Project co-financed by the European
Regional Development Fund

MED Greenhouses
"Green Growth through the capitalization of innovative Greenhouses"

Del. 2.1.1 - Joint Communication Plan

Regional Council of Berat

Project Details:

Programme: **Interreg MED 2014-2020**

Priority Axis: **1. Promoting Mediterranean innovation capacities to develop smart and sustainable growth**

Objective: **1.1. To increase transnational activity of innovative clusters and networks of key sectors of the MED area**

Project Title: **Green Growth through the capitalization of innovative Greenhouses**

Project Acronym: **MED Greenhouses**

Reference No: **3082**

Lead Partner: **TEI of Thessaly**

Total Budget: **1,171,400 €**

Time Frame: **01/02/2018 - 31.07.2019**

Deliverable Details

WP: 2 - Communication

Activity: 2.1 – Communication Strategy

Deliverable Title: 2.1.1 Joint Communication Plan

Responsible Partner: TEI of Thessaly

Involved Partners: All

Date & Place of delivery: 20/06/2019

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The communication strategy of the project will be defined by a **Joint Communication plan** which will be the cornerstone of all communication related activities. The Joint Communication Plan will be elaborated by LP (TEI of Thessaly) with the contribution of all the partners. Milestones of the Joint Communication Plan are the following:

- Establishment of the project (business) identity (Logo, presentation template etc.) - Define and present project information in programme's platform
- Define the project's communication approach towards the already identified related stakeholders/ Key players - Establish the joint communication channels and means - Define and describe the communication material.

The contents of the Communication Plan are presented in Figure 1.

To be noted that the objective of the Project Communication (WP 2) is to engage final beneficiaries in the project activities and to maximize the project's impact. The tactics that will be applied are mixed and include:

a) common dissemination activities (e.g. project platform, communication and promotion material)

b) a mixed set of different types of events (e.g. seminars, webinars, external events, conference, consultations),

c) a video (MED Greenhouses Video)

d) a set up of communication channels with self explanatory roles towards the achievement of project's objectives.

To achieve the WP goals, each partner will set a Communication Manager (CM); CMs will be in direct contact and inform their Project Manager. All related activities will be deployed in the **Joint communication plan**.
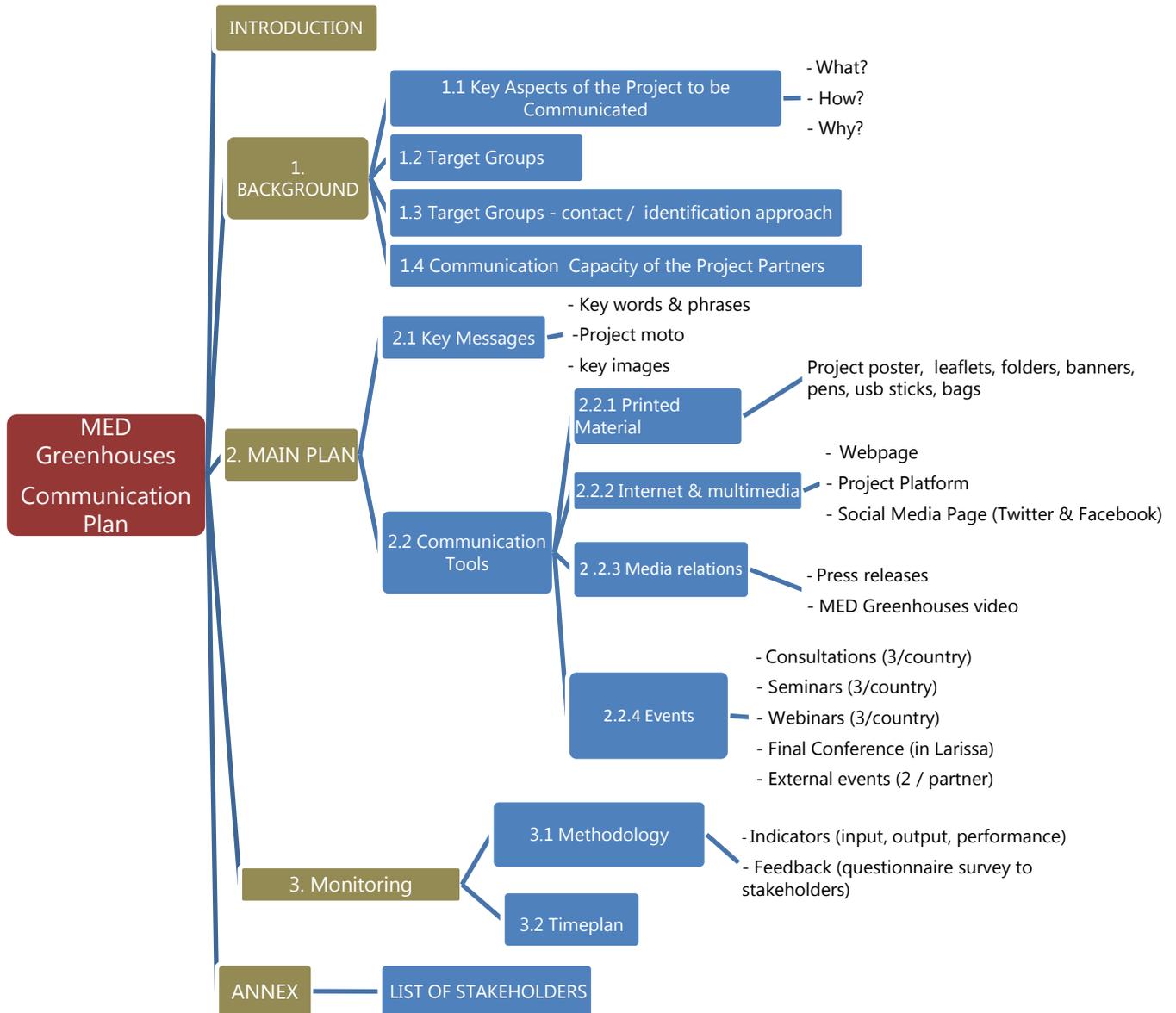
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1. Background

1.1 Key Aspects of the Project to be communicated

The communication and collaboration strategy is designed to provide the operational and theoretical framework for the key communication aspects of the project and its activities as a whole. In this context, the communication plan should emphasizes the most important aspects of the project and should focus on delivering the key messages to all beneficiaries and interested parties in a simple, understandable and effective manner. The communication plan should communicate (at least) the following messages:

✓ The project promotes the development of innovative Greenhouses in the MED area, minimizing water and energy demands.

✓ The project makes important contribution to Green Growth by stimulating environmental awareness, promoting sustainable development and raising apprehension on issues related to efficient use of water and energy resources.

✓ The project improves eco-innovation capabilities of interested parties both in the public and private sector by increasing and strengthening collaboration, cooperation and stimulating knowledge transfer.

✓ The project serves as an efficient platform for creating a transnational cluster of interested bodies in the greenhouse / agriculture sector. All interested parties can gain valuable knowledge by actively participating in the project's event, seminars, workshop, consultations and conferences.

✓ The project will help governmental or private actors to develop tailored policy recommendations that lead to creating an appropriate framework which stimulates sustainable development and green growth.

✓ The project will help to identify all interested parties in the greenhouses / agriculture sectors and favor their further development by gaining expertise and valuable knowledge. Furthermore, possible financial opportunities will be identified for interested actors which they can use to enhance their existing framework of eco-innovation investments.

The above mentioned aspects of the project are crucially important and should be delivered to all beneficiaries and interested actors as they help to understand the overall objectives of the project along with tailored policies, recommendations, knowledge transferring, and (financial) opportunities that suit and help each actor into achieving its own goals. Communicating the above aspects of the project will set the stage for a smooth and efficient cooperation of governmental or private bodies with interested parties such as farmers, local businesses specialized in the greenhouses sectors, and research institutes, among others. The project aims to

create and strengthen a fruitful collaboration between actors that come from many different backgrounds and interests, and which have very distinct work methodologies. For this reason, it is highly important to identify the common ground on which to build the necessary collaboration for achieving the project's objectives.

Approach for their implementation:

- Assess the state of play, to perform an in-depth analysis identifying the major challenges faced by each partner or territory, and to communicate clearly and efficiently how the project can help to tackle and address those challenges.
- Key messages must be delivered using a variety of communication tools such as printed material, internet, multimedia, and different events in order to increase the scope and reach every possible interested actor.
- Each partner in the project should identify and engage possible target groups and stakeholders to promote the importance of the project and its benefits.
- By addressing particularities of different geographical contexts and stakeholders, the communication plan should serve as a platform for bringing together different actors into achieving the common objectives.

1.2 Target Groups

The Regional Council of Berat aims to include in the activities of the project a wide range of possible stakeholders, including but not being limited to: national / regional / local public authorities such as ministries, regional agencies and municipalities; higher education institutes that specialize in the field of agriculture, agro-tourism and agro-industry; organizations supporting businesses and other non-government and/or non-profit organizations; small and medium businesses in the required area of expertise and the general public including farmers and greenhouse owners. The following table summarizes this information, while Annex 1 provides a detailed list of possible stakeholders, along with their level of impact and expertise.

Table 1 – Target Groups

Target groups	Description	Minimum Target value
National public authority	Ministries of Agriculture, Rural Development, Tourism and Environment	1
Regional public authority	Regional authorities involved in the agriculture,	1

	and rural development	
Local public authorities	Municipalities from the region	3
Higher education and research institutes	Research institutes, universities, etc	2
Sectoral agency	Development agencies in the involved region	2
Business support organizations	Chambers of commerce; agriculture associations	3
Interests groups	NGOs relevant with agriculture and sustainable development	2
Small and medium businesses	Small and medium businesses relate to agriculture	3
General public	Farmers, greenhouse owners	40

1.3 Target Groups – contact / identification approach

The identification and involvement of stakeholders and interested parties is crucially important for the successful implementation of the project. Our objective is to identify a target group that is not unreasonably narrow or impractically broad. Rather, we aim to consider and balance the different interests of the stakeholders into the common objectives of the project and get them involved. This is vital for specifying goals as well as for communication with partners, the public, and everyone affected by the project.

Our approach to identify and involve stakeholders and interested parties in the projects will focus mainly on the following steps:
- Use the human resources of the Regional Council of Berat to identify a broad list of possible stakeholders aligned with the list of possible target groups agreed by all partners of the project

- Collaborate with other local, regional or national governmental or private agencies to collect detailed information about possible interested stakeholders. Municipalities, ministries or agencies working with agriculture sectors serve as example of the other bodies that will be contacted.
- Use public (online) information to identify other possible interested stakeholders and parties.
- Contact and reach individually or in group interested parties and stakeholders, using the most appropriate and effective method. Methods that will be used include
  o Organizing meetings with interested parties and stakeholders
  o Collaborating with other local or regional agencies to participate in the meetings they organize and to retrieve from them databases which contain information about possible stakeholders
  o Contact interested parties via post, e-mail, telephone and other means of communication
  o Use massive communication tools such as the official webpage of the Regional Council of Berat, social media (facebook, twitter, instagram), and local media to invite the interested parties to come in contact with the Regional Council of Berat.
  o Spread simple flyers on public places informing interested parties

All these various methods of identifying stakeholders and interested parties will serve as a valuable input to create a database of all possible stakeholders, along with contact details, and their interests. Once the stakeholders are contacted, a follow up phase will take place. During this phase, the Regional Council of Berat will categorize the interest expressed by different stakeholders and take appropriate measures in each case. For instance,

- If a possible stakeholder is not interested, we will try to formulate the importance of the project according to their specific needs
- If a possible stakeholder is interested, the follow up will consist of understanding better their interest and identify how to align them with the actions of the project

In this context, the objective of this process is to identify all possible stakeholders, and then understand their actual needs and the problems they face, while promoting how the activities of the project can help to tackle those challenges.

1.4 Communication capacity of the project partners

The Regional Council of Berat has the capacity to identify the local, regional, and national stakeholders and interested parties in the project and is able to develop a

communication strategy which uses various communication channels in order to align the needs and expectations of the interested parties, using effective communication to improve their commitment level. To facilitate the communication among the project consortium and stakeholders, we propose the following methods

- Create a database of all possible stakeholders. This database should include information about each stakeholder along with contact details (address, email, telephone, website, social media accounts, etc), their main activities, interests, challenges, and what they are excepting from the project. The use of a similar database by each partner can facilitate massive communication among all stakeholders of the project

- Electronic communication and multimedia will serve as a crucial aspect of the communication plan. Stakeholders will be contacted and presented with information via
  o E-mail
  o The official website of the Regional Council of Berat and the website dedicated to the project
  o Social media platforms (such as facebook, twitter, instagram) both of the Regional Council of Berat and the ones dedicated to the project
  o Local media communications which might include generic information about the project, introductory videos various events, and financial opportunities, among others.
  o E-learning platforms and webinars which will serve as tools for exchanging knowledge, training materials, and operational instruments
- Traditional communication tools such as conferences, seminars, and events will take place regularly in order to create an effective framework for communicating face to face with stakeholders and discussing in depth regarding their needs and how to project's activities can help to address those needs.
- Printed materials such as pens, flyers, posters, and others will help to increase the publicity of the project, and to raise awareness of its importance and benefits.

2. Main Plan

2.1 Key messages

Key messages are an important part of the communication plan because they signpost the significance of the project's communication approach regarding policy and implementation. The following scheme provides an example regarding several key messages that we consider important along with the target groups they address.
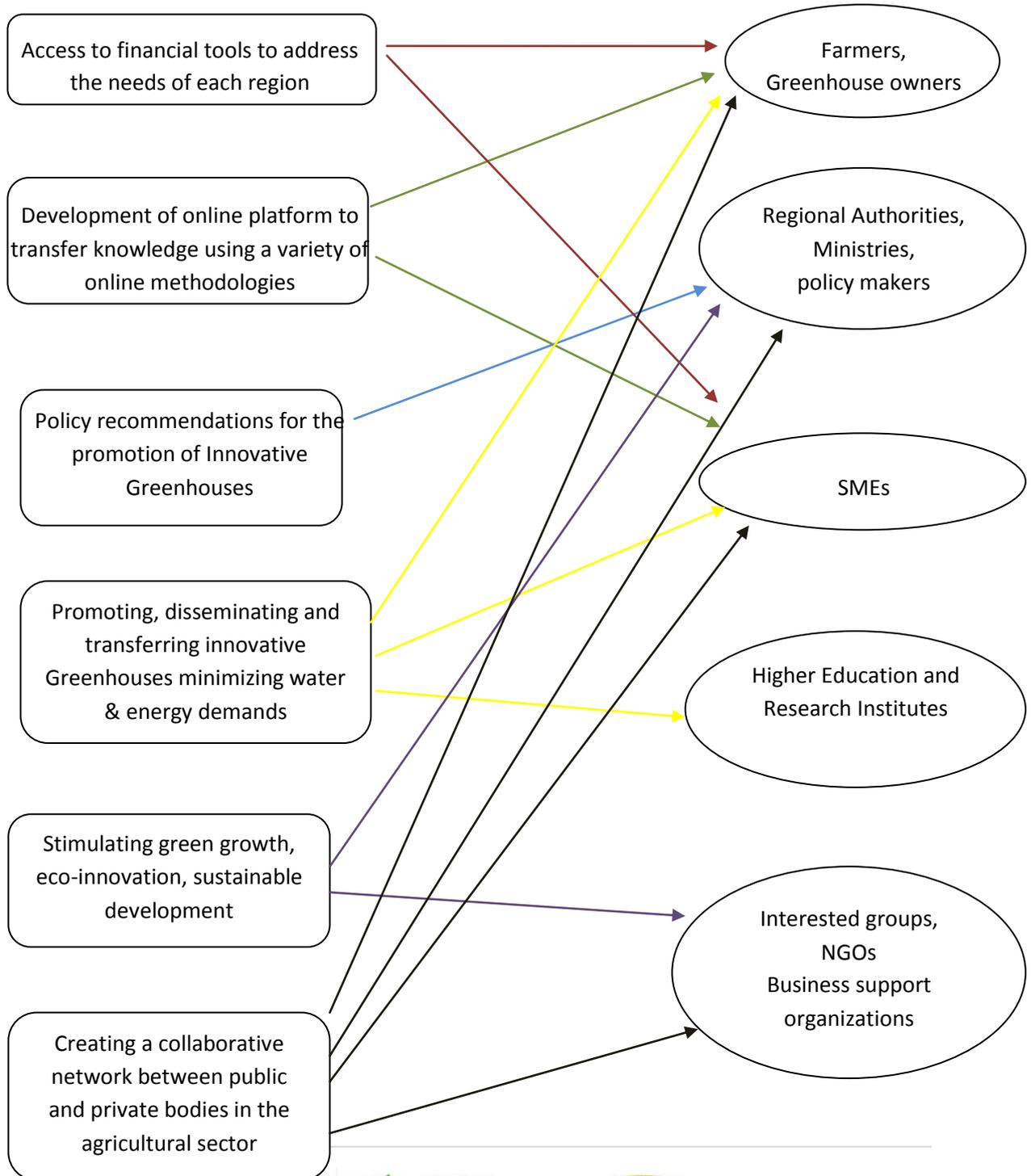
2.1.1 Key words

Key words are an important part of the communication plan because along with key messages they signpost the significance of the project's communication approach regarding policies and implementation. The following provides a list of keywords that we consider important and that should highlight the entire communication process between each partner, the stakeholders, the interested parties and the general public.

Keywords: *Innovative Greenhouses, Green Growth, water and energy efficient, sustainable production, sustainable development, agricultural network, eco-innovation, cooperation, knowledge transfer, environmental awareness*

2.2 Communication Tools

2.2.1 Printed Material

The Regional Council of Berat will follow the recommendations of other partners in the area of designing supporting printed materials, or if required and necessary, will use the help of design experts. Nevertheless, the table below presents some standard color, size and shape ideas and dimensions which we think should be taken into consideration when approaching this phase.

Type of material	Logo		Size / Shape
	Color	*Position*	
Banner	White background, blue text	Top center or top left	61 x 122 (2' x 4')
			61 x 183 (2' x 6'
			91.5 x 163 (3' x 6'
			91.5 x 244 (3' x 8'
			122 x 183 (4' x 6'
Poster	White background, blue text	Top center or top left	61 x 91 (large)
			36 x 61 (medium)
			28 x 43 (small)
			21 x 29.7 (A4 size)
Leaflet	Blue or green nuances for the main points	Front (cover) page, top or center	21 x 29.7 (A4 size)
			14.8 x 21 (A5 size)
			Use: three-fold or two-fold leaflets
Bag	White	Middle	One size, standard

	background, blue or green text or vice versa (blue or green bag in white text messages)	center	
Folder	White background, blue and/or green text	Top center	21.5 x 35.5
			No larger than 25.5 x 30.5
Notepad	White background, blue and/or green text	Top center	14.8 x 21
			21 x 29.7
			12.5 x 17.6
			9 x 14
Pen	White background, blue text	Center	One size (standard)
Usb stick	Black background	Center	One size (standard)

2.2.2 Internet & multimedia

Internet and social media is growing at a warp speed, counting an immense number of regular users. To better achieve the objectives of the project, each partner must take advantage of technological development and leverage the proper internet and social media channels in the best possible way. The communication plan should present a comprehensive strategy that allows internet platforms and social media pages to boost interest and engagement with stakeholders, interested parties and the general public.

The project's website and platform encapsulates complex needs and objectives, which present important challenges when translating digitally, especially when considering the different backgrounds and interests of the engaged actors. Therefore, it is important to have a unique approach when designing the website and the project's platform in order to engage with all types of audiences and reach the project's goals. The following provides a list of hints that we think are important to consider before developing the project's website

- *Set clear website and project's platform goals:* Having many different stakeholders, it is important to lay out the ground on which the website should build, i.e., the

common objectives and messages of the project. All audiences should be considered in the design.

- *Prioritize good User Experience (UX):* interested parties will visit the website to accomplish a goal, not to admire the graphic design. The whole site and interactive platform should be designed with the user experience and task completion in mind. This is especially true for the home page. Positioning the most important and popular content provides a clear roadmap to users. Helping them quickly and efficiently locate information and complete desired tasks.

- *Keep information up-to-date:* Interested parties will rely on the project's website to retrieve important information. Hence, it is important to have a good and reliable *Content Management System* which lets local administrators to easily edit and update content.

- *Have reliable infrastructure and hosting:* The project provides valuable public service. Hence, the website and the project's platform must be fast, as page speed is directly linked to good quality. Data security should also be a top priority.

- *Optimize for Search Engines:* Information losses value if potential visitors do not know it is there. The website should use search engine optimization techniques so users can easily find their sites and the information they contain. By strategically using keywords, descriptive page titles, clear language and other SEO best practices, we can drive traffic to the project's site and help users find the information they need.

- *Responsive design:* responsive design is absolutely crucial for the project's website. Especially as mobile browsing continues to rise in popularity. Users expect to access high-quality digital information and services anywhere, anytime and on any device, in a secure manner. This means the project's website and platform needs to be responsive to any and all mobile devices, automatically adjusting for the screen size, platform and orientation of the user's device.

- *Interactive project platform:* The project's platform should be an interactive place where all interested parties can engage to retrieve and exchange information and transfer knowledge. Furthermore, it should provide the means for allowing instant communication between registered users; easy exploration of various topics and multimedia; open forums and discussion groups; details about events and important milestones, among others.

The following provides tips that can be useful while setting up a Facebook, twitter, or instagram account for project's purposes.

- *Choose appropriate pictures that have the right dimensions, are high-resolution and properly represent the project and its objectives.* Pictures should be easily recognized by the audience – e.g, project's and partners' logo. They show up in

search results, are located at the top of the social media page and therefore must be carefully chosen

- *Add call-to-actions buttons.* These buttons offer an interactive way to engage with all interested parties. Examples include *Watch Video, Sign Up, Book Now* among others and can be easily customized with a destination URL or an important piece of content from the project. They drive more traffic to the social media page.

- *Fill the "About" section with basic important information about the project and its milestones.* This section should be optimized in order to best align with the project's brand, its general description, mission and objectives and other information considered important. This allows the audience to get a sense of what the *page* represents. It is important to record milestones and award, as well as information about major events.

- *Post visual (photo or video) and textual content.* The social media page should be updated regularly by including information that is considered important for the project and its activities. The communication manager should develop a strategy which determines how frequently one should post on the page. A social media editorial calendar can be particularly helpful. It helps to establish a schedule for when to share particular posts according to popularity and reachability.

- *Leverage targeting tools.* Social media pages allow targeting certain audiences with specific updates, which can be used to segment individual page posts using these criteria. Social media promotion tools can further be used to increase the page visibility and engagement.

- *Pin important information to the top.* Let specific highly important posts to stay at the top of the page for a longer time.

- *Continuously monitor the page, respond to comment, and measure its impact.* Engaging social media pages have a higher impact on the targeting audiences. Responds to comments quickly, by answering in a polite, informative and attractive manner. Analyze the impact of the page using built-in tools and categorize the audience using various criteria (e.g., demographic) in order to better reach and affect each interested actor.

- *Develop tailored strategies depending on the social media tool being used.* While all social media pages should be developed using a similar approach, notice and take advantage of the particularities and differences of each of them. For instance, twitter requires short and meaningful updates; instagram favors messages containing images; and facebook targets a broader audience and therefore might require to update the page using more generic posts.

2.2.3 Media Relations

The project video should serve as a communication tool to engage all beneficiaries, and to maximize the project's impact on a broader community. The video must be used to build a communication channel between the project partners, the interested parties and the general public. To achieve this objective, we propose to take into consideration the following tips and ideas

- The most important messages of the project (considered at a high level: impact, results, objectives, etc) should be delivered in a simple, and understandable language accompanied by meaningful and catchy images and streamed sequences.
- The video should serve as a communication tool that helps to raise public awareness and enable actors to act accordingly.
- The video should focus on demonstrating practical installation and operational elements of MED greenhouses, and yet, through meaningful true stories should aim to highlight the importance of the project as a whole
- We suggest producing two or three shorter versions of the longer video, in order to shift focus to particular aspects of the project. Messages should be simple and direct to particular target groups; therefore, if the message is highly focused towards approaches that deal with few problems, it might have a better impact.

2.2.4 Events

The successful implementation of all stages of the project passes through an important series of collaborative events, such as consultations, seminars / webinars, and conferences. These events will help the project's partners, stakeholders, target groups, and all interested parties to come together in an environment with the following objectives in mind:

- to inspire the attendees and get them involved in the project
- to keep them up to date with project's main activities
- make new contacts organically in person
- to share knowledge with all interested parties

Despite the form or methodology, let be a traditional conference or a digital and modern webinar, the objective is to engage all stakeholders into a fruitful collaboration.

The Regional Council of Berat will approach the project's event with the above mindset. We also believe it is crucially important to be scrupulous in preparing these events, in order to achieve the desired results. The following tips and ideas might help while preparing for the events

- *Determine specific goals for each event:* Each partner must carefully consider the event at hand and plan accordingly, while keeping in mind the particularities and differences of each event. The organizing team might consider brainstorming about the most important objectives and goals of the event; make those objectives clear to participants and set up a detailed plan on how to achieve them
- *Carefully consider event management and logistics:* Choosing the most appropriate venue for the event is crucial. The place must reflect and reinforce the project's identity and objective and must be easy accessible for all attendees. It is also highly important to *plan everything in advance*. The organizing team should put together a timeline of all key deliverables, deadline dates, identify the person responsible for each task and hold everyone accountable.
- *Event registration provides valuable information* on the participants' background and interests. We can allow for *pre-event registration and also onsite registration*. It is important to explain clearly how attending the event will *impact and benefit* each participant (visual or video explanations are eye-catching and effective). Also, the registration process must be simple, yet effective and informative.
- *Conference program and content:* content is the single most important part of each event. It must offer the right balance of educational and knowledge transferring elements as well as interesting and entertaining spots. The event's content must be build up having in mind the target audience and their interests, needs, wants and demands. Every element of the event must align with the key messages of the project.
- *Social events, networking and social media* are another key aspect of every event. It must provide participants with an opportunity to network and create fruitful connections which will help in the next steps of the projects. Furthermore, social media should be used as an additional communication tool to promote the event, capture instant feedback from attendees and respond to any issues.

3. Monitoring

3.1 Methodology

To manage the project's activities effectively, each partner must clearly identify the objectives, goals, potential problems and constantly monitor activities to check whether the performed actions are achieving the desired results.

We propose monitoring and control techniques to be split in three key areas: project plan monitoring, project budget monitoring, and monitoring through regular status and/or state reporting. These aspects might involve identifying *critical path activities* and other major stages or decision points, and measuring progress against them. To monitor milestones, one can use tables, features on a *Gantt chart* or *milestones slip charts.* Monitoring against pre-set limits or tolerances enables the level of corrective action to be appropriate to the extent of the deviation from the plant. Another important technical aspect is the correct application of the *Pareto Principle,* i.e., each partner must identify the 20% of activities that are responsible for the 80% of labor costs. Project monitoring would then concentrate on those key areas.

To achieve these objectives, the project team needs to focus on

- *Knowing the stakeholders and their needs:* A successful project is one where all stakeholders' needs are met accordingly. By communicating (interview, feedback, polls, etc) with stakeholders, the project team can pin-point their interests, needs and demands.
- *Identifying priorities and converting them into measurable goals*: A prioritized list of goals can now be turned into easy to measure goals. One framework for this is to employ the SMART principle. Goals should be specific, measurable, achievable, relevant and time-bound. Formulating goals this way helps to measure them for completion and success. These goals can now be put down into the project plan along with a mention of the stakeholders and their needs.
- *Identify project deliverables and establish a schedule:* Almost as important as the goal identification is the breakdown into deliverables. For each goal, it is vital to understand and identify how it translates into outcomes. It needs to be clearly stated when each deliverable is due and how it will be achieved. These deliverables can now be added to the project plan preferable with close to accurate delivery dates as well as acceptable levels of delay. Each deliverable needs to be converted into tasks that need to be performed in order to produce required results. Here, the number of man hours per task needs to be calculated and resources need to be assigned. This includes both people and other resources. With this calculation, there may be a need to update the project timelines specified previously to present a more realistic image.

- *Create supporting plans:* With the basic plan in place, the team can now work on setting into place any required supporting plans. These can include
  o *Human resources plan:* This plan needs to record in detail, the names of all the people and organizations involved in carrying out the project. Against each name mention their roles and responsibility.
  o *Communication plan:* A communications matrix needs to be put into place identifying who needs to be privy to project updates and how they will be provided the same. This means identifying a common format for reporting and establishing reporting frequency
  o *Risk mitigation:* It is important to identify all possible risks to the project and have a plan in place to address these. Using a simple log, one can identify each risk and outline what will be done to prevent it and what will be done if it ends up happening. This log can be updated on a regular basis.

3.2 Timeplan

In order to successfully implement all project's activities, it is important to produce a timeplan that encapsulates the most important actions that have to be undertaken. These plans should be specific and with clear objectives. The Regional Council of Berat will take all the necessary measures in order to successfully organize and complete events on the period of time that is considered more appropriate by the consortium of partners.

Table 2 – Indicative timeplan for project's deliverables/Activities/Events based on AF

Month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20
Del/Act/Events	Feb18	Mar18	Apr18	May18	Jun18	Jul18	Aug18	Sept18	Oct18	Nov18	Dec18	Jan19	Feb19	Mar19	Apr19	May19	Jun19	Jul19	Jun20	Jul21
Kick off Meeting		R																		
2nd SCM										R										
Skype Meeting													R							
3rd SCM																R				
Progress Reports								B	B	B				B	B	B	B	B	B	B
Project Reports										R						R				
Final Report																▢				R
Certify Expenses								B	B	B				B	B	B	B	B	B	B
Payment Claim										R						R				
Evaluation reports													R			R				
Promo material								B	B	B	B	B	B	B	B	B	B	B		
Social Media pages			B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
Video																R				
Reporting knowledge from Horizontal projects													R							
Reports & minutes of external events																R				
Feeding web platform			B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
Report with innovative technologies			B	B	B	B	B	R												
Stakeholders & beneficiaries database			B	B	B	B	B	R												
Report with financial channels			B	B	B	B	B	R												
Report with existing policies &			B	B	B	B	B	R												

Month Del/Act/Events	M1 Feb18	M2 Mar18	M3 Apr18	M4 May18	M5 Jun18	M6 Jul18	M7 Aug18	M8 Sept18	M9 Oct18	M10 Nov18	M11 Dec18	M12 Jan19	M13 Feb19	M14 Mar19	M15 Apr19	M16 May19	M17 Jun19	M18 Jul19	M19 Jun20	M20 Jul21
frameworks			■	■	■	■	■	▬												
Gap analysis & policy recommendations										■	■	■	▬							
Training material										■	■	▬								
E-learning platform										■	■	▬								
Seminars/Webinars												■	■	■	■	■	■			
Action Plan											■		▬							
Consultations				■	■	■	■	■	■	■	■	■	■	■	■	▬				
Recommendations for the establishment of mechanisms favouring cooperation between actors of 4helix												■	■	■	■	▬				
Memorandum of A/U														■	■	■	▬			
Final Conference																	▬			
Forum														■	■	■	▬			

Implementation	Delivery date

Annex

Table 3– List of Stakeholders

Name	Target Group	Level of impact	Main Services / Actions
Ministry for Tourism and Environment	National Public Authority	National	National public authority in charge of - regulation for the environmental protection - sustainable use of natural resources - promotion of renewable resources - protection of nature and biodiversity - sustainable development and management of forestry and pastures - monitoring of waters quality
Ministry for Agriculture and Rural Development	National Public Authority	National	National Public Authority in charge of - regulation of the economic activity in the agricultural sector of the country with a purpose of increasing the sector's production capacity. - responsible for agriculture, rural development, food safety and consumer protection, fisheries and aquaculture, and waters administration
Agency for Rural and Agricultural Development	National Public Authority	National	- National agency for supporting farmers and offering consultative services - Provides information regarding financial opportunities, various applications, and support in key areas of rural development
National Agency of Environment	National Public Authority	National	- A government agency under the supervision of the Ministry of Environment. - It is dedicated to improving, conserving and promoting the country's environment and striving for environmentally sustainable development with sound, efficient resource management
Regional Directory of Agriculture	Regional Public Authority	Regional	A regional public authority with the objective of creating a united and prosperous agricultural sector where people, livelihoods and natural resources are in a perfect balance. - Growing the economy - Job creation - Economic empowerment
Regional Directory of	Regional Public Authority	Regional	Regional public authority in charge of - Environment protection, preservation

Environment			and development
Agency for the Development of Regions	Regional Public Authority	Regional	Interregional public authority that aims to facilitate cooperation between regions in order to ensure the social economic development of the regions
Municipality of Berat	Local public authorities	Local	Local public authority in charge of developing and implementing policies that ensure the well being of the citizens and their social, economical and cultural progress and prosperity
Municipality of Kuçova	Local public authorities	Local	Local public authority in charge of developing and implementing policies that ensure the well being of the citizens and their social, economical and cultural progress and prosperity
Municipality of Ura Vajgurore	Local public authorities	Local	Local public authority in charge of developing and implementing policies that ensure the well being of the citizens and their social, economical and cultural progress and prosperity
Municipality of Poliçan	Local public authorities	Local	Local public authority in charge of developing and implementing policies that ensure the well being of the citizens and their social, economical and cultural progress and prosperity
Municipality of Skrapar	Local public authorities	Local	Local public authority in charge of developing and implementing policies that ensure the well being of the citizens and their social, economical and cultural progress and prosperity
Chamber of commerce	Business support organization	Local	Business support organization to promote the business interests of the private sector; To further the economic development and to ensure the provision of services and utilities essential to such development; To provide a representative body for business people with which government can consult; To promote, support or oppose legislation or other measures affecting the business community; To promote the economic viability of the area, so those current businesses will grow and new ones will be developed locally;
The Agricultural University of Tirana	Higher Education and Research Institutes	National	A unique center for undergraduate and graduate studies, scientific research, training and extension in the area of agriculture and food (Agronomy, Horticulture and Plant Protection, Agribusiness, Economy and

			Agrarian Policy, Agro-environment and Ecology, Agro-food Technology, Animal Husbandry and Business, Aquaculture)
Institute of Food and Agriculture Safety	Higher Education and Research Institutes	National	National public authority in charge of improving nutrition and health outcomes of the population; Develop food production systems based on agricultural diversification, conservation of water, and efficient use of land; Adapt international standards of food safety and quality for a healthy, market-oriented food supply chain
Institute of Managing Greenhouses and agro-business	Higher Education and Research Institutes	National	National private organizations in support of farmers and greenhouse owners that aim to provide a wide range of services to deal with the challenges they face
Regional Food Authority	Regional Public Authority	Regional	Regional agency with the clear objective of increasing the oversight and control of food quality and safety in the country.
The Albanian Agro-business Council	Interests groups including NGO	National	A national non-governmental organization that offers support and provides services for farmers, agro-businesses and other interested parties
The Organic Agriculture Organization	Interests groups including NGO	National	A non-governmental organization that acts on a national, and regional level to stimulate and promote the development of organic agriculture
National Organization of Albanian Agriculture	Interests groups including NGO	National	A non-governmental organization that acts on a national level to provide a common framework that stimulates policy development for the benefit of all agriculture interested parties
Farmers Union	Interests groups including NGO	National / regional	National and regional organization that has the objective of protecting and advancing the interests of communal as well as commercial farmers to promote the development of a viable farming industry in order to improve rural community's standard of living; and enhance rural farming
Small and medium businesses	Small and medium businesses	Local / regional	Small and medium businesses in the field of greenhouses, agriculture and similar
General public	Farmers, greenhouses owners, etc	Local / regional	Farmers, greenhouses owners, etc