Communication and Dissemination (C&D) – list of Do's and Don't

Techcare participated to a common webinar with EU thematic networks and other EU ruminant livestock projects on issues of communications and dissemination. The webinar took place online on 7th March 2023. Eleven projects took part. They were: Sm@RT (organisers), TechCare, EuroSheep , Re-livestock, Holoruminant, Resilience4Dairy, MIXED, EU Farmbook, NEFERTITI/CLIMATE FARM DEMO, PATHWAYS and RUMIGEN. The group came up with a handy list of Do's and Don'ts.

Do…

- Plan communication
- Try to think wider about the outputs, to also fulfil the C&D
- Create master sheet of C&D, list of activities, with list of all materials
- Define a strategy for communication (why, where, how)
- Have a communication expert from the start
- Share knowledge with other dissemination persons/Collaboration with European initiatives, EU and local projects
- Engage all partners in the dissemination (e.g. regular seminars with partners to update consortium members)
- Monitor achievements in projects on a regular basis
- Newsletters focused on specific themes
- Share information with short videos

Don't…

- Underestimate time taken for communication
- Wait until all translations are done before releasing social media posts
- 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

Common webinar with EU thematic networks and other ruminant livestock projects

7 March 2023

2.30 – 5 pm CET

Link zoom to be sent out

AGENDA

2.30 –2.35	Welcome, quick round table (*Claire Morgan-Davies*)

<u>8 min per project</u>

2.35 – 2.43	Sm@RT project (*Claire MD, Fiona Kenyon & Renata Klein*)
2.43 – 2.51	EuroSheep (*Pierre-Guillaume Grisot & Claire MD*)
2.51 – 2.59	Resilience4Dairy (*Valerie Brocard & Jeff Boonen*)
2.59 – 3.07	Re-livestock (*David Yanez-Ruiz, Antonio Lopez-Francos & Carolina Ramos*)
3.07– 3.15	MIXED (*Tommy Dalgaard, Lisa Andreasen & Carolina Ramos*)

3.15– 3.20	**Comfort break**

3.20– 3.28	EU Farmbook (*Inge de Bo, Rui Almeda & Mark Redman*)
3.28 – 3.36	NEFERTITI/CLIMATE FARM DEMO (*Adrien Guichaoua, Dimitar Vanev & Milica Trajcovic*)
3.36 – 3.44	PATHWAYS (*Laurence Smith & Danielle Kutka*)
3.44 – 3.52	TechCare (*Claire MD & Riccardo Carelli*)
3.52 –4.00	RUMIGEN (*Eric Pailhoux & Cagla Kaya*)
4.00 – 4.08	Holoruminant (*Diego Morgavi, Noraly Van-Hemert & Riccardo Carelli*)

<u>~35 min discussion in breakout rooms</u>

4.08 – 4.50	**Breakout rooms (3 groups)**

4.50 – 5.00	Feedback from rooms and conclusions