



FEED-A-GENE

Adapting the feed, the animal and the feeding techniques to improve the efficiency and sustainability of monogastric livestock production systems

Deliverable D7.2

Dissemination plan

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1 Summary

This document presents the dissemination plan for the Feed-a-Gene project. It provides an overview of the dissemination strategy, of the stakeholder platform (identification of target stakeholders), of the methodology (tools, materials and activities) and of the evaluation strategy over the lifetime of the project. The dissemination plan is meant to evolve over the course of the project as new opportunities for dissemination arise. The plan will be also used as a reference by Feed-a-Gene partners for their own dissemination activities.

2 Introduction

Feed-a-Gene aims to better adapt different components of monogastric livestock production systems (pigs, poultry and rabbits), to improve the overall efficiency and to reduce the environmental impact. This involves the development of new and alternative feed resources and feed technologies, the identification and selection of robust animals, and the development of feeding techniques. These objectives require that the project is both transversal and multidisciplinary: Feed-a-Gene involves partners and stakeholders from different agricultural sectors – plant production, feed production, animal production, animal genetics, IT solution providers and farm equipment manufacturers. Stakeholders include farmers, R&D specialists, industrials, consumers and policy makers. Researchers of different fields will have to collaborate: agronomists, feed technologists, nutritionists and geneticists. A wide array of scientific methodologies will be used, including high-throughput screening (omics), computer modelling of biological functions, life cycle analysis as methods for analysing farmer and consumer attitudes.

Dissemination is fundamental to all scientific projects and requires proper dissemination strategies to maximize impact. In the case of Feed-a-Gene, the dissemination plan must be wide-ranging and able to target in the most precise way each category of stakeholders in order to deliver the proper key messages. The dissemination plan will be also used as a reference by Feed-a-Gene partners for their own dissemination activities.

3 Dissemination strategy

The global objective of dissemination is to maximize the scientific, technical and economic impact of the Feed-a-Gene project. In order to attain this objective, it is necessary to create a dissemination plan (Task 7.1) with the following strategic goals:

- To identify the audience (stakeholders) and the needs of the different categories of stakeholders.
- To define optimal methods to raise awareness about the project, communicate about project initiatives and disseminate project results.
- To define methods for assessing the impact of the dissemination plan.

The *dissemination* plan cannot be separated from *communication* activities, since an efficient dissemination strategy requires efficient communication tools and strategies, such as a consistent visual identity, proper timing for dissemination and targeted message delivery. For that reason, the dissemination plan includes communication elements whenever relevant.

It is of the utmost importance that all Feed-a-Gene partners are involved in the dissemination process. The R&D partners will be the primary producers of dissemination materials, such as scientific papers

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and presentations; they also work closely with stakeholders and have a good knowledge of the needs of the latter. This is particularly true in the case of Feed-a-Gene, whose scientific and technical scope is rather large. To that effect, the WP7 team will build a strong working relationship with Feed-a-Gene partners and will be proactive in facilitating the flow of information within the Consortium.

The WP7 team will conduct the following tasks:

- Coordination of communication and dissemination activities.
- Building the stakeholder platform.
- Creation of tools (project identity, templates, website, accounts on social media...) and materials (press releases, brochures, goodies...) targeting both the Consortium partners and the stakeholders.
- Creation of appropriate and specific messages for all categories of stakeholders.
- Dissemination of results in off-line (events, demonstrations) and on-line (website, social media) channels.

The WP7 team will be proactive in requesting on a quarterly basis communication and dissemination materials from Feed-a-Gene partners. Consortium partners will be asked to pool information (such as stakeholder addresses), to propose potential venues for events and dissemination opportunities, and to make public their commitment to Feed-a-Gene whenever they participate to events relevant to the project's objectives.

Consortium partners will be involved in the following tasks:

- Identification and contact of potential stakeholders to assist the WP7 team in building the stakeholder platform.
- Suggestions for new communication and dissemination materials.
- Suggestions for new communication and dissemination activities and venues.
- Adaptation of stakeholder-, language- or country-specific communication and dissemination materials.
- Creation of original dissemination materials (technical and scientific papers).
- Promotion of Feed-a-Gene's objectives, activities and events, and dissemination of Feed-a-Gene results through their own communication channels (website, newsletter, social media...).
- Organisation of events that can be used as opportunities for Feed-a-Gene communication and dissemination.
- Assistance for answering questions from stakeholders and other interested parties.

Task 7.1 is complementary to the other tasks in WP7:

- Task 7.2 addresses the communication activities.
- Task 7.3 aims at disseminating the project results in scientific and technical communities, so that the project results are well understood and ready for the next level of technology readiness.
- Task 7.4 aims at ensuring that the value created during the project is transferred to industrial stakeholders with the proper legal protections.

4 The stakeholder platform

There are two basic questions in terms of dissemination: 1) building the largest possible audience of relevant stakeholders and 2) defining the most efficient ways to reach those stakeholders. The first step is to identify the stakeholders to create a stakeholder platform, *i.e.* a (virtual) place that can be used to contact and target stakeholders and receive feedback from them. The second step is to define tools and materials that are adapted to each stakeholder category.

4.1 Building the audience

To maximize impact, it is necessary to build a large audience. Given the wide scope of Feed-a-Gene, a target number of 400 registered stakeholders representing all categories of stakeholders and all EU Member States can be anticipated.

Stakeholders can be the direct recipients of the information provided by Feed-a-Gene or they can act as multipliers, by disseminating information about the project and its results to end users through their own communication channels such as newsletters, websites, mailing lists etc.

4.1.1 Stakeholder categories

The following list of stakeholder categories was drawn by the Project coordinator and the Consortium partners during the building of the project.

- Farmers and farmer cooperatives

Farmers are the final end users of the technologies developed through Feed-a-Gene: novel feeds (WP1), novel feed techniques (WP4) and novel animal genetics (WP2, WP5). Farmers will also be directly involved in the project by providing feedback in WP6.

- Genetics and breeding companies

Genetics and animal breeding companies will be directly involved or directly interested by the research done in WP2 and WP4.

- Feeds, feed ingredients and feed additive producers

Producers of compound feed, feed ingredients and feed additives will be either involved in the development of novel feeds and feed processes (particularly in WP1), or will use the feeds and feed techniques developed in the course of Feed-a-Gene in their own activities.

- Equipment manufacturers, IT solution providers

Equipment manufacturers and IT solution providers will be interested in the precision feeding technologies developed in WP4.

- Food industry and retailers

Food industry and retailers will be interested in the economic and social impacts studied in WP6.

- Extension services, technical advisors, consultants

Extension services and technical advisors will act as multipliers and will be directly involved in the dissemination of the technologies to end users.

- Research and development organisations, academic institutions

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R&D organisations and other academic institutions will participate directly in the project through funding, staff, or facilities or by organising/hosting meetings and demonstrations.

- Networks and associations

Professional networks and associations will act as multipliers, using their own dissemination channels or through the organisation/hosting of meetings and demonstrations.

- Consumer organisations

Consumer organisations will be interested in the economic and social impacts of the technologies developed through the project (WP6, technology transfer in WP7).

- Policy makers

Policy makers will be interested in the economic and social impacts of the technologies (WP6, technology transfer in WP7). They will also act as multipliers.

4.1.2 *Mailing list*

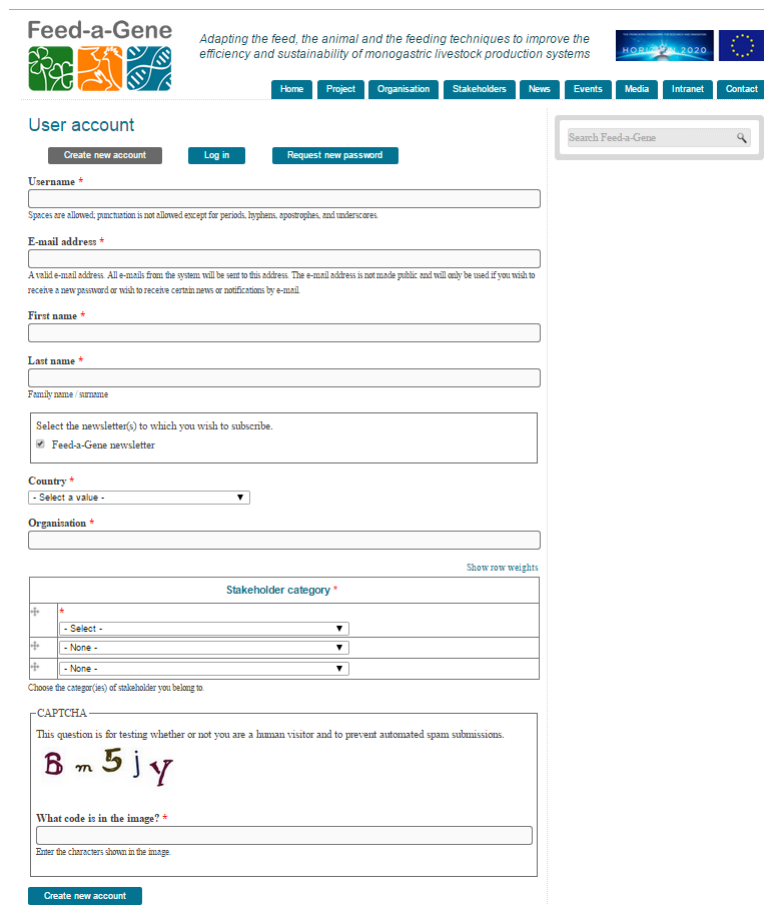
A starter mailing list of potential stakeholders was provided by the Project leader and the WP8 team at the beginning of the project. This list was then expanded with the help of the Feed-a-Gene partners, who provided names of other stakeholders from their own professional networks. At the time of writing, the list encompasses 169 names (email addresses) of potential stakeholders. This mailing list is expected to grow as new people will be continuously added to it during the course of the project. It will be necessary to ensure that all European Member States are properly represented among the stakeholders.

An e-mail was sent on 10 July 2015 to the people on the list to invite them to register to the stakeholder platform and to help us raise awareness about Feed-a-Gene through their own dissemination channels.

4.1.3 *Registration on the website*

In order to make the participation in the stakeholder platform “opt-in” and thus voluntary, potential stakeholders can register on the website at <http://www.feed-a-gene.eu/user/register>.

Figure 1. Stakeholder registration form



Feed-a-Gene Adapting the feed, the animal and the feeding techniques to improve the efficiency and sustainability of monogastric livestock production systems

Home Project Organisation Stakeholders News Events Media Intranet Contact

User account

Create new account Log in Request new password

Username *

Spaces are allowed, punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

E-mail address *

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

First name *

Last name *

Family name / surname

Select the newsletter(s) to which you wish to subscribe.

☒ Feed-a-Gene newsletter

Country *

- Select a value -

Organization *

Stakeholder category *

Choose the category(ies) of stakeholder you belong to

CAPTCHA

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

What code is in the image *

Enter the characters shown in the image.

Create new account

Registered users are automatically subscribed to the annual newsletter (1st issue in M14) and will receive invitations to meetings and demonstrations. Because the registration form includes information on the category the stakeholder belongs to, it will be possible to create Feed-a-Gene messages tailored to specific categories of stakeholders.

4.1.4 Multipliers

Partners and stakeholders who can act as multipliers are particularly valuable to communication and dissemination efforts. To that effect, the WP7 team will ask the Stakeholders Advisory Board for assistance in September 2015. Other potential multipliers include the European Commission and trade journalists, who will be given special attention during the dissemination process.

4.2 Reaching the audience

4.2.1 Channels

The project will use different channels.

- The project website will act as the main channel for disseminating information and results to the stakeholders.
- Registered stakeholders will receive directly information (newsletter, notifications of events) from the WP7 team.
- The communication channels of the Consortium partners and of the stakeholders (including the European Commission).

4.2.2 *Tailoring the messages*

Because of the diversity of the stakeholders, it is of utmost importance that the key messages are specific to each category of stakeholder, from farmers to policy makers. Key messages will take into account:

- The audience awareness, its knowledge and its opinion on the subject.
- The expected impact (to inform, to educate, to convince, to sell...).
- The benefits brought to the audience and their significance.

Key messages have to be synthetic, reasonably short, and tailored to what the audience is looking for. A good communication strategy combines efficiently the key message and the media through which it is spread. The WP7 team will work in close coordination with Consortium partners to define the right messages to be sent to each type of stakeholder. Particularly, Feed-a-Gene partners will help with the translations of communication and dissemination documents into their own language whenever such translations are deemed necessary. The brochure, which is currently in English, will be translated in several languages in September 2015.

Surveys conducted through the website and questionnaires distributed during workshops will also help to collect feedback and orient future communications strategies.

5 Tools, materials and activities

The efficiency of the communication about Feed-a-Gene and the dissemination of its results will depend on the timely delivery to a critical number of stakeholders of relevant materials, and on the organisation of activities that will raise awareness about the project and its results. To that effect, specific tools, materials and activities have been designed and/or proposed. They will be tailored to specific communications requirements (stakeholder category, language, type of event...) and will evolve throughout the entire course of the project as new ideas and opportunities emerge.

5.1 Tools

The communication tools include a communication package (logotype, visual identity guidelines, image pool, templates) and the Feed-a-Gene website. Communication package elements are stored on the collaborative platform managed by the WP8. They are to be included by Consortium partners in project-related documents. The communication package and the website have been described in detail in Deliverable 7.1 (released on 30 June 2015).

5.1.1 *Logotype and visual identity guidelines*

The logotype communicates the idea that feeds, animals and genetics are represented in the Feed-a-Gene project and linked together.

Feed-a-Gene



The Feed-a-Gene logo is mandatory on all communication materials. It is provided to partners in different sizes and formats, suitable for materials ranging from smartphone screens to scientific posters.

Visual identity guidelines that specify preferred colours and fonts have been made available to partners.

5.1.2 Image pool

A pool of high-quality images suitable for use in communication and dissemination materials is being constituted. This pool includes Copyleft or public domain images (found notably on Wikimedia Commons) as well as images provided by Consortium partners, including the WP7 team.

5.1.3 Templates

Templates for posters (A0 size) and PowerPoint presentations (4/3 and 16/9 format) have been designed and made available to Consortium partners. They have been designed with Powerpoint. Other size and formats will be created on demand.

5.1.4 Website

The Feed-a-Gene website (www.feed-a-gene.eu) is the primary communication and dissemination tool of the project. It includes a presentation of the project, a calendar of events, project news, announcements and will include all documents (reports, scientific and technical, papers posters, newsletters etc.) suitable for public dissemination. It also serves the communication hub for the stakeholder platform: stakeholders registered on the website will receive the newsletter and announcements about the project. Other features, such as user surveys, may be added in the future.

5.1.5 Social media

Social media have become an important tool of scientific dissemination and Feed-a-Gene will be present on the main platforms: LinkedIn, Twitter, Facebook, and YouTube. These services will be used for several purposes:

- To publish news about the project, such as announcements about events and job offers
- To disseminate project results (through links to the website)
- To enable discussion between Feed-a-Gene partners and stakeholders and gather feedback from stakeholders through the commenting features

Accounts (or groups) have been created for Feed-a-Gene on the following platforms.

- Facebook: <https://www.facebook.com/feedagene>

- Twitter: <https://twitter.com/FeedaGene>
- LinkedIn: <https://www.linkedin.com/groups/FeedaGene-H2020-project-8359616>
- YouTube: <https://www.youtube.com/FeedageneEuProject>

All partners and stakeholders who have accounts on these platforms will be able to subscribe to or follow Feed-a-Gene activities and comment on Feed-a-Gene posts.

Each platform will serve a slightly different objective:

- Facebook, as the most popular platform, will target all stakeholder categories, and will be used both for general news, announcements and posts of visual nature (pictures, videos).
- Twitter will be used to disseminate short messages (notably links) to a large number of followers.
- LinkedIn, as the most professional-oriented platform, will target scientists, industry executives and policy makers. It will be used to publish scientific and technical information likely to generate informed discussions.
- The YouTube channel will be used to publish videos created during the project.

Feed-a-Gene partners are invited to cite all publications related to Feed-a-Gene and post Open Source articles on ResearchGate (www.researchgate.com).

5.2 Materials

Feed-a-Gene communication and dissemination materials are directly available from the website and can be downloaded by all visitors. They include documents created by the WP7 team (such as the project brochure and poster) and documents created by the Project leader and all Consortium partners (such as technical and scientific papers and posters).

5.2.1 Brochure and poster

The Feed-a-Gene brochure and poster have been described in Deliverable 7.1. These documents include basic information on the project and its partners, contact information and a call for stakeholders to register. They are currently in English but versions in other languages are planned.

- The brochure can be downloaded in PDF from the website: <http://www.feed-a-gene.eu/media/brochures>
- The poster can be downloaded in PDF from the website: <http://www.feed-a-gene.eu/media/posters>

New versions will be created as the project evolves. The brochure and the poster may be printed by Feed-a-Gene partners for physical distribution or display during meetings and other events. For certain events, such as the EAAP, the WP7 team will contact the organisers in advance so that the project brochure can be included in the “welcome package” distributed to the participants.

5.2.2 Press releases

Press releases will be issued at the occasion of major events and milestones in the course of the project:

- Start and end of the project
- Conferences, workshops, demonstrations, and other scheduled activities
- Publication of major findings in scientific journals

- Important news concerning the relationship between the project and its partners and stakeholders, such as the implementation of Feed-a-Gene technology by a stakeholder

Depending on the topic, press releases will be issued at international level and/or at national/local level. Targets will be both print and on-line magazines, mostly in the specialised press. Announcements concerning specific stakeholders/partners may be the occasion of joint press releases. Consortium partners and stakeholders will help the WP7 team to identify the most appropriate journals and trade magazines and will assist in the translation into languages other than English of press releases. The press releases will be publicly available on the website at: <http://www.feed-a-gene.eu/media/press-releases>.

A list of potential trade magazines specialised in animal production and animal feeding (with a focus on international or European audience) is currently being established with the help of Consortium partners.

Table 1. Non-comprehensive list of international and national trade magazines

Name	Coverage	Topic
Pig international	International	Pigs
Poultry international	International	Poultry
Feed international	International	Feeds
Feed management	International	Feeds
World poultry	International	Poultry
Pig Progress	International	Pigs
All About Feed	International	Feeds
Zootecnica international	International, Italy	Poultry
Svin	Denmark	Poultry
La revue de l'alimentation animale	France	Feeds
Porc magazine	France	Pigs
Réussir Porc	France	Pigs
Filières avicoles	France	Poultry
L'éleveur de lapins	France	Rabbits
Réussir aviculture	France	Poultry
Cuniculture magazine	France	Rabbits
SUS Schweinezucht und Schweinemast	Germany	Pigs
DGS	Germany	Pigs, poultry
Rivista di suinicoltura	Italy	Pigs
Professione Suinicoltore	Italy	Pigs
Professione Avicunicoltore	Italy	Poultry, rabbits
Pluimveehouderij	Netherlands	Poultry
Varkens	Netherlands	Pigs
Varkensbedrijf	Netherlands	Pigs
Albéitar	Spain	Animal production
Mundo Ganadero	Spain	Animal production
Ganaderia	Spain	Animal production
Cunicultura	Spain	Rabbit
Selecciones avícolas	Spain	Poultry
AviNews	Spain	Poultry
Producción Animal	Spain	Animal production, poultry, pig
Feed Compounder	UK	Feeds
Land Journal	UK	Farming, environment
Pig World	UK	Pigs
Poultry World	UK	Poultry
Livestock	UK	Animal production, pigs

5.2.3 Newsletters and factsheets

- Five newsletters (Deliverables 7.3, 7.4, 7.5, 7.6, and 7.8 at M14, M26, M38, M50 and M60 respectively) will be produced during the course of the project to inform stakeholders on the advancement of the project.
- Six factsheets (Deliverable 7.7) presenting the results of the 6 R&D work packages will be produced for the final stakeholder meeting (M58).

All these materials will be available on the website.

5.2.4 Scientific and technical publications

Scientific and technical publications produced by Consortium members are the main vehicle for the dissemination of Feed-a-Gene results (Task 7.3 of WP7).

- Scientific papers will be published in Open Access in peer-review journals in domains relevant to the activities of Feed-a-Gene. Here are some examples of prominent journals suitable for the publication of Feed-a-Gene results:
 - Feed production and processing
 - *Animal Feed Science and Technology, Journal of Agricultural Food and Chemistry, Bioresource Technology, Bioscience Biotechnology and Biochemistry...*
 - Livestock production and animal nutrition
 - *Animal, Journal of Animal Science, Poultry Science, British Poultry Science, Meat Science, Journal of Nutrition, British Journal of Nutrition, Animal Production Science, World Rabbit Science, Livestock Science...*
 - Animal genetics, genomics, metabolomics
 - *BMC Genetics, PLoS Genetics, Genetics Selection Evolution, Genetics Research, Physiological Genomics, Animal Genetics, Journal of Animal Breeding and Genetics, BMC Genomics, Animal Reproduction Science, Metabolomics...*
 - Agricultural systems and agricultural sustainability
 - *Agricultural Systems, Ecological Economics, Journal of Cleaner Production, Environmental Science & Policy, Journal of Agricultural Economics...*
 - Consumer response
 - *British Food Journal, Risk Analysis...*
 - Decision support tools
 - *Computers and Electronics in Agriculture, The R Journal...*
- Posters and conference presentations
- Technical articles will be published in trade or extension magazines, by Feed-a-Gene partners and/or by journalists.

Publications will be available on the website (<http://www.feed-a-gene.eu/media>) whenever such dissemination is authorised by the copyright license. Notable mentions of Feed-a-Gene in the press will be featured in the website ("Feed-a-Gene in the press").

5.2.5 Other materials

Other communication and dissemination materials may be developed in the course of the project, as the need and opportunity arise. They include:

- Videos (interviews, technology demonstrations) to be shown during events or on-line.
- Promotional “goodies” (stickers, pens, USB keys...) to be distributed at events.
- Folders, leaflets, flyers etc.

Doctoral and postdoctoral positions and other job offers related to Feed-a-Gene activities will be posted on the website and on social media (Facebook, Twitter, LinkedIn).

5.3 Activities

Events such as workshops, conferences, poster sessions, exhibitions, symposiums, technical demonstrations, training sessions, etc., will be the main opportunity for presenting Feed-a-Gene's objectives and results in front of a live audience, for connecting with stakeholders and for collecting feedback and ideas.

In most cases, Feed-a-Gene partners will participate to existing events, to present the project and/or distribute communication materials. In the first half of the project, the participation of Feed-a-Gene to such events will focus on communication (distribution of brochures, oral or poster presentation of the project) since the main project results are not expected to be publicly available until early 2018. However, project partners will be asked to provide information about the current development of their research activities in order to sustain the interest of stakeholders.

In the second half of the project, participation to events will focus on dissemination. Standalone Feed-a-Gene events or satellite sessions will be organized. Particularly:

- Three stakeholder meetings will be organised to present project results in three different EU countries to reach local stakeholders at M36, M48, and M60. These meetings correspond to the planned releases of major scientific deliverables.
- Six demonstration and training workshops will be held on the demonstration sites of the different work packages at different dates depending on the availability of the technologies to be demonstrated. These sessions will target potential industrial lead users of the project results.

These events will be co-organized the WP7 team, Feed-a-Gene partners, and stakeholders with links to the local industry and to farmers. These events will be publicized by the WP7 team and Consortium partners through the website, social networks, announcements on EU website, press releases etc.

To extend the scope of dissemination efforts, Feed-a-Gene intends to establish synergies with other projects related to monogastric livestock systems, European protein resources, mitigation of climate change etc. The organisation of joint events, the sharing and integration of information provided on the web, and the preparation of common dissemination materials are among the actions that might be undertaken to foster collaboration among projects.

A calendar of upcoming events with information on the venue is provided on the website (<http://www.feed-a-gene.eu/calendar-event/month>).

A list of potential venues (with a focus on international or European audience) suitable for communication and disseminating project results is currently being established with the help of Consortium partners.

Table 2. List of potential venues and Feed-a-Gene events

Event	Date	Location
EAAP 2015	August/Sept. 2015	Warsaw, Poland
ECO-FCE Workshop	August/Sept. 2015	Warsaw, Poland
SPACE International livestock trade fair 2015	September 2015	Rennes, France
ICFES International Conference on Feed Efficiency in Swine	October 2015	Omaha, USA
1st World Conference Innovative Animal Nutrition and Feeding	October 2015	Budapest, Hungary
LII Simposio Científico de Avicultura	October 2015	Malaga, Spain
16 ^{ème} journées de la recherche cunicole	November 2015	Le Mans, France
Journées de la recherche porcine	February 2016	Paris, France
Agro Animal Show 2016	February 2016	Kiev, Ukraine
SIAG Salón Internacional de la avicultura y la ganadería	March 2016	Sevilla, Spain
BSAS Annual Conference	April 2016	Chester, UK
British Pig and Poultry fair 2016	May 2016	Coventry, UK
Livestock Forum	May 2016	Barcelona, Spain
World Rabbit Congress	June 2016	Qingdao, China
35 th International Society for Animal Genetics conference	July 2016	Salt Lake City, USA
ADAS-ASA Joint meeting	July 2016	Salt Lake City, USA
EAAP 2016	August 2016	Belfast, UK
International Symposium on Energy and Protein Metabolism and Nutrition	September 2016	Cracow, Poland
Animal Science Days	September 2016	?
World's Poultry Congress 2016	September 2016	Beijing, China
SPACE International livestock trade fair 2016	September 2016	Rennes, France
LCAFood	October 2016	Dublin, Ireland
Chinese Swine Industry Symposium	October 2016	Shanghai, China
EuroTier	November 2016	Hanover, Germany
BPEX event	2016	UK
Journées de la recherche porcine	February 2017	Paris, France
Journées de la recherche avicole	March 2017	Tours, France
10 th European Symposium on Poultry Genetics	June 2017	Saint-Malo, France
21 st European Symposium on Poultry Nutrition	August 2017	?
EAAP 2017	August 2017	Tallin, Estonia
8 th European Conference on Precision Livestock Farming	September 2017	?
SPACE International livestock trade fair 2017	September 2017	Rennes, France
Journées de la recherche porcine	February 2018	Paris, France
Feed-a-Gene 1 st stakeholder meeting	February 2018	?
VIV Europe 2018	June 2018	Utrecht, Netherlands
EAAP 2018	August 2018	Dubrovnik, Croatia
SPACE International livestock trade fair 2018	September 2018	Rennes, France
Journées de la recherche porcine	February 2019	Paris, France
Feed-a-Gene 2 nd stakeholder meeting	February 2019	?
9 th Workshop on Modelling Nutrient Digestion	2019	?
EAAP 2019	August 2019	?
Animal Science Days	September 2019	?
SPACE International livestock trade fair 2019	September 2019	Rennes, France
Journées de la recherche porcine	February 2020	Paris, France
Feed-a-Gene 3 rd stakeholder meeting	February 2020	?
EAAP 2020	August 2020	?
SPACE International livestock trade fair 2020	September 2020	Rennes, France

Project coordinator, Jaap van Milgen has presented the project at the first two events cited in the above table.

6 Evaluation strategy

To evaluate the impact of the communication and dissemination activities, the WP7 team and the Consortium partners will collect data about the reception of Feed-a-Gene at international, national and

regional levels. The WP7 team will store those data in a database. Print and on-line articles citing Feed-a-Gene will be collected for analysis.

Impact assessment data include:

- Website data: sessions, unique visitors, page views (collected from Google Analytics)
- Stakeholder data: number of prospects, number of registered stakeholders
- Event data: number of events, quality of events, number of participants
- Social media data: Likes, People reached, Shares (Facebook), Followers, Retweets (Twitter), Subscribers, Views (YouTube)
- Scientific publications data: number of accepted papers, impact factor of the journals, number of downloads
- Press (on-line and off-line) data: number of articles mentioning Feed-a-Gene, estimated audience (circulation), type of citation
- Number of cooperation initiatives with other projects (notably other H2020 projects)

Certain metrics, termed Dissemination Success Indicators (DSI), will be tracked quarterly to verify that they meet predetermined objectives. This will allow to assess the impact of WP7 activities in real time and to adjust communication and dissemination strategies accordingly if the objectives are not met. The following table present the objectives to be reached by the DSI at M36, M48 and M60.

Table 3. Dissemination Success Indicators

Media	M36	M48	M60
Website audience (number of sessions)	3000	10000	20000
Registered stakeholders	300	350	400
Citations in the press	30	75	100
Accepted scientific papers	5	10	30
Events attended by Feed-a-Gene partners	10	20	40
Co-operation with other projects	2	4	4

7 Conclusion

This dissemination plan aims to produce the maximum impact throughout the European Union. To that effect, it will build a large stakeholder platform targeting hundreds of individual stakeholders, and will use a vast array of channels, tools, materials and activities. Coordination between the WP7 team, the Project leader, the WP8 team and the R&D partners will be proactively enforced.

Since the project is still in an early phase, with the first publicly available results expected in 2 years, the dissemination plan proposed in this report must be considered as a living plan that will go through a number of iterations through the project, specifically with relation to the existence of events suitable for dissemination, many of which are still not known at the time of writing. With the help of Consortium partners, the dissemination strategy will capitalise on promotional opportunities as they arise.

8 Partners involved in the work

The dissemination plan has been created by the WP7 Team with input from the Project leader and from WP Leaders (Aarhus University, Wageningen UR, Kaposvár University, Universitat de Lleida, INRA and Newcastle University).