

E. Public awareness and dissemination of results

Action E.1	Develop Project Brand
<i>Description (what, how, where and when):</i> (max. 10.000 characters)	
<p>Development of a brand/logo will help to incorporate the project and what it does into a graphic that people will see, memorize and instantly recognise. People are more likely to remember a company, business or project by its logo, since it is easier to remember a name by associating it with a picture.</p> <p>At the start of the project, marketing and branding companies will be approached for quotations for the development of a brand, which will be developed by the end of June 2013. This brand will be used on all publicity and awareness-raising tools including the website, brochures, notice-boards and all publications.</p> <p>The logo/brand created will be an attractive, instantly recognisable image, and will help the public familiarise itself with the project, and learn to associate the brand with the project's aims and actions.</p>	
<i>Reasons why this action is necessary:</i> (max. 2.000 characters)	
<p>The action is necessary because it will help to give the project an identity which the public can learn to associate with. The unique instantly recognisable image, appearing on all project-related publications and materials, will generate interest, and help the public familiarise itself with the project, and its aims and actions.</p>	
<i>Beneficiary responsible for implementation:</i>	
MEPA	
<i>Expected results (quantitative information when possible):</i> (max. 2.000 characters)	
<p>A brand will be created by the end of June 2013. It will be a unique instantly recognisable image, which will incorporate the project and its aims into a graphic. Through its use on all relevant publications and materials, awareness and appreciation of the value of these species and the project in particular is expected to increase.</p>	
<i>Cost estimation (verify consistency with F forms):</i> (max. 2.000 characters)	
<p>The development of the project logo will be outsourced through a departmental call for quotations issued by MEPA. Cost = €1000</p>	
<i>Pictures (If you wish to add a table or a picture, save it as an image file and upload it)</i> <input type="checkbox"/>	