



CheeseAlps project

Please read carefully the project description. It will be used in practical exercise in session 2 on day 1: How to build a budget.

Summary

The sustainable cheese production in the Alps is in decline due to various different reasons depending on the context and regional specifics.

The project CheeseAlps aims at increase the production and consumption in the Alps by developing harmonized transnational approach through increased knowledge and target promotion in selected public sectors. That will be done with common branding, guidelines for policy makers and several communication activities in all partner states. In selected pilot sites models will be implemented and tested.

Work packages

- **WP M - project management, steering group meetings, financial reporting.**
- **WP T1 - analysing current situation in the Alps (production and consumption in Alpine countries and regions).**
- **WP T2 - implementation activities in selected pilot sites in AT, CH, DE, FR, IT, SI (development of common brand for Alpine cheeses and its certification)**
- **WP T3 - preparation of policy guidelines to increase use in public institutions.**
- **WP C - communication activities (brochures/flyers/posters/newsletters, web promotion, final conference, other communication events)**

Project partnership

- **LP: German Cheese Production Chamber - DE**
- **PP2: Mountain Cheese d.d. – SI**
- **PP3: Environmental Agency of Tyrol – AT**
- **PP4: AlpineHeritage NGO – FR**
- **PP5: Canton Ticino – CH**
- **PP6: Municipality of Dolomiti – IT**

You will work in groups. Each group will have to estimate the budget for different project partner and define shares (%) per work packages, budget lines and periods. Details and further instructions will be given to you at the seminar.