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AgBiz Program

Technical Communication Dissemination Plan

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Executive summary

The purpose of the dissemination is to raise awareness of the AgBiz Program's technical achievements and the outcomes from the knowledge transferred. The key target groups for the dissemination are agribusinesses; donor organizations; business services providers; GoM institutions; academic institutions; USAID Mission in Macedonia and the general public. The main target groups for internal communication are AgBiz's customers, grantees and activities participant's executives and the technical members of their business.

To increase the awareness level intended, dissemination will be supported by communication materials, such as web sites, Program's newsletters; Value Chain Market Information Newsletters; Regional Market Information; Technical Assessments and Profiles and the Success Stories. Important are also good, long-term relations to national and local media.

In addition to this, project members will participate at workshops, roundtables; trainings and such activities will also be arranged within the Program.

All the communication materials will be appropriately branded, including USAID/AgBiz Logo and the Disclaimer.

The Outreach and Market Information Coordinator is, together with the Value Chain Coordinators, responsible for coordinating the dissemination activities.

Generalities

Dissemination can be seen as the means (i.e. press releases, conferences, high level official meetings, exhibitions, workshops, newsletters, websites, etc.) through which assessments and/or technical information is presented to targeted audiences.

The target of the dissemination is more specific group of professionals in agribusiness sector in Macedonia, including GoM and all the relevant institutions, above all the ministries of MAFWE and MoE; Donor Community; and Value Chain Participants.

"Dissemination" means the disclosure of foreground by any appropriate means other than that resulting from the formalities for protecting it, and including the publication of foreground in any medium;

"Use" means the direct or indirect utilization of Foreground in further research activities other than those covered by the project, or for developing, creating and marketing a product or process, or for creating and providing a service. Direct utilization is done by the participant owning the Foreground (e.g. though further research or commercial or industrial exploitation in its own activities) while indirect utilization is done by other parties (e.g. through licensing).

Target audiences

The Dissemination Plan effects primary audience of the AgBiz Program is co-operators in business, science, Regional Competitiveness Initiative; governmental audiences as well as the interested USAID and EU-audiences.

The secondary or better the general audience includes all types of media and Information Officers or USAID funded projects in Macedonia.

Logo and graphical identity

A graphical identity is composed of visual elements that aim to represent an organization. The AgBiz graphical identity will include logo, fonts, colors and templates for presentations and text documents.

It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the project. All materials that will be disseminated must be appropriately branded as per Branding Strategy of the Program.

Information and dissemination plan

The purpose of the dissemination plan is to identify type of technical materials to be disseminated and identify relevant audiences (recipients) to AgBiz materials.

The main purpose of the dissemination activities is to raise awareness of the project in order to make AgBiz successful project. This will be carried out by using various communication materials, but also by face to face information at conferences and workshops. The information will also meet the general public through media coverage.

Opportunities

Macedonian Association of Processors (MAP); WG Association “Shumski Plod” and Federation of Farmers of Macedonia (FFRM) will be acting as a vehicle for disseminating technical materials produced by AgBiz, in order to hit bigger audiences.

International and National Conferences and Workshops

Project results will be presented through PPT, CDs, and Papers at various international and national conferences and workshops. There are a modest number of such conferences, such as the

- MAP assembly meeting
- Second Conference and Workshop on “Storage of Fresh Vegetables, Fruits and Grapes – an Important Component of Export Potential”
- Regional Competitiveness Initiative conference

Universities and colleges

In the two and a half years of its operation, AgBiz is several cases used technical expertise provided by local academics from Faculty of Agriculture and Food Science. But, also build their human capacities through transfer of knowledge in study tours and training activities. The intention is to broad that base of AgBiz beneficiaries in long run, and to improve Macedonian agribusiness sector becoming more competitive and sustainable.

AgBiz will share technical materials more effectively with relevant departments within the faculties and responsible academics.

Dissemination through other relevant projects

- EU funded projects
- USAID funded projects in Macedonia and in the region

- RCI

Publications

Relevant publications like technical magazines, as well as newspapers will be used to disseminate project visions and results. Though we will focus on technical publications, it is assumed to be quite as important to address commercial publication as well as those addressing the general public. Furthermore the Program and Value Chain Market Information newsletters will be an additional source of dissemination.

Outreach Releases

- Program Newsletter

For the interested general public there will be a Program Newsletter, delivered four times in a calendar year. There are two Newsletters already completed, and the third will be completed by end of March '10 and the fourth October '10.

The news letter will, among other relevant issues, contain information on achievements of the Program, including capacity enhancing activities and grantees business development projects successes.

The news letter is/will also be published on the web site and in hard copy.

- Success Stories

The “success story” is an outreach tool for capturing and acknowledging achievements of the Program and its customers, towards USAID and general public.

The success stories are always translated on Macedonian language and disseminated to HO; USAID; RCI; and selective journalists. The stories are posted on <http://www.agbiz.com.mk/en/about/news.html> and some of them to USAID webpage http://macedonia.usaid.gov/en/success_stories_first.html; as well published in electronic RCI's monthly Newsletters.

To date Program published 27 success stories.

Technical Releases

To enhance customers' interest in and appreciation of market information, and broaden our customer and stakeholder coverage, the Program developed “Value Chain Market Information Newsletter” program with the objective of publishing a semi-monthly “Newsletter” from each VCC to their entire potential customer base. The Newsletter contains market and competitiveness enhancement focused information and graphics/pictures. To date developed two Market Information Newsletters for Wine and WGP. By the end of LoP, each of the VCC will have total two Newsletters, or nine in total, not including the two already developed and releases.

- Value Chain Market Information Newsletters-completed

1. Wine Market Information Newsletter
2. WGP Market Information Newsletter

- *Value Chain Market Information Newsletter- to be developed*

| No. | VCC Market Information Newsletter | Tentative date for completion |
|------------|--|--------------------------------------|
| 1 | Fresh Fruits and Vegetables | November 09; May '10 |
| 2 | Processed Vegetables | December 09; August '10 |
| 3 | Wine Market Information | February 09; Sep'10 |
| 4 | WGP Market Information | July'10 |

- *Regional Market Information*

One of the objectives of the AgBiz Program is to increase the availability and utilization of market information by participants in the agriculture and agribusiness sectors via providing VCC Market Information Newsletters and the Regional Market Information of Moja Zemja's.

- *Assessments*

1. Macedonian Trade Agreements and Opportunities for AgBiz's Value Chains;
2. UK Market Entry Opportunities for Macedonian Wineries;
3. Croatia Fresh Produce Market Report;
4. Croatian Table Grapes Market Report
5. Assessment of the Regulations in Personal Income Tax from Farmers;
6. Apple Sector in Macedonia
7. Study Tour in California for Macedonian Table Grapes Exporters Report

- *Value Chain Profiles*

1. Table Grapes Value Chain Profile;
2. Fresh Vegetables Value Chain Profile;
3. Macedonian Wild Gathered Value Chain Profile

- *Reports*

1. Storage of Fresh Vegetables, Fruits and Flowers Conference and Workshop Report
2. Agribusiness Finance Manual
3. Survey on Performance of F&V Processing Report 2007
4. Business Development Mission in Berlin, FruitLogistica 2008 Report
5. 75th International Agricultural Trade Fair in Novi Sad

6. Producer Study Tour to the Novi Sad Agricultural Fair
7. Interfest Wine Festival in Novi Sad
8. The World of Private Label Trade Fair in Amsterdam
9. Macedonian Trade Mission to US and Exhibition at Midwest Fancy Food Chicago
10. Participation of the Macedonian Companies on the International Exhibition Global Food and Style Expo Chicago
11. Participation of Macedonian Companies at Novi Sad International Agricultural FairSad report 2008
12. Interfest Novi Sad Report
13. HACCP System for Fresh Produce Training
14. VиноSkop Report
15. Sweden Study Tour Report
16. Poland B2B and Study Tour Report
17. FruitLogistica Berlin 2009 Report
18. Study Tour in Bulgaria Report
19. BIOFACH 2009 Trade Fair and Study Tour Report
20. Study Tour to California for Macedonian Table Grapes Exporters Report_Draft
21. Tutto Food Milano June 09 Activity Results Report
22. Performance of the F&V Processing Industry in 2008
23. London International Wine Fair 09 Activity Results Report
24. Alimentaria 2009 Study Tour Activity Results Report

Project Website

A project website [<http://www.agbiz.com.mk>] has been set-up to publicize the work and results produced within the project. This website that is regularly updated with all public information is intended to facilitate contacts and exchanges with other stakeholders on the relevant topics. This web site will be continuously being kept updated about general public project information, public deliverables and other results that may interest the public.

Responsibilities

An Outreach and Market Information Coordinator is assigned to secure continuity in the communications and dissemination activities. The Outreach and Market Information Coordinator is responsible for

coordinating the dissemination together with the Value Chain Coordinators and with input from the management.

Since the Dissemination Plan is predominantly for technical materials, it's very important to emphasize that one of the responsibilities of the AgBiz's Activities and Policy Reform Manager is to raise the awareness of AgBiz's Program and its accomplishments particularly but not limited to GoM's institutions, especially with PM; MAFWE and MoE, as well with all relevant GoM entities.

All members of the AgBiz team will contribute to the dissemination for instance by participating and giving presentations at conferences; workshops; trainings; networking and similar activities. Since face to face information is highly effective it is important that everybody involved in the project has good general knowledge of all the aspects of AgBiz, in order to be a good "ambassador" for the project.

Mailing lists

A general mailing list has been created and administrated by the coordinators. All staff will be included in the same list, to make sure that nobody is excluded from valuable information. Even if not everybody is interested in all details of the project, general knowledge of AgBiz is important since every project member is an ambassador for the whole project. Since not everybody is interested in all information, it is important to write a descriptive subject for each message.

To date has been created recipients lists for Wine and WGP Market Information Newsletters.

Media

Media Advisory; Press releases for media will be published at strategic times, in the beginning or/and end of the activity (trade fair; study tour; training) and when major achievements have been made. National and local media are/will also be invited at suitable times in order to spread knowledge about the Program to the public.

Target groups

Target group 1: professional stakeholders, including current and potential partners, Value Chain participants and political policy makers

| Targets | Types of materials | Methods |
|---|--|--|
| <ul style="list-style-type: none"> • Policy makers • GoM • Chief of Parties and Senior managers in organizations working in economic sector in Macedonia • EU and USAID funded projects • AgBiz's VCC Participants (individual companies and trade associations) • University academics | <ul style="list-style-type: none"> • Assessments • Profiles • VCC Market Information Newsletters • Regional Market Information • Reports • Program Newsletter • Success Stories | <ul style="list-style-type: none"> • e-updates • website • regular post • limited print of the listed materials <p>Note: <i>Executive Summary-only translated in Macedonian Language</i></p> |

Target group 2: the professional and technical media

| Targets | Types of materials | Methods |
|---|--|---|
| <ul style="list-style-type: none">• Journalists providing business articles in local, national media• Business newspaper online• Media houses | <ul style="list-style-type: none">• Press releases;• Media advisories;• Program Newsletter• VCC Market Information Newsletter• Success stories | <ul style="list-style-type: none">• Emails• Hard copies occasionally• Media tours• Individual interviews and briefings with key journalists• TV exposures |

Note: all materials that go to journalists/media houses must be translated on Macedonian.

Outline timetable

| Targets | Timetable |
|--|--|
| Group 1: professional stakeholders, including current and potential partners, Value Chain participants and political policy makers | Focus during Nov 09 until LoP (March 2011) |
| Group 2: the professional and technical media | Through the project |

Resource allocation

Staff:

- Chief of Party
- Activities and Policy Reform Manager
- Outreach and Market Information Coordinator
- Value Chain Coordinators

Budget

| Regional Market Information | Program Newsletter | Professional design enhancement and printing Value Chain Newsletters | Printing Technical Materials (Assessments; Reports; Profiles) |
|-----------------------------|--------------------|--|---|
| \$7,900 | 2x 250= \$500 | 10x \$200 | \$500 |