



COMMUNICATION PLAN

This COMMUNICATION PLAN outlines the main activities for the MEPLASUS (Medicinal Plants in SUsustainable Supply Chain) project. The goal is to enhance understanding of the medicinal plants (MPs) supply chain and facilitate communication and information exchange between the partners in the project network. The plan includes both the actions that have already been identified in the project's work plan (WP) and those that are deemed crucial for its successful implementation.

Please note that a specific timeline will be added at a later date and will align with the project activities. The services of a professional expert is recommended for the actions listed in slide 5.



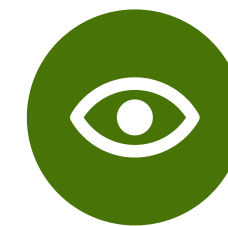


PARTNER



THE PROJECT

MEdicinal PLAnts in a SUstainable Supply chain. Experience of land-use practices.



Vision

The MEPLASUS project strives to achieve a sustainable development model that maximizes the diverse and flexible use of medicinal plants by creating an innovative and eco-friendly model for managing the medicinal plants supply chain in a circular manner.



Mission

MEPLASUS aims to reinforce the local micro-supply chains of the medicinal plants (POs) in the Pollino-Lagonegrese Rural District.



Needs analysis

Website

<https://meplasmus.crea.gov.it/>

The website is divided into several sections, including the project, the working group, documents and news and currently provides important information about the project and its initial activities. A section dedicated to the OP (objectives and priorities), data on the supply chain and a report disclosing the completed activities will be added at a later date.



Dissemination/promotion

The project outlines the dissemination and promotion activities in seven work packages, including workshops, study visits, exchange of best practices, and scientific publications. Some of these activities have already been completed, while others are ongoing.

Institutional email address

meplasmus@crea.gov.it

Unrealized photos and videos

No social media



Proposed activities



Photographs

The creation of a photographic catalogue of MPs is planned and will be published on the website and used for other dissemination and informative activities.



Video Productions

To Create

- 1: **video interviews** with the project partnership representatives, with subtitles in English;
- 2: **descriptive videoclips** of the PO;
- 3: **short stories** of the main activities (workshops, study visits, etc.). The activities will be appropriately indicated by the project manager.



Medicinal Plant Description Cards

Each card will include information about cultivation and production, peculiarities, uses, etc. Consolidating the cards into a single catalogue will make this information accessible and useful. Distributing the catalogue to existing stakeholders, such as restaurateurs, can help to raise awareness of the potential benefits of using medicinal plants and encourage their integration into menus and other offerings.



Improving the communication and dissemination of the project to ensure its success

in particular through:

- the dissemination of press releases announcing the appointments and subsequent summaries;
- the creation of photos;
- the collection of results (already in progress).






website implementation

- A section or page dedicated to medicinal plants, reachable through the navigation menu, that includes photos, descriptions, and other information contained in the description cards mentioned above.
- A dedicated space that provides information about the sector statistics and the supply chain, including infographics and reports on cultivated hectares, number of varieties, and other relevant statistics.
- Regular updates of the website with information related to project activities, including the description cards, reports, and press releases. This helps to keep stakeholders informed and engaged in the project.

INTERNAL AND EXTERNAL COMMUNICATION

The website is the primary virtual platform for sharing information about the project and MPs and plays a key role in facilitating communication and coordination between partners and the monitoring of project activities.



Welcome to the portal dedicated to the project

