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Responsible author(s)

Remark Temali remark.temali@effab.info

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1. Introduction

For carrying out the dissemination activities in the EuroFAANG Research Infrastructure (RI) project, an Outreach, Dissemination, and Training Plan (ODTP) is prepared. This living document will be updated at the beginning of each project year to plan the EuroFAANG RI outreach and knowledge transfer strategy in parallel with project progress and possible external effects.

The ODTP will be regularly updated during the project depending on the project progress, newly available opportunities for communication, dissemination, and training activities, and created impact through implemented measures.

Communication activities in EuroFAANG will include both internal (between project partners) and external communication (to the wider stakeholder community). Internal communication is targeted at improving partner engagement in the infrastructure. External communication will aim to expand the user base for EuroFAANG services and continue the promotion of EuroFAANG as an established brand in the farmed animal science research space.

The Outreach, Dissemination and Training Plan aims to:

- Identify the target audience of the project results (WHO?),
- Define the dissemination objectives and audience's interest (WHY? WHAT?),
- Define the dissemination and training channels and tools (HOW? WHEN? WHERE?).



Figure 1 Structure and basis of the ODTP

2. EuroFAANG Research Infrastructure (RI) Outreach Dissemination and Training Strategy

In the previous chapter, the structure and basis of the ODTP were explained. In this chapter, we will elaborate on the details of the structure and basis and how these ties in with the EuroFAANG RI project and its goals.

Why

The EuroFAANG RI ODTP proposes a global strategy targeting multiple essential stakeholder groups for the project, to facilitate research and innovation for genotype to phenotype (G2P) prediction in farmed animals (terrestrial and aquatic) to achieve sustainable, efficient and socially accepted farmed animal production in Europe.

Who

The dissemination and training activities will focus on stakeholder's mobilisation and provide a reliable, smooth and efficient knowledge transfer of the project results and impact to all target groups. The target groups involved in project's aim have a wide range including European research infrastructures and scientists, the scientific community, industry stakeholders, policymakers, higher education providers and civil society.

The EuroFAANG RI project specifically aims at supporting the development of new concepts for the next generation of research infrastructures of European interest and will tackle all key questions concerning the technical and conceptual feasibility of providing access to the new or upgraded fully fledged user facilities.

One of the main goals of the projects consists of connecting with existing projects and infrastructures to consolidate G2P research in farmed animals across Europe, and sharing the developments and the results of the project in this sense will be a crucial focus in the upcoming communication efforts.

What

The outline outreach dissemination and training plans are grouped into three categories in Fig. 2. The proposed content can change over the course of the project and these changes will be taken into account with the foreseen updates of the strategy.

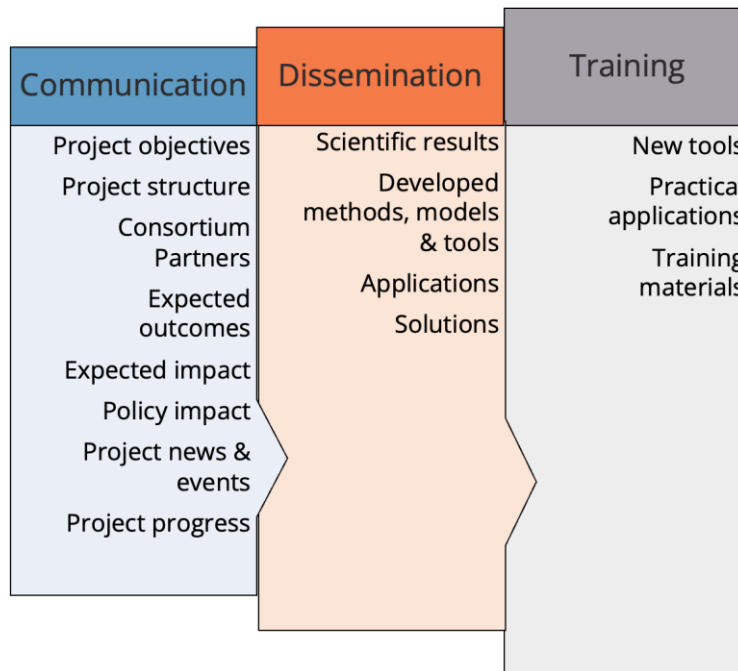


Figure 2 Content for the three categories of outreach dissemination and training tools for the EuroFAANG RI project.

Where

Outreach, dissemination and training channels are targeted at different stakeholder audiences. These channels aim to communicate about EuroFAANG RI and its results, ensuring the impact of the project and raising awareness of the project and its outcomes to a wide range of stakeholders. Therefore, ensuring that the messages reach the right audience through the most appropriate channels is crucial.

These channels fall into two main categories: conventional and innovative channels. Each of these categories provides different opportunities to increase the impact of the EuroFAANG RI efforts. The possible tools and media for this purpose are summarised in the figure below.



Conventional Channels

- Website & blog
- Promotional documents
- Conferences & events
- Scientific Journals
- Popular magazines
- Interactive Workshops (local & European)
- Farmer-to-Farmer Networks without borders
- Final Conference



Innovative Channels

- Social media
- Digital Newsletters
- Online dissemination tools (WikiFarmer...)
- Practice abstracts
- Videos
- Peer2Peer Networking events
- Webinars
- Story telling
- Game based learning
- Podcasts

Figure 3 EuroFAANG RI outreach dissemination and training channels are divided into conventional and innovative.

In the EuroFAANG RI project efficient communication and dissemination of science to research communities is crucial for transferring knowledge and innovations.

When

EuroFAANG RI's outreach, dissemination and training activities are planned to be effective throughout the project duration. The ODT activities and tools will focus on creating awareness in the first 18 months of the project, while the focus will be on disseminating the project results and knowledge transfer through various activities and tools in the following months.

How

Implementing the activities and tools foreseen in the ODT will follow a standard procedure summarised in Figure 4.

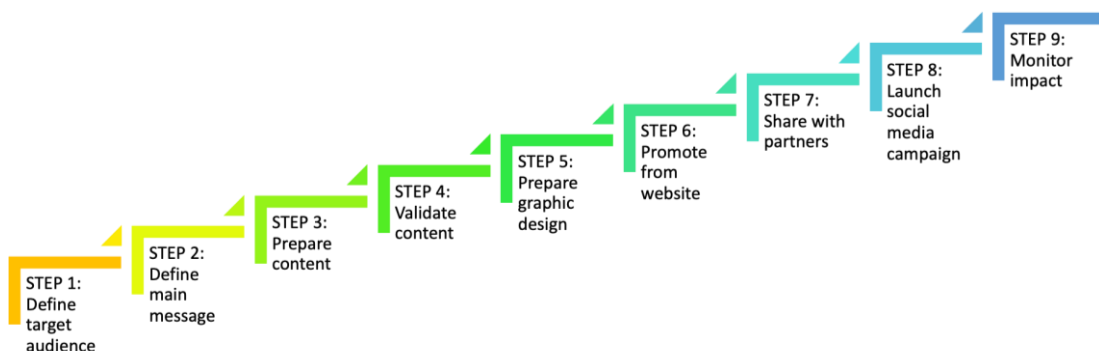


Figure 4 Implementation procedure for EuroFAANG RI outreach, dissemination and training activities.

3. EuroFAANG RI Communication Package

To ensure that the EuroFAANG RI project is coherent and consistent in all communication materials, a communication package is developed by EFFAB. This communication package follows the brand book guidelines (Figure 5) and provides the following templates:

- Project logo
- Project poster
- PowerPoint presentation
- Project permanent plaque
- Project roll-up banner
- Project flyer
- Project Newsletter
- Priority icons

Project logo and brand book guidelines



Figure 5 Project logo and brand book guidelines

Versions

The project logo is available in several versions:

- Vectors files
 - These can be used to produce any logo size, if necessary, without losing the resolution. They are source files that can be opened and managed with different software (ex: file .ai → Illustrator and .pdf → Adobe Acrobat).
- Images as JPG/PNG
 - The logo images are available with a white background and with a transparent background.

4. EuroFAANG RI Outreach Dissemination and Training Tools

The successful project implementation relies very much upon a proper and effective Outreach and Dissemination Strategy and selected tools. In the case of the EuroFAANG RI project, the strategy is mainly related to dissemination and knowledge transfer towards the primary target audience: small and mid-sized farmers in the North-West Europe region.

The ODTF tools can be sectioned into outreach and dissemination- and training tools.

Tools	Description	Target audience
EuroFAANG RI Communication Toolkit	A communication package consisting of project identity and uniform communication templates for consortium partners' use in communicating with a wide variety of stakeholder groups.	Partners
EuroFAANG RI Website	A dedicated EuroFAANG RI website was set up under https://eurofaang.eu/ it will be a primary information hub providing our audience with a project overview, our activities, news and events including new methods, models, tools and training materials	All Stakeholders and civil society
EuroFAANG RI Social Media	The social media channels will be used to communicate project news, highlights and events	
Project brochure	A project brochure will be developed to explain the purpose of the project	
Project banner	A project banner will be developed that can be used at profile raising events	
Audio-visual materials	Audio-visual materials will be produced in the forms of interviews, informative videos, recordings of communication, dissemination, and training events.	
Community platform	Endorsement from all stakeholders to allow a continuous feedback loop with ministries and the European Commission	All stakeholders and experts

Newsletters	Newsletters will be prepared in the course of the project. Newsletters will give regular information on the progress of research, results, news and events and publications.	Stakeholders
Workshops	All partners will make use of their national and local networks and stakeholders' communities to disseminate the project results.	
Peer-reviewed articles	Publications in high-quality peer-reviewed journals	Scientific Community
Press releases	Press releases will be prepared and shared with online media accounts and newsletters relevant to the sector to promote the project highlights.	All stakeholders
Mainstream media campaigns	Ad hoc mainstream media campaigns aiming to increase the awareness and knowledge about the research role related to animal farming	All stakeholders and civil society

5. Monitoring strategy

It is important to monitor and evaluate the use of outreach and dissemination means to assess the impact created by the implemented outreach and dissemination efforts within the project and to improve future endeavours. When planning the monitoring and evaluation, timing is essential so that the evaluation results can feed into decisions on the design, renewal, modification or suspension of activities. The EuroFAANG RI's monitoring and evaluation strategy is based on the evaluation toolkit for communication activities prepared by DG Communication (https://ec.europa.eu/info/sites/info/files/communication-evaluation-toolkit_en.pdf).

Monitoring of the activities and tools, as well as the overall ODT strategy, consists of three main elements:

1. Monitoring process of a single activity and tool
2. Interim evaluations of the activities/tools and the overall ODT strategy at regular intervals
3. Final impact assessment

Monitoring process of activity and tool

This step includes monitoring and analysing the outreach, dissemination and training activities performed during specified periods to ensure that EuroFAANG RI ODTP targeted impact is reached at the end of the project. The monitoring will be carried out through the circulation, on a four months basis, of an ad-hoc monitoring forms. The whole process of realising the tools as mentioned above follow a basic process summarised in Figure 6.



Figure 6 Implementation procedure of outreach and promotion activities

1. The whole process starts with the initial planning of the communication strategy of the selected activity to be carried out.
2. After the planning of the outreach activity the promotion of what has been planned will follow and will be the communication campaign with support from relevant partners and coordination. This step forms the main element for the increased impact of implementing the identified activity.
3. After launching the first communication actions, the initial monitoring step starts where the effect and impact are being monitored. In addition, the main Key Performance Indicators (KPIs) are defined and checked regularly.
4. Following the initial monitoring, improvements and/or updates to the promotion content or tools are carried out. This step ensures the final expected impact of the planned activity or tool and is achieved by updating the initial plan.
5. The next step is to evaluate the final impact of the promotion and the carried-out activity or tool, understand the effectiveness of applied measures, and plan the subsequent promotion campaigns for the coming activities or tools, accordingly.
6. The final step is to report the activity or tool with the measured impact.

Interim evaluations of ODT strategy

Interim evaluations examine the implementation, or the way activities roll out as well as the efficiency of the outreach intervention. Interim evaluations use the results of monitoring process to make judgements on the success of the overall ODT strategy and to adjust it, where necessary. It is mostly focused on inputs and outputs and in some cases outtakes (what activities are undertaken, who are reached by the activities, what happens as a direct effect). Interim evaluations will be carried out during ODTP updates.

Interim evaluation can provide management-oriented information on issues such as:

- ◆ Types and number of communication tools developed and disseminated
- ◆ Relevance of, and demand for, each type of communication tool and message
- ◆ Website traffic, including services that assess hits to a site, visitor navigation patterns, who visited and how long they stayed
- ◆ Earned media coverage and media content
- ◆ Target audience outreach
- ◆ Initial reactions to communication activities

Final impact assessment

Final impact assessment looks at the implementation of the whole outreach activities to draw conclusions about the strategy results and effectiveness. The assessment should consider: *relevance, efficiency, and coherence*. This type of impact assessment examines the outcomes, which usually means its effects on its target audience(s).

Key Performance Indicators

For an accurate monitoring system, the achievement of the objectives is monitored by making use of identified Key Performance Indicators (KPIs) for each activity. These key indicators are based on the reach of audience by different channels of the project, namely the website and social media channels.