



LIFE Project Number
LIFE08 INF/GR/000581

Inception Report
Covering the project activities from 01/01/2010 to 30/09/2010

Reporting Date
30/09/2010

LIFE + PROJECT NAME
**Promoting sustainable production and consumption patterns:
the example of olive oil**

Data Project

Project location	Greece
Project start date:	01/01/2010
Project end date:	31/12/2012
Total budget	€ 907.574
EC contribution:	€ 453.787
(%) of eligible costs	50

Data Beneficiary

Name Beneficiary	Technical University of Crete
Contact person	Dr. Georgios Papadakis
Postal address	University Campus, 73100 Chania Crete, Greece
Telephone	+ 30 28210 37316
Fax:	+ 30 28210 37541
E-mail	gpap@dpem.tuc.gr
Project Website	http://www.infoil.tuc.gr/

Notes:

According to the Common Provisions Article 12 – Technical activity reports, the coordinating beneficiary must provide the Commission with:

- one inception report, to be delivered within nine months of the project start;

The inception report shall contain the necessary information for the Commission to evaluate the state of implementation of the project, the respect of the work plan, the financial situation of the project and whether the project is on track towards achieving its objectives, or whether there are serious delays and/or obstacles.

The inception report shall contain an assessment as to whether the project objectives and work plan are still valid. On the basis of the inception report submitted by the coordinating beneficiary, and if the project's objectives are not achievable or the work plan is not feasible, the Commission may launch an early termination procedure, in accordance with Article 19.

Identical copies of the inception report, in both paper and electronic versions, shall be simultaneously forwarded to the Commission and to the external monitoring team designated by the Commission, both of them receiving one complete copy of the technical reports, including annexes.

The report shall normally contain a maximum of 20 pages, excluding annexes. Please use font Times New Roman 12 or equivalent.

By way of exception, if the threshold defined in Article 28.3 is reached within the first nine months of the project duration, the inception report and the mid-term report might be merged into one. In such case, the template of the mid-term report should be used, however, all the additional elements requested in the inception report (as compared to the mid-term report) should also be provided to the Commission.

Table of contents

1.	List of abbreviations.....	4
2.	Executive summary (max 3 pages).....	5
2.1	General progress.....	5
2.2	Assessment as to whether the project objectives and work plan are still viable.....	6
2.3	Problems encountered.....	7
3.	Administrative part.....	9
3.1	Description of project management.....	9
3.2	Organigramme of the project team and the project management structure.....	10
3.3	Partnership agreements status (incl. date of signature) and key content.....	11
4.	Technical part.....	12
4.1	Actions.....	13
4.1.1	<i>Action A1: Project Management</i>	13
4.1.2	<i>Action A2: Monitoring of project progress</i>	13
4.1.3	<i>Action A3: External Audit</i>	14
4.1.4	<i>Action A4: After-LIFE Communication plan</i>	14
4.1.5	<i>Action A5: Project Meetings</i>	14
4.1.6	<i>Action B1: Collection of relevant data</i>	14
4.1.7	<i>Action B2: Assessment of the characteristics of olive oil production in Crete</i>	16
4.1.8	<i>Action B3: Consultation with stakeholders</i>	17
4.1.9	<i>Action B4: Criteria of ecological production of olive oil / Oil quality criteria</i>	19
4.1.10	<i>Action B5: Development of dissemination and awareness plan</i>	20
4.1.11	<i>Action C1: Project's slogan and logo</i>	21
4.1.12	<i>Action C2 : Informational Center</i>	22
4.1.13	<i>Action C3 : Awareness raising events</i>	25
4.1.14	<i>Action C4: E-advertising campaign</i>	26
4.1.15	<i>Action C5: Dissemination activities at the prefecture of Ileia - Peloponnesus</i>	28
4.1.16	<i>Action E: Monitoring of the project impact</i>	28
4.1.17	<i>Action F1: Development of the project website</i>	30
4.1.18	<i>Action F2: LIFE information board</i>	31
4.1.19	<i>Action F3: Layman's report</i>	31
4.1.20	<i>Action F4: Other dissemination activities</i>	31
4.2	Availability of appropriate licenses and authorizations.....	33
4.3	Envisaged progress until next report.....	33
5.	Financial part.....	35
5.1	Putting in place of the accounting system.....	35
5.2	Continued availability of co financing.....	35
5.3	Costs incurred (summary by cost category and relevant comments).....	35
6.	Annexes.....	38

1. List of abbreviations

TUC: Technical University of Crete

EC: European Commission

NAGREF: National Agricultural Research Foundation

ISPOT: Institute of Olive Tree and Subtropical Plants of Chania

MUDE: Musuron Development Enterprise

PSC: Project Steering Committee

PM: Project Manager

AB: Advisory Board

TD: Technical Director

LCA: Life Cycle Analysis

2. Executive summary (max 3 pages)

2.1 General progress.

This is the first technical report of the INFOIL project covering the period from 01/01/2010 (Start Date) until 30/09/2010 (Month 9). The financial part of this report covers all documented expenses incurred during the period 01/01/2010 to 31/08/2010. During the first nine months of the project, all preparatory actions have taken place, in order to proceed with the core of the project, the information and dissemination campaign, the forthcoming months. The partners have closely worked together, following the instructions of the coordinating beneficiary, with the aim to prepare all deliverables on time. The project is being implemented smoothly, with no compromises in its progress.

In brief, the progress of the project is as follows:

- The Kick-off meeting of the project took place on time, in Chania, on January, 18th. All partners participated in the meeting; first year activities and time plan were presented. The Project Steering Committee, the Project Manager and the Technical Director were established (attached in Annex 1, including information about the Task managers and all partners' technical teams). All scheduled activities were planned and tasks were allocated to each responsible beneficiary. The internal communication procedures of the consortium were also set. In Annex 2 please find attached the minutes of the meeting.
- Internal working group meeting took place in Chania, on June, 21st 2010 with the participation of the partners from Crete. More specifically, project partners discussed the action plan for B3 and the development of the awareness plan in action B5. The team resolved some technical issues, web portal contents, and financial issues.
- The Advisory Board has been established; its members are presented in Annex 3.
- The website of the project was launched, the address being www.infoil.tuc.gr as well as the web portal at www.infoil.gr
- The project's slogan and logo were developed.
- The preparatory actions necessary for the implementation of the dissemination and communication campaign for promoting sustainable production and consumption of olive oil took place
- The Informational Center in Crete has been established. The Informational Center in Ilea has been located and is due to start its operation in July 2011.
- An informational event with the initiative of NAGREF – ISPOT has been organized on May, 7th in Chania.
- The project notice boards were developed for partners TUC, ISPOT and MUDE. The notice board for ILEIAKI will be developed in November 2010. Partners TUC and ILEIAKI will place the boards in the Informational Centers and the remaining partners in their sites. Attached in Annex 4, the notice boards as developed for each partner.
- The first and the second issue of the bi-monthly newspaper have been developed and uploaded to the project website and web-portal, attached in Annex 5.
- Participation of the INFOIL project at the ELEOTECHNIA Exhibition that took place in Athens on April 16-18th, 2010. A technical meeting with representatives from TUC and

ILEIAKI took place in Athens in the framework of the participation in the exhibition. Attached in Annex 6 the minutes of the meeting and the participation in the exhibition

2.2 Assessment as to whether the project objectives and work plan are still viable.

The project's objectives can be summarized as follows:

- Promote sustainable production and consumption through the example of olive oil
- Reducing the environmental impacts of conventional production of olive oil
- Communicate existing knowledge on sustainable production principles in regions with high olive oil production
- Raise consumers' awareness on the benefits of choosing products that have been produced in an environmental friendly way
- Promote the importance of life cycle thinking and assessment during production and consumption of products

Aiming in the recording of the existing information in sustainable consumption and production of olive oil, all preparatory activities of the project are completed with the scheduled actions. More specifically:

Action B1: The collection of relevant data for sustainable consumption and production of olive oil has been finalized with the development and collection of questionnaires, as well as the compilation of relevant information from other LIFE project and from available data in local and national authorities through permits. The collection of such data is decided to be an ongoing task utilizing means, such as: continuous online filling of questionnaires (web-portal), periodical collection of data from national and local authorities, extra initiative conducting consumer awareness surveys with hand-to-hand filling of questionnaires at specific location(s) in Greece, collection of relevant data from people visiting the Informational Centers in Crete and Ileia, etc. Additionally, during the site visits to areas where experience of similar activities can be utilized (e.g. Spain, Portugal, Italy, etc) useful data will be collected. Site visits are re-scheduled for the period until April 2011 after project partners TUC and ISPOT complete preparatory organizing, communication with project managers of other successful projects, availability on dates and the fine tuning for balanced actions in the dissemination plan.

Action B2: The characteristics of olive oil production in Crete have been assessed and the relevant report has been developed.

Action B3: Consultation with relevant stakeholders has been successfully completed. A first draft version of the action plan for promoting olive oil production is completed. The final version is being currently under revision by the members of the Advisory Board. Its follow up is to continue for the rest of the project in order to monitor the developments concerning actions involved in the action plan.

Action B4: Criteria for ecological production of olive oil and oil quality criteria have been developed.

Action B5: Preparatory activities for the dissemination and awareness raising plan took place concerning the development of a generic questionnaire addressing to the entire spectrum of

stakeholders, as part of the needs and capabilities assessment. The plan has been extended to finalize until December 2010 since the plan activities are strongly connected to the action plan (B3) provisions currently under finalization. Consideration was also given to the Advisory Board comments to the action plan and the expected developments in the agricultural policy of Greece.

The location of the Informational Center has been decided, established and will be fully operational till the end of 2010. The web portal of the project has also been developed; both of the aforementioned actions are considered as key actions for the successful implementation of the project.

The preparatory actions will allow the implementation of the awareness raising campaign (Group of Actions C) to be implemented and therefore it can be considered that the objectives of the project will be attained as originally foreseen.

2.3 Problems encountered.

A problem that has risen during the course of the project was the identification of the location where the Informational Center in Crete will be established. The place initially proposed was a building in the Chania center owned by TUC. However, at some point the building was engaged by external parties without the formal authorization of TUC, and due to this status, it was not allowed to be used by TUC for its research activities. This situation has not yet been resolved (lasting for long time) and since, it was decided by PM and PSC to abandon the plan for use of this building and possibly compromise the good operation of the Informational Center. Alternatively, a building used for similar purposes (info center for olive oil) by the Institute of Olive Tree and Subtropical Plants of Chania (ISPOT) was proposed but due to time consuming procedures necessary for permits could not ensure on-time development and operation. A series of formal contacts were made with local and regional authorities; finally, the 28th Ephorate of Byzantine Antiquities of the Hellenic Ministry of Culture and Tourism (http://www.yppo.gr/1/e1540.jsp?obj_id=2747) has agreed to grant permission to use one of its old buildings in the City of Chania. More specifically, this building of 40m² used to be a public bath and is in a central spot of the City. Some necessary restoration activities are necessary for the Information Center to be fully operational. The selection took some time, initially not predicted. The building is located in a crowded part of the City (close to old Venetian port) and will perfectly facilitate the dissemination and raising awareness activities of the project.

In addition, during the formulation of the Advisory Board although several invitations were sent to relevant stakeholders, TUC did not get a high response rate. Therefore, a second round of invitations was carried out to representatives of various stakeholders active in the olive oil field in order to ensure that all interested parties are represented in the Advisory Board. The Action Plan however has been developed as scheduled in order not to influence the smooth progress of the project. As soon as, more members join the Advisory Board the Action Plan will be distributed to them for feedback. Please find attached the list of contacts that invitations were sent, in Annex 3.

Additionally, the Dissemination and Raising Awareness Plan of Action B5, has been extended to finalize until December 2010 since the plan activities are strongly connected to the action plan (B3) provisions under finalization until November 2010. Consideration was also given to

the Advisory Board comments to the action plan and the expected developments in the agricultural policy of Greece redirecting interests of producers, consumers and olive oil stakeholders. A draft version is being prepared by the project partners and will be finalized by external assistant.

The project is not going to get behind schedule, since the activities foreseen so far have been implemented in time; a number of strategic activities, such as the informational center, the action plan and the dissemination and awareness plan have been worked out in a more detailed way due to their nature in order to avoid future problems caused by uncertainties in the definition, implementability and effectiveness of the tasks involved. List of details is presented below referred to the actions scheduled for the reporting period. It is expected that all activities will achieve their target fully.

3. Administrative part

3.1 Description of project management

The establishment of a very competent and efficient project steering committee (PSC), which has undertaken the overall project management, is considered to be the cornerstone for the successful implementation of the project. The primary goal of the PSC is to establish professional project management structures and processes in order to ensure the quality and timely submission of the project results (in consistence with the project proposal) and furthermore, to establish and monitor indicators for measuring project progress and impact. The PSC also ensures the smooth flow of information between the partners and all stakeholders involved directly or indirectly with the project implementation. Moreover the PSC manages the financial elements of the project. In general the PSC is responsible for the overall implementation and co-ordination of the project activities especially in relation with the beginning and finalization of each activity.

Finally, the PSC, via the Project manager (PM), Dr. G. Papadakis, who is the chairman of the PSC, cooperates with the Monitoring and Evaluation Team. Also a technical director, Mr. E. Vangeloglou, (who is also member of the PSC) has undertaken the daily management of the technical implementation of the project.

During the period covered by this report, and following the contract signature with the EC (24 November, 2009) and the Partnership agreements (between TUC: - ISPOT on 14 April 2010, - MUDE on 16 April 2010, - ILEIAKI on 16 April 2010) that are attached in Annex 7 respectively, the project was initiated and the following meetings (technical and management) have been organized:

- Kick off meeting: 18/01/2010 in Chania (during which the PSC was established)
- Audit meeting with the representative of the external monitoring team (Astrale-GEIE) responsible at the time for the project, Mrs. Valaora and the project partners from Crete (TUC, ISPOT and MUDE), in Chania: 10-11/03/2010
- Technical meeting between TUC and ILEIAKI: 17/04/2010
- Technical meeting between Project manager and ILEIAKI: 04-05/05/2010
- Technical meeting between the project partners from Crete (TUC, ISPOT and MUDE): 21/06/2010
- 6 other meetings among partners in Chania: TUC-ISPOT-MUDE: 21/12/2009 (for the preparation of the kick-off meeting), 13/04/2010, 14/06/2010, 22/07/2010 and TUC-ISPOT: 27/01/2010, 30/04/2010 for discussing technical issues
- Advisory Board (AB) meeting (please refer also to activity B3): 12/08/2010
- Several brief meetings between task managers and the technical director, as long as with the technical director and the PM, along with telephone calls and email correspondence with reps from ILEIAKI partner took place during this whole period, in order to monitor the tasks progress, resolve issues that may come up, sum up all the tasks results and coordinate the preparation of actions internal deliverables and of the Inception report.

Members of the project team also participated in various events including:

- 4th “Olive Oil and Olive Tree” exhibition in Piraeus: 12-14/03/2010. ILEIAKI partner had a kiosk at the exhibition. No available informative material of the project was produced at that time, only the project website was available. Just brief information about the project existence and objectives, to visitors in the kiosk and exhibitors, took place by partners’ representatives.

- “ELEOTECHNIA” exhibition in Athens: 16-18/04/2010
- Informational event regarding organic farming in Kissamos: 07/05/2010
- “Agricultural August” in Chania: 30/07 – 08/08/2010
- “August of Kissamos” in Kissamos, 13-22/08/2010

In the latter events, presentations of the objectives of INFOIL were given in person to kiosk visitors interested in the project. The presentations were informative and provided by the representatives in oral. All posters exhibited and material given included LIFE and project logo.

Beside these meetings, frequent communication between the PSC and project team members was carried out via e-mails and phone calls.

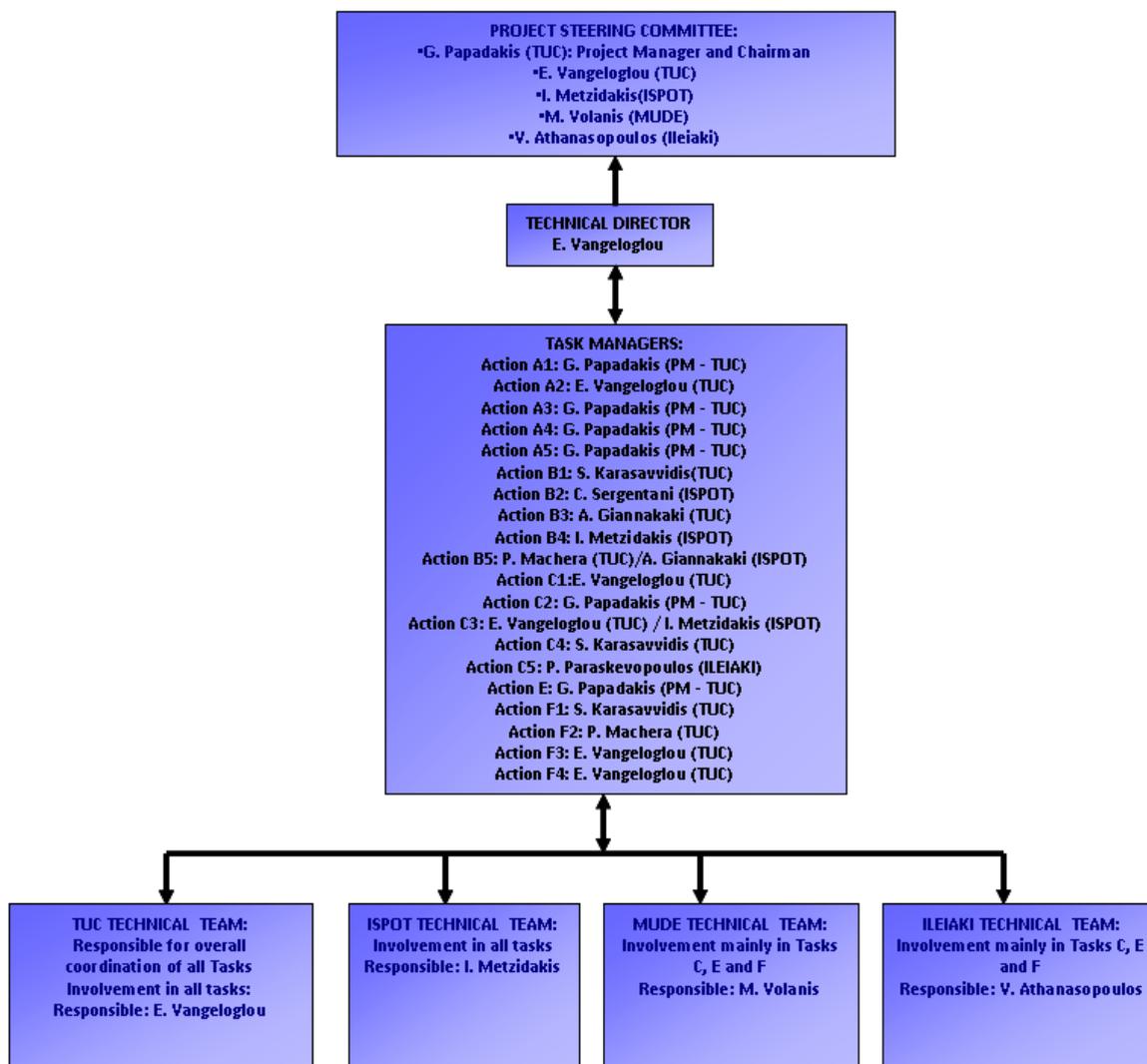
Project team members, with the assistance of the PSC, were in very close collaboration as well as with all stakeholders relevant to the project implementation, in order to ensure that the project will eventually reach its objectives.

The PM was also in very close collaboration with the Monitoring and Evaluation Team and he sent brief monthly progress reports in order to facilitate the monitoring of the project progress. Additionally the PSC, via the main contribution of the PM established the procedures for the financial management of the project, namely:

- Signing of partnership agreements
- Collaboration with the financial departments of all partners in order to clarify and set the project’s financial requirements
- Establishment of the timesheets to monitor the work of the personnel.

3.2 Organigramme of the project team and the project management structure

The organigramme of the project team is presented below.



The PSC consists of 5 persons and is chaired by the Project Manager (Dr. G. Papadakis). Other members of the PSC include Mr. E. Vangeloglou (TUC), Dr. I Metzidakis (ISPOT), Dr. M. Volanis (MUDE) and Mr. V. Athanosopoulos (ILEIAKI). A technical director has been nominated, coming from TUC (E. Vangeloglou) who also has responsibilities as assistant project manager. A task manager has been allocated for each activity. Also each partner technical team is managed by the responsible nominated by the respective partner.

3.3 Partnership agreements status (incl. date of signature) and key content

The partnership agreements among the partners were signed on the following dates:

- between TUC and NAGREF-ISPOT, on 14 April 2010
- between TUC and MUDE, on 16 April 2010 and
- between TUC and ILEIAKI, on 16 April 2010.

The partnership agreements are provided in Annex 7. The LIFE template was used for the development of the partnership agreements and this is clearly presented in the agreements (Annex 7).

4. Technical part

Olive oil cultivation and production has been a traditional agricultural activity maintained for centuries in Greece and other Mediterranean countries such as Italy, Spain, Portugal, etc. The production of olive oil is located mostly at the southern part of Greece and especially Crete and Peloponnese. The cultivation and production process causes some environmental aspects in different stages during the entire life cycle. The most important environmental problems related to the production of olive oil originate from irrigation and insecticide application matters, olive oil milling process, the excessive use of fertilizers, etc. The aim of the project is to promote sustainable production and consumption patterns using the example of olive oil aiming at the minimization of the aforementioned impacts, especially in a region with very high production.

This project is based on a previous LIFE – Environment project, the ECOIL Project (LIFE 04/ENV/GR/000110), implemented by TUC, during which the environmental impacts generated during all stages of the olive oil life cycle were assessed and measures to prevent or reduce these impacts were proposed. The proposed project seeks to communicate the results of ECOIL and other relevant projects as analyzed further below, and educate the stakeholders on the measures they may take in order to reduce the environmental impacts related to their activities and generally promote the ecological olive oil production. Additionally, the project aims to raise consumers' awareness on the benefits of choosing products that have been produced following environmental principles.

The project is consisted of:

- A group of preparatory activities. In order to gather all the required data for the implementation of the awareness raising activities, preparatory actions will be carried out. These actions link previous projects and extract all the relative information in order to build the foundation of the project case. Preparatory actions also include the collection of data regarding producers occupied in Crete and Ileia.
- The raising awareness and dissemination activities for the promotion of sustainable production and consumption of olive oil. These activities include among other:
 - The creation of an Informational Center in Crete and Ileia
 - The development of informative material in various formats (training cd-roms, leaflets, educational school book, etc)
 - The organization of informational events, training seminars and educational activities
 - The organization of olive oil events (olive oil day & olive oil awards)
 - The development of an e-advertizing campaign (web portal, e-library, etc)
 - The development of radio and TV spots
- A group of communication and dissemination activities of the project results such the website, the publication of articles, the organization of a European conference, etc

The aforementioned activities are accompanied by the necessary project management activities which ensure the smooth and timely implementation of the activities and the monitoring activities which will allow the monitoring of the project impact to the target audience.

4.1 Actions

4.1.1 Action A1: Project Management

(Foreseen Date: 1/1/2010 – 31/12/2012)

(Actual Date: 1/1/2010 – 31/12/2012)

The activities related to the project management are included in section 4 of the inception report. No problems were encountered during the implementation of this activity, which is implemented according to schedule. It was decided that for smoother project implementation to select the external assistants that will be used in the project, not from the very beginning of the project (as indicated in the project proposal) but during the implementation of each relevant action. To this approach confirmation was provided by the monitoring team as soon as adequate argumentation was given. This way a more accurate knowledge of the actual needs for external assistance will have been obtained and a more efficient and target oriented allocation of work (technically and financially) to these assistants will be made. For example, external assistance needed for the development of production of TV/Radio spots, due at the second half of the project, should best be contracted after solid material is available from deliverables at that period. The same applies for all external assistance subcontracts e.g. the development of dissemination & awareness plan in relation to the results of action plan or the organization of raising awareness events in relation to the aforementioned plans and the challenges at that time.

This specific report constitutes the deliverable of this action. In addition, in Annex 7 one can find the partnership agreements and the members of the project steering committee in Annex 1.

Milestone	Code of the associated action	Target	Actual Date
Contract signature	A1	29/01 2010	24/11/2009
Establishment of Project Steering Committee – Nomination of Project Manager, Technical Director and Task Managers	A1	20/01/ 2010	18/01/2010
Selection of external assistants	A1	29/01/ 2010	Rescheduled at appropriate timing during the project
Preparation and distribution of questionnaires	A1	22/02/ 2010	22/02/2010
Approval of mid-term report	A1	31/08/ 2011	N.A.
Completion of the project	A1	31/12/ 2012	N.A.

4.1.2 Action A2: Monitoring of project progress

(Foreseen Date: 1/1/2010 – 31/12/2012)

(Actual Date: 1/1/2010 – 31/12/2012)

The monitoring of the project progress is based on the indicators that have been established and presented in each activity. All used indicators are presented analytically in the description of actions as presented below in this report. The progress is assessed by the technical director in collaboration with the task managers. The PSC is informed about the project progress and intervenes in case there is need to resolve situations that endanger the smooth project implementation.

In this respect several meetings have been held (please refer to § 3.1). In relation to problems identified, this activity did not encounter any problems. On the other hand, the problems identified in all the other activities were discussed and resolved the main one being the selection of appropriate establishment for the information centre.

4.1.3 Action A3: External Audit

(Foreseen Date: 31/12/2012 – 31/12/2012)

(Actual Date: 31/12/2012 – 31/12/2012)

This activity has not started yet and therefore it is not part of this inception report.

4.1.4 Action A4: After-LIFE Communication plan

(Foreseen Date: 31/12/2012 – 31/03/2013)

(Actual Date: 31/12/2012 – 31/03/2013)

This activity has not started yet and therefore it is not part of this inception report.

4.1.5 Action A5: Project Meetings

(Foreseen Date: 1/1/2010 – 31/12/2012)

(Actual Date: 18/1/2010 – 31/12/2012)

The Kick-off meeting of the project took place in Chania on 18/01/2010. The minutes of the kick-off meeting can be found in Annex 2.

The 2nd meeting of the project is planned to take place in Athens in December, 2010.

4.1.6 Action B1: Collection of relevant data

(Foreseen Date: 1/1/2010 – 30/04/2010)

(Actual Date: 1/1/2010 – 30/07/2010 and ongoing)

This action refers to the collection of all data relevant to the olive oil production in Crete. The aim of the task is to identify all the actors that constitute the main target groups (olive cultivators, olive oil producers in Crete and Ileia, consumers in general) on whom the dissemination and communication activities are focused. It is noted that the project aims at

communicating and promoting the eco-production of olive oil to all actors involved in olive oil production during the whole life cycle of the product.

The project team prepared three (3) different types of questionnaires. The first set addresses consumers. The questions focus to the awareness level of consumers regarding olive oil, their dietary habits and their opinion to a more sustainable production of olive oil and other products. This questionnaire is attached in Annex 8.

The second set refers to producers. The target of this questionnaire is to collect data from producers such as, the total number of oil trees, the surface, the oil varieties, the irrigation and cultivation methods they use, the type of pesticides they use, mechanical equipment, problems they meet and other relevant questions. Attached in Annex 8 the relevant questionnaire.

The third set refers to relevant stakeholders. For information on this type of questionnaire please refer to Action B.5 (§ 4.1.10). The questionnaire is attached in Annex 8.

The questionnaires were distributed through emails, fax and direct contact, but also distribution of questionnaires took place at the “ELEOTECHNIA” exhibition in Athens which lasted 3 days, from April the 16th to April the 18th 2010. During this exhibition, project team managed to gather more than 100 questionnaires in total. In order to update information and the results from the collected data, the questionnaires are available online at the web portal of the project (www.infoil.gr) as online surveys. The number of questionnaires collected and the number of valid questionnaires (complete and correct relevant replies) gathered and inserted in the database for the two regions, Crete and Ileia, are presented in the following table.

	# questionnaires for consumers collected	# questionnaires for consumers – Validated and complete	# questionnaires for producers - collected	# questionnaires for producers – Validated and complete
Crete	~350	258	148	51
Ileia	~200	177	106	91
TOTAL	~550	435	254	142

A more specific questionnaire is developed for the requirements (awareness level and preferred products) of a controlled sample of customers. The sample can be revisited periodically in order to monitor specific indicators. This extra action will be carried out in the period November 2010 to December 2011. At the same time, when questionnaires are collected, dissemination of project results will be carried out.

Project team has developed a report on the assessment of the results on other relevant LIFE projects. Project team used the Life project website in order to recognize other LIFE projects that correspond to olive oil production. Through the communication with these projects, either by email or by searching information on the internet, publications and relevant reports, the report in Annex 9 was created and is available on the e-library at www.infoil.gr. Additionally, useful material from these projects, such as layman’s reports, leaflets, etc are gathered and upload in the web portal at the e-library.

Finally, partner ISPOT has reached an agreement with external subcontractor (university) which has conducted the semi-detailed analysis for the assessment of land use and land degradation in respective types of olive orchards and related land use in Chania and Iteia pilot research areas. (Please refer to Annex 10)

Deliverable/Indicators of Progress	Target	Status
Semi-detailed analysis for the assessment of land use and land degradation in respective types of olive orchards and related land use in Chania and Iteia pilot research areas	30/04/2010	Completed on 30/06/2010
Number of questionnaires returned with filled in data for producers	100	142 (target fully covered)
Number of consumers' questionnaires returned	500	435 (ongoing)
Number of producers registered in the database	100	102 (fully covered)
Number of site visits carried out (in Crete and/or elsewhere)	2	0 (rescheduled)
Number of permits examined	10	9

Milestone	Code of the associated action	Target	Actual Date
Design of database	B1	31/03 2010	31/03 2010
Collection of data	B1	30/04/ 2010	30/07/2010 Ongoing

4.1.7 Action B2: Assessment of the characteristics of olive oil production in Crete

(Foreseen Date: 1/4/2010 – 31/05/2010)

(Actual Date: 12/4/2010 – 30/08/2010)

This action concerns the identification of characteristics and evaluation of the olive oil production practices implemented in Crete. Also the conformity of these practices with the eco-production practice was assessed. The data and information collected during action B1 were the main input for the elaboration of this action.

This action was implemented according to schedule and was completed. An extension of three months was necessary for the collection and quality assessment of valid questionnaires (complete and correct relevant replies) and data in action B1. Since appropriate data were collected and assessed, this action was completed successfully.

The methodology used in the preparation of the report and its conclusions include:

This study is based on updated information about olive oil production in Crete. Data of Cretan farmers, stakeholders as well as of research institutions, relevant with olive oil production, were also collected and utilized. Additionally, results of ECOIL, as well as results of other projects, which deal with olive production in Crete and were implemented in ISPOT (OLIVERO, IMAGE –EU projects) during the recent years, were used. Moreover, bibliographic data of the field of oliviculture were important for the study. Collected data were evaluated – screening - in order to be used the most accurate of them and helpful conclusions to be created.

There is information about the most important olive varieties that are cultivated in Crete as well as the main plantation systems according to their agro-ecological aspects. There is also described the different orchard management and land husbandry practices which are applied in olive cultivation in Crete. The function of applied cultural practices on natural resources conservation is evaluated. Additionally, data about harvesting-transport of olive fruits, storage and processing were gathered and evaluated. Analysis was conducted to identify the strengths-opportunities as well as current or possible future problems about application of eco friendly olive cultivation in Crete. Having identified these factors, strategies are developed-suggested based on the opportunities, in order to be applied eco friendly techniques for olive oil production in Crete.

Postponement was encountered during the implementation of this activity, which is mainly connected with the outcome of action B1. The data collection took more time than initially foreseen and the collected data was in some cases of poor quality. Therefore this data had to be assessed and re-analysed in order to reach the required quality. The large experience of ISPOT and TUC in the issues related to olive oil production in Crete facilitated the better elaboration of the collected information and also contributed in explaining to the producers what kind of data is needed.

The deliverable of this action includes a report in which the olive oil production processes in Crete are presented and evaluated in terms of their conformity with the eco-production practices. The pre-final version of this report is presented in the Annex 11.

Deliverable/Indicators of Progress	Target	Status
Report on the evaluation of the characteristics of olive oil production in Crete	31/05/2010	Completed on 30/08/2010

4.1.8 Action B3: Consultation with stakeholders

(Foreseen Date: 1/1/2010 – 31/07/2010)

(Actual Date: 11/1/2010 – 30/11/2010)

This action concerned the formulation of the Advisory Board which is consisted of stakeholders involved in olive oil production which worked together for the formulation of the first version of the action plan for the promotion of the eco-production of olive oil in Crete and at national level. As a first step, a list of proposed AB members with person with widely approved public role in sustainable methods used in the olive oil field was developed and agreed with partners. Following that, a formal invitation letter (Annex 3) was drafted by TUC and distributed to the members of the list.

For the development of the action plan three internal meetings have taken place:

1. Between TUC and ILEIAKI in Athens, in the framework of Eleotechnia Exhibition on 17/04/2010. Approval of the 1st draft (outline) of the action plan on 23/04/2010.
2. Between TUC, ISPOT and MUDE on 21/06/2010 and on 22/07/2010.

During these three meetings, the content of the action plan was developed and agreed among the project partners. This resulted in a first version of the action plan on 30/07/2010 which was distributed to the rest of the members of the Advisory Board, together with an invitation

for a meeting of the AB in August 2010. The AB meeting was held on 12/08 in order to analyze the actions proposed in the plan, submit comments and discuss possible additive ideas. Minutes are presented in Annex 12.

The first version (draft) of the action plan has been developed (attached in Annex 13) and is currently under revision by the members of the Board. The revised and final version of the action plan is rescheduled for the end of November 2010.

During the electronic correspondence among the members of the Board, it was agreed that the consultation with the stakeholders will be continuous during the course of the project in order to closely monitor the implementation of the action plan. The members of the Board are also familiar with the criteria of ecological production of olive oil developed in the framework of Action B4 and have provided their feedback when necessary.

An overview concerning the deliverables and indicators for monitoring the progress of this action is provided in the following table:

Deliverable/Indicators of Progress	Target	Status
Action plan for promoting olive oil production	31/07/2010 (In the description of Action B3 in the technical proposal, is clearly stated that the duration of this action is 7 months. Thus the foreseen date is not 31/03/2010 as stated in the list of deliverables of the technical proposal by mistake.)	<ul style="list-style-type: none"> • Approval of the 1st draft (outline) of the action plan, 23/04/2010 • First version of the Action Plan, 30/07/2010 • Final version until 30/11/2010
Number of stakeholders involved in consultation activities	20	12
Formulation of advisory board	Completed	Completed on 13/04/2010
Number of meetings of the advisory board	4 (for the whole project)	1 internal, 1 between all members planned for November 2010
Preparation of the action plan	Completed	<ul style="list-style-type: none"> • Approval of the 1st draft (outline) of the action plan, 23/04/2010 • First version of the Action Plan, 30/07/2010

Milestone	Code of the associated action	Target	Actual Date
Establishment of the advisory board	B3	31/03/2010	13/04/2010

4.1.9 Action B4: Criteria of ecological production of olive oil / Oil quality criteria

(Foreseen Date: 1/6/2010 – 30/07/2010)

(Actual Date: 1/6/2010 – 30/08/2010)

This task concerns the establishment of two sets of specific criteria that will determine:

- The practices that are characterized as ecologically friendly for the production of olive oil
- The quality of the final product (olive oil)
- Evaluation of outcomes regarding risks of land desertification, soil erosion, reduction of productivity, socio-economic impacts.

The development of these criteria was based on the information and data collected and elaborated during actions B1-B3 as well as on the great experience of ISPOT and TUC in relation to the production of olive oil. These criteria are expected to be one of the basic pieces of knowledge that will be communicated for the purposes of this project.

The methodology used to develop these criteria as well as the criteria themselves include:

Information taken from Greek farmers and stakeholders as well as from research institutions relevant with olive oil production, were utilized. Additionally, results of ECOIL, as well as, results of other European projects, which deal with olive cultivation, (in the framework of “LIFE” project or other), were used. Moreover, for this study was taken advantage of bibliographic data on the field of oliviculture. Results of B2 “Assessment of the characteristics of olive oil production in Crete”, was also useful for the implementation of this study.

Specific recommendations are presented, based on evaluation of different agricultural practices for olive oil production. Explanations-suggestions are provided about effect of tillage on soil erosion, irrigation, fertilization, phytosanitary treatment, harvesting and other practices in the framework of eco friendly olive oil production. European rules, as well as “International Olive Oil Council” criteria for olive oil quality, are taken into consideration. The set of criteria about quality could be helpful for olive oil producers as well as for olive oil consumers who are interested in high quality eco-friendly olive oil. The lists of criteria that are presented in this report could help olive oil production to be planned with greater respect to environmental issues, energy saving and quality of olive oil. Application of these criteria represents a viable option offering adequate production of high quality and safe products and minimizing the negative impact of human action on the environment.

As a monitoring indicator for this activity the number of criteria developed has been established. In this respect 8 criteria were developed for the ecological production of olive oil and 12 criteria for the olive oil quality.

No significant problems were encountered during the implementation of this activity, since it started after all the necessary data and information was collected.

The deliverable of this action includes the sets of criteria of ecological production of olive oil and oil quality. These criteria are presented in the Annex 14, where the relevant pre-final report is available.

An overview concerning the deliverables and indicators for monitoring the progress of this action is provided in the following table:

Deliverable/Indicators of Progress	Target	Status
Sets of criteria	30/07/2010	Completed on 30/08/2010
Number of criteria	Not specified	8 criteria for the ecological production of olive oil, 12 criteria for the olive oil quality.

4.1.10 Action B5: Development of dissemination and awareness plan

(Foreseen Date: 1/1/2010 – 31/05/2010)

(Actual Date: 12/4/2010 – 31/12/2010)

This task concerns the development of a dissemination, education and awareness raising plan tailored to the needs of the stakeholders involved in the olive oil field.

In the framework of this task, preparatory activities for the dissemination and awareness raising plan took place concerning the development of a generic questionnaire addressing to the entire spectrum of stakeholders, as part of the needs and capabilities assessment. This questionnaire assesses the current situation in the olive oil field in Greece. The questions are categorized in four categories. The first category examines the awareness level in sustainable production among Greek stakeholders in olive oil. The second category refers to the level of audit in the implementation of the environmental friendly management systems. The third category assesses the current status in the market and transportation sector. The last category examines the status in the production phase and specifically the olive oil waste management. The questionnaire is in Annex 8.

For the purposes of this action, project team prepared and sent an invitation; asking important stakeholders in the field of olive oil production and consumption in the region of Crete, to fill in the questionnaire for stakeholders, which was attached in the invitation. Moreover, interviews with major stakeholders active in the field of olive oil production and consumption in the regions of Crete and Ileia, have been conducted at their premises and questionnaires were filled in. Approximately 60 filled in questionnaires (46 valid and fully complete) were collected until end of June 2010 (initial target was 30 questionnaires) from stakeholders representatives, e.g. national and local authorities, olive oil mills, organizations of certification and standardization, olive oil producers consortiums, olive oil trading companies, etc.

Interviews and contacts with stakeholders conducted in a regular basis through the summer and will continue, in order the list of stakeholders reached within the project to be enhanced, and acquire a better perspective of the ongoing situation in the olive oil field. To this end the online tool for filling in questionnaires developed in the web portal of INFOIL can be very helpful. In addition the questionnaire for the stakeholders was sent during the summer to a list of stakeholder contacts around Greece in order to gain feedback on perspectives and common practices in the olive oil field from other areas except Crete and Peloponnese. Feedback is still expected.

Data from the filled in questionnaires were inserted in the database.

This action is planned to be finalized with the support of external experts specialized in marketing issues. As this procedure should be appropriately carried out after the finalization of action plan (B3), partners are preparing a draft version which will be finalised by an external body. Care will be taken as to not obtain delays caused by public tender requirements, administrative permits, approval by the Procurement Committee of TUC, etc. It has been proposed to minimize the dependence from external support as much as possible. A direct treaty for part of the scheduled support is going to be executed in November 2010. In order not to cause complications to the project, the services provided by the external assistance will be slightly modified, as preparatory activities for the development of the dissemination and awareness plan have already taken place by TUC. In addition, some of the key tools for the promotion of sustainable production of olive oil have already been developed (such as the web portal or the e-library), therefore the external experts will focus on integrating the already implemented activities to a more concrete dissemination and awareness plan and will also deal with developing all necessary templates for printout material (training, dissemination, etc). The scheduled budget for external support will be distributed to relevant needs including extension of support for dissemination activities related to the operation and effectiveness of informational centre.

The final version of the dissemination and awareness plan is expected to be finalized at the end of December 2010.

An overview concerning the deliverables and indicators for monitoring the progress of this action is provided in the following table:

Deliverable/Indicators of Progress	Target	Status
Dissemination and awareness plan	31/05/2010	Draft version is being currently prepared by INFOIL partners. Final plan will be prepared by external experts on the base of the existing plan, expected 31/12/2010
Number of questionnaires filled in by stakeholders	30	46 valid questionnaires (target fully met)
Number of dissemination and awareness tools included in the plan	10	31/12/2010 (together with final version of the plan)

Milestone	Code of the associated action	Target	Actual Date
Final dissemination and communication plan	B5	31/05/ 2010	Rescheduled for 31/12/2010

4.1.11 Action C1: Project's slogan and logo

(Foreseen Date: 1/1/2010 – 20/01/2010)

(Actual Date: 20/1/2010 – 26/03/2010)

This task includes the design of the project logo that is available in many formats and ready to use in any dissemination activity. TUC is responsible for the development of the project logo together with the creation of a slogan that will attract producers, consumers and the stakeholders. The main objective is that the logo will be easily identified and easy to remember for everyone and its main theme idea will be olive oil.

On February the 12th 2010, TUC published an open call for the project logo and slogan which can be found at Annex 15 as long as the submitted proposals in Annex 16.

On March the 16th 2010, TUC completed the call for proposals regarding the award selection among ten submitted proposals. Below are the top three nominated logos and slogans.

The awarded logo and slogan is the first one and the slogan is “life in each drop”.



Deliverable/Indicators of Progress	Target	Status
Project logo – project slogan	20/01/ 2010	Completed on 26/03/2010

4.1.12 Action C2 : Informational Center

(Foreseen Date: 1/7/2010 – 31/12/2012)

(Actual Date: 01/07/2010 – 31/12/2012)

This action aims at the development of an informational center in Chania regarding the promotion of the sustainable production and consumption of olive oil and other products. An informational center of a smaller scale will also be developed in Ilea. The informational center will be created in order to gather all the information in one place, develop an “eco-producers” community and plan and organize all the dissemination activities. This informational center will be the starting point of all the activities of the project. Everyone will be able to be informed and test eco – produced olive oil products and communicate his ideas, problems and suggestions with every other member, not only in presence but also remotely. The information centers foreseen in Chania and Ilea could help consumers - producers to acquire knowledge about the sustainable agriculture and support INFOIL objectives. The key messages to be passed through the centers are:

- Sustainable production-Best available techniques in production process and consumption of natural resources and sustainable consumption. As a result, serious problems such as

soil erosion, soil and water pollution, risk for desertification, extinction of useful insects and tracing of chemical residues in the fruit, can be avoided.

- Forward “green products” at the markets, the importance of biological products and their added value at human health.

As already mentioned, a delay has encountered in finding the appropriate place for the establishment of the Informational Center in Chania. As mentioned in the proposal, the Informational Center was planned to be hosted in one of the existing infrastructures of TUC. However, the place initially selected, a building in the Chania center owned by TUC, was engaged by external parties without the formal authorization of TUC, and due to this status, it was not allowed to be used by TUC for its research activities; it was decided by PM and PSC to abandon the plan for use of this building and possible compromise the good operation of the Informational Center. As a second alternative, a building used for similar purposes (info center for olive oil) in the past by partner ISPOT was proposed but due to time consuming procedures necessary for permits could not ensure on-time development and operation. A series of formal contacts were made with local and regional authorities; finally, the 28th Ephorate of Byzantine Antiquities of the Hellenic Ministry of Culture and Tourism (http://www.yppo.gr/1/e1540.jsp?obj_id=2747) has agreed to grant permission to use one of its old buildings in the City of Chania. More specifically, this building of 40m² used to be a public bath is in a central spot of the City. Some necessary restoration activities are necessary for the Information Center to be fully operational. The selection took some time, initially not predicted. The building is located in a crowded part of the City (close to old venetian port) and will perfectly facilitate the dissemination and raising awareness activities of the project.

In the following picture, the proposed location is apparent:



At the moment, maintenance operations are needed for the Information Center to be fully operational. Trained staff is available as personnel for the operation of the Center. At the present two agriculturalists (Ms A. Giannakaki, and Mr. D. Stathakis) who were early involved in the project activities are capable to undertake and are available as staff for the informational center. The Citizen's Service Centre in Musuron Municipality will also be available for auxiliary support of the Info Center of the project and is currently functional.

In addition, the location for the Information Center in Ilea has been identified. The Informational Center will be hosted within the premises of ILEIAKI S.A., in Pyrgos Ileias, the capital of the Prefecture of Ilea. The Center will operate in a separate area of approximately 30 sq.m and will be equipped with the necessary equipment (furniture, IT equipment etc). The center has separate and distinct entrance from the rest of the premises, while a Notice Board will inform the visitors that it has been established in the framework of the INFOIL project. The Notice Board will be erected upon Informational Center establishment and operation which is due on July 2011.

The Informational Center in Chania is operable with material already developed. More specifically:

- 2 issues of the bi-monthly newspaper. At this stage, the 1st issue contains general information about the project, while the second is focused on the actions implemented so far during the project. The two issues are available online at the website and web-portal of the project and they are presented in Annex 5.
- Development and production of the 2nd informative leaflet of the project in Greek and English (totally 8.800 pieces). This leaflet comprises informational material that is going to be distributed at the Informational Center and is actually an improved version of the 1st leaflet (please refer to Action F4) with enhanced information regarding olive oil quality and advices for the eco-friendly management of olive grooves. The 2nd leaflet was distributed in various occasions (please also refer to Action F4). (1st and 2nd informative leaflets presented in Annex 17)
- The registration database has been developed and is fully functional to the web portal. The database will be fully exploited and disseminated upon the full operation of the Informational Center. At the moment, anyone interested can be registered and get an account, which allows him to access and browse full capabilities of the portal as long as special material in the e-library.

In addition to the above, in order to enhance the target audience of the Center the INFOIL project has been represented to the following events/occasions:

- “Agricultural August” in Chania, 30 July - 8 August. (Please refer to Action F4)
- “August of Kissamos” in Kissamos, 13-22 August. (Please refer to Action F4)

An overview concerning the deliverables and indicators for monitoring the progress of this action is provided in the following table:

Deliverable/Indicators of Progress	Target	Status
Development of a registration database	30/07/2010 and regularly updated	Completed
Development and production of 5.000 informational leaflets	30/07/2010	1 informational leaflet developed

		26/07/2010
Development of 5.000 brochures	30/07/2010	Re-scheduled for 31/12/2010
Development of a two monthly newspaper	30/07/2010 and afterwards every 2 months	2 issues developed as scheduled
Development and production of interactive training CD ROMS (approx. 1000 copies)	30/09/2010	Will be ready after material is completed
Development of a book on sustainable production patterns (approx. 1000 copies)	30/11/2012	As scheduled
Number of registered users	700 registered users for the first year of the implementation	10 registered users, more to be registered as soon as the Informational Center is fully operational
Average number of visits at the center for the whole year period	35 people per day	Average figure will be available when Center is fully operational
Number of book readers	1.500 readers including e-book readers	N/A

4.1.13 Action C3 : Awareness raising events

(Foreseen Date: 1/7/2010 – 31/12/2012)

(Actual Date: 07/05/2010 – 31/12/2012)

This task aims at disseminating information by reaching the targeted audience through the series of events. The main scope of these events is to meet face to face everyone interested about the eco-production of olive oil, producers – consumers – relevant stakeholders, disseminate knowledge and discuss problems encountered with local and national stakeholders. Through these events, everyone will be informed, among other, about ECOIL project and the results of the Life Cycle Assessment of the Eco-production of Olive oil, giving the opportunity to discuss and advance these results and plan for the future. In order to achieve the best results and target the maximum allowed audience, the proposed activities will be organized in two main axes (target audience), producers and consumers. TUC will be the overall responsible for the implementation of this action, in cooperation with ISPOT.

This action is divided in three sub-actions:

Sub Action 1: Information and Education

Sub Action 2: Olive Oil Events

Sub action 3: Communication Activities

According to the project timetable, this action has already begun on July 2010. Project team is developing the future actions plan in order to schedule the communication activities and the events that should be organized in the future. Also, informational material such as educational schoolbooks, training and other relevant material are in the development phase.

Up to now the following activity has taken place:

Participation of representatives from TUC and ISPOT in an informational event regarding organic farming in Kissamos, on May 7. Dr. I. Metzidakis (scientific responsible of partner ISPOT) made a presentation about Organic olive oil, and informed the audience about sustainable methods of olive oil production in the framework of INFOIL project. Partners' representatives met with producers, stakeholders and consumers, distributed informational leaflets and collected questionnaires. It is estimated that approximately 100 producers, stakeholders and consumers attended the event. The event was organized by the Prefecture of Chania, Municipality of Kissamos, NAGREF-ISPOT and BIO Hellas. Minutes for the event presented in Annex 18.

Deliverable/Indicators of Progress	Target	Status
Educational schoolbook	16/05/ 2011	Not yet started
Training material book	30/06/ 2011, 29/06/2012	Not yet started
Pilot implementation brochure	30/03/ 2012	Not yet started
Pilot implementation	29/02/ 2012	Not yet started

Milestone	Code of the associated action	Target	Actual Date
Pilot implementation	C3	29/02/2012	N.A.

4.1.14 Action C4: E-advertising campaign

(Foreseen Date: 1/6/2010 – 31/12/2012)

(Actual Date: 01/06/2010 – 31/12/2012)

This action concerns the development of the following in order to disseminate all the information that is considered interesting for the purposes of the project. The tools that will be developed include:

- Web portal: the portal has been developed and its address is www.infoil.gr. The portal developed (in Greek and English) includes already:
 - E-library (see below)
 - An extra interactive utility has been created and operates online for users to fill in questionnaires (in Greek)
 - Criteria on eco-friendly production systems and on oil quality

- Information on agrotourism
- Other services such as news, events, links, etc

Relevant links. The portal will be updated regularly and it will include in the future, material from the training seminars, e-forum, activities calendar, web based training seminar using the latest web technology and many other features. The portal will also have information on the registered producers available for everyone interested such as contact details etc. This database will be available to registered users through its link to an interactive map that will illustrate the relevant information.

- E-library: this e-library has been developed and will constitute the main feature of the web portal. The library already includes relevant material such as (material is regularly updated):
 - Report and links in relation to other life projects implemented and are relevant with olive oil production (prepared in the framework of INFOIL)
 - Other published studies
 - Other relevant papers, guidelines, legal documents, etc
- Database: includes those registered via the web portal, which will be divided in two categories, namely producers and consumers (activity correlated with action C2)
- Radio and TV sports: not yet relevant as they will be prepared in the future.
- Internet web links: the portal already includes 43 relevant links to other web-pages that contain relevant information that should be disseminated to the target groups of this project. These links are updated regularly by the project team.

No significant problems were encountered during the implementation of this activity. The deliverable of this action is the web portal and the material to be included in it. The portal has been developed in www.infoil.gr and includes a lot of material including the one that has been included in the e-library. Certainly this material is updated and regularly.

An overview concerning the deliverables and indicators for monitoring the progress of this action is provided in the following table:

Deliverable/Indicators of Progress	Target	Status
Portal	21/06/2010	Developed and updated regularly
e-library	16/07/2010	Developed and updated regularly
Database	21/06/2010	Developed and updated regularly
Number of hits in the portal	5.000 in the first year of its operation	approx 300 hits during the first short period of existence (~ 2 months). Especially in September the number of hits was increased by almost 90% comparing to the previous months and it is a result of the various dissemination activities that took place during the summer and especially in August.
Number of articles added in e-library	150	19 documents & extra 13

		documents from other LIFE projects available only for registered users
Number of hits in the e-library	4.000 in the first year	150 during the first short period of existence
Number of registered users in the database	2.000	10 during the first short period of existence

Milestone	Code of the associated action	Target	Actual Date
Web portal	C4	21/06/ 2010	21/06/ 2010

4.1.15 Action C5: Dissemination activities at the prefecture of Ileia - Peloponnesus

(Foreseen Date: 1/7/2011 – 31/12/2012)

(Actual Date: 1/7/2011 – 31/12/2012)

This activity has not started yet and therefore it is not part of this inception report. However, preliminary actions for the establishment of the Informational Center in Ileia have taken place (please refer to action C2). Activities and actions that have been implemented in Ileia for the reporting period (until 30/09/2010), as long as the actions to follow, are presented in Annex 20.

4.1.16 Action E: Monitoring of the project impact

(Foreseen Date: 31/8/2010 – 31/12/2012)

(Actual Date: 31/8/2010 – 31/12/2012)

For monitoring the project impact to the target audience (producers & consumers), as well as to the environmental problem targeted, monitoring indicators have been developed and divided into three major groups.

The first concerns the impact of the project on the producers of olive oil in Crete, the second the change in the consumers' behaviour and the third the impact that the project has on the environmental problem targeted, which is the high impact that olive oil production has on the environment.

At this point, it has, however, to be highlighted that a specific period must pass after the raising awareness activities in order to be able to monitor change in the attitude of the producers and the consumers. Additionally, the impact on the environment can be evaluated at the later stages of the project.

The full set of indicators that will be used for monitoring, additional to the ones described in the approved proposal, are the following:

Type 1 Indicators: Development of monitoring indicators for producers

The following indicators will be used to monitor the impact of the project on producers:

- Number of producers of biological olive oil attending the seminars on eco production of olive oil. Target: 20% of active farmers and olive oil producers in main oil production zones in Crete
- Number of producers adopting the guidelines provided. Target: 15%
- Number of registered eco-producers in the forum. Target: 50
- Number of participants in olive days. Target: 100
- Number of producers participating per award category. Target: 20%
- Number of producers in the Prefecture of Ileia that adopt some of the procedures of the developed guidelines: Target 15 %

Type 2 Indicators: Development of monitoring indicators for consumers

- Number of citizens filling in the questionnaires in the web portal (300 Citizens)
- Number of questions posed in the forum on biological products (100 questions)
- % increase in the sales of biological produced olive oil in the Region of Crete
- number of schools participating in raising awareness activities (10 schools)
- number of citizens visiting or requesting information from the information centres in Crete and in Ileia (20 per day)
- number of citizens participating in olive days (100 citizens)

Type 3 Indicators: Development of monitoring indicators regarding the environmental problem targeted in pilot areas of the project

- Qualitative assessment of reduction in the quantities of olive oil wastewater or improvement of their quality that is not being treated prior to final disposal
- Assessment of increase in the quantity of solid waste recovered (proposed: in Metric tones per kg of olive oil produced)
- Assessment of increase in the recycling of material such as olive oil bottles (proposed: equivalent number of 750 ml bottle)
- Assessment of reduction in the agrochemicals use (pesticides, herbicides, etc) (proposed: Metric tones per hectare of olive grooves)
- Assessment of reduction in the use of fertilizers contributing to the eutrophication of water recipients (proposed: Metric tones per hectare of olive grooves)
- number of water saving systems installed in olive oil mills
- number of energy saving methods adopted in olive oil mills
- Number of producers in specific oil production zones developing integrated, organic and environmental management systems eg. EMAS

Milestone	Code of the associated action	Target	Actual Date
Development of monitoring indicators	E	31/08/ 2010	31/08/2010

4.1.17 Action F1: Development of the project website

(Foreseen Date: 01/01/2010 – 31/12/2012)

(Actual Date: 18/01/2010 – 31/12/2012)

This Action includes the development of the project website. The coordinating beneficiary designed, constructed and constantly updates the project website in which the following information is included both in Greek and English. The following list is not exhaustive and whereas is necessary more information will be added. Moreover, useful material about the project can be found at the web portal.

- General Information
- Beneficiaries' information
- Project objectives, results and reports
- Information about the previous Life – Environment project (ECOIL)
- Other relevant information, publications
- Announcement of events
- Dissemination activities
- Contacts
- Links

The project website can be found at www.infoil.tuc.gr and it is linked to the web portal at www.infoil.gr. The project website started at the beginning of February 2010. Below is shown the number of hits for each month.

March 15 th – April 30 th	213 hits
May	156 hits
June – August	428 hits
September	130 hits

As it seems from the numbers above, on average, monthly hits are around 140, a number which has not yet reached the projected target of 200hits/month.

An overview concerning the deliverables and indicators for monitoring the progress of this action is provided in the following table:

Deliverable/Indicators of Progress	Target	Status
Development of the website	26/02/2010	04/02/2010

Number of monthly hits	200	140 hits/ month until September 2010
------------------------	-----	--------------------------------------

Milestone	Code of the associated action	Target	Actual Date
Website	F1	26/02/2010 updated regularly	04/02/2010 and regularly updated

4.1.18 Action F2: LIFE information board

(Foreseen Date: 01/03/2010 – 31/03/2013)

(Actual Date: 20/09/2010 – 31/03/2013)

This task concerns the design and preparation of information notice boards in which the objectives and results of the project will be briefly described. 4 boards, one for each partner's premises will be developed.

The LIFE information Boards have been developed for ISPOT and MUDE and have been installed in each partner's premises.

In addition, LIFE Boards will be established to the Information Centers set up in Chania by TUC and Ilea by ILEIAKI as soon as these are fully functional. Estimation of the placement of these boards is within October 2010 for TUC and within June 2011 for ILEIAKI

4.1.19 Action F3: Layman's report

Foreseen date: 1/1/2013 - 31/03/2013

Actual date: 1/1/2013 - 31/03/2013

This activity has not started yet and therefore it is not part of this inception report

4.1.20 Action F4: Other dissemination activities

(Foreseen Date: 01/04/2010 – 31/12/2012)

(Actual Date: 16/04/2010 – 31/12/2012)

This Action includes dissemination activities whose aim is the further informing of all relevant parties and promotion of the eco-production of olive oil, as well as the project itself. The dissemination campaign will focus on the spreading of the specific and practical benefits deriving from the behavioural change and the implementation of the proposed eco-production of olive oil.

Up to now, for dissemination purposes the following activities have taken place:

- Development and production of the 1st informative leaflet (in Greek) and a poster (available in project website). This leaflet was firstly distributed at "ELEOTECHNIA" exhibition.

- Participation in the “ELEOTECHNIA” exhibition in Athens 16-18 April, where partners’ representatives met with exhibitors – stakeholders – consumers. It is estimated that more than 4.000 visitors attended the ISPOT-NAGREF kiosk where the INFOIL material was distributed and communicated. More than 700 leaflets have been handed to visitors.
- Meeting of the PM and the Technical director of the project with representatives of the Prefectural Administration of Chania on 20/07/2010, for discussing possible ideas of collaboration for the dissemination of the project and raising of olive oil consumers’ awareness. Minutes of the meeting presented in Annex 19
- “Agricultural August” exhibition in Chania, 30 July - 8 August. The informative leaflets (both 1st and 2nd) of the project were distributed at the partner ISPOT kiosk (~ 500 pieces, EN + GR) along with the exhibition of the INFOIL poster, and also at the kiosk of the Prefectural Administration of Chania (~ 400 pieces, EN + GR). Representatives from partners TUC, ISPOT and MUDE attended the exhibition for the dissemination of INFOIL, (Relative photos presented in Annex 21).
- “August of Kissamos” in Kissamos, 13-22 August. ~ 1400 leaflets (GR+EN), (Relative photos presented in Annex 21).
- 2 day visit in Agia Roumeli (single exit of Samaria Gorge) the single boarding point to road network of Crete via sea line boats where 400 leaflets were delivered to the 2 boats (200 at each) which take the gorge visitors to Chora Sfakion. ~ 100 leaflets were distributed to visitors at the exit of the gorge where reps from TUC disseminated information about the project to tourists and visitors. 100 leaflets delivered to 3 restaurants, which use and promote Cretan cuisine with extra virgin olive oil. The leaflets are distributed through the owners to costumers, visitors to Samaria gorge. Project reps discussed with reps of the local touristic corporation about possible ways of dissemination at the area, taking advantage of the highly frequented in visitors area during the summer period. Fruitful ideas came along concerning combined dissemination.
- During the summer period the project partners have made various useful contacts discussing all kinds of possible ideas for the dissemination of the project key messages. Many of these ideas are going to be realized in the upcoming actions. Some of these contacts are: reps from the Prefectural Administration of Chania, the “Cretan Quality Agreement”, maritime companies in Crete and Athens, group of super markets, the Association of Cretan Olive Municipalities, reps from other LIFE projects, etc.
- Leaflets have been widely distributed in other occasions, e.g. ~ 400 leaflets in the information kiosk of the prefectural administration at the international airport of Chania which has a visit rate of ~ 200 people/day in the summer period.

Deliverable/Indicators of Progress	Target	Status
Proceedings of conference	31/10/2012	N/A
Press articles	Towards the end of the project	An article is being currently finalized to be published at the Eleoparagogi magazine (issued every 2 nd year)
Leaflets and brochures	During the project	1 leaflet, 1 brochure under development
Number of participants in the conference	150	N/A

Number of press articles	30	N/A
Number of leaflets and brochures distributed	3	1 st leaflet ready 12/04/2010 and distributed, 1 brochure under development
Number of TV spots presented	3	N/A
Number of questions raised related to the project	3	N/A
The spot will be played at TV play time	10000 children and teenagers	N/A

4.2 Availability of appropriate licenses and authorizations

The written permission from the competent archaeological authority that will allow the project team to use an identified area for the information centre is expected in order for the centre to be established.

4.3 Envisaged progress until next report.

The next report (Mid-term report) will refer to the period 01/10/2010 – 30/06/2011 (9 months of project implementation). During this period the following actions will be further elaborated:

- **Action A – Project management:** this activity will include meetings, information exchange and financial management of the project. Its deliverable will be the mid – term report
- **Action B3-Consultation with stakeholders:** finalization of the primary action plan
- **Action B5: Development of dissemination and awareness plan:** finalization of the dissemination plan
- **Action C2: Informational Centre:** Development and operation of the information centre
- **Action C3: Awareness raising events:** development of material implementation of several awareness events including educational schoolbook, training material, informational and educational events and training seminars
- **Action C4: E-advertising campaign:** updating of the web portal
- **Action E: Monitoring of the project impact on the main target audience and on the environmental problem targeted:** use of indicators to monitor project progress and success
- **Action F1: Development of the project website:** updating of the website content
- **Action F2: LIFE information board:** development of the 4 information boards
- **Action F4: Other dissemination activities:** leaflets and brochures will be further developed and distributed

5. Financial part

5.1 Putting in place of the accounting system.

The co-ordinating beneficiary, being a public institution, has its own internal accounting system for keeping record of the project expenses and for monitoring the hours spent on the project by each member of the staff (both permanent and temporary staff). The costs incurred during the project are charged based on the records of the accounting system and are declared in the reports to the EC. The cost incurred for the project are kept in a separate cost account within ELKE, and in this way, the monitoring of the project's expenses is facilitated.

All other associated beneficiaries have also their own accounting systems depending on the type of the organization and they have also received clear guidelines by the coordinating beneficiary for the purposes of the LIFE project (e.g. guidelines for keeping timesheets, financial records etc). All partners have a separate cost account within their Accounting Units for recording the costs incurred for the project.

5.2 Continued availability of co financing.

The project beneficiaries have agreed to co-finance the project activities and therefore they financially contribute to the project as foreseen. When the amount of the pre-financing received by the beneficiaries is used up, the latter will continue finance the activities of the project in order to ensure the smooth implementation of the project.

5.3 Costs incurred (summary by cost category and relevant comments)

Budget breakdown categories	Total cost in €	Costs incurred from the start date to 31.08.2010 in €	% of total costs
1. Personnel	604.200	113.526,57	18,79%
2. Travel and subsistence	37.000	4.628,73	12,51%
3. External assistance	128.000	17.302,21	13,52%
Infrastructure			
Equipment			
Prototype			
5. Land purchase / long-term lease			
6. Consumables	60.000	6.119,89	10,20%
7. Other Costs	19.000	127,98	0,67%
8. Overheads	59.374	9.919,38	16,71%
TOTAL	907.574	151.624,76	16,71%

**) Calculate the percentages by budget lines: How many % of the budgeted personnel costs are incurred by 31.08.2010

Comments:

Personnel: Personnel costs have been used in most cases according to the plan. No deviations have been encountered.

Travel: Some costs related to this category have been re-scheduled for site visits and exchange of operational experience with other info centers within the next year. Additionally, more meetings of the Advisory Board are foreseen in the next months, and therefore costs related to activity B3 is planned to be used in the coming 3-month period.

Consumables: Costs in this category are used according to the needs of the reporting period. A higher use of this category is expected as costs are mainly connected to the Group of Activities C to take place within the following time period.

Other Costs: Other costs are connected to operational costs of the Informational Centers which will start to be at its peak within the next months.

The threshold value of total costs of 30% (of the total budget) or 150% of the first payment (as indicated in article 28.3 of the CPs) is expected to have been expended by April 2011, as in mid December the core activities of the project, such as the Informational Center will be fully operational and dissemination activities will fully function.

The costs incurred per action can be seen to the following table:

Action number and name	Foreseen costs	Spent so far	Remaining	Projected final cost
Action A1. Management	69.450	13.147,09	56.302,91	
Action A2. Monitoring progress	17.400	5.959,21	11.440,79	
Action A3: External audit	8.000	0,00	8.000,00	
Action A5. Meetings	36.900	3.497,59	33.402,41	
Action B1. Collection of relevant data	62.200	33.057,21	29.142,79	
Action B2. Assessment of O.O. production in Crete	22.200	22.200,00	0,00	
Action B3. Consultation of relevant stakeholders	30.050	22.230,00	7.820,00	
Action B4. Criteria of ecological production of olive oil/Oil quality criteria	13.400	12.200,00	1.200,00	
Action B5: Development of dissemination and awareness plan	36.000	2.004,22	33.995,78	
Action C1. Slogan & Label	11.200	11.200,00	0,00	
Action C2. Informational Centre	94.300	6.804,66	87.495,34	
Action C3. Awareness raising events	109.600	0,00	109.600,00	
Action C4. E-advertising	44.200	0,00	44.200,00	

Action C5: Dissemination activities at the prefecture of Ilia of Peloponnese	20.400	0,00	20.400,00	
Action E. Monitoring of project impact on main target audience and environmental problem targeted	109.600	0,00	109.600,00	
Action F1: Development of the project website	18.000	6.005,00	11.995,00	
Action F2. Life inf. board	5.600	1.000,00	4.600,00	
Action F3. Layman's report	6.800	0,00	6.800,00	
Action F4. Other Dissemination Activities	132.900	2.400,40	130.499,60	
TOTAL	848.200	141.705,38	706.494,62	

Comments:

Action A5: Travel costs have been minimized during the reporting period. More intensive travel costs are planned when dissemination activities are fully operational. This Action has not been finalized yet, expected to run for the whole project.

Actions B: The majority of the preparatory activities have taken place. Activities such as further meetings of the Advisory Board are to be held within the last months of 2010. Dissemination and raising awareness plan is surpassing the reporting period and therefore the budget foreseen will be utilized by the end of 2010.

6. Annexes

The list of annexes is presented below:

Annex No	Description	Related Action
1	Members of the Project Steering Committee, Project Manager, Technical Director, Task Managers, Technical teams of all partners	A1
2	Minutes of the Kick-off meeting	A5
3	Invited members of the Advisory Board – invitation letter, Members of the AB	B3
4	Notice Boards	F2
5	Bi-monthly newspaper (1 st and 2 nd issue)	C2
6	Minutes of the of the meeting and participation in the ELEOTECHNIA exhibition	A2, F4
7	Partnership agreements (3)	A1
8	Questionnaires for Consumers, Producers, Stakeholders (3)	B1, B5
9	Report on the assessment of the results on other relevant LIFE projects	B1
10	Semi-detailed analysis for the assessment of land use and land degradation in respective types of olive orchards and related land use in Chania and Ileaia pilot research areas	B1
11	Report on the characteristics of olive oil production in Crete (Pre-final)	B2
12	Minutes of the AB meeting on 12/08/2010	B3
13	Action plan for promoting olive oil production (first draft version)	B3
14	Report on criteria of ecological production of olive oil / Oil quality criteria (Pre-final)	B4
15	Call for the project logo and slogan	C1
16	Submitted proposals for project logo and slogan	C1
17	1st and 2nd informative leaflets, INFOIL poster	F4, C2
18	Minutes of the informational event in Kissamos on 07/05/10	C3
19	Minutes of the meeting with reps from the Prefectural Administration of Chania on 20/07/2010	F4
20	Actions implemented in Ileaia by partner ILEIAKI S.A.	A1, A2, B1, B3, C2, C3, C5, F4
21	Photos and relevant information from “Agricultural August” and “August in Kissamos” – August 2010	F4