

ANNEX 1. PAQUETS DE TREBALL (WP)

Lot 1. Organisme d'execució: WP 2, 3, 4, 5, 6, 7

Lot 2. Organisme d'avaluació: WP 8

Work Package 2

Work Package 2: Public Relations					
Duration:		M1 – M36	Lead Beneficiary:		PRODECA
Objectives					
<p>The purpose of this work package is to extend the reach of information regarding the EU attributes of target products. With specialized media, and KOLs, the qualities and production techniques of wines, sparkling wines and charcuterie will be introduced to a wide audience. This effort aligns with objective #3, aiming to boost sales of the target products, and supports objectives #1 and #2 by fostering a lasting competitive advantage in the marketplace.</p>					
<p>Activities and division of work (WP description) <i>Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.</i> <i>Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating in bold the task leader.</i> <i>Add information on other participants’ involvement in the project e.g. in-kind contributions.</i> Note: <i>In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.</i> <i>The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.</i> <i>If there is subcontracting, please also complete the table below.</i></p>					
Task No	Task Name	Description	Participants		In-kind Contributions and Subcontracting
			Name	Role	
T2.1	Continuous PR office	<p>T2.1.1 Continuous PR office</p> <p>What: Throughout the campaign, there will be ongoing press activities through the development of advertorials and the monitoring of media mentions and clipping reports, as well as invitations extended to media for the campaign’s events. Industry professionals will be the primary audience for all publications. Advertorials are informative articles will be created and disseminated across offline/online platforms of the chosen media partner, in coordination with the implementing agency. They will communicate the target product information, including the campaign’s key messages localized for the three markets, and publicize the campaign’s events in the target market. Campaign visuals will accompany each article to increase the impact of information shared.</p> <p>Why: Strategically placed advertorials in specialized media will provide a significant opportunity to boost awareness among professionals in the industry about Catalan GI wines and EU charcuterie products and the current campaign. The campaign and the target products will effectively earn credibility and capture the attention of key decision-makers.</p> <p>Who: Industry professionals</p>	PRODECA	COO	Subcontracting and No in-kind contributions

		<p>When and where: Regularly throughout the duration of the campaign. Specifically, in Japan: 1-2 times per year (5 in total), in China: 5 1-2 times per year (5 in total), and in South Korea 1-2 times per year (5 in total).</p> <p>T.2.1.2 Key Opinion Leaders (KOLs)</p> <p>What: During the campaign, there will be a focused effort to engage Key Opinion Leaders (KOLs) who are influential figures within the food and beverage industry. This will include renowned chefs, sommeliers, popular food bloggers, wine and charcuterie experts, and social media influencers specializing in gourmet and luxury products. KOLs will be contacted to create content based on our briefing and some of them will be invited to our tasting events and retail promotions so they can share their experiences with EU GI wines and charcuterie on their platforms. They will be selected based on their affinity with our values and key messages, as well as the alignment of their target audience with our campaign's. KOLs will make at least 3 publications in each target market in the Y1, and 6 publications for each market in Y2 and Y3. Total campaign publications by KOLs: at least 45. Please note that the expected impact in China is several times larger than in Japan and Korea for several reasons: much broader audience (Weibo has 600 million MAU) and the way content is consumed, in China KOLs are a popular form of entertainment. Also Weibo has a much better influencer marketing CPM than Meta platforms (FB and IG).</p> <p>Why: KOLs have the power to influence public opinion and consumer behaviour significantly. The campaign can borrow their popularity and reach to effectively penetrate deeper into the target markets. Their endorsements will help validate the key messages we want to associate to EU GI wines and charcuterie, thereby fostering consumer trust and interest. This will lead to higher consumer engagement and increased sales.</p> <p>Who: KOLs such as chefs, bloggers, and social media influencers within the food and beverage sectors.</p> <p>When and Where: Engagement with KOLs will be planned throughout the campaign. Specific schedules will include regular posts, event appearances, and other collaborative efforts aligned with major promotional milestones and public holidays in Japan, China, and South Korea. Each KOL engagement will be strategically timed to maximize exposure and impact, with particular attention to peak consumption periods and cultural festivities in each market.</p>			
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Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

Show the budget for each year (ensure consistency with the Detailed budget table).

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	<p>Public relations report for year 1</p> <p>Indicators for WP 2 are specified in section 2.5</p>	<p>Public relations report for year 2</p> <p>Indicators for WP 2 are specified in section 2.5</p>	<p>Public relations report for year 3</p> <p>Indicators for WP 2 are specified in section 2.5</p>

Estimated budget	<p>T2.1.1. Continuous PR office</p> <p>Japan: 6.500 € Media coverage 4.500 € Briefing and Layout creation 1.000 € Continuous PR work 1.000 €</p> <p>China: 6.500 € Media coverage 4.500 € Briefing and Layout creation 1.000 € Continuous PR work 1.000 €</p> <p>South Korea: 6.500 € Media coverage 4.500 € Briefing and Layout creation 1.000 € Continuous PR work 1.000 €</p> <p>T.2.1.2 KOLs</p> <p>Japan: 15.000 € Cooperation fee 11.000 € Selection and negotiation 2.000 € Briefing and management 2.000 €</p> <p>China: 10.000 € Cooperation fee 7.000 € Selection and negotiation 1.500 € Briefing and management 1.500 €</p> <p>South Korea: 10.000 € Cooperation fee 7.000 € Selection and negotiation 1.500 € Briefing and management 1.500 €</p>	<p>T2.1.1. Continuous PR office</p> <p>Japan: 13.000 € Media coverage 9.000 € Briefing and Layout creation 2.000 € Continuous PR work 2.000 €</p> <p>China: 13.000 € Media coverage 9.000 € Briefing and Layout creation 2.000 € Continuous PR work 2.000 €</p> <p>South Korea: 13.000 € Media coverage 9.000 € Briefing and Layout creation 2.000 € Continuous PR work 2.000 €</p> <p>T.2.1.2 KOLs</p> <p>Japan: 25.000 € Cooperation fee 18.000 € Selection and negotiation 3.500 € Briefing and management 3.500 €</p> <p>China: 20.000 € Cooperation fee 14.000 € Selection and negotiation 3.000 € Briefing and management 3.000 €</p> <p>South Korea: 20.000 € Cooperation fee 14.000 € Selection and negotiation 3.000 € Briefing and management 3.000 €</p>	<p>T2.1.1. Continuous PR office</p> <p>Japan: 13.000 € Media coverage 9.000 € Briefing and Layout creation 2.000 € Continuous PR work 2.000 €</p> <p>China: 13.000 € Media coverage 9.000 € Briefing and Layout creation 2.000 € Continuous PR work 2.000 €</p> <p>South Korea: 13.000 € Media coverage 9.000 € Briefing and Layout creation 2.000 € Continuous PR work 2.000 €</p> <p>T.2.1.2 KOLs</p> <p>Japan: 25.000 € Cooperation fee 18.000 € Selection and negotiation 3.500 € Briefing and management 3.500 €</p> <p>China: 20.000 € Cooperation fee 14.000 € Selection and negotiation 3.000 € Briefing and management 3.000 €</p> <p>South Korea: 20.000 € Cooperation fee 14.000 € Selection and negotiation 3.000 € Briefing and management 3.000 €</p>
Subtotal for activity 1	<p>T2.1.1 19.500 €</p> <p>T.2.1.2 35.000 €</p>	<p>T2.1.1 39.000 €</p> <p>T.2.1.2 65.00 €</p>	<p>T2.1.1 39.000 €</p> <p>T.2.1.2 65.00 €</p>
Total for the Work Package	54.500 €	104.000 €	104.000 €

Work Package 3

Work Package 3: Website, Social Media

Duration:	M1 – M36	Lead Beneficiary:	PRODECA		
Objectives <i>List the specific objectives to which this work package is linked.</i>					
<p>The aim of this work package is to broaden the distribution of campaign content related to the EU origins and characteristics of wines, sparkling wines, and charcuterie products across the online space, ensuring this information is readily available to web users over time. By publishing compelling online content, a wider audience will be able to discover and engage with related campaign key messages, event summaries, recipes, and other relevant details. This initiative directly supports action objectives #1 and #2 and the increased awareness will cultivate a lasting competitive edge, in line with action objective #3.</p>					
Activities and division of work (WP description) <i>Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.</i> <i>Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating in bold the task leader.</i> <i>Add information on other participants' involvement in the project e.g. in-kind contributions.</i> Note: <i>In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.</i> <i>The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.</i> <i>If there is subcontracting, please also complete the table below.</i>					
Task No	Task Name	Description (including target country/cities)	Participants		In-kind Contributions and Subcontracting
			Name	Role	
T3.1	Website setup, updating, maintenance	<p>What: We will create the “THE CREATIVE REVOLUTION: European Wines and Charcuterie” website to serve as a central hub for information on our products and campaign. It will showcase the attributes of each target product, emphasizing their unique qualities and their role in European culinary culture.</p> <p>Detailed information on the EU GI system and the 12 PDOs featured in our target products will be provided. The site will also offer reports on campaign events and a curated collection of recipes that use these products.</p> <p>We will use a mix of promotional tactics, including both digital and traditional media strategies, to engage our desired audience. Campaign materials will be accessible on the website to support these efforts.</p> <p>To drive traffic, we will create online advertising campaigns (refer to WP4) focused on gastronomy and our target products. Clicks on our advertisements will lead users directly to specific areas of our official website. Additionally, all campaign-produced materials will include links and QR codes directing to the website.</p> <p>Our aim is to establish the site as a well-known and easy-to-access resource for those keen to explore these products in the target markets and learn about our campaign. We anticipate at least 101 entries over the next three years.</p> <p>The website will include:</p> <ul style="list-style-type: none"> General information about European wines and charcuterie that will be displayed in the main section of the site 	PRODECA	COO	Subcontracting and No in-kind contributions

		<ul style="list-style-type: none"> • A section on wines, detailing the viticulture of each PDO and how they contribute to sustainability. • Information on the EU GI system. • Insights into EU charcuterie, exploring the variety of products and their manufacturing processes. • A collection of recipes featuring wine pairing. • A directory of approved companies exporting charcuterie products. • Information about the activities organised in the campaign • Content produced by other digital and print media • A general introduction of the campaign. <p>While the static information sections will be available when the website is published, other parts will be gradually updated as the materials are created.</p> <p>The website content will be available in the languages of the three target markets: Japanese, Chinese and Korean.</p> <p>Why: the goal is to build a rich repository of content for both consumers and professionals, making it easily discoverable through search engines, which will enhance their understanding of the product and provide insights into the campaign activities.</p> <p>Who: the target is to reach all intended audiences.</p> <p>When: the website development is scheduled for the initial three months post-campaign launch, with ongoing content generation, updates, and management throughout the campaign's duration.</p> <p>Where: nationwide in the three markets.</p>			
T3.2	Social Media	<p>What: The campaign aims to optimise the exposure and effectiveness of its messaging within the specified target audience. To achieve this, the campaign will leverage a variety of online platforms that serve as optimal venues for disseminating the content. While content creation demands substantial time investment, distributing it across multiple social media platforms enables us to expand our reach, thus reducing the cost per engagement. Additionally, using diverse platforms helps us to better segment our audience, ensuring more tailored and effective communication.</p> <p>This strategy requires the creation of a large amount of content, including visuals, which must be localised—not just translated—into all target languages to ensure cultural relevance and resonance.</p> <p>Why: To enhance engagement, it is important to encourage interaction through exclusive events and other interactive opportunities, consistent with the campaign's O2O (online to offline) integration approach. To attract followers, QR codes linked to each of our social media profiles on all campaign materials and at events will be utilised. We will also engage with key opinion leaders (KOLs) and the media and foster active follower engagement. We will create and maintain the following social media accounts in each target market:</p> <p>Facebook (Japan and South Korea): Facebook is still the world's largest social network, offering extensive reach in South Korea where it is widely used, providing a robust platform for targeted digital campaigns. In Japan, while usage is less compared to other local platforms, the targeted audience demographics on</p>	PRODECA	COO	Subcontracting and No in-kind contributions

		<p>Facebook make it a strategic choice for focused marketing efforts.</p> <p>Instagram (Japan and South Korea): In Japan, Instagram's user base is rapidly growing, especially among younger demographics, making it an essential platform for reaching an audience that values visual content and lifestyle branding. Instagram enjoys a strong following in South Korea, making it an effective tool for visually driven marketing campaigns due to its high engagement rates.</p> <p>Weibo official account (China): This is the Chinese equivalent of Twitter and with 598 million monthly active users in 2023, it is a very interesting tool to reach consumers in great numbers. It will be used to push content related to events, news, visuals and to interact with KOLs. There will be two publications per week.</p> <p>Douguo official account (China): Douguo is a popular recipe sharing app in China that counts with 62 million monthly active users and 7.1 million daily active users. The app has a clear alignment between target users and campaign target audience, in terms of geographical distribution, age, gender and income. The app has gained momentum in China and allows the campaign to target individuals interested in learning more about food. There will be two publications per week.</p> <p>Who: the target is to reach all intended audiences.</p> <p>When and where: Throughout the campaign, nationwide in the three markets.</p>			
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Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

Show the budget for each year (ensure consistency with the Detailed budget table).






Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	<p>Website and social media report for year 1</p> <p>Indicators for WP 3 are specified in section 2.5</p>	<p>Website and social media report for year 2</p> <p>Indicators for WP 3 are specified in section 2.5</p>	<p>Website and social media report for year 3</p> <p>Indicators for WP 3 are specified in section 2.5</p>
Estimated budget	<p>T.3.1. Website setup, updating, maintenance 38.500 € Website design 6.000 € Website development and set up 5.000 € Static content and adaptation in 3 languages 18.000 € Maintenance 2.000 € Content creation and updates (500 € /post) 7.500€</p> <p>T.3.2 Social Media Facebook (Japan) Design, creation, set up: 600 € Updating (300€ / post): 14.700 € Instagram (Japan): Design, creation, set up: 600 € Updating (300€ / post): 14.700 €</p>	<p>T.3.1. Website setup, updating, maintenance 18.000 € Maintenance 3.000 € Content creation and updates (500€ /post) 15.000 €</p> <p>T.3.2 Social Media Facebook (Japan) maintenance: 300 € Updating (300€ / post): 14.700 € Instagram (Japan): maintenance: 300 € Updating (300€ / post): 14.700 € Subtotal Japan: 30.000 €</p> <p>Weibo (China) maintenance: 300 €</p>	<p>T.3.1. Website setup, updating, maintenance 18.000 € Maintenance 3.000 € Content creation and updates (500€ /post) 15.000 €</p> <p>T.3.2 Social Media Facebook (Japan) maintenance: 300 € Updating (300€ / post): 14.700 € Instagram (Japan): maintenance: 300 € Updating (300€ / post): 14.700 € Subtotal Japan: 30.000 €</p> <p>Weibo (China) maintenance: 300 € Updating (300€ / post): 14.700 € Douguo (China) Updating 550€ / post): 13.750 € Subtotal China: 28.750 €</p>

	Subtotal Japan: 30.600 € <u>Weibo (China)</u> Design, creation, set up: 600 € Updating (300€ / post): 14.700 € <u>Douguo (China)</u> Design, creation, set up: 600 € Updating 550€ / post): 13.750 € Subtotal China: 29.650 € <u>Facebook (South Korea)</u> Design, creation, set up: 600 € Updating (300€ / post): 14.700 € Instagram (South Korea): Design, creation, set up: 600€ Updating (300€ / post): 14.700 € Subtotal South Korea: 30.600 €	Updating (300€ / post): 14.700 € <u>Douguo (China)</u> Updating 550€ / post): 13.750 € Subtotal China: 28.750 € <u>Facebook (South Korea)</u> maintenance: 300 € Updating (300€ / post): 14.700 € Instagram (<u>South Korea</u>): maintenance: 300 € Updating (300€ / post): 14.700 € Subtotal Japan: 30.000 €	<u>Facebook (South Korea)</u> maintenance: 300 € Updating (300€ / post): 14.700 € Instagram (<u>South Korea</u>): maintenance: 300 € Updating (300€ / post): 14.700 € Subtotal Japan: 30.000 €
Subtotal for activity 1	T3.1. 38.500 € T3.2. 90.850 €	T3.1. 18.000 € T3.2. 88.750 €	T3.1. 18.000 € T3.2. 88.750 €
Total for the Work Package	129.350 €	106.750 €	106.750 €

Work Package 4

Work Package 4: Advertising			
Duration:	M1 – M36	Lead Beneficiary:	PRODECA
Objectives <i>List the specific objectives to which this work package is linked.</i>			
<ul style="list-style-type: none"> The objective of advertising is to enhance the campaign's reach to boost awareness, interest, and purchases of European wines and charcuterie (objectives #1 and #2). This approach aims to establish a positive reputation and increase product knowledge among a wider audience, contributing to objective #3 of increasing sales. 			
Activities and division of work (WP description) <i>Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.</i> <i>Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating in bold the task leader.</i> <i>Add information on other participants' involvement in the project e.g. in-kind contributions.</i> Note: <i>In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.</i> <i>The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.</i> <i>If there is subcontracting, please also complete the table below.</i>			
	Task Name	Description (including target country/cities)	Participants

Task No			Name	Role	In-kind Contributions and Subcontracting
T4.1	Online advertising	<p>What: The campaign will execute online advertisements, at least 30 promoted posts per market, to enhance the positioning of promoted GI wines and charcuterie products among consumers. The initiative focuses on promoting the unique characteristics of these products, including quality, safety, sustainability, and production methods, using various online media tools and messages.</p> <p>Why: The purpose of the advertising is to build a stronger brand perception of Catalan wines and charcuterie products in the minds of consumers, distinct from the purchasing moment. Highlighting the premium qualities and benefits of these products aims to positively influence consumers' purchasing decisions when they see promotions online or at points of sale.</p> <p>Who: Japanese, Chinese and South Korean consumers</p> <p>Where: China: The campaign will promote key posts on our own accounts on Weibo, and Douguo platforms with extensive reach within the country.</p> <p>Japan and Korea: Advertising will be conducted our own social media apps including Instagram and Facebook, which are widely used in these countries and suitable for reaching a targeted, engaged audience.</p> <p>When: Focus on 3-5 key periods, selected to maximize impact.</p>	PRODECA	COO	Subcontracting and no in-kind contributions
T4.2	Online shopping promotions	<p>T.4.2. Online shopping promotions</p> <p>What: We are going to collaborate with a major e-commerce platform (e.g. Rakuten in Japan, Epermarket and Western Food Paradise in China and SSG.COM and Markety Kurly in South Korea) that will host E-commerce promotions. Informative and visual tools will be used to increase awareness about Catalan products and bring them closer to the target audiences. Each promotion will highlight the origin and communicate their attributes, directly in the chain's e-commerce applications and channels.</p> <p>A number of promotional tools will be applied during the 7-day promotion:</p> <ul style="list-style-type: none"> • Product display: A designated product page for Catalan products will be activated throughout the promotion with all available products. • Visual components: Specially designed digital banner ads featuring the campaign images will be displayed in key positions across all platforms, such as the homepage. • Promotional communication tools: SMS messages and push notifications, posts on social media, messages to groups and posts on the campaign's own social media. • Example channels for each target market are presented below: 	PRODECA	COO	Subcontracting and no in-kind contributions

		 <p>Japan: Rakuten Ichiba is a major Japanese e-commerce platform that operates similarly to a virtual mall, allowing businesses to sell directly to consumers across a wide range of categories. Rakuten hosts promotional events like the European Food Fair, where Japanese consumers can explore and purchase a variety of European foods (Perfect Match).¹</p>  <p>China: Epermarket 这样生活 is a Shanghai-based e-commerce platform that offers imported products over the world, through 5 platforms, with a social media reach of more than 100K. It also operates the platform, a Shenzhen-based e-commerce marketplace, through which they gain more access to consumers in central and southern China.</p>  <p>China: Western Food Paradise (WFP) platform was founded in 2019, based in Shenzhen, with a focus on providing high-quality imported products for the Chinese market. The platform offers products ranging from fresh produce to use imported quality products to GI products from different regions.</p>  <p>South Korea: SSG.COM, a part of the Shinsegae Group, offers a comprehensive online food delivery service in South Korea, focusing on providing a wide range of high-quality food products. SSG.COM has integrated operations with Emart's online platforms, enhancing their e-commerce presence and expanding their offerings significantly.</p>  <p>South Korea: Kurly Inc., operating under the brand name "Market Kurly" is a prominent South Korean grocery platform renowned for its focus on fresh, high-quality food products, with about 9 million subscribers.</p> <p>Why: To impact consumers right at the moment of decision making, encouraging them to discover Catalan products and to identify them correctly with their origin. The promotion will help the campaign reach a community of consumers nationwide. With South Korea, Japan and China accounting for more than half of global e-commerce retail sales and the country's digital shopper population numbering more than 780 million people, online selling activities will allow the campaign to significantly increase awareness and the consumption of products from Catalonia.</p> <p>Who: Japanese, Chinese and South Korean consumers of e-commerce platforms</p> <p>When: 2 promotional periods (7 days), per market per year</p> <p>Where: Nationwide in Japan, China and South Korea</p>			
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Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

Show the budget for each year (ensure consistency with the Detailed budget table).

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	Advertising report for year 1 Indicators for WP 4 are specified in section 2.5	Advertising report for year 2 Indicators for WP 4 are specified in section 2.5	Advertising report for year 3 Indicators for WP 4 are specified in section 2.5
Estimated budget	T4.1 Online advertising <u>Japan:</u> Design and content adaptation: 3,000 € Media coverage: 9.000 € Subtotal Japan: 12.000 € <u>China:</u> Design and content adaptation: 2.000 € Media coverage: 9.000 €	T4.1 Online advertising <u>Japan:</u> Design and content adaptation: 3,000 € Media coverage: 9.000 € Subtotal Japan: 12.000 € <u>China:</u> Design and content adaptation: 2.000 € Media coverage: 9.000 €	T4.1 Online advertising <u>Japan:</u> Design and content adaptation: 3,000 € Media coverage: 9.000 € Subtotal Japan: 12.000 € <u>China:</u> Design and content adaptation: 2.000 € Media coverage: 9.000 €

¹ European Union. N.d. [The Perfect Match](#). Accessed in April 2025.

	<p>Subtotal China: 11.000 €</p> <p><u>South Korea:</u> Design and content adaptation: 2.000 € Media coverage: 9.000 € Subtotal South Korea: 11.000 €</p> <p>T.4.2 Online shopping promotions</p> <p><u>Japan:</u> Creation of campaign briefings, designs, edition and quality control 8.000 € Logistics & fulfilment: 8.000 € Virtual space rental: 16.000 € Partner selection, negotiations, management, oversee customer service: 9.000 € Data analysis & optimisation, post promotion analysis: 4.000€ Subtotal Japan: 45.000 €</p> <p><u>China:</u> Creation of campaign briefings, designs, edition and quality control 8.000 € Logistics & fulfilment: 6.000 € Virtual space rental: 13.000 € Partner selection, negotiations, management, oversee customer service: 9.000 € Data analysis & optimisation, post promotion analysis: 4.000 € Subtotal China: 40.000 €</p> <p><u>South Korea:</u> Creation of campaign briefings, designs, edition and quality control 8.000 € Logistics & fulfilment: 6.000 € Virtual space rental: 13.000 € Partner selection, negotiations, management, oversee customer service: 9.000 € Data analysis & optimisation, post promotion analysis: 4.000 € Subtotal South Korea: 40.000 €</p>	<p>Subtotal China: 11.000 €</p> <p><u>South Korea:</u> Design and content adaptation: 2.000 € Media coverage: 9.000 € Subtotal South Korea: 11.000 €</p> <p>T.4.2 Online shopping promotions</p> <p><u>Japan:</u> Creation of campaign briefings, designs, edition and quality control 8.000 € Logistics & fulfilment: 8.000 € Virtual space rental: 16.000 € Partner selection, negotiations, management, oversee customer service: 9.000 € Data analysis & optimisation, post promotion analysis: 4.000€ Subtotal Japan: 45.000 €</p> <p><u>China:</u> Creation of campaign briefings, designs, edition and quality control 8.000 € Logistics & fulfilment: 6.000 € Virtual space rental: 13.000 € Partner selection, negotiations, management, oversee customer service: 9.000 € Data analysis & optimisation, post promotion analysis: 4.000 € Subtotal China: 40.000 €</p> <p><u>South Korea:</u> Creation of campaign briefings, designs, edition and quality control 8.000 € Logistics & fulfilment: 6.000 € Virtual space rental: 13.000 € Partner selection, negotiations, management, oversee customer service: 9.000 € Data analysis & optimisation, post promotion analysis: 4.000 € Subtotal South Korea: 40.000 €</p>	<p>Subtotal China: 11.000 €</p> <p><u>South Korea:</u> Design and content adaptation: 2.000 € Media coverage: 9.000 € Subtotal South Korea: 11.000 €</p> <p>T.4.2 Online shopping promotions</p> <p><u>Japan:</u> Creation of campaign briefings, designs, edition and quality control 8.000 € Logistics & fulfilment: 8.000 € Virtual space rental: 16.000 € Partner selection, negotiations, management, oversee customer service: 9.000 € Data analysis & optimisation, post promotion analysis: 4.000 € Subtotal Japan: 45.000 €</p> <p><u>China:</u> Creation of campaign briefings, designs, edition and quality control 8.000 € Logistics & fulfilment: 6.000 € Virtual space rental: 13.000 € Partner selection, negotiations, management, oversee customer service: 9.000 € Data analysis & optimisation, post promotion analysis: 4.000 € Subtotal China: 40.000 €</p> <p><u>South Korea:</u> Creation of campaign briefings, designs, edition and quality control 8.000 € Logistics & fulfilment: 6.000 € Virtual space rental: 13.000 € Partner selection, negotiations, management, oversee customer service: 9.000 € Data analysis & optimisation, post promotion analysis: 4.000 € Subtotal South Korea: 40.000 €</p>
Subtotal for activity 1	T4.1 34.000 € T.4.2 125.000 €	T4.1 34.000 € T.4.2 125.000 €	T4.1 34.000 € T.4.2 125.000 €
Total for the Work Package	159.000 €	159.000 €	159.000 €

Work Package 5

Work Package 5: Communication Tools					
Duration:	M1 – M36	Lead Beneficiary:	PRODECA		
Objectives <i>List the specific objectives to which this work package is linked.</i>					
<p>The aim of this work package is to develop campaign images that will spotlight the superior quality of wines and charcuterie products from Spain, illustrating their culinary distinction and adaptability in traditional dishes in Japan, China, and South Korea. These visuals will communicate the product's attributes, aligning with the campaign's visual identity and emphasizing the products' quality, safety, and sustainability. Promotional materials designed for this campaign will facilitate engagement and increase awareness among consumers and professionals in these markets, supporting the strategic objective of enhancing the market presence of Spanish wines and charcuterie in the three target markets.</p>					
Activities and division of work (WP description) <i>Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.</i> <i>Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating in bold the task leader.</i> <i>Add information on other participants' involvement in the project e.g. in-kind contributions.</i> Note: <i>In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.</i> <i>The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.</i> <i>If there is subcontracting, please also complete the table below.</i>					
Task No	Task Name	Description (including target country/cities)	Participants		In-kind Contributions and Subcontracting
			Name	Role	
T5.1	Publications, media kits, promotional merchandise	<p>What: Develop a line of branded merchandise in line with the campaign's visual identity, including reusable cotton bags, cooking jackets, and aprons. Collaborate with suppliers to ensure the procurement of high-quality and sustainable items. We will also create and distribute printed materials such as brochures and booklets, specifically designed for both consumer and professional audiences. Additionally, media kits will be prepared to provide the media with detailed information about the campaign.</p> <p>Why: Distributing promotional merchandise is an effective approach to boost product recognition, build customer loyalty, and leave a memorable impression on those attending events. These tangible items strengthen the connection between our campaign and its participants, reinforcing our brand's message. Printed materials like brochures and booklets are crucial for conveying in-depth information and enhancing awareness, encouraging attendees to explore further resources on our website and social media. Media kits are vital for managing media</p>	PRODECA	COO	Subcontracting and no in-kind contributions

		<p>relations and establishing positive relationships crucial for gaining media exposure.</p> <p>Who: The campaign's promotional tools are designed for all targeted consumer and professional groups, including media representatives.</p> <p>When: The design and production of these materials are planned for the initial three months of the campaign, with their use continuing throughout its duration.</p> <p>Where: These materials will be distributed at various events and will also be featured in online activities occasionally.</p>			
T5.2	Photo and video	<p>What: A photo shoot featuring select wines and charcuterie from the EU, creating premium images for our marketing collateral. These images will showcase the high quality and distinctiveness of the products, enhancing our promotional efforts across various media. During year 1 the photo and video shooting will be conducted in 3 phases: pre-production for the preparation of the shooting (location, crew, equipment, etc); the production involves the actual shooting; and post-production wraps up the project by editing, colour grading, and adding final touches to the visuals. During the second and third year we will adopt the photos and videos and repurpose for the updated needs of the project.</p> <p>Why: This content is essential for telling the story of Spanish wines and charcuterie, helping both consumers and professionals connect with the quality, tradition, and versatility behind these products. Strong visuals will play a key role in boosting the campaign's visibility and making a lasting impression across all target markets.</p> <p>When: The photo shoot is scheduled for the first quarter of the campaign.</p> <p>Where: The shoot location will be defined working together with the implementing body and/or the production company.</p>	PRODECA	COO	Subcontracting and no in-kind contributions

Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

Show the budget for each year (ensure consistency with the Detailed budget table).

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	<p>Communication strategy and concept report, in the first 3 months from campaign start</p> <p>Communication tools report for year 1</p> <p>Indicators for WP 5 are specified in section 2.5</p>	<p>Communication tools report for year 2</p> <p>Indicators for WP 5 are specified in section 2.5</p>	<p>Communication tools report for year 3</p> <p>Indicators for WP 5 are specified in section 2.5</p>
Estimated budget	<p>T5.1 Promotional merchandise</p> <p>Japan merchandising 3.400 €</p>	<p>T5.1 Promotional merchandise</p> <p>Japan: Cost of manufacturing 1.400 €</p>	<p>T5.1 Promotional merchandise</p> <p>Japan: Cost of manufacturing 1.400 €</p>

	Cost of manufacturing 1.400 € Design processes and supplier identification 2.000 € China merchandising 3.100€ Cost of manufacturing 1.100€ Design processes and supplier identification 2.000€ South Korea merchandising 2.600 € Cost of manufacturing 600 € Design processes and supplier identification 2.000€ T5.2 Professional shooting 40.000 € Creative development & planning 8.500 € Location scouting & negotiation 1.500 € Shooting venue 3.000 € Production costs 17.000 € Post-Production 10.000 €	China: Cost of manufacturing 600 € South Korea: Cost of manufacturing 1.400€	China: Cost of manufacturing 1.400 € South Korea: Cost of manufacturing 1.150€
Subtotal for activity 1	T5.1 9.100 € T5.2 40.000 €	T5.1 3.400 €	T5.1 3.950 €
Total for the Work Package	49.100 €	3.400 €	3.950 €

Work Package 6

Work Package 6: Events			
Duration:	M1 – M36	Lead Beneficiary:	PRODECA
Objectives <i>List the specific objectives to which this work package is linked.</i>			
<p>The aim of this work package is to engage the target audience by diverse set of activities. Working in sync with WP2 and 3, the selected events aim to enhance the perception of promoted GI wines and EU charcuterie among the audience. This will enable participants to deepen their understanding of these products and key campaign messages, thus supporting objective #1 and #2. Additionally, their increased awareness of the products will establish a lasting competitive edge, aiding in achieving objective #3: increasing sales for promoted GI wines and EU charcuterie.</p>			
Activities and division of work (WP description) <i>Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.</i> <i>Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating in bold the task leader.</i> <i>Add information on other participants' involvement in the project e.g. in-kind contributions.</i> Note:			

In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.

The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.

If there is subcontracting, please also complete the table below.

Task No	Task Name	Description (including target country/cities)	Participants		In-kind Contributions and Subcontracting
			Name	Role	
T6.1	Training future chefs / showcooking	<p>What: Training future chefs / showcooking are specialized training sessions designed for chefs to enhance their culinary skills and knowledge about promoted GI wines and EU charcuterie. These classes are divided into two segments: a theoretical session covering key concepts, safety, quality, and culinary techniques, and a practical session where participants engage in hands-on pairing and cooking experiences at individual stations.</p> <p>Why: The primary goal of these training future chefs / showcooking is to educate and influence chefs, who are pivotal in the culinary industry as menu creators, purchasers, and trainers. By attending these classes, chefs can better understand and utilize high-quality ingredients, which can lead to better menu offerings and food preparation standards in their respective establishments.</p> <p>Who: The target audience for these masterclasses includes students and future chefs who are significant in decision-making processes regarding menu setting and ingredient selection in restaurants and culinary institutions. Each masterclass will have at least 40 participants.</p> <p>When and Where: Year 1: Two trainings future chefs / showcooking in Japan and two in China; Year 2: Two trainings future chefs / showcooking in Japan and two South Korea; Year 3: Two trainings future chefs / showcooking in each 3 target markets. In total we will organize 14 trainings future chefs / showcooking</p>	PRODECA	COO	Subcontracting and No in-kind contributions
T6.2	Restaurant weeks	<p>What: A promotion will be carried out in at least 4 restaurants (per activity) to promote and encourage the consumption of Catalan GI wines and EU charcuterie products. Each activity will take place in a Tier 1 city, and it will last 16 days (2 full weeks plus the accompanying weekends).</p> <ul style="list-style-type: none"> • High level restaurants, decorated with branding of the campaign. • A special menu will be created indicating the origin of the products and the key messages of the campaign. • On the first day of each activity, an inauguration event will be held at one of the restaurants participating in the promotion, to which 40 selected consumers will be invited to enjoy the menu created for the promotion. <p>Why: To bring the products closer to target consumers, this activity in an ideal environment to experience and discover them. Consumers in Asia mostly have difficulties to know the specific origin of food beyond the country, which is what usually appears on the product label or on the menu, so these activities are necessary to explain the EU origin and its differential factors. This promotion will also help to increase the distribution of the products in the horeca channel.</p>	PRODECA	COO	Subcontracting and No in-kind contributions

		<p>Who: Consumers. Approximately 40 participants at each inaugural event and more than 3,000 during the promotion for each activity.</p> <p>When and where: The first year will only take place in Japan and South Korea and year 2 and 3 will target all three countries.</p>			
T6.3	Tastings for professionals	<p>What: We will conduct a tasting for professionals by presentation the characteristics of Catalan GI wines and EU charcuterie products, with a goal to make them knowledgeable on all the products characteristics to be able to recognize, appreciate them and make informed purchasing decisions. These seminars are delivered by one or two experts and a sommelier, supported by a presentation deck. The presentation will cover all the relevant aspects of the production process, storage, presentation and consumption.</p> <ul style="list-style-type: none"> Tastings will include a sommelier who will conduct a masterclass for participants to learn how to advise their customers on the choice and appreciation of Catalan GI wines, and with which other products they pair well. The dishes with which the wines are accompanied will be prepared by a chef, who will explain their characteristics and distinguishing factors. During a 2-hour period, Catalan GI wines and EU Charcuterie will be introduced, paired and tasted by professionals, specially importers, distributors and chefs, with a minimum of 40 attendees per tasting. Catalan wines paired with charcuterie products, that could be consumed sliced or integrated into dishes with other ingredients <p>Why: These tastings aim to increase product awareness among key players in the distribution of imported food and beverages. This will increase demand in the short and medium term through direct business resulting from the event, as well as in the long term, as professionals will be able to better communicate the benefits of Catalan GI wines and EU Charcuterie products to final consumers.</p> <p>Who: Professionals from all target markets, with at least 40 professionals per tasting event</p> <p>When and where: A tasting event per target market for year 1 and year 2. A tasting event in Japan and China for year 3.</p>	PRODECA	COO	Subcontracting and No in-kind contributions

Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

Show the budget for each year (ensure consistency with the Detailed budget table).

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	Events report for year 1 Indicators for WP 6 are specified in section 2.5	Events report for year 2 Indicators for WP 6 are specified in section 2.5	Events report for year 2 Indicators for WP 6 are specified in section 2.5
Estimated budget	T6.1 Training future chefs / showcooking Japan: 45.000 € Partner's hosting fee for venue, food and all their costs 20.000 € Showcooking experts 4.000 € Decoration and printing 3.000 €	T6.1 Training future chefs / showcooking Japan: 45.000 €, China: 41.660 same budget distribution as year 1 South Korea 41.660 €	T6.1 Training future chefs / showcooking - Same budget distribution as Y1 and Y2 Japan: 45.000 € China 41.660 € South Korea 41.660 €

<p>Shooting pictures and recap video of the event 2.000 € School selection and negotiations, organization of logistics, creation of class curriculum and content, management of participants 16.000 € China 41.660 € Partner's hosting fee for venue, food and all their costs 17.660 € Showcooking experts 4.000 € Decoration and printing 3.000 € Shooting pictures and recap video of the event 2.000 € School selection and negotiations, organization of logistics, creation of class curriculum and content, management of participants 15.000€</p> <p>T6.2 Restaurant weeks Japan: 45.000 € Restaurant fee 15.500 € Opening day - catering (Meals 40 people x 160 €+ drinks 10 bottles x 40 €) 6.800 € Staffing (Support staff, chef) 3.000 € Partner search, negotiation, staff training and supervision of inaugural event 10.800 € Invitations and guest management 2.900 € Decoration and printing 2.500 € Shooting pictures and recap video of the event 2.000 € Travel expenses logistics and hotel (2 people) 1.500 €</p> <p>South Korea: 40.000 € Restaurant fee 12.500 € Opening day - catering (Meals 40 people x 160 €+ drinks 10 bottles x 40 €) 6.800 € Staffing (Support staff, chef) 2.000 € Partner search, negotiation, staff training and supervision of inaugural event 10.200 € Invitations and guest management 2.500 € Decoration and printing 2.500 € Shooting pictures and recap video of the event 2.000 € Travel expenses logistics and hotel (2 people) 1.500 €</p> <p>T6.3 Tastings for professionals Japan 50.000 €</p>	<p>Partner's hosting fee for venue, food and all their costs 17.660 € Showcooking experts 4.000 € Decoration and printing 3.000 € Shooting pictures and recap video of the event 2.000 € School selection and negotiations, organization of logistics, creation of class curriculum and content, management of participants 15.000 €</p> <p>T6.2 Restaurant weeks Japan: 45.000 €, same budget distribution as year 1 China: 40.000 € Restaurant fee 12.500 € Opening day - catering (Meals 40 people x 160 €+ drinks 10 bottles x 40 €) 6.800 € Staffing (Support staff, chef) 2.000 € Partner search, negotiation, staff training and supervision of inaugural event 10.200 € Invitations and guest management 2.500 € Decoration and printing 2.500 € Shooting pictures and recap video of the event 2.000 € Travel expenses logistics and hotel (2 people) 1.500 €</p> <p>South Korea: 40.000 €, same distribution as year 1</p> <p>T6.3 Tastings for professionals Japan 50.000 € Venue rental and equipment 16.000 € Catering (Food for 40 people x 120 €; wine - 20 bottles x 50 €) 5.800 € Support personnel (Other staff, chef, MC) 7.000 € Selection of partners and suppliers, coordinating, support staff training, event supervising 11.000 € Decoration and printing 4.200 € Shooting pictures and recap video of the event 2.000 €</p>	<p>T6.2 Restaurant weeks - Same budget distribution as Y1 and Y2 Japan: 45.000 € China: 40.000 € South Korea: 40.000 €</p> <p>T6.3 Tastings for professionals: Same budget distribution as Y1 Japan: 50.000 € China: 45.000 €</p>
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	Venue rental and equipment 16.000 € Catering (Food for 40 people x 120 €; wine - 20 bottles x 50 €) 5.800 € Support personnel (Other staff, chef, MC) 7.000 € Selection of partners and suppliers, coordinating, support staff training, event supervising 11.000 € Decoration and printing 4.200 € Shooting pictures and recap video of the event 2.000 € Invitations and guest management 2.500 € Travel expenses logistics and hotel (2 people) 1.500 € China & South Korea 45.000 €/ each Venue rental and equipment 14.500 € Catering (Food for 40 people x 120 €; wine - 20 bottles x 50 €) 5.800 € Support personnel (Other staff, chef, MC) 5.800 € Selection of partners and suppliers, coordinating, support staff training, event supervising 9.200 € Decoration and printing 3.700 € Shooting pictures and recap video of the event 2.000 € Invitations and guest management 2.500 € Travel expenses logistics and hotel (2 people) 1.500 €	Invitations and guest management 2.500 € Travel expenses logistics and hotel (2 people) 1.500 € China & South Korea 45.000 €/ each, same distribution as year 1	
Subtotal for activity 1	T6.1 86.660 € T6.2 85.000 € T6.3 140.000 €	T6.1 128.320 € T6.2 125.000 € T6.3 140.000 €	T6.1 128.320 € T6.2 125.000 € T6.3 95.000 €
Total for the Work Package	311.660 €	393.320 €	348.320 €

Work Package 7

Work Package 7: Point-of-sale (POS) promotion			
Duration:	M8 – M36	Lead Beneficiary:	PRODECA
Objectives <i>List the specific objectives to which this work package is linked.</i>			
The aim of this work package is to influence the purchasing decisions of consumers at the point of sale by distributing information about the EU origin and the characteristics of EU wines and charcuterie, as well as the EU GI system. These actions are designed to strengthen the positioning of EU GI wines and charcuterie in the minds of consumers at a critical moment of purchase. This contributes to the objective #1: Increase consumer recognition of EU origin and the characteristics of EU wines and charcuterie			

and their production methods. Additionally, this increased awareness will result in a lasting competitive advantage that contributes to objective #3.

Activities and division of work (WP description)

Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.

Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating **in bold** the task leader.

Add information on other participants' involvement in the project e.g. in-kind contributions.

Note:

In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.

The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.

If there is subcontracting, please also complete the table below.

Task No	Task Name	Description (including target country/cities)	Participants		In-kind Contributions and Subcontracting
			Name	Role	
T7.1	Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens	<p>What: A supermarket promotion campaign will be implemented to encourage the purchase of EU GI wines and charcuterie in supermarkets across Japan, China, and Korea. This initiative involves collaboration with major retail chains in the three target markets, and activities include in-store decorations, launch events, demonstrations by key opinion leaders (KOLs), and cooking or slicing demonstrations. Information will be provided for 16 days, aiming to impact approximately 12,000 consumers per country during the promotion.</p> <p>Why: we need to communicate about the differentiating factor of the EU GI system, especially in wines, and the variety and quality of European charcuterie, generally of higher quality in terms of feed and curation of other alternatives. This will increase consumer recognition of EU origin and quality, thereby gaining a competitive advantage and expanding market share in these regions.</p> <p>Who: the target audience includes consumers in Japan, China, and Korea who are interested in imported in new premium products. The campaign will engage these consumers through direct interactions at point of sale.</p> <p>Where: these promotions will take place in at least two major cities in each country, selected based on the store distribution of the cooperating retail chains. This will ensure coverage across significant consumer bases in each target market.</p> <p>When: these activities will roll out annually in each of the markets, and each occurrence will last for at least 16 days.</p>	PRODECA	COO	Subcontracting and No in-kind contributions

Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

Show the budget for each year (ensure consistency with the Detailed budget table).			
Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	Point of sales report for year 1 Indicators for WP 7 are specified in section 2.5	Point of sales report for year 2 Indicators for WP 7 are specified in section 2.5	Point of sales report for year 3 Indicators for WP 7 are specified in section 2.5
Estimated budget	For each market (Japan, China, Korea): 60.000 € /each Supermarkets fee 20.500 € Decorations and informational materials (design and production) 5.400 € Onsite management 6.000 € Management and training of store staff 1.500 € Support personnel 4.000 € Partner search, negotiation and follow up 14.000 € Shooting pictures and recap video of the event 2.000 € Sample units - cost per unit 1.2 EUR, Total samples: 5500: 6.600 €	For each market (Japan, China, Korea): 60.000 € /each Supermarkets fee 20.500 € Decorations and informational materials (design and production) 5.400 € Onsite management 6.000 € Management and training of store staff 1.500 € Support personnel 4.000 € Partner search, negotiation and follow up 14.000 € Shooting pictures and recap video of the event 2.000 € Sample units - cost per unit 1.2 EUR, Total samples: 5500: 6.600 €	For each market (Japan, China, Korea): 60.000 € /each Supermarkets fee 20.500 € Decorations and informational materials (design and production) 5.400 € Onsite management 6.000 € Management and training of store staff 1.500 € Support personnel 4.000 € Partner search, negotiation and follow up 14.000 € Shooting pictures and recap video of the event 2.000 € Sample units - cost per unit 1.2 EUR, Total samples: 5500: 6.600 €
Subtotal for activity 1	T7.1. Japan 60.000 €; China 60.000 €; Korea 60.000 €	T7.1. Japan 60.000 €; China 60.000 €; Korea 60.000 €	T7.1. Japan 60.000 €; China 60.000 €; Korea 60.000 €
Total for the Work Package	180.000 €	180.000 €	180.000 €

Work Package 8

Work Package 8: Evaluation			
Duration:	M1 – M36	Lead Beneficiary:	PRODECA
Objectives List the specific objectives to which this work package is linked.			
■ This work package is connected to all objectives as it is related to the results of the implementing activities and KPIs of the entire campaign.			
Activities and division of work (WP description) Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package. Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating in bold the task leader. Add information on other participants' involvement in the project e.g. in-kind contributions. Note: In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.			

The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.

If there is subcontracting, please also complete the table below.

Task No	Task Name	Description (including target country/cities)	Participants		In-kind Contributions and Subcontracting
			Name	Role	
T8.1	Evaluation of results	<p>What: The evaluation of the results will be conducted by an independent evaluation agency which will be selected in a competitive process, described in section 2.3. For indicator #1, data from publicly available and reliable sources across the three target markets will require analysis by the evaluation agency. For the second indicator, the implementing body will gather the questionnaires completed by professionals, either digitally or in print and the evaluation agency will analyze the results.</p> <p>Why: This process is designed to allow the evaluation body to verify the campaign's impact through thorough analysis and assessment of data.</p> <p>When: The selection of the evaluation company and the commencement of data collection and analysis.</p> <p>Where: The evaluation will focus on specific cities where the campaign will conduct its activities. To enhance cost efficiency, cities may be grouped based on their characteristics such as population demographics and hosted activities, ensuring a representative yet streamlined sampling process.</p>	PRODECA	COO	Subcontracting and No in-kind contributions

Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

Show the budget for each year (ensure consistency with the Detailed budget table).

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	Evaluation report for year 1	Evaluation report for year 2	Evaluation report for year 3
Estimated budget	Evaluation agency fees Japan 12.000 € China 9.000 € South Korea 9.000 €	Evaluation agency fees Japan 12.000 € China 9.000 € South Korea 9.000 €	Evaluation agency fees Japan 12.000 € China 9.000 € South Korea 9.000 €
Subtotal for activity 1	T8.1 30.000 €	T8.1 30.000 €	T8.1 30.000 €
Total for the Work Package	30.000 €	30.000 €	30.000 €