

Result 4: Awareness Raising									Yearly distribution			
Activity									2006	2007	2008	2009
4.1. AEWA Website*	Item	unit	# units	# people	price/unit	total						
a. Strategy/proposal to make website interactive	Sub contracting	hour	16	1	55	880		880	-	-	-	-
b. Design & construction interactive website	Sub contracting	hour	40	1	55	2200		2200	-	-	-	-
c. Maintenance	Sub contracting	lump sum				2500		2500	2500	2500	2500	2500
d. Content management training workshop**	Sub contracting	hour	8	1	55	440		440	-	440	-	-
e. Content maintenance	<i>JPO Staff task (no additional budget required)</i>											
* Website restructuring is part of the AEWA Communication strategy.												
As part of the implementation is foreseen for 2004, only partial budget (to make website interactive) has been included here.												
** Training of AEWA Staff (JPO)												
Sum activity 4.1.									€ 6.020	€ 2.500	€ 2.940	€ 2.500
4.2. AEWA Newsletter	Item	unit	# units	# people	price/unit	total						
a. Collection & editing	<i>JPO Staff task (no additional budget required)</i>											
b. Monthly e-flashes	<i>JPO Staff task (no additional budget required)</i>											
c. Translation	Consultancy	lump sum				3000		9000	9000	9000	9000	9000
d. Design & production regular newsletter (2/y)	Sub contracting	lump sum				5000		15000	15000	15000	15000	15000
2 regular issues & 1 special issue per year												
e. Distribution	Postage	lump sum				1000		3000	3000	3000	3000	3000
Sum activity 4.2.									€ 27.000	€ 27.000	€ 27.000	€ 27.000
4.3. E-discussions	Item	unit	# units	# people	price/unit	total						
a. Establish e-list	<i>JPO Staff task (no additional budget required)</i>											
b. Establish discussion fora	<i>JPO Staff task (no additional budget required)</i>											
c. Establish working groups	<i>JPO Staff task (no additional budget required)</i>											
d. Maintenance	Sub contracting	hour	8	1	55	440		440	440	440	440	440
Sum activity 4.3.									€ 440	€ 440	€ 440	€ 440

4.4. Accession Guidelines		Item	unit	# units	# people	price/unit	total						
<i>The development & distribution of accession guidelines is part of the AEWA Communication Strategy.</i> <i>As implementation is foreseen for 2004, no budget has been included here.</i>													
							Sum activity 4.4.	€ 0	€ 0	€ 0	€ 0		
4.5. Toolkit for National level		Item	unit	# units	# people	price/unit	total						
a. Poster	Content	<i>JPO Staff task (no additional budget required)</i>											
	Design & Production	Consultancy lump sum					4500	4500	4500	4500	4500		
b. Sticker	Content	<i>JPO Staff task (no additional budget required)</i>											
	Design & production	Consultancy lump sum					3000	3000		3000			
c. PPP prese	Content	<i>JPO Staff task (no additional budget required)</i>											
	Translation	Sub contracting	lump per language				500	1500					
	Design & (re)production CD Rom	Sub contracting	CD-Rom	250	1	5	1250	2500	1250	625	625		
d. Agreement	Translation	Sub contracting	lump per language				500	1500					
	Production CD-Rom	<i>Same as 4.5.c. (no additional budget required)</i>											
<i>Note: the AEWA Anniversary in 2005 is an important awareness raising moment.</i> <i>No budget has been included here as this action plan covers 2006-2009 only.</i>							Sum activity 4.5.	€ 13.000	€ 5.750	€ 8.125	€ 5.125		
							Total for Result 4: Awareness Raising	€ 46.460	€ 35.690	€ 38.505	€ 35.065		