOrganics 22 de enero a las 2:21

SMEOrganics in a magazine of our partners from Finland. "Kansainvälinen Etsä-Pöytäkirja" is a yearly published magazine that describes the international side of Southern Ostrobothnia.

Tweets by @SMEOrganics

SMEOrganics @SMEOrganics

The statistics yearbook on global organic agriculture.

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Do you view the edition of Organic 0? Name: Click here facebook.com/SMEOrganics...

SMEOrganics @SMEOrganics

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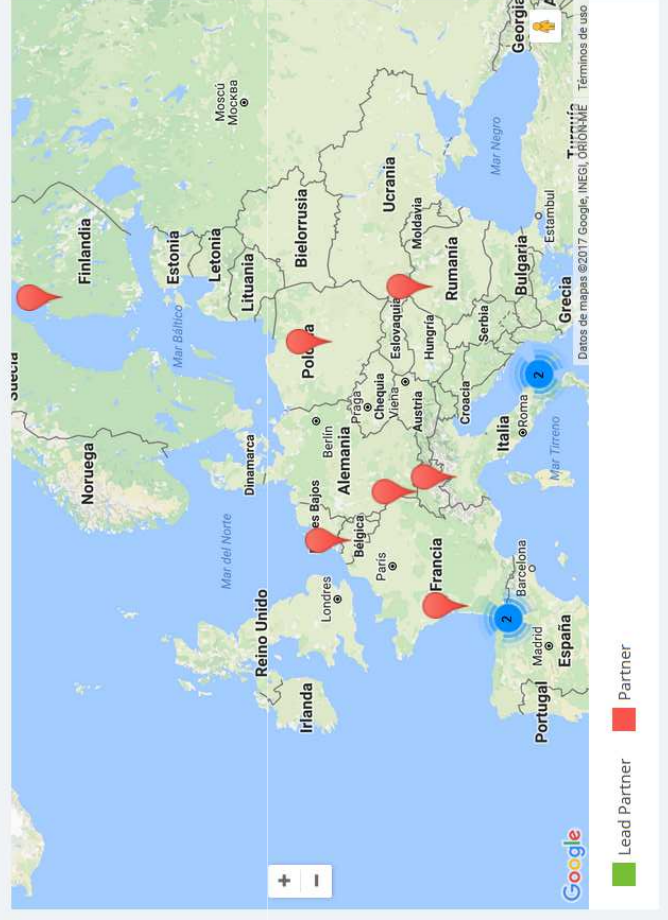
Embed View on Twitter

Project summary

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Partnership



What policy instruments does the project address?

Regional Operational Programme ERDF 2014-2020 Navarra (CCI 2014ES16RFOP020)	>
Regional Operational Programme ERDF ESF Aquitaine 2014-2020 (CCI 2014FR16M0OP001)	>
Regional Operational Programme ERDF 2014-2020 Puglia 2014-2020 (CCI 2014IT16M2OP002)	>
Romanian Regional Operational Programme ERDF 2014-2020 (CCI 2014RO16RFOP001)	>
Regional Operational Programme ERDF 2014-2020 Lodzkie Region (CCI 2014PL16M2OP005)	>
Regional Operational Programme ERDF 2014-2020 Finland (CCI 2014FI16M2OP001)	>
Cantonal Measurement Package for agriculture, production, sales promotion and innovation of Aargau Canton	>
Regional Operational Programme ERDF 2014-2020 Lombardia (CCI 2014IT16RFOP012)	>

Latest News

See all project news



09/12/2016

SME ORGANICS met to learn the sector in Navarra

Three success stories were the main protagonists of the second SME Organics Field visit to Navarra.

Type: [Project](#)



03/10/2016

1st SME ORGANICS Field visit to Aargau (Switzerland)

On 8th-9th of September the SME ORGANICS project organized the First Interregional Field Visit in Aargau (Switzerland) with regional stakeholders and partners.

Type: [Project](#)



30/05/2016

Regions invest in organic for sustainable development

The 8 participating regions will work and share experiences on specific measures to support the competitiveness of SMEs of the organic sector.

Type: [Project](#)

Latest Events

See all project events



Valenzano (BA), Italy

3rd Field Visit Puglia

Type: [Project](#)



Germany

Biofach 2017

<https://www.biofach.de/en/biofach-congress>

Type: [Project](#)

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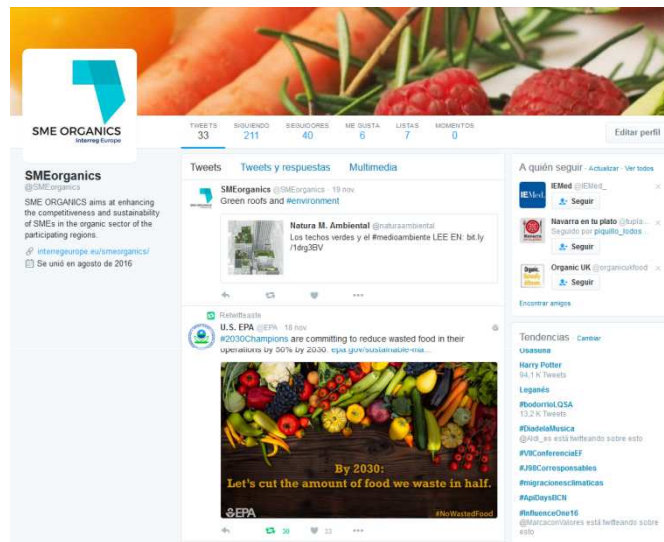
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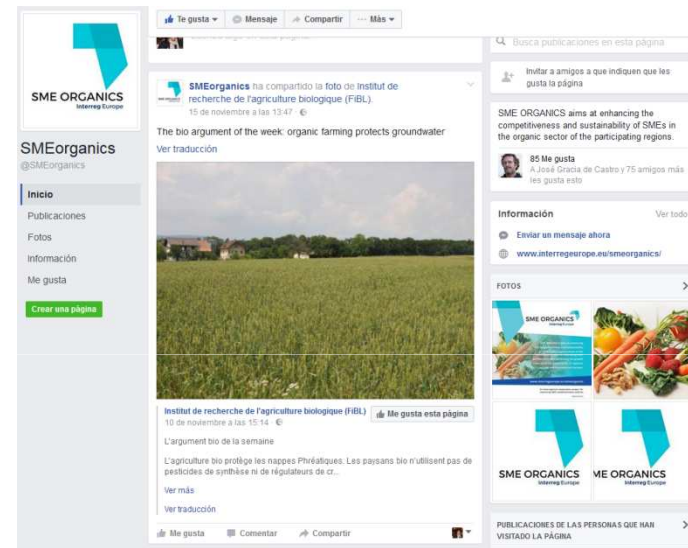


Activities carried out to gather information

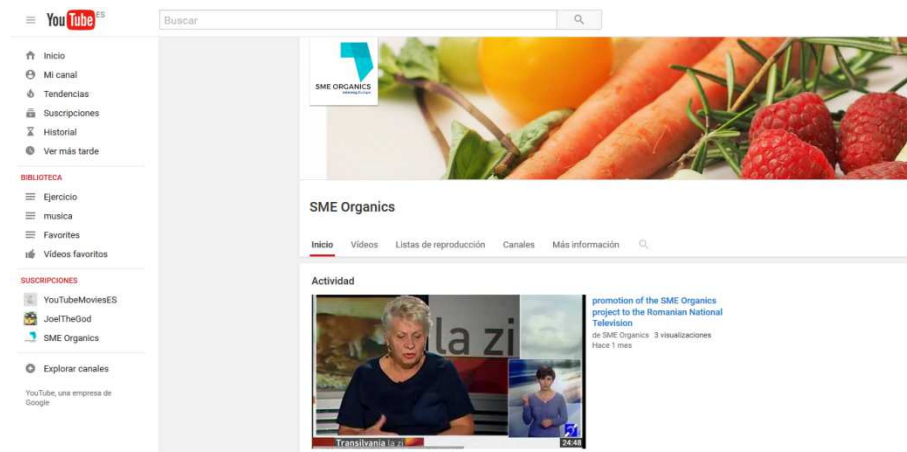
6. Social Media profiles are connected to the SME organics profiles



Twitter



Facebook



Youtube



Linkedin

Enhancing SME competitiveness and sustainability in the organic sector



Project summary

The organic market in the European Union has developed significantly in recent years, the total value being approximately 19.7 billion euro with a 9% growth rate in 2011. As organic production grows in Europe, the sector's focus is on competitiveness and sustainability. While EU public policies have played an important part in the development of the EU organic sector, regional authorities have huge potential to prioritise support for organic approaches, such as market development. In this respect, the EC proposal for an Action Plan for Organic Food and Farming encourages regions to find the most adequate policy and funding mix to support the development of the regional organic sectors.

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€2,289,826.00

from 1 Apr 2016 to 31 Mar 2020

TOPIC
SME competitiveness





Press releases in connection to the kick-off meeting and field visit to Canton Aargau in Switzerland. **Video** shootings of the field visits will be taken by the partners' Communication Officers.





NOTA DE PRENSA

Una delegación Navarra visita el Instituto de Investigación en Agricultura Ecológica, FIBL, en Suiza, para conocer experiencias exitosas del sector ecológico.



El pasado septiembre se dieron cita en Frick (Suiza) representantes de diversas regiones europeas para conocer las experiencias de impulso al sector ecológico del Cantón de Argovia. El evento fue organizado por el Instituto FIBL y la visita incluyó sesiones de trabajo con el fin de intercambiar experiencias en relación a políticas y medidas de apoyo al sector ecológico.

Los pasados días 8 y 9 de septiembre se dieron cita en Frick (Suiza) representantes de diversas regiones europeas para conocer de primera mano las experiencias de impulso al sector ecológico del Cantón de Argovia. La visita fue organizada por el Instituto de Investigación en Agricultura Ecológica FIBL, uno de principales centros de investigación e información para la agricultura ecológica a nivel mundial, que trabaja junto con los agricultores para desarrollar soluciones innovadoras y rentables para aumentar la productividad agrícola sin perder de vista el medio ambiente, la salud y los impactos socio-económicos.

El objetivo de la visita era conocer las políticas de apoyo al sector ecológico en todos los eslabones de la cadena de valor (desde la producción al consumo), teniendo en cuenta aspectos como la innovación y la competitividad de las PYMES (tanto a nivel federal suizo como cantonal de Argovia), así como intercambiar experiencias entre los 38 asistentes de las ocho regiones participantes (Navarra, Argovia (Suiza), Nueva Aquitania (Francia), Lodzkie (Polonia), Ostroboomia del Sur (Finlandia), Transilvania del norte (Rumanía), Lombardía y Puglia (Italia)), y el Instituto FIBL, la asociación internacional de producción y



10.

Organization of regional dissemination events in the 8 partner regions (including Canton Aargau in Switzerland) for promoting the project, raising awareness and engaging local stakeholders.



Indicators

30 appearances in media /
250 forecasted during
Project Life.

429 sessions / 250 forecasted
per semester

Semester 2

Communication and dissemination activities will continue at the EU and regional level. The LP will coordinate the on-going dissemination of the project according to the communication strategy, with the use of the balance score card for monitoring activities and in close coordination with IFOAM'EU for the EU-wide level.

The following activities will be carried out:

- ❖ Production by LP of **the project brochure** in all partner languages plus English and delivery to all partners.
- ❖ **Monthly update of the project website** in the INTERREG EUROPE platform and updates under IFOAM-EU's own website (quarterly) and news features (half yearly) on the basis of partners' contributions.
- ❖ **Update of social media profiles** by project partners own Communication Officers.
- ❖ The Communication Manager will produce a **template for the e-newsletter** and will define the contents and the calendar for edition, aiming at publication date in the end of semester 2. The e-newsletter will be produced in English and translated by the regional partners in their own languages and disseminated to the identified stakeholders in the regions.
- ❖ **Press releases** in connection to the field visits in Puglia (Italy) and South Ostrobothnia (Finland). **Video shootings** of the field visits will be taken by the partners' Communication Officers.
- ❖ **Monitoring of relevant related events** at EU level by LP and feedback to all partners. Delivery of a dissemination impact report by the participating partners to the Steering Group.



1



Production of the project brochure in all partner languages plus English and delivery to all partners.





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Enhancing SME competitiveness and sustainability in the organic sector

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In This Issue

- SME ORGANICS met to learn the sector in Navarra
- 1st SME ORGANICS Field visit to Aargau (Switzerland)
- Regions invest in organic for sustainable development

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Next Events

- 3rd Field Visit Puglia
- Biofach 2017
- Using action plans to develop organics in Europe
- 4th Field Visit Lombardy

5

5



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



6

6



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

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



Using action plans to develop organics in Europe

With a strong demand for organic products, there are great opportunities for stakeholders to work with policymakers to grow a more sustainable agri-food sector. The workshop will discuss how organic action plans can provide a framework for devising strategies, targets and funding mechanisms and help regional and national organic sectors develop.

Date: 16.02.2017
Time: 3:00 PM - 3:45 PM
Location: Room Budapest, NCC Ost

Presenter



Stephen Meredith
Deputy Policy Manager /
IFOAM EU Group



Speakers



Leire Iriarte Oyaga
Project officer /
Government of Navarra



Dr. Nicolas Lampkin
Executive Director / The
Organic Research Centre



Andrea Hrabalová
External consultant for
Organic Food and
Farming / Czech
Technology Platform for





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Thank you!

Questions welcome



Project smedia