

Result 4: Awareness Raising

Activity							Yearly distribution				
							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	
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>										
	<i>alt. Consultancy</i>	<i>hour/monthl</i>	<i>20</i>	<i>1</i>	<i>20</i>	<i>400</i>	<i>4800</i>	<i>4800</i>	<i>4800</i>	<i>4800</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.							€ 10.820	€ 7.300	€ 7.740	€ 7.300	
4.2. AEWA Newsletter	Item	unit	# units	# people	price/unit	total					
a. Collection & editing	<i>JPO Staff task (no additional budget required)</i>										
	<i>alt. Consultancy</i>	<i>days</i>	<i>5</i>	<i>1</i>	<i>450</i>	<i>2250</i>	<i>6750</i>	<i>6750</i>	<i>6750</i>	<i>6750</i>	
b. Monthly e-flashes	<i>JPO Staff task (no additional budget required)</i>										
	<i>alt. Consultancy</i>	<i>hour/monthl</i>	<i>8</i>	<i>1</i>	<i>20</i>	<i>160</i>	<i>1920</i>	<i>1920</i>	<i>1920</i>	<i>1920</i>	
c. Translation	Consultancy	lump sum				3000	9000	9000	9000	9000	
d. Design & production regular newsletter (2/year) 2 regular issues & 1 special issue per year	Sub contracting	lump sum				5000	15000	15000	15000	15000	
e. Distribution	Postage	lump sum				1000	3000	3000	3000	3000	
Sum activity 4.2.							€ 35.670	€ 35.670	€ 35.670	€ 35.670	
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	
Sum activity 4.3.							€ 440	€ 440	€ 440	€ 440	

4.4. Accession Guidelines

Item	unit	# units	# people	price/unit	total
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The development & distribution of accession guidelines is part of the AEWA Communication Strategy.

As implementation is foreseen for 2004, no budget has been included here.

Sum activity 4.4.	€ 0	€ 0	€ 0	€ 0
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4.5. Toolkit for National level

Item	unit	# units	# people	price/unit	total
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a. Poster	Content	<i>JPO Staff task (no additional budget required)</i>			
	Design & Production			4500	4500
b. Sticker	Content	<i>JPO Staff task (no additional budget required)</i>			
	Design & production			3000	3000
c. PPP prese	Content	<i>JPO Staff task (no additional budget required)</i>			
	Translation			500	1500
	Design & (re)production CD Rom	250	1	5	1250
d. Agreement	Translation			500	1500
	Production CD-Rom	<i>Same as 4.5.c. (no additional budget required)</i>			

Note: the AEWA Anniversary in 2005 is an important awareness raising moment.

No budget has been included here as this action plan covers 2006-2009 only.

Sum activity 4.5.	€ 13.000	€ 5.750	€ 8.125	€ 5.125
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Total for Result 4: Awareness Raising	€ 59.930	€ 49.160	€ 51.975	€ 48.535
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