

Common webinar with EU thematic networks and other ruminant livestock projects

7 March 2023

Claire Morgan-Davies, SRUC
(Sm@RT, EuroSheep, TechCare)



Horizon 2020
European Union funding
for Research & Innovation

Agenda

- ▶ Quick round table
- ▶ Quick presentation of projects (max 8 min each)
 - ▶ Sm@RT, EuroSheep, Resilience4Dairy, Re-Livestock, MIXED
 - ▶ Comfort break (5')
 - ▶ EUFarmbook, NEFERTITI, ClimateFarmDemo, PATHWAYS, TechCare, RUMIGEN, Holoruminant
- ▶ Breakout rooms session (35')
- ▶ Feedback & Conclusions (10')



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Participants (22 on the day)

- ▶ **Apologies:** Adrien Guichaoua (NEFERTITI), Lise Andreasen (MIXED), Tommy Dalgaard (MIXED), Danielle Kutka (PATHWAYS), Mark Redman (EU Farmbook)
- ▶ **Sm@RT:** Claire Morgan-Davies, Fiona Kenyon, Renata Klein
- ▶ **EuroSheep:** Pierre-Guillaume Grisot, Claire Morgan-Davies, Renata Klein
- ▶ **R4D:** Valerie Brocard, Jeff Boonen
- ▶ **Re-Livestock:** David Yanez-Ruiz, Andres Schlageter, Carolina Ramos
- ▶ **MIXED:** Carolina Ramos
- ▶ **EU Farmbook:** Inge de Bo, Rui Almeida
- ▶ **NEFERTITI:** Dimitar Vanev
- ▶ **ClimateFarmDemo:** Milica Trajkovic
- ▶ **PATHWAYS:** Laurence Smith
- ▶ **TechCare:** Claire Morgan-Davies, Riccardo Carelli
- ▶ **RUMIGEN:** Eric Pailhoux, Cagla Kaya
- ▶ **Holoruminant:** Diego Morgavi, Noraly van Hemert, Riccardo Carelli
- ▶ **Maria Ramirez (EFFAB), Joaquim Nogueira Cabral (CONSULAI), Louisiane Lemaire (Sm@RT, R4D)**

Claire Morgan-Davies

Fiona Kenyon - Moredun Research In...

Jeff Boonen

Renata Klein

epailhoux

Noraly van Hemert - EFFAB

Riccardo Carelli

Laurence Smith

Diego MORGAVI

Carolina Ramos | CONSULAI

Inge De Bo

Milica Trajkovic BioSense Institute

David Yanez-Ruiz

Valerie Brocard

Claire Morgan-Davies

Fiona Kenyon - Moredun Research Instit...

Jeff Boonen

Renata Klein

epailhoux

Noraly van Hemert - EFFAB

Riccardo Carelli

Diego MORGAVI

Carolina Ramos | CONSULAI

Inge De Bo

Milica Trajkovic BioSense Institute

David Yanez-Ruiz

Valerie Brocard

Laurence Smith

PG_Grisot

Breakout Rooms (3)

- ▶ BR1: Sm@RT, TechCare, EuroSheep, Holoruminant
 - ▶ BR2: Re-Livestock, MIXED, R4D, ClimateFarmDemo
 - ▶ BR3: NEFERTITI, EUFarmbook, PATHWAYS, RUMIGEN
-
- ▶ In each room:
 - ▶ Identify a note taker
 - ▶ Discuss your C&D experience:
 - ▶ What good experience you had/good advice you can give
 - ▶ What major problem you had/how you overcame them
 - ▶ Come up with a list of DO & DON'T for C&D



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Do's

- Plan communication e.g. plan to have all materials collected at least 9 months before the end of the project, so that communication plan can be made
- To address difficulties with translation:
 - Use WhatsApp (or similar) to generate draft text for social media posts, then each partner to translate
 - Can also use an excel sheet with all translations collated so that all posts are available in all languages
 - Use translation programme, if possible e.g. DeepL
- Try to think wider about the outputs, so can we use the EU requirements to also fulfil the C&D?
 - E.g. Put practice abstracts as pdf with photo so that they can be re-used e.g. in an newsletter, website.
 - Make a 'nice' version and then what the EU require!
 - As routine, the author of the practice abstract translates into their own language
- Create master sheet of C&D, list of activities, with list of all materials (e.g. video etc) have (at consortium level). Keep aware of what has been generated.
- Define a strategy for communication (why, where, how)

Do's

- Have a communication expert from the start (budget it)
- Science comms training to partners and possibly having a partner expert on science comms
- Share knowledge with other dissemination persons/ Collaboration with European initiatives, EU and local projects
- Remember to re-tweet/re-share other projects to increase communication network
- Monthly (regular) seminars with partners to update consortium members, also based on milestones and deliverables
- Engage all partners in the dissemination
- Use the same language as much as possible in collaborations/ Translating difficult terms to simpler explanations
- Monitoring of achievements in projects on a regular basis
- Newsletters to be sent focused on specific themes, maybe more frequently, shorter ones
- Design simple tools to make involvement easier
- Sharing information with short videos
- Preparing guidelines for video recording for partners, farmers...etc

Don't

- Underestimate time taken for communication
- Wait until all translations are done before releasing social media posts - better send another post saying XX is now available in this language
- Wait until the end to start dissemination
- Think that dissemination WP is not your task (other partners)
- Over-estimate your impact in the target audience
- Create stakeholder fatigue with overlapping information
- Do long newsletters that are hard to follow

Feedback & Conclusions

- ▶ **Proposition for the PPT presentations of today:**
 - ▶ We suggest to upload them as PDF on the Sm@RT website and we will send you the link.
 - ▶ Upload event on our respective websites?
- ▶ To be discussed and agreed in the exit survey

Next?

- ▶ Publish/circulate our discussions? - prepare a press release/practice abstract/policy brief?
- ▶ Make sure we put each others projects' URLs on each other websites?

Did you enjoy today?

-> small exit survey: https://sruc.onlinesurveys.ac.uk/eu-common-webinar_exit-survey