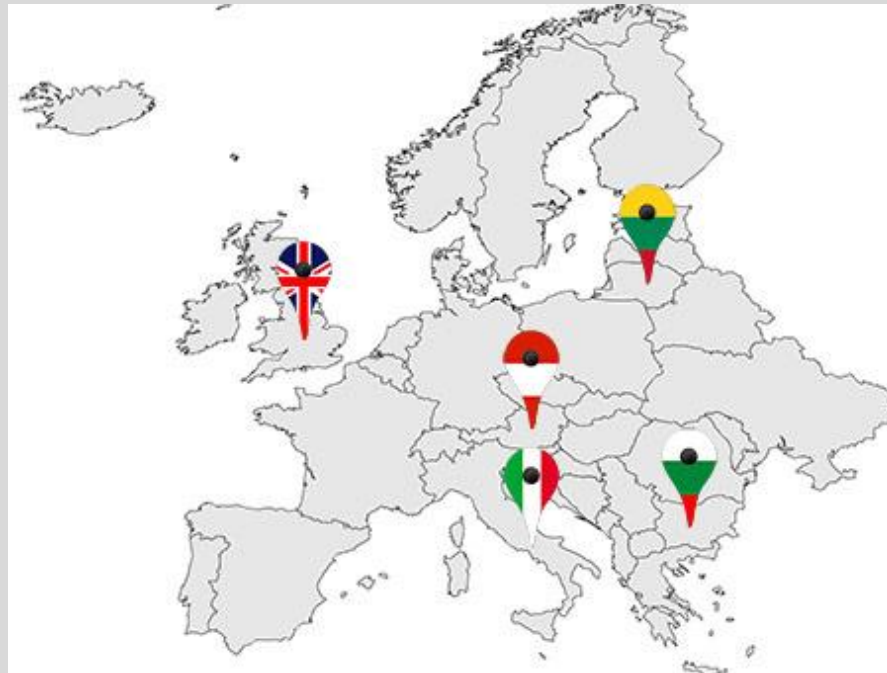


In Green Shape

First dissemination - February 2014



The strategy aims to:

1. To use the partnership and its network to disseminate the results generated, lessons learnt and experience gained by partners and other stakeholders from the In Green Shape Project.
2. To maximise the impact of the project results by optimising their value, strengthening their impact, transferring them to different context, integrating them in a sustainable way and using them actively in systems and practice at local, national and European levels.

3. To provide information to key parties on the quality, relevance and effectiveness of the results of the In Green Shape Project.
4. To make full use and derive maximum benefit from the results of the In Green Shape project through mainstreaming in partner countries and multiplication by end-users.
5. To carry out local and national valorisation activities to ensure the results of the project can be sustainable on a long term basis.

**IN GREEN SHAPE
DISSEMINATION-PLAN**

Please describe clearly and briefly the progress of the activities for the dissemination.

| | |
|---|--|
| Activity date (day or period) | |
| Name/s of implementing partner/s | |
| Country/ Region/ City | |
| Target sector/ Target group | |
| Number of participants | |
| Which institutions/ organizations were targeted? | |
| Organization type | |
| What was the function and relevance of the organization? | |
| Aims of the Activity | |
| Activity keywords <i>Max. 5 keywords</i> | |
| Activity description <i>Max. 2500 characters</i> | |

If possible add some pictures in here:

Italy/ Associazione N.ET.



| | |
|---|---|
| Target sector/ Target group | Entrepreneurs living in the Euganian hills |
| Number of participants | 150 |
| Which institutions/ organizations were targeted? | |
| Organization type | BB, hotels, restaurants, bars, Oil mill facilities, wineries |
| What was the function and relevance of the organization? | They were contacted to be part of the project and be trained to offer besides their normal menu/product a vegan menu in the case of restaurants and bars and organic wine/oil. These places are open to people who will attend our green pathways! |
| Aims of the Activity | The aim of the activity was to involve in the project places/restaurant/bb/bars ready to be part of the project as beneficiaries or simply to disseminate and inform people about the project idea. |
| Activity keywords <i>Max. 5 keywords</i> | Vegan menu, organic food, green |
| Activity description <i>Max. 2500 characters</i> | We prepared a common email and send it to 150 restaurants/bars/bb/hotels/oil mills/wineries around the area where we are planning our pathways but not only. Many of them answered our email really enthusiastic and glad to have been contacted. We have already started to meet them to explain the project better. Some will be involved directly as beneficiaries of the project. They are above all restaurants and bb. Some others will support the project for dissemination activity and will later exploit the menus developed by the restaurants located around the "in green shape" pathways. We are also waiting the final answer from the area newspaper called "euganeamente" to be our support in the dissemination of the activity. |

England/ Growing rural enterprise ltd



| | |
|---|--|
| Target sector/ Target group | All our rural clients |
| Number of participants | 2500 |
| Which institutions/ organizations were targeted? | All our database |
| Organization type | Private, charitable, social business, volunteers |
| What was the function and relevance of the organization? | Rural enterprise and support |
| Aims of the Activity | To promote the project themes and website |
| Activity keywords <i>Max. 5 keywords</i> | Newsletter, mail chimp eshot |
| Activity description <i>Max. 2500 characters</i> | Articles in our newsletter in March 2500 Mailchimp eshot to 3000 people/organisations on our database |

Lithuania/ Education, Research & Consultancy Center



| | |
|---|---|
| Activity date (day or period) | 30 th August 2013 |
| Name/s of implementing partner/s | Liudvikas Rėza Culture Center (LRCC) |
| Country/ Region/ City | Juodkrantė |
| Target sector/ Target group | The staff of Liudvikas Rėza Culture Center |
| Number of participants | 5 |
| Which institutions/ organizations were targeted? | Liudvikas Rėza Culture Center |
| Organization type | Public institution |
| What was the function and relevance of the organization? | LRCC organizes cultural events for local people and tourists from Lithuania and abroad. |
| Aims of the Activity | To spread information about project for the staff of LRCC. |
| Activity keywords <i>Max. 5 keywords</i> | Culture and Tourism in Neringa (Juodkrantė) |
| Activity description <i>Max. 2500 characters</i> | LRCC is public center, which belongs to Municipality of Neringa. During high season it attracts many tourists. LRCC staff can disseminate information about project and sustainable touristic itinerary for the interested people visiting LRCC. The more especially as it is planning to create sustainable touristic itinerary in Neringa, where LRCC is located. |

2nd activity

| | |
|---|---|
| Activity date (day or period) | 2nd September 2013 |
| Name/s of implementing partner/s | Nida Culture and Tourism Information Center "Agila" |
| Country/ Region/ City | Nida |
| Target sector/ Target group | The staff of Nida Culture and Tourism Information Center "Agila" |
| Number of participants | 3 |
| Which institutions/ organizations were targeted? | Nida Culture and Tourism Information Center "Agila" |
| Organization type | Public institution |
| What was the function and relevance of the organization? | "Agila" provides tourism information and organizes cultural events for local people and tourists from Lithuania and abroad. |
| Aims of the Activity | To spread information about project for the staff of "Agila". |
| Activity keywords <i>Max. 5 keywords</i> | Culture and Tourism in Neringa (Nida) |
| Activity description <i>Max. 2500 characters</i> | "Agila" is public center, which belongs to Municipality of Neringa. During high season it attracts many tourists. "Agila" staff can disseminate information about project and sustainable touristic itinerary for the visitors of "Agila". The more especially as it is planning to create sustainable touristic itinerary in Neringa, where "Agila" is located. The representative of "Agila" will participate in partners meeting in Austria. |





Švietimo, tyrimų ir konsultacijų centras

3rd activity

| | |
|---|---|
| Activity date (day or period) | 25th January 2014 |
| Name/s of implementing partner/s | Homestead "Gandrų dvaras" |
| Country/ Region/ City | Kojelių village in Klaipėda District |
| Target sector/ Target group | Ecological and sustainable rural tourism |
| Number of participants | 2 |
| Which institutions/ organizations were targeted? | Homestead "Gandrų dvaras" |
| Organization type | Homestead |
| What was the function and relevance of the organization? | Homestead "Gandrų dvaras" is the example of best practice for In Green Shape project. |
| Aims of the Activity | To spread information about project and detect best practice. |
| Activity keywords <i>Max. 5 keywords</i> | Ecological and Sustainable Rural Tourism |
| Activity description <i>Max. 2500 characters</i> | Homestead "Gandrų dvaras" was visited in order to find out best practice for In Green Shape project. This homestead has perfect conditions for holidays in countryside. The owners of homestead offer ecological spa, drinks, food and beauty procedures. |

4th activity (future), will be implemented till the meeting in Lithuania

| | |
|---|--|
| Activity date (day or period) | We do not know yet, but soon after meeting in Austria |
| Name/s of implementing partner/s | Directorate of Kuršių Nerija National Park |
| Country/ Region/ City | Nida |
| Target sector/ Target group | The staff of Directorate of Kuršių Nerija National Park |
| Number of participants | 4 |
| Which institutions/ organizations were targeted? | Directorate of Kuršių Nerija National Park |
| Organization type | Governmental institution |
| What was the function and relevance of the organization? | Directorate cares about nature of Curonian Spit – the area protected by UNESCO. It also creates cognitive and healthy paths in Neringa. |
| Aims of the Activity | To spread information about project and future activities. |
| Activity keywords <i>Max. 5 keywords</i> | Curonian Spit |
| Activity description <i>Max. 2500 characters</i> | In the territory of Curonian Spit National Park we are going to create our itinerary. So, it is very important to present the idea of the project for the staff of Directorate. The representative of Directorate will come to the meeting in Austria. |



Austria/ Retzhof Castle

| | |
|---|---|
| Target sector/ Target group | <ol style="list-style-type: none"> 1. Rural clients 2. Winery Zweytick and the project 'Nordic Walking Vinotour' 3. Joanneum Graz |
| Number of participant | <ol style="list-style-type: none"> 1. ~8000 2. 5 3. 5 |
| Which institutions/ organizations were targeted? | |
| Organization type | <ol style="list-style-type: none"> 1. Privat person, organizations from different areas, politican 2. International project staff 3. Staff from Joanneum Graz |
| What was the function and relevance of the organization? | <ol style="list-style-type: none"> 1. Dissemination in rural area 2. Best practice example 3. Contact for historical routes around Retzhof |
| Aims of the Activity | <ol style="list-style-type: none"> 1. To publish the project idea and website 2. Involve the best practice example 'Nordic walking Vinotour' into 'In Green Shape' 3. Involve Joanneum Graz into the idea of the historical route |
| Activity keywords <i>Max. 5 keywords</i> | Newsletter, homepage, facebook, best practice, historical route |
| Activity description <i>Max. 2500 characters</i> | <ol style="list-style-type: none"> 1. We wrote an abstract of the In Green Shape – project idea and put it into our Retzhof-newsletter and on our homepage. 2. While organizing the project meeting in Austria we involved our best practice example 'Nordic Walking Vinotour' into the project idea of 'In Green Shape'. We would like to cooperate in local area and take part in events. The best practice could also be an example for In Green Shape. We could get to know how they did their routes, backgrounds and how such a project develops. 3. We involved Graz Joanneum to get to know more about the historical field around Retzhof. So that we can cooperate in future with them to prepare a historical route for our guests. |