



# **Dissemination and Communication within EU funded projects**

**Federica Motterle, Andrea Rosati, Riccardo Carelli**

**EAAP**



# Communication vs. dissemination

## Communication

Promoting the project  
and its results



- Targeted to chosen and well defined multiple audiences including media and the public
- With specific messages

## Dissemination

Public disclosure of  
results



- Targeted to peers
  - Scientific community
  - Industry;
  - Policy-makers
  - Professional organizations
  - Etc..



# Proposal stage

Part of the three evaluation criteria:

- Section 1.2.5 Open Data:  
Managing research outputs, measures to ensure reproducibility of research outputs, open access to research outputs (publications, data, software, models, algorithms, workflows)
- Section 2.2 Measures to maximize impact must include:  
Description of the planned measures by providing a first version of a **plan for the dissemination and exploitation including communication activities**  
Description of the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed
- Section 2.3 Canvas
- Section 3 Implementation  
Dedicated work package and deliverables and milestones



## Section 2.3 Summary - Canvas

SPECIFIC NEEDS	EXPECTED RESULTS	DEC MEASURES	TARGET GROUPS	OUTCOMES	IMPACTS
What are the specific need triggered by the project	What do you expect to generate by the end of the project	What dissemination, exploitation and communication measures you will apply to these results	Who will use or further up-take the results of the project? Who will benefit from the results of the project?	What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?	What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?
Electronic components need to be smaller and lighter to match the expectation of end users. At the same time there is a problem of sourcing raw materials that has an environmental impact	<p><b>Publication of a scientific discovery on transparent electronics</b></p> <p><b>New products:</b> more sustainable electronic circuits</p> <p><b>3 PhD trained</b></p>	<p><b>Exploitation of new products:</b> patenting of the new product and licensing to major electronic companies</p> <p><b>Dissemination towards the scientific community and industry:</b> conference participation, developing a platform material composition for industry</p>	<p><b>End users:</b> consumers of electronic devices</p> <p><b>Major electronic companies:</b> Samsung, Apple, etc.</p> <p><b>Scientific community:</b> field of transparent electronic</p>	<p><b>High use of the scientific discovery published</b> (measured with the relative rate of citation index of project publications)</p> <p><b>A major electronic company</b> (Samsung or Apple) <b>exploits/uses the new product in their manufacturing</b></p>	<p><b>Scientific:</b> new breakthrough scientific discovery on transparent electronics</p> <p><b>Economic/Technological:</b> a new market for touch enabled electronic devices</p> <p><b>Societal:</b> lower climate impact of electronics manufacturing (including through material sourcing and waste management)</p>



# Project implementation

- Dedicated Work package on Communication, Dissemination and (Exploitation) broken down in tasks
- Work package and task leaders
- Dedicated deliverables/milestones on:
  - Dissemination, Exploitation and Communication Plan in the first months of the project, then updated annually
  - Communication package (logo, template, etc.)
  - Web site
  - ....
- Continuous monitoring through performance indicators
- Periodic reports



# Contractual obligation

- To dissemination and communicate results (Art. 17.1)
- Prior notice to partners (Annex 5 of G.A.)
- Visibility European flag and funding statement (art. 17.2)  
This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No xxx
- Disclaimer (Art. 17.3)  
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them



# Contractual obligation

- Open Access to peer-reviewed scientific publications:
  - ✓ at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications
  - ✓ immediate open access is provided to the deposited publication via the repository
- Open Data



# Dissemination and Communication Tips

- Prepare carefully strategy and timeline
- Involve all partners if possible
- If possible involve professionals such as graphic design, web master, etc.
- When a project uses a multi-actor approach, be ready to interact with stakeholders
- Identify carefully the target groups and tailor made the messages
- Measures your activities (Key Performance Indicators)
- Upload information in the project web site as much as possible
- Work at the right level (local, regional, national, international)

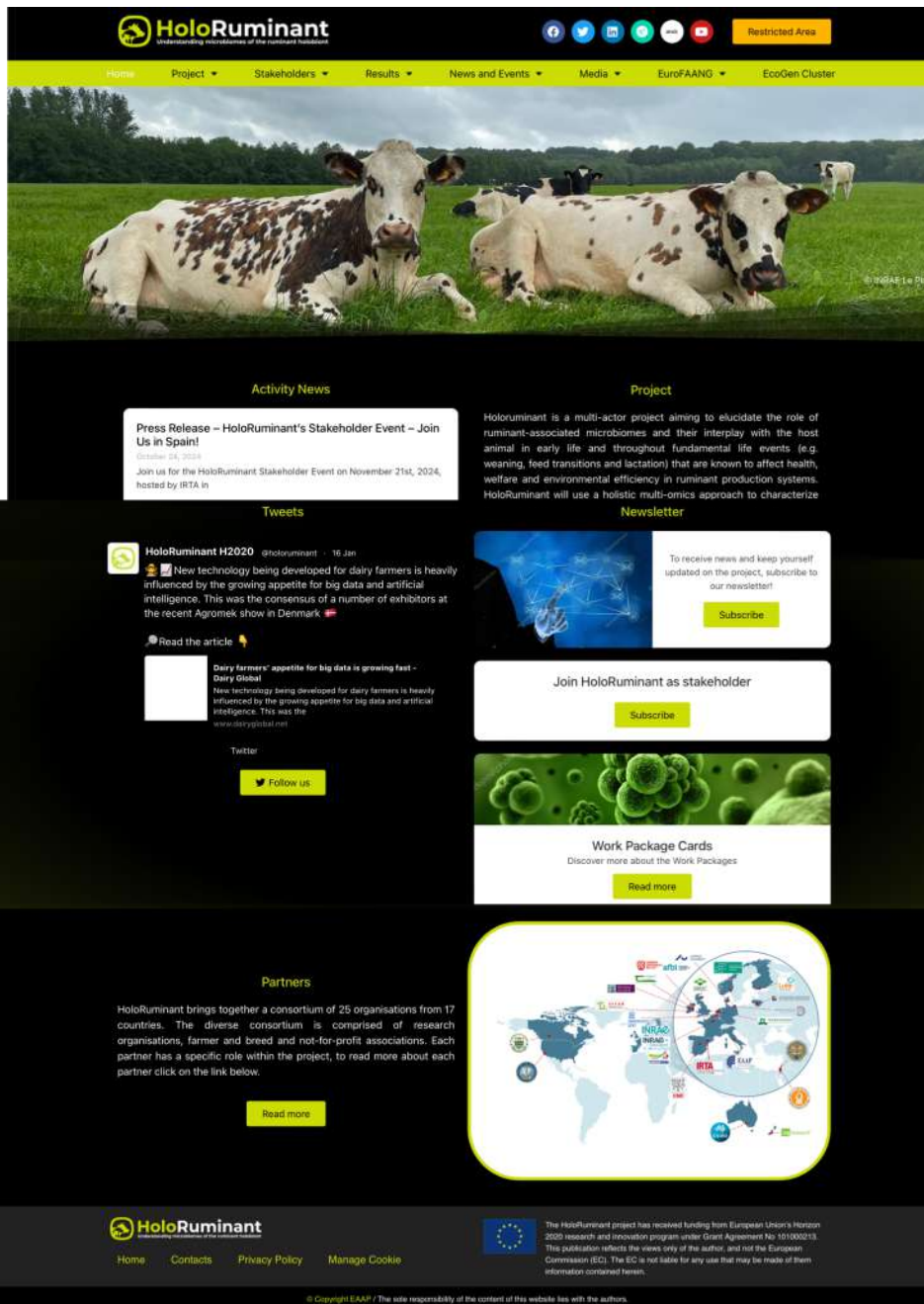


# Typical Dissemination and Communication Tools

Diss./Com.	Dissemination	Communication
Project web site	Peer-reviewed articles	Press releases
Social media accounts	On-line repositories	Radio and TV Broadcast
Logo and promotional material	Presentations at conferences	Open days and Activity in schools
Newsletters	Final project conferences	Videos
Practice Abstracts	Technical Days	Policy brief/Info Sheets
Articles on magazines	Training courses	Staff interviews
		Articles on newspapers



# Diss./Comm. activities – Projects web sites



Average per website:  
Unique visits: 75.508  
Total visits: 151.142



# Diss./Comm. activities – Social media



Average: 364 Followers



Average: 575  
followers



Average: 204 followers

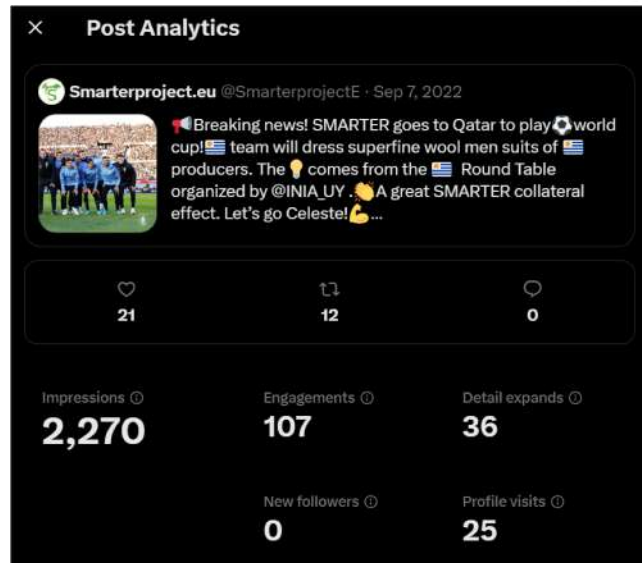
## Breaking News! SMARTER goes to Qatar to play the 2022 football world cup!

The Uruguayan national team will dress men suits made of superfine wool from Uruguayan producers with whom INIA worked for more than 20 years. The idea was proposed during the Uruguayan SMARTER Round Table held on 21-22 April 2022 organized by INIA. A great collateral effect of SMARTER project. So let's go Celeste!



Photo credits: "Asociación Uruguaya de Fútbol (AUF)"

Average  
32 subscribers  
1876 visualizations





# Diss./Comm. activities – Newsletter



Integrating innovative TECHnologies along the value Chain  
to improve small ruminant welfARE management

## Newsletter - Issue 12

October 2024



The **TechCare** project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement N°862050.



Integrating innovative TECHnologies along the value Chain  
to improve small ruminant welfARE management

## Boletín – N° 9

Julio 2023



The **TechCare** project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement N°862050.



# Diss./Comm. activities – Practice Abstracts

Practice Abstract n. 16



## RFID Technology in Sheep Farming: Enhancing Monitoring and Management Efficiency

The use of RFID (Radio Frequency Identification) represents a key innovation in sheep farming, enabling precise monitoring and data collection for individual animals. This technology employs electronic devices, such as ear tags or boluses, to assign a unique identification number to each animal, allowing accurate tracking throughout their lifecycle.



At the Bonassai pilot farm (Italy), sheep older than six months are identified using RFID boluses (Datamars HDX, LF technology), while lambs younger than six months are fitted with collars equipped with microchips. The collar-based system, a novel solution

developed by Agris, facilitates early identification of younger animals. To read animal IDs, various devices are employed: handheld readers, stick readers, and panel readers. These tools can integrate with farm

equipment like weighing scales, milking systems, and auto-drafting gates to link animal IDs with other parameters (live weight, milk yield, health data). The captured data can be stored locally or transmitted wirelessly for further analysis. The system requires careful management to ensure accuracy, including separating animals during data capture and minimizing device interference. For farmers, RFID technology significantly simplifies data collection, enabling timely and precise monitoring of individual animals. This supports informed decision-making, promotes better animal welfare through prompt interventions, reduces labor requirements, and enhances productivity.



TEHCARE project has received funding from the European Union's Horizon 2020 Research and Innovation Program under grant agreement N°862050.

The sole responsibility of this publication lies with the authors. The European Commission and the Research Executive Agency is not responsible for any use that may be made of the information contained therein.

Practice Abstract n. 16



## La tecnologia RFID negli allevamenti ovini: migliorare il monitoraggio degli animali e l'efficienza gestionale

La tecnologia RFID è un'innovazione chiave nell'allevamento ovino, per monitorare e registrare dati dei singoli animali. È presente in dispositivi elettronici (targhe auricolari, boli), che assegnano un numero di



identificazione unico per animale, rendendolo tracciabile per tutto il suo ciclo di vita. Nell'azienda pilota di Bonassai (AGRIS - Italia), le pecore dall'età di 6 mesi sono identificate con boli RFID (Datamars HDX, tecnologia LF), mentre gli agnelli (età < 6 mesi) sono dotati di collari con microchip. Questo sistema, messo a punto da AGRIS, facilita l'identificazione precoce degli agnelli. La lettura degli ID può farsi con

diversi dispositivi: lettori portatili a bastone, a pannello, ecc. Questi strumenti si integrano anche con altre

attrezzature (bilance, sistemi di mungitura, cancelli separatori automatici) collegando gli ID degli animali ad altri loro parametri (peso vivo, produzione di latte, dati sanitari). I dati acquisiti possono essere archiviati o trasmessi wireless. Il sistema richiede un'attenta gestione per garantire l'accuratezza, compresa la separazione degli animali durante l'acquisizione dei dati e la riduzione delle interferenze tra dispositivi. La tecnologia RFID semplifica notevolmente la raccolta dei dati, consentendo un monitoraggio tempestivo e preciso dei singoli animali. Ciò supporta il processo decisionale, migliora il benessere degli animali grazie a interventi tempestivi, riduce il fabbisogno di manodopera e aumenta la produttività.



TEHCARE project has received funding from the European Union's Horizon 2020 Research and Innovation Program under grant agreement N°862050.

The sole responsibility of this publication lies with the authors. The European Commission and the Research Executive Agency is not responsible for any use that may be made of the information contained therein.



## Diss./Comm. activities – Article on magazines

# PUESTA EN MARCHA DE LOS ENSAYOS A GRAN ESCALA DEL PROYECTO TECHCARE EN GRANJAS DE OVINO DE CARNE EN ARAGÓN

Aragón ha sido y aún es una región de marcado carácter agrícola y ganadero por su gran extensión, la concentración de sus núcleos urbanos alrededor de ríos y afluentes y su rica geografía. La tradición ganadera ovina ha traído hasta nuestros días un sector formado principalmente por explotaciones familiares de tamaño medio (750-1.000 animales), expertos en producir un cordero de gran calidad bajo la IGP Ternasco de Aragón en su mayoría.

**Leticia Riaguas, Víctor Miguel y Enrique Fantova**  
Equipo Técnico Veterinario Oviaragón SCL Grupo Pastores  
Correspondencia: lriaguas@oviaragon.com



Article from Tierras Ovino nº 42, August 2023



# Dissemination activities – Peer reviewed papers

## Scientific Publications

PPILOW will publish open access papers on peer reviewed journals.

### Scientific Peer-reviewed Publications

2024

1. **Organic rearing of non-castrated male pigs: welfare indicators, carcass traits, pork quality and boar taint in Duroc and Pietrain crossbreds.** B. Lebret, S. Ferchaud, A. Poissonnet, A. Prunier. *Animal*, Vol. 18, Issue 10, October 2024. <https://doi.org/10.1016/j.animal.2024.101316>
2. **How antimicrobial plant extracts can affect the in vitro cell-mediated response in free-range Mangalitsa pigs.** Rusu L. A., Sandru C. D., Olah D., Pall E., Cerbu C., Vaslu A., Vasile C., Băieş M., Boichicchio D., Štukelj M., Spinu M. *Med. Weter.*, August 2024.
3. **Effect of genotype and outdoor enrichment on productive performance and meat quality of slow growing chickens.** S. Mattioli, E. Angelucci, C. Castellini, A. Cartoni Mancinelli W. Chenggang, F. Di Federico, D. Chiattelli, A. Dal Bosco. – *Poultry Science* Vol. 103, Issue 10, July 2024. <https://doi.org/10.1016/j.psj.2024.104131>
4. **Sows and piglets adjust their use of an outdoor paddock with season and piglet age during the first weeks of life in an organic farm.** A. Jahoui, J. Malmkvist, L. Juul Pedersen, B. Lieubeau, J. Hervé, C. Tallet. *Applied Animal Behaviour Science*, Vol. 276, July 2024. <https://doi.org/10.1016/j.applanim.2024.106325>
5. **Effects of lighted incubation and foraging enrichment during rearing on individual fear behavior, corticosterone, and neuroplasticity in laying hen pullets.** S. Kilphuis, M. W.E. Manet, V. C. Goerlich, R. E. Nordquist, H. Vernooij, F. A.M. Tuytens, T. B. Rodenburg. *Poultry Science*, Vol. 103, Issue 6, June 2024. <https://doi.org/10.1016/j.psj.2024.103665>
6. **Face au changement climatique, quelles stratégies d'atténuation et d'adaptation pour les productions avicoles?** A. Collin, V. Coustham, J. Kokou Tona, S. Tesseraud, S. Mignon-Gasteau, Be. Méda, A. V. Carvalho, Y. Guyot, S. Lagarrigue, F. Pitel, T. Zerjal. *INRAE Productions Animales*, Vol. 37 n. 1, April 2024. <https://doi.org/10.20870/productions-animales.2024.37.1.8069>
7. **Reviewed chapter: "Immune-enhancing medicinal plants: are they a One Health, One Welfare actor?"** A. Vaslu, V. Cozma, A. Cozma-Petrut, M. Băieş, M. Spinu, E. Păil, D. Olah, C. Dana Șandru, G. Duca, K. Lorand and G. Gat. *Open Access book, "Herbs and Spices – New Perspectives in Human Health and Food Industry"*, pp. 1-19, April 2024. <https://www.intechopen.com/online-first/1180747>
8. **In vivo assessment of the antiparasitic effects of *Allium sativum* and *Artemisia absinthium* L. against gastrointestinal parasites in swine from low-input farms.** M. Horia Băie, V. Dan Cotutiu, M. Spinu, A. Mathe, A. Cozma-Petrut, S. D. Balboaca, R. M. Engberg, A. Collin, V. Cozma – *BMC Veterinary Research* 20, article n. 126, April 2024.
9. **High-throughput phenotyping to characterise range use behaviour in broiler chickens.** J. M. Collet, C. Bonnefous, K. Germain, L. Ravon, L. Calandreau, V. Guesdon, A. Collin, E. Le Bihan-Duval, S. Mignon-Gasteau. *Animal*, Vol. 18, Issue 3, March 2024. <https://doi.org/10.1016/j.animal.2024.101099>

 View PDF

Download full issue





animal

Volume 18, Issue 10, October 2024, 101316



## Organic rearing of non-castrated male pigs: welfare indicators, carcass traits, pork quality and boar taint in Duroc and Pietrain crossbreds

B. Lebret <sup>a</sup>  , S. Ferchaud <sup>b</sup>, A. Poissonnet <sup>c</sup>, A. Prunier <sup>a</sup>

Show more 

 Add to Mendeley  Share  Cite

<https://doi.org/10.1016/j.animal.2024.101316>

[Get rights and content](#)

Under a Creative Commons [license](#)


 open access

### Highlights

- Male pigs in organic farming can show few health and welfare problems.



# Dissemination activities – On line repositories




[Communities](#)

[My dashboard](#)

[Log in](#)

[Sign up](#)



## PPILOW - Poultry and Pig Low-input and Organic production systems' Welfare

Part of [EU Open Research Repository](#)

[New upload](#)

[Records](#)

[Members](#)

[Curation policy](#)

[About](#)

33 results found

Sort by Newest

Versions

☐ View all versions

Access status

☐ Open

☐ Embargoed

Resource types

> ☐ Publication

☐ Other

June 6, 2022 (v1)



Other

Open



### Barriers and levers of enhancing animal welfare in organic and low-input outdoor production: Insights from a supply chain survey

Väre, M.

Animal welfare is an essential part of the sustainability of animal production. While low-input farming, such as organic animal production, is often considered animal-friendly, several ways to enhance animal welfare in low-input animal production exist. However, currently there is little informati...

Part of EU Open Research Repository , PPILOW - Poultry and Pig Low-input and Organic production systems' Welfare 

Uploaded on October 4, 2024

 7  5

August 10, 2024 (v1)



Publication



Open

### How antimicrobial plant extracts can affect the in vitro cell-mediated response in free-range Mangalitsa pigs

RUSU, LAURA ANDREEA

The Mangalitsa pig breed, becoming more and more popular, is raised in Romania, especially on low input farms, for its tasty and unique flavoured meat. In such systems, the survival of animals and the outcome of the impact of pathogens on health is highly depend on the pigs' immunity. Thu...

Part of EU Open Research Repository , PPILOW - Poultry and Pig Low-input and Organic production systems' Welfare 

 10  10



# Dissemination activities – Conferences



**AgEng Conference 2024: Shaping the Future of Agricultural Engineering – Athens – 4 July 2024**



**EUROFAANG session within 74<sup>th</sup> EAAP Annual Meeting - Lyon - August 2023**



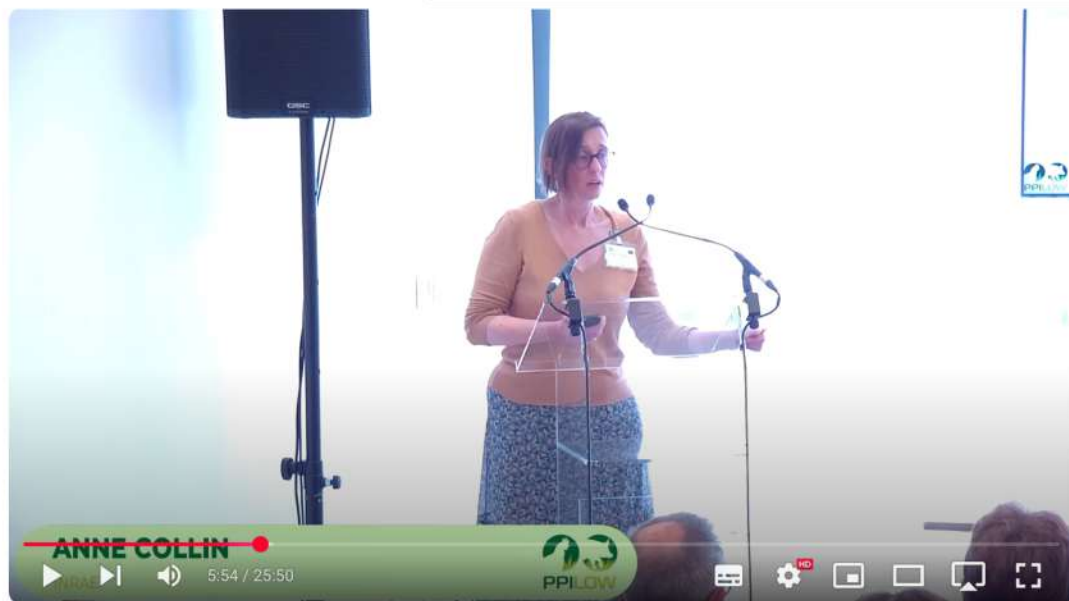
# Dissemination activities – Final project conferences

PPILOW final conference  
Brussels 11-12 June 2024



YouTube

Cerca





# Dissemination activities – Technical Days

PPILOW

HOME PROJECT ▾ COMMUNICATION AND DISSEMINATION ▾ MULTI-ACTOR APPROACH ▾ CAPACITY BUILDING ▾ PPILOW TOOLS ▾ EVENTS



## AIAB technical day!



On June 21st in Talmassons (UD) in coincidence with an NPG meeting on poultry production systems, the PPILOW results were presented while the discussion focused on the needs to conciliate biosecurity measures and animal welfare practices in organic and low-input outdoor production systems. Farmers reported a limited availability of slow-growing breeds and dual-purpose genotypes, particularly for small organic flocks, outlining the need of collaboration with breeders. After the meeting, a visit to a local organic farm with slaughterhouse and direct sales was led by AIAB FVG allowing further discussion and insights.





# Dissemination activities – Training



PPILOW Training School in Assisi – October 2023



# Communication activities – Press releases

## Press release: EuroFAANG research infrastructure is on track



The EuroFAANG cluster addresses challenges in farmed animal production, namely the better use of resources, animal health and welfare, the environment and the climate impact of breeding but also feeding the world with fewer resources.

This is only possible with collaboration with the six partner projects, which tackle a wide range of livestock species, such as farmed fish, ruminants, pigs, and chickens. Set up and led with the joint effort of the six EuroFAANG cluster projects in 2022, a new Horizon Europe project proposal was submitted under the call "Research Infrastructure Concept Development".



# Communication activities – Radio interview



The screenshot shows the RFI (Radio France Internationale) website interface. At the top, there is a navigation bar with the RFI logo, a home icon labeled 'La une', a podcast icon labeled 'Podcasts', and a thematic icon labeled 'Thématiques'. To the right, there are buttons for 'Direct MONDE' and 'Direct AFRIQUE', along with icons for language (A), settings (gear), and a menu (three lines). Below the navigation bar, there is a horizontal menu with categories: 'Afrique', 'Europe', 'Amériques', 'France', 'Moyen-Orient', and 'Asie-Pacifique'. The main content area features a large image of a man with a red rooster graphic, with the text 'LE COQ CHANTE' above it. The headline reads 'Le programme H2020 de l'Union européenne sur le bien-être animal'. Below the headline, it says 'Publié le : 16/09/2019 - 20:50'. At the bottom, there are three buttons: 'Écouter - 19:30' (with a play icon), 'Partager' (with a share icon), and 'Ajouter à la file d'attente' (with a plus icon).

Radio interview on  
Rfi





## Communication activities – Open days



# Teagasc Sheep Open Day

Teagasc, Animal & Grassland Research and Innovation Centre

**Saturday 18th June, 2022**



# Communication activities – Videos

PPILOW web series – 10 episodes

## Vanggaard farrowing's hut

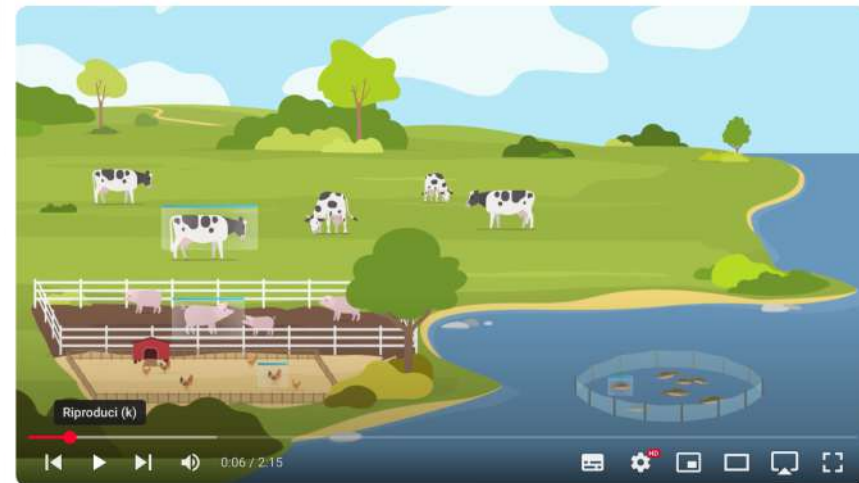


PPILOW web series: Vanggaard farrowing 's hut



PPILOW web series: Vanggaard farrowing 's hut

Common animate video (BovReg, GENE-SWITCH, RUMIGEN, HOLORUMINANT, video under EUROFAANG umbrella



FUNCTIONAL ANNOTATION – The Encyclopaedia of the Genome – EuroFAANG



# Communication activities – Project Info sheets/Policy Briefs

Policy Brief n. 5



## Country-specific Policy Recommendations: Greece

### The Challenge

Greece is transforming its energy system towards renewables having determined to stop using coal by 2028. During the RES4LIVE project, the pilot farm at the Agricultural University of Athens in Greece implemented an array of renewable energy technologies, including heat pumps, photovoltaic (PV) panels and smart energy control systems. The recommendations made here come from the comments of stakeholders during RES4LIVE's workshops in Greece. The participants – who included farmers and technology developers – discussed the advantages and challenges of renewable energy source technology (RES) installation in Greece, particularly RES showcased in AUA's pilot poultry farm. The recommendations are separated below into three categories: industry/technological, governmental and socio-economic.

### Industry/Technological Level

#### Ease of Installation

Accessibility is key for an uptake in renewable energy solutions in agricultural facilities and is often a defining factor in choosing which RES technologies to install. The farmers in the Greek RES4LIVE workshops, for example, gravitated towards photovoltaic (PV) panels, much more than heat pumps. PV panels represent the most widely adopted RES technology, largely due to supportive regulatory frameworks. For other technologies to become as popular, they require similarly beneficial regulatory support. As the focus in the Greek market should be on upscaling, accessibility is the first step on that path.

**Strengthen Greece's grids to give farms and other renewable energy production sites the opportunity to export excess electricity**

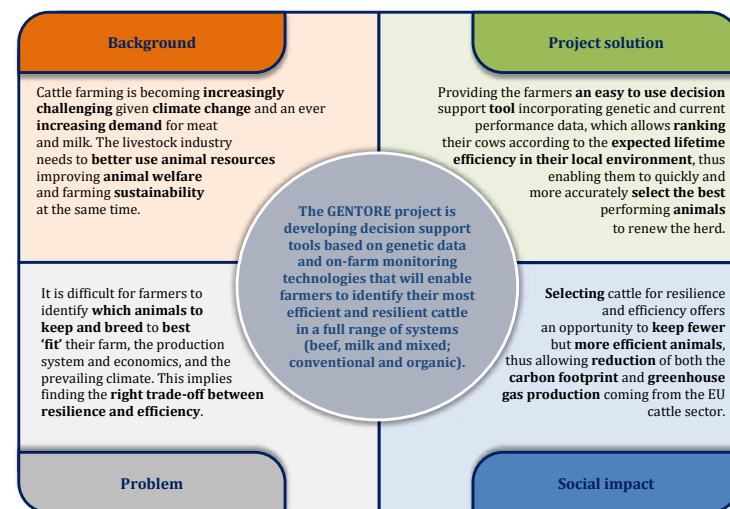
Greece's many islands are not all connected to the mainland Greece grid. Therefore, obtaining a grid connection in Greece can also be difficult. Furthermore, they can have weak grids (i.e. liable to mismatches in supply and demand). The Cycladic Islands, for example, have traditionally relied on costly oil and natural gas – an EU-funded project beginning in March 2018 has focused on connecting the Cyclades to the mainland Greece grid over the next 14 years. This will certainly prove to have substantial environmental benefits, including for agricultural facilities on islands. The EU's European Regional Development Fund contributed a significant amount to the project (approximately EUR 138.2 million of the total project budget of approximately EUR 389 million). Improving the capacity and reach of the grid is certainly therefore a priority area – and a challenge – but regardless, the grid space should be more



## GENomic management Tools to Optimize Resilience and Efficiency

### Precision Animal Breeding: a solution for future livestock production

With a predicted 9 billion world population by 2050 we need to utilize all evidence-based technologies to maximize production and its sustainability. Genetics applied to improve efficiency and resilience in livestock farming has a key role to play in this field.



Stakeholder cooperation to encourage the use of the tools developed by GenTore will be essential:

- Farmers and producers:**
  - using the practical tools as an aid for culling and breeding decisions;
  - effectively collecting data that can be used to rank cattle on the farm.
- The breeding industry:**
  - making sexed semen available at competitive rates;
  - providing training and advisory services to organizations serving farmers (by regional funds).
- Institutions:**
  - provide incentives for sharing animal- and farm-level data;
  - linking subsidies/commercial premium payments to the use of decision support tools based on best practice.

## Project info-sheets

For further information see:  
<https://www.gentore.eu/project.html>



Gentore is a Horizon 2020 project running from 1 June 2017 to 31 May 2022. This research received funding from the European Union's Horizon 2020 Research and Innovation Program under agreement No. 727213.

The sole responsibility of this publication lies with the authors. The European Commission and the Research Executive Agency is not responsible for any use that may be made of the information contained therein.





# Communication activities – Staff Interviews



TechCare's People: Mauro Decandia





# Communication activities – Article on newspapers

## Getting crofters involved

My team at SRUC's Kirkton & Auchtertyre farms, near Cri-an-larich, conduct research with a wider range of partners.

One example is TechCare, a new four year EU funded project, to assess how innovative technologies can be used to identify animal welfare issues in sheep and goat systems.

Our focus is on extensive and semi-extensive sheep systems here in the UK and – because of differences in farmer availability due to timings of lambing across the country – the priorities are being identified across two workshops.

For example, malnutrition and undernutrition can occur in ewes at any time, but is likely to be more common through the winter or when we get a late spring such as this year. The associated poor health of the ewe can then impact directly on her lamb. And of course, predation of lambs

in knowing more or becoming involved then please do not hesitate to reach out.

Stornoway Gazette, Scotland UK, 3  
June 2021