



Outreach, Dissemination and Training Plan

Deliverable 4.3

Start date of the project: March 1st, 2021
Duration: 60 months
Deliverable Title: Outreach, Dissemination and Training Plan
Deliverable Number: D4.3
Deliverable Lead: EFFAB
Related Work package: WP4
Author(s): Duru EROGLU-VAN DER SCHOOR
Contributor(s): Cagla KAYA (EFFAB), Massimiliano SALTORI (ESCI), Samuel BOSCH (EV ILVO), Manfred MIELENZ (FBN), Jaap VAN MILGEN (INRAE), Laure TRANNOY (IT)
Communication level: PU
Due date: M6
Actual submission date: M6
Revision: V1

PIGWEB

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004770.

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List of acronyms and abbreviations

Abbreviation	Description
AU	Aarhus University
EFFAB	European Forum of Farm Animal Breeders
ESCI	European Science Communication Institute
EV ILVO	Flanders Research Institute for Agriculture, Fisheries and Food
ExCom	Executive Committee of PIGWEB
FABRE TP	Sustainable Farm Animal Breeding and Reproduction Technology Platform
FBN	The Leibniz Institute for Farm Animal Biology
FEFAC	The European Feed Manufacturers' Federation
FEFANA	EU Association of Specialty Feed Ingredients and their Mixtures
INRAE	National Research Institute for Agriculture, Food and the Environment
IT	INRAE Transfert
IRTA	Insititut de Recerca i Tecnologia Agroalimentàries
JRA	Joint Research Activities
KPI	Key Performance Indicator
NA	Networking Activities
NGO	Non-Governmental Organisation
ODTP	Outreach, Dissemination and Training Plan
RI	Research Infrastructure
SAB	Stakeholder Advisory Board
TNA	Transnational Access
WP	Work package
WR	Stichting Wageningen Research

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I. Summary

Since PIGWEB has strong connections with the key actors in the pig production sector, it requires a detailed and targeted outreach, dissemination and training strategy to be developed at the onset of the project. Main targets and end-users of PIGWEB's tools, strategies, and new knowledge are all the actors involved in the pig production sector and the food supply chains (i.e., farmers, veterinarians, technical advisors and farmers' organisations, breeding, feed industries, policymakers, NGOs) and citizens and consumers. Therefore, an Outreach, Dissemination and Training Plan (ODTP) has been designed to focus the dissemination strategy that is key to acceptance. Optimized and quick utilisation of project outputs by all stakeholders requires an efficient strategy to disseminate PIGWEB information in relevant formats and through specific dissemination channels suitable for each stakeholder group.

The management and overall implementation of dissemination and outreach activities is led by EFFAB (leader of WP4 - Dissemination, outreach and training). However, all the project partners will be involved in the dissemination and outreach activities through the provision of contents, development of scientific publications, participation in events, and promotion of project outcomes. Therefore, this document is to be used by all the project partners and aims to define the guidelines for the outreach, dissemination, and training strategy.

II. Introduction

The PIGWEB ODTP is detailing the communication, dissemination and training strategy, the target audience, and the impacted area for each main result. The context of D4.3 is built on the description given in the Description of Action of the Grant Agreement. Therefore, ODTP focuses on communication and dissemination activities both ensuring the aimed impacts will be achieved. The main objective of the outreach and dissemination strategy of PIGWEB is to ensure the uptake of integrative strategies developed within PIGWEB. This plan has a dynamic character which follows the project progress, is updated as project evolves, and guides PIGWEB partners so that impact can be maximised.

A. Objectives

According to the Description of Action, an ODTP will be prepared to:

- identify the networks and organisations for the dissemination activities of Task 4.1 Stakeholder engagement and knowledge exchange with other initiatives,
- identify the needs of each category of stakeholder,
- define optimal strategies for reaching stakeholders for maximum impact, and
- identify methods, venues and allocate resources for the execution of the plan.

EFFAB will use its expertise on knowledge transfer to target the pig production sector while ESCI's contributions will be based on their broad experience in the communication of science with society. EFFAB and ESCI will define the relevant tools to grasp the impact of PIGWEB and outline them in the ODTP, study the impact of the communication and dissemination measures at M24 (D4.5 Media monitoring report), and adjust its strategy in the updated ODTP.

B. Scope

The outreach, dissemination and training strategy will be carried out through 4 main tasks during the lifetime of the project.

- Stakeholder engagement and knowledge exchange
- Communication and outreach strategy
- Dissemination strategy
- Training strategy

WP4 will be in close contact with all the WPs using a multi-actor approach by including stakeholders throughout the duration of the project. WP4 will promote the project, make project results available, and facilitate their use, by providing a basis for stakeholder inclusion and knowledge exchange. Interactions with other relevant EU H2020

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projects (e.g., SmartCow, AquaExcel 3.0, VetBioNet, PPilow and FAIRsFAIR) and liaisons with local and European networks (e.g., EIP-AGRI focus and operational groups and thematic networks) will be implemented to promote the transfer of the results.

Promotional materials (brochures & flyers), project e-newsletters and press releases will be delivered to the targeted stakeholders and stakeholder platform. Fact sheets will be produced including project outcomes. Writing of practice abstracts in EIP-AGRI format will be considered for aspects and methodologies that can be used by practitioners. Policy briefs will be also prepared and widely disseminated targeting policymakers and (national) decision makers.

The outcome of all project tasks will be published as Gold Open Access publications and presented at academic conferences. Articles for the professional press and other media will also be prepared. Major external events (such as main scientific conferences) will be attended by PIGWEB scientists to give talks and presentations about their research to public audiences. A particular attention will be paid to promote participation of young scientists and researchers appointed to the project, who can also be involved in the specific “PIGWEB Junior Community” of the project. ESCI will provide an internal communication training to prepare the experts with their outreach activities. An Open Pig Hackathon Forum (PigHack) will be organized to develop new ways to make pig farming and research more sustainable and more acceptable for the public (MS22).

Audio-visual materials will be produced in forms of interviews with project researchers, informative videos, and recordings of communication, dissemination, and training events. These videos will be shared on PIGWEB’s YouTube channel and website. A peer-reviewed JoVE video will be produced on newly developed methods and tools in WP6.

A staff exchange program and Summer school will be jointly organized partners from different WPs. A webinar will be planned during the second half of the project focusing on the results of the Joint Research Activities (JRA) to increase knowledge uptake by non-academic stakeholders.

PIGWEB’s ODP is based on the roadmap illustrated in Figure 1. The lead partner EFFAB will be supported by INRAE, ESCI, FBN, the WP Leaders, academic and non-academic PIGWEB partners, and the stakeholder platform, mainly represented by members of the Stakeholder Advisory Board (SAB).

Dissemination Roadmap

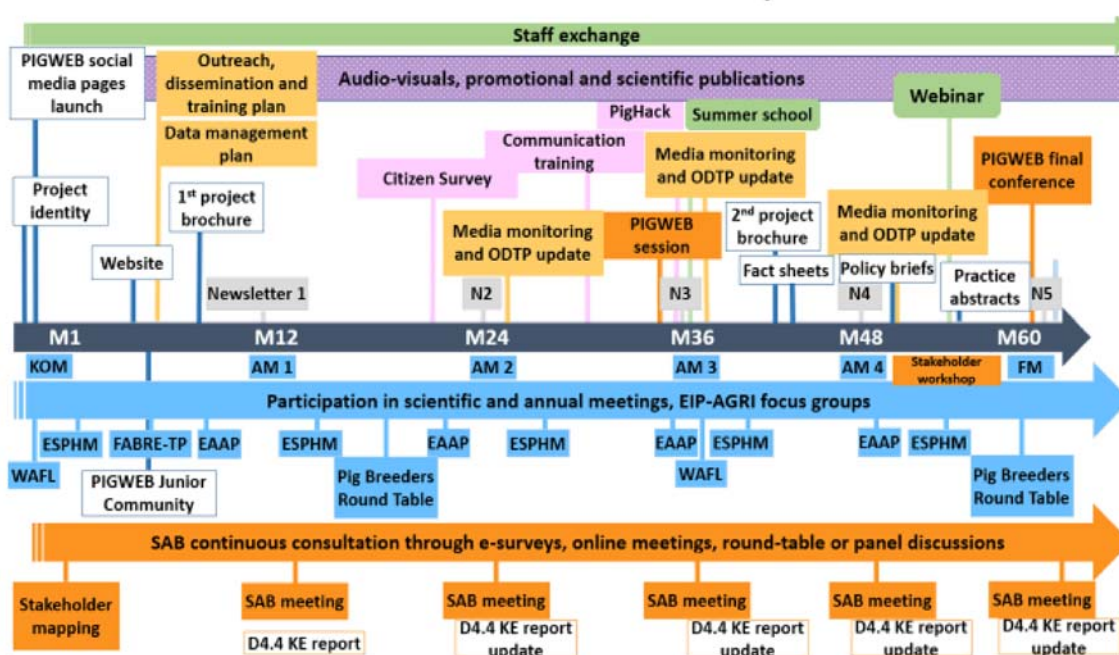


Figure 1. Roadmap of the PIGWEB outreach, dissemination and training plan

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III. Stakeholder Engagement Strategy

Stakeholder engagement is vital to PIGWEB to ensure that the produced knowledge will further improve the effectiveness of pig research and to exploit the most promising result.

The “WP4 - Dissemination, training and technology transfer” consists of several tasks including the stakeholder engagement, collaboration with other relevant projects, and creation of a network of young pig researchers. There will be joint collaborations with on-going livestock RI projects, including the organisation of joint project sessions, stakeholder activities, and joint dissemination materials. To attract early-career researchers and facilitate the exchange of ideas, a specific “PIGWEB Junior Community” will be established using selected social media channels.

The EIP-AGRI brings together different innovation actors in agriculture at EU level (e.g., through Operational Groups, Focus Groups, and Thematic Networks). PIGWEB will interact with the relevant EIP-AGRI groups and networks to communicate on the PIGWEB’s RI, and to identify the needs for future research and RI. This will strengthen the pig research community and increase the engagement with the other key actors of the pig sector.

Regarding the stakeholders, the primary beneficiaries of PIGWEB outcomes are the scientific community working on pig research, RI, and industries working in the value chain of pig production (e.g., feeding, breeding, and pork processing companies, and equipment manufacturers). One of objectives of PIGWEB is to improve the integrated services of RI for research on sustainable pig production systems. This covers a wide range of topics from “Farm to Fork” (and from “Pig to Pork”) including studies on feed technology, nutrition, health, welfare, pig production systems, and the environmental impact of these systems. Therefore, the second level of stakeholder groups covers a wide range of actors from pig producers to consumers and citizens.

To connect with citizens, ESCI will carry out an online citizen survey in M24 (MS18) that will consist of two parts. The first part of the survey will focus on citizens’ personal selection criteria when buying pork. The second part of the survey aims to understand how citizens perceive pig farming, national labels on animal welfare, and controversial issues about animal welfare and slaughter methods. Based on the results of the survey, best practices on science and society activities will be prepared (M38).

PIGWEB scientists will give talks and presentations about their research to public audiences at a science slam event, public discussion forums during agricultural fairs, or events in bars, like Pint of Science or discussions with journalists during journalism conferences such as EuroScience Open Forum (ESOF). At least eight such outreach activities are envisaged.

It is planned to organize an Open Pig Hackathon Forum (PigHack) in M48, where consumers and pig farmers, animal rights activists, livestock scientists, and IT developers will work together in a workshop to develop new ways to make pig farming and research more sustainable and more acceptable for the public (MS4.7).

With the Stakeholder Advisory Board (SAB) and the stakeholder platform, a strong relation will be built between the industry and the RI (e.g., through representatives of industry organisations such as FEFAC, FEFANA, FABRE-TP, EFFAB, and the Animal Task Force (ATF)). Within the project, it is planned to have one stakeholder workshop and five physical stakeholder meetings.

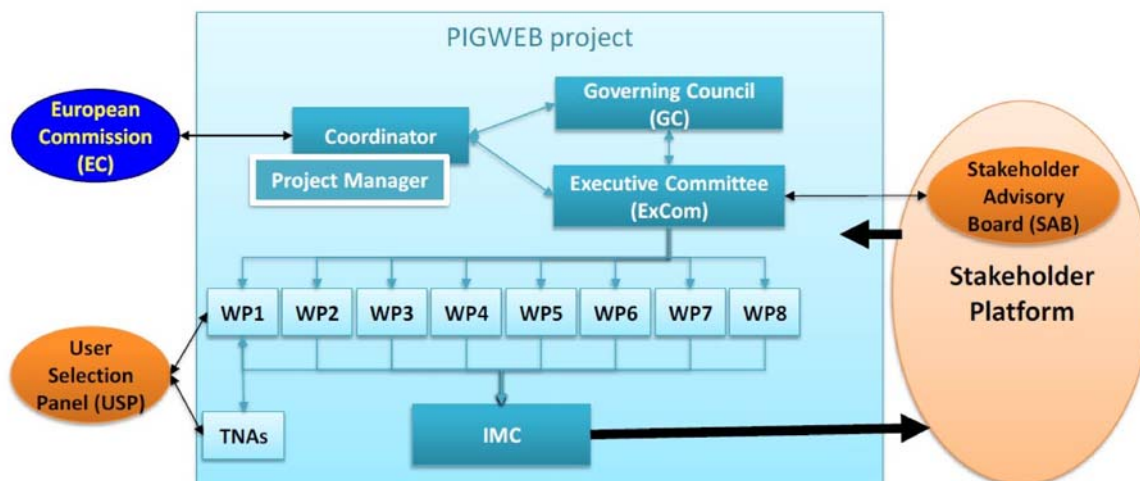


Figure 2. Governance and the position of stakeholders

Stakeholder engagement relies on the mapping of various stakeholder types and on the development of strategies to create a two-way communication channel with them (multi-actor approach). Thus, PIGWEB outreaches to stakeholders and organisations that interact directly with the consortium and to those who are affected by the project or can affect the actions of the project (See Figure 2).

A. Stakeholder Mapping

At the PIGWEB Kick-off Meeting on 4 March 2021, stakeholder mapping has been carried out to identify, analyse, and categorize the stakeholders depending on their influence and interests. The resulting stakeholder platform list will be maintained and enriched during the project. The details of the stakeholder mapping are provided in the [MS16 - Stakeholder platform list](#) created. The stakeholder mapping helps us understand the areas of influence that each stakeholder has, how PIGWEB can contribute to their business, and why they would be interested in the project. Another important element is understanding the proximity each group has in relation with being affected by the project, and having the ability to affect the project progress and outcomes.

The PIGWEB Stakeholders chart (Figure 3) summarizes the base strategy for stakeholder management depending on the level of involvement and being affected by the project results per stakeholder group. The chart categorizes the PIGWEB stakeholders according to their interest and power. The chart also has three main parts as core, direct, and indirect. The stakeholders listed in the “Direct” area are usually the key players that are involved in decision making who are consulted regularly and on whom PIGWEB should mostly focus on. The stakeholders under “Indirect” area are the ones that the project needs to address to increase their interest, so that they would be willing to take part. The “Core” area includes the stakeholders that have a strong interest in the project research areas and they should be well-informed about the project.

Within PIGWEB, interaction and knowledge exchange with a broad range of stakeholders will be done through various media such as inviting stakeholders to annual PIGWEB meetings where knowledge exchange will be ensured with different networking methods.

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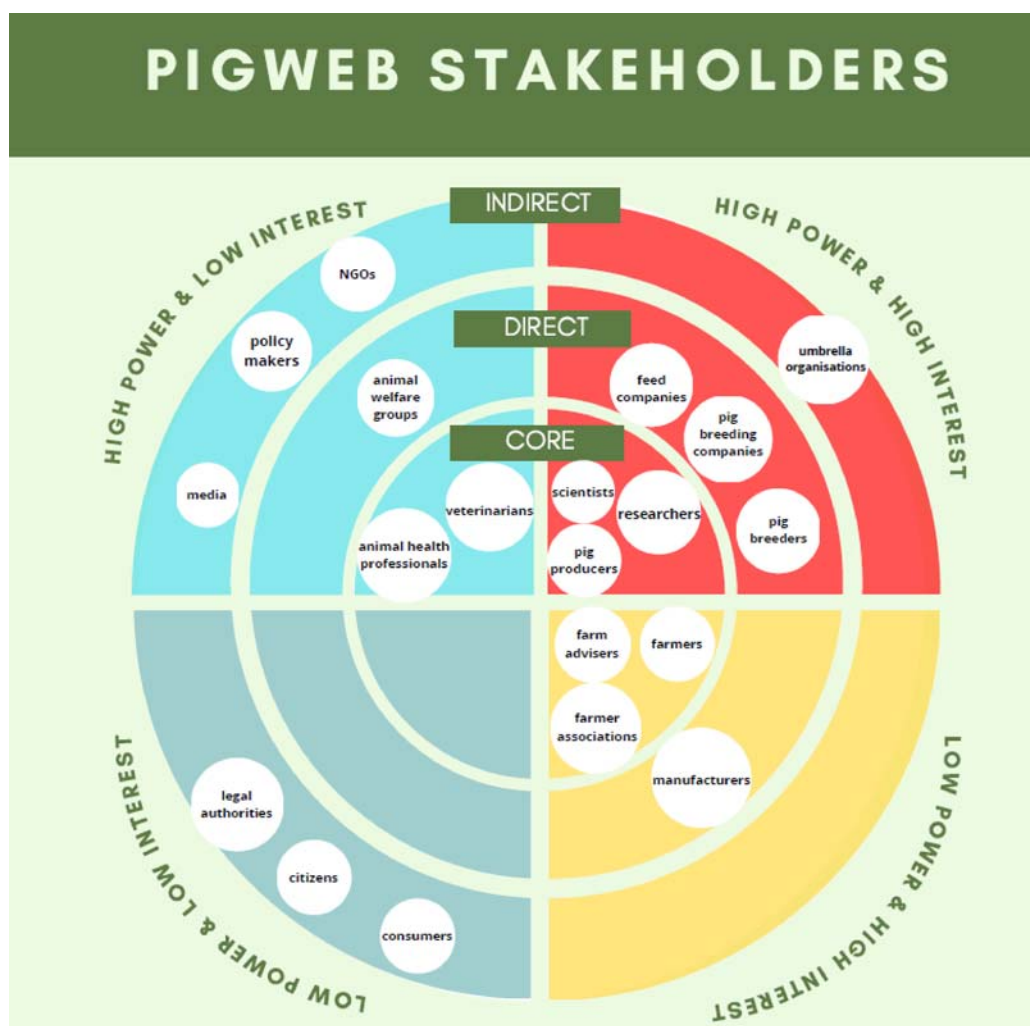


Figure 3. Stakeholder Map¹

B. Stakeholder Advisory Board

The Stakeholder Advisory Board (SAB) provides an external point of view on the way the project is carried out to bring a maximum outcome to society and to advise the consortium where and how the most promising results can be exploited. The SAB will:

- introduce stakeholder requirements (opinions and constraints) in the development of PIGWEB technologies and end products,
- advise the Executive Committee (ExCom) on changes in societal and consumer priorities that may affect the project objectives and expected impacts,
- propose changes to the direction of the project in line with priorities of stakeholders and end-users to maximise the exploitation and benefits for the industry,
- review annually the progress of the project, and
- support dissemination of project results in their respective institutions.

Through the participation of industrial and research partners in the SAB and through different networking activities of WP4 (e.g., dedicated meetings, presentations at scientific conferences, social media, production of videos, the project's website, final conference, and the "Science and Society" hackathon), PIGWEB will stimulate interactions among a large number of researchers active in and around the infrastructures facilitating cross-disciplinary fertilisations and a wider sharing of information, knowledge and technologies across fields and between academic

¹ The stakeholder map is inspired from: <https://danikahil.com/2021/03/stakeholder-mapping-for-dynamics-365-or-power-platform.html>

and non-academic stakeholders, including industry. SAB members will be invited to the annual project meetings to be informed about the project progress and be able to provide feedback. Several joint sessions will be organised between the SAB and consortium members to promote exchange and mutual understanding. After each annual meeting, the SAB will formulate a statement on the progress of the project and a list of recommendations. Members of the SAB have been identified and invited, and all have agreed to participate (Table 1).

External expert	Organisation	Function and area of expertise
Dr. Coes Smits	Trouw Nutrition, the Netherlands	Global R&D Director of Trouw Nutrition, the Netherlands
Prof. Dr. Paolo Bosi	University of Bologna, Italy	Professor in Animal Nutrition and feeding. His areas of expertise include genetics, pork quality, feeding strategies for weaned piglets, and interactions between the diet, microbiota and the function of the digestive system
Dr. Marjeta (Meta) Čandek-Potokar	Kmetijski inštitut Slovenije (Agricultural Institute of Slovenia)	Senior scientist with a research focus on the quality and safety of animal products. She has been involved in a number of European projects on pork quality and pig production in the Mediterranean area, and she coordinated the H2020 Treasure project (2015-2019).
Dr. Francisc Molist Gasa	Schothorst Feed Research (SFR), the Netherlands	Manager of Research and Development at SFR. His group conducts research and provides independent consultancy for the pig feed industry in 22 countries, representing 10% for the global feed production.
Dr. Catalin Dragomir	Institutul National de Cercetare-Dezvoltare pentru Biologie si Nutritie Animala (IBNA), Romania	Scientific director at IBNA. His research interest includes novel feed resources and gut and metabolic health. Dr. Dragomir is the Romanian representative in the Animal Task Force, the Public-Private partnership promoting sustainable and competitive livestock production in Europe.

Table 1. Members of the Stakeholder Advisory Board

C. Stakeholder Platform

The Stakeholder Platform provides preferential contacts for the dissemination of project outcomes to society and for consultation by the project partners on specific issues where the input from stakeholders is needed. The Stakeholder Platform includes representatives of all players intervening in the supply chain with an interest in the project results, such as:

- pig RI and researchers in pig experimentation,
- pig production industry (e.g., breeding companies, feed companies, animal health and welfare companies, and precision farming),
- pig production (e.g., pig producers, farm advisers and managers, veterinarians and technicians),
- policymakers,
- society at large (e.g., NGOs, consumers, citizens and media).

The Stakeholder Platform is the unique entry point for stakeholders to the project, and it is the main channel of dissemination from the project to the stakeholders. It will help the project to ensure that its results are disseminated to all the relevant targets. The Stakeholder Platform will be consulted regularly at stakeholder meetings and consultations to ensure that results of the project match the needs and expectations of the stakeholders.

For members of the Stakeholder Platform, there will be an online private group in a selected social media channel (e.g., LinkedIn or Facebook), where stakeholders can contribute, interact, and stay tuned on news, events, and work developed during the project. It will be developed and managed by EFFAB.

Detailed information about the stakeholder platform is provided in [M16- Stakeholder Platform List created](#).

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IV. Communication Strategy

A broad range of communication activities and tools will be used and developed, using of both conventional and innovative methods. The communication strategy is an integral part of the ODTP, which will be implemented during the project to raise awareness and create strong links with the pig research community and the pig production sector. It is a global strategy targeting various stakeholder groups ranging from pig producers to consumers and citizens with different preferences and points of view. The key objectives of the PIGWEB communication plan are:

- to promote the PIGWEB network of RI by establishing early contact with stakeholders to ensure a constructive and continuous dialogue,
- to make the project and its progress known to the pig research community and non-academic stakeholder groups by carrying out an effective and open communication,
- to facilitate co-creation considering the needs of the targeted stakeholders to ensure the relevance and transferability of the innovations developed by PIGWEB,
- to create links between pig researchers and the society in general to start a constructive and valuable dialogue, to bridge possible gaps, to foster exchange, and to share knowledge and concerns.

PIGWEB brings together different groups with a multidisciplinary approach, which requires establishing a mutual understanding to ensure successful implementation of project activities. To facilitate and promote knowledge and experience exchange among the partners, regular consortium and specific inter- and intra-WP meetings will be organised.

EFFAB will use its expertise on knowledge transfer to target the pig production sector, while ESCI's contributions will be based on their broad experience in the communication of science with society. EFFAB and ESCI will study the impact of the communication and dissemination measures at M24 (D4.5), and adjust its strategy in an updated ODTP. In addition, ESCI will provide an internal communication training to prepare the experts with their outreach activities.

A. Project communication package and project identity

To ensure that all communication material related to PIGWEB is coherent and consistent, a project identity and accompanying communication templates have been produced. All official material for the European Commission and general public must be in accordance with the guidelines. The details of the project identity and communication package are given in detail in "D4.1 - Communication toolkit and project identity", which is also available in the [PIGWEB collaborative workspace](#).

1. Project Logo

The PIGWEB logo has been designed for branding the project in all communication forms.



Figure 4. Logo with acronym only and including the title

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2. EU logo and acknowledgement

Along with the PIGWEB logo, the EU flag will be visible on all communications from the PIGWEB project.



All **dissemination** and **communication** activities related to the action (e.g., including in electronic form, via social media) and any infrastructure, equipment and major results funded by the grant will include the following information:



The PIGWEB project has received funding from European Union's Horizon 2020 research and innovation program under Grant Agreement No 101004770.

According to §38.1.2 of the Grant Agreement on infrastructure projects, the transnational access (TNA) users and where applicable, some Joint Research Activities (JRA) and Networking Activities (NA) will include the following statement in their communication and dissemination of results:

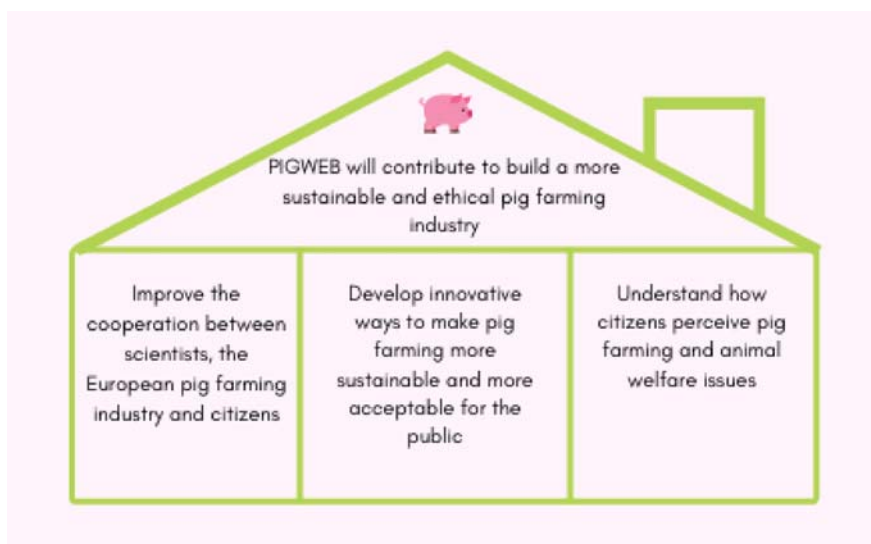


"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004770". Any communication activity related to the action must indicate written or orally that, it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

B. Project Message House

PIGWEB message houses for different audiences are summarized in the following headings:

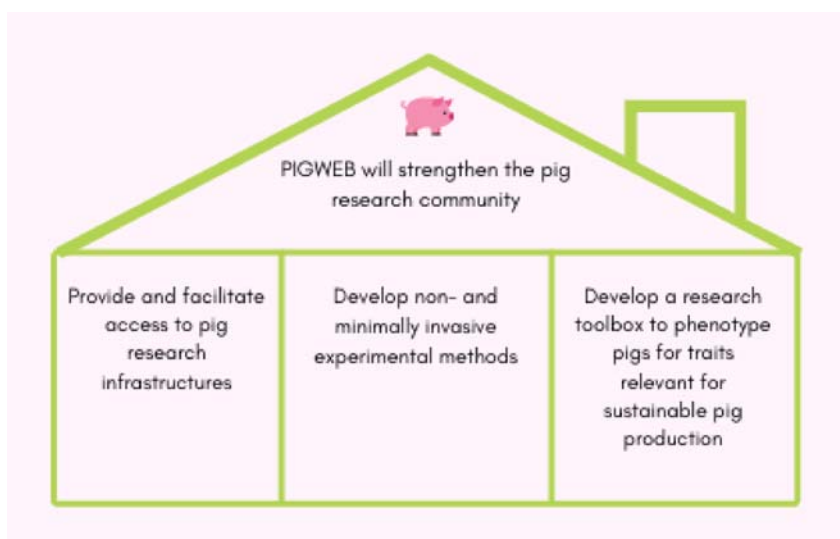
1. General audience



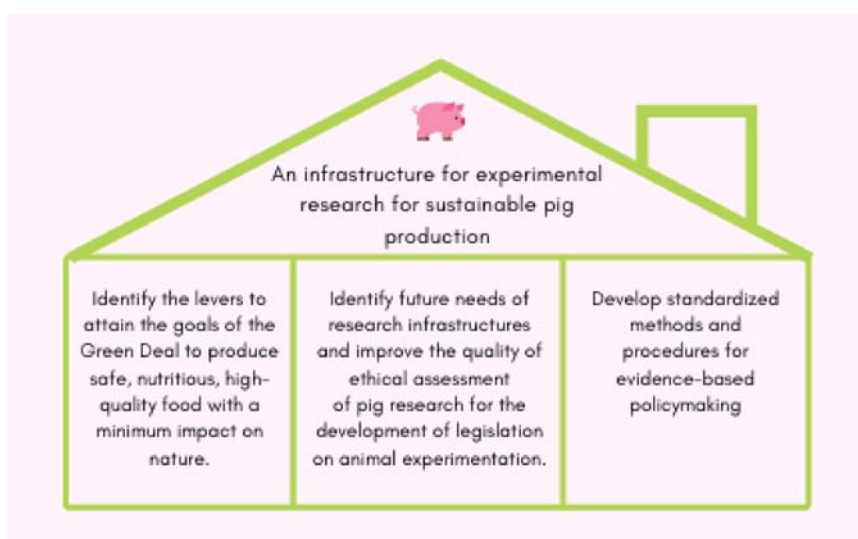
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2. Scientific audience



3. Policymakers



C. Digital Communication

The online communication and dissemination channels and materials are targeted to different stakeholders. The aim of these channels is to communicate about PIGWEB and its results, to ensure the impact of the project, and to raise awareness of the project and its outcomes to a wide range of stakeholders. PIGWEB will also communicate and disseminate its results on the EIP-AGRI website. Moreover, PIGWEB has its own website and social media pages (i.e., LinkedIn, Facebook, Twitter, ResearchGate, YouTube and Instagram).

Digital communication and dissemination materials and tools that will be generated during the project include the development of digital newsletters, press releases, fact sheets, audio-visual materials, popular articles, and flyers for all stakeholders. These materials will be available from the project website and received by email if subscribed to the PIGWEB emailing list.

1. Public Website

The PIGWEB website is the major communication and dissemination tool and will be update regularly during the course of the project. The goal is to keep the website informative, up-to-date, inspiring and inclusive, so that it

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invites visitors to further engage with the project. Specifics of the website are given in deliverable “D4.2 Project website launched and social media channels opened”. EFFAB is responsible for the design and content of the PIGWEB website. The TNA calls and the map of RI will be built and hosted at EV ILVO and, linked to the main website designed in SquareSpace. All partners are requested to make a link to the PIGWEB website on their own website.

The project website link is <https://www.pigweb.eu/>. The site map for the website is shown below.

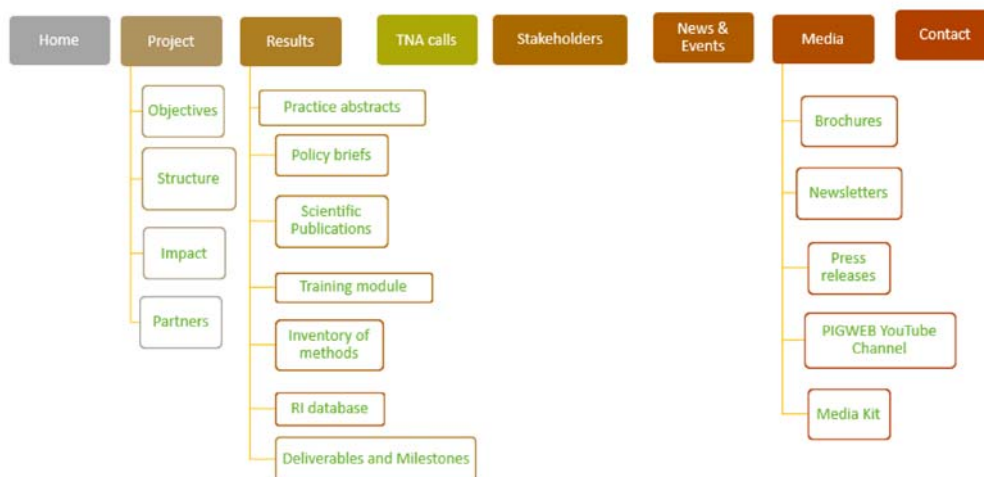


Figure 5. Structure of the PIGWEB website

2. Collaborative Platform

A secured extranet platform, the collaborative workspace, dedicated to the project and only accessible to PIGWEB partners is set up to share and archive information, to enable collaboration between the different partners to elaborate working documents, collect information including reports and deliverables, and to disseminate results among the PIGWEB community.

This tool is the internal communication system of the project and is meant to foster exchanges. It is the place:

- to share and exchange documents, i.e. meeting presentations and minutes,
- to post reports, deliverables and milestones for review and for the consortium,
- to ask for contribution from partners,
- to disseminate results among the consortium, and
- to announce projects of dissemination.

INRAE Transfert (IT) has set up the PIGWEB collaborative platform and ensures its maintenance during the project. Details about the collaborative platform is given in deliverable “D8.2 - A Users Guide for PIGWEB’s Collaborative Workspace”. The collaborative workspace can be accessed through <https://sites.inrae.fr/site/pigweb/SitePages/Home.aspx> (accessible only for project participants).

The information on the collaborative workspace will be updated when necessary (e.g., information on projects of publication, their acceptance, and published). This update will be provided as soon as possible so that the information can be shared through the PIGWEB communication channels (e.g., Twitter, LinkedIn, Facebook).

3. Social media strategy and management

PIGWEB uses six different social media channels (i.e., Twitter, LinkedIn, ResearchGate, Facebook, YouTube and Instagram) to target different stakeholder groups. PIGWEB will use these social media channels to connect with

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the target audience, inform them about media coverage, and foster engagement and discussions with experts and stakeholders.

Digital and social channels play a central role in the PIGWEB dissemination strategy, as they provide extensive opportunities for PIGWEB to inform, engage, and promote take-up of the PIGWEB results, while building and strengthening relationships with stakeholders.

The Instagram and Facebook accounts of the PIGWEB project are managed by ESCI, while EFFAB is the main responsible partner for Twitter, LinkedIn, ResearchGate, and YouTube accounts.

The social media strategy of PIGWEB aims to:

- attract different target groups such as pig RI and researchers in pig experimentation, pig production industry (e.g., breeding companies, feed companies, animal health and welfare companies, and precision farming), pig production (e.g., pig producers, farm advisers and managers, veterinarians and technicians), policymakers, and society at large (e.g., NGOs),
- announce the TNA calls, the Summer school, the PIGWEB Hackathon, and attract the audience to the online citizen survey,
- spread news/content about the project (e.g., project content, activities, news, results),
- engage social media users and directing them to the PIGWEB website, and
- enable and facilitate interactive discussions at the European and national scale using different social media channels.

To achieve the aims of the PIGWEB social media strategy, the actions listed below will be carried out:

- establishment of an online private group in a selected social media channel for the PIGWEB stakeholder platform,
- creation of a closed group on a social media channel for the PIGWEB Junior Community,
- identification of key influencers in the pig production sector in different social media channels,
- sharing of regular social media posts to inform about the progress of the project, events, news and results,
- the use of social media channels to actively engage with relevant stakeholders, and
- preparation of targeted social media campaigns.

Social Media Channel	Account link
Facebook	https://www.facebook.com/PigwebH2020
Twitter	https://twitter.com/PIGWEB_H2020
LinkedIn	https://www.linkedin.com/company/pigweb/
ResearchGate	https://www.researchgate.net/project/PIGWEB
YouTube	https://www.youtube.com/channel/UCQH6eN_eIND-BtG2nb99sCA
Instagram	https://www.instagram.com/pigwebh2020/

Table 2. Social Media Accounts

All partners are encouraged to follow and share these accounts. To engage a wider audience through social media, their content must be relevant, valuable, and usable for the different target groups.

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Hashtags	Twitter Mentions	LinkedIn Mentions	Facebook Mentions
#pigweb	@PIGWEB_H2020	@pigweb	@ PigwebH2020
#pigproduction	@EFFAB	@effab	@Inrae.France
#pigresearch	@SciComms	@wageningenuniversity	@UniAarhus
#foodsupplychain	@agroscope	@agroscope	@irtacat
#innovative	@AarhusUni	@aarhus-university-	@WUR
#livestockproduction	@INRAE_Intl	denmark	@EuropeanForumofFarmAnimalBr
#livestockfarming	@WUR	@test-science	eeders
#animalhealth	@Husdyrforskning	@european-science-	@slu.sweden
#animalwelfare	@ILVOvlaanderen	communication-institute-	@agroscope
#EUFunded	@CORDIS_EU	esci	@InstituutVoorLandbouwEnVisseri
#H2020	@HorizonEU	@ forschungsinstitut-	jonderzoek
#GreenDeal	@Food_EU	nutztierbiologie-fbn	@mateuniversity
#Farm2Fork	@EUScienceInnov	@irta	@SciCommsEurope
#researchinfrastructure	@EU_ScienceHub	@slu	
#knowledgeexchange	@EIPAGRI_SP	@ilvo	
#precisionlivestockfarming	@H2020Eureka	@uni-mate	
#PLF	@euraknos	@inra-transfert-sas	
#sustainability	@PigProgress		
#dialoguewithsociety	@pig333		
#openscience	@PorkNetwork		
#communitybuilding	@MonoGutHealth		
#researchandinnovation	@COPACOGECA		
#euresearch	@ERA_NET_SusAn		
#onehealth	@SmartAgriHubs		
	@PPILOWH2020		
	@EU_PiG		
	@ClearFarmEU		

Table 3 Relevant keywords and hashtags of PIGWEB for social media channels

To make full use of the communication channels, it is important to integrate the social media channels.

- Content on the PIGWEB website should be shareable for visitors, allowing them to share interesting information within their network.
- Social media feed should be placed on the homepage of the PIGWEB website.
- Social media buttons should be available in the PIGWEB newsletter.
- URLs or QR codes to the social media accounts or website can be used on offline communication, like brochures, posters or banners.
- PIGWEB activities, or related activities, have to be promoted via the social media accounts.

There are also some risks that could result from social media shares. Therefore, it is important to identify the possible risks and offer solutions beforehand. The table given below summarizes some of the main risks and solutions.

Risk	Solution
Webcare is important to manage online reputation. If there is no control over what is being said about PIGWEB or related topics online, an unwanted message can spread very quickly.	In all cases, it should be clear that thoughts are shared prior to replying to such messages. It could be helpful to discuss it with the WP4 leader. This also depends on the severity of the unwanted message; in some cases, it is better not to react. By monitoring what is going online, it is possible to respond to potential crises within a short amount of time. When responding to unwanted messages, it is essential not to engage with people having obvious bad intentions. Always show respect and be transparent.

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Risk	Solution
<u>Responding too quickly</u> to a tweet or post may compromise the quality of the response. However, waiting for days to get a tweet approved is not accepted either.	As a starting point, a response should be sent within a couple of hours to a working day at the latest, depending on the subject. The most important thing is to manage expectations and give relevant reactions to questions and comments.
<u>Time, content and overview</u> of online activities are key factors for success. If the social media accounts are not updated regularly, it will lose its impact and followers.	Choose wisely which and how many channels will be used to target different stakeholder groups. There are tools available to manage posting on social media accounts, such as Twitterdeck. To keep track of what is happening, it is advisable to use tracking tools like Hootsuite and analytics for LinkedIn, Facebook, Google and YouTube.
<u>Manage the opinions and expectations from stakeholders</u> . The project is designed to achieve a maximum interaction with stakeholders, but many different views/opinions could also be difficult to manage. How do you cope with opposite opinions? What do you do when stakeholders feel nothing was done with their ideas/opinions?	To manage the opinions and expectations of the stakeholders, they should be included from the beginning, to make them feel they have an influence on the direction of the project. Depending on the number and type of stakeholders, WP4 should prepare a plan to manage expectations. An option could be to organize evaluations with the stakeholders.

Table 4. Risks of social media usage in projects

4. Online promotion materials

a) Newsletters

To spread project news to partners, stakeholders and other groups of interest, five digital newsletters including knowledge exchange outputs are planned to be prepared. Items for the newsletter will be collected by EFFAB, who will also facilitate the distribution. All partners are strongly encouraged to share articles and other news items to be published in the newsletter. The newsletter will be created and distributed using the online tool MailChimp. Updates of the newsletter will be mentioned on the website and other social media to increase awareness. People can subscribe to the newsletter via the PIGWEB homepage. Furthermore, partners and stakeholders are encouraged to share the newsletter within their network. The first newsletter is deliverable D4.4 and is due on M13. The newsletters are scheduled as indicated below:

Issue n°	Publication date
Newsletter 1	March 2022
Newsletter 2	March 2023
Newsletter 3	March 2024
Newsletter 4	March 2025
Newsletter 5	March 2026

Table 5. Provisional Newsletter publication dates

b) Audio-visual documents

Audio-visual media in form of interviews, presentations with commentaries, meeting recordings and sessions at the conferences will be prepared during the course of the project for creating awareness, communication, dissemination, and training purposes. A peer-reviewed JoVE video will be produced on newly developed methods and tools in WP6. Interviews with participants and stakeholders will be created about the Standard Operating Procedures of WP2 and WP3. The recording of the final PIGWEB conference will be created as well. These videos will be communicated and promoted through PIGWEB's YouTube channel, social media channels (Facebook, Twitter, LinkedIn and Instagram), and EFFAB and FABRE-TP networks.

c) Press releases

Press releases on the project's actions will be created, publishing interesting results and progress. All press releases will be published on an international level, targeting the broader press by using the website, social media accounts,

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and the network of PIGWEB partners and stakeholders. Partners will assure translation into their national language.

Press releases, news and events about the project will be shared with online magazines that have high number of audiences in the field of pig research and pig production. Popular agricultural media channels and online magazines will be used to reach to a wider audience. The press releases aim to inform wider society about PIGWEB project's aim and results through magazines such as [PigProgress](#), [PigWorld](#), and [Pig333](#).

5. Offline tools and activities

a) Project Brochure

Two project brochures will be prepared in eight languages to promote the PIGWEB project to potential stakeholders. The first brochure will be prepared in the first year of the project and it aims to create awareness about the project objectives and the impact it can have for different stakeholders. It will be distributed during conferences, workshops, and other awareness events. It will also be sent to the project partners and is aimed to be translated in different European languages. The second brochure will be prepared at the last year of the project. This will be used for the dissemination of the project outcomes and results.

b) Banner

During the project, one banner will be prepared to be used during conferences, workshops, profile raising events, and stakeholder activities. The banner will give information on the aim and objectives of the project.

c) Fact sheets

To increase the outreach and uptake of project results, six fact sheets will be produced from outcomes of the three other NA and the three JRA WPs.

d) Profile Raising Events

Profile-raising activities will be carried out in the first year in different international and national events. A specific networking event will be organised at the FABRE-TP annual meeting to introduce the project to the breeding and reproduction companies. Other events (e.g., EAAP, European Symposium of Porcine Health Management (ESPHM), International Conference on The Assessment of Animal Welfare at Farm and Group Level (WAFL), Pig Breeders Round Table) will also be used to raise awareness. PIGWEB partners will also participate in livestock shows and fairs to reinforce partnership with the industry at national and local level.

When	Event	Where
25-27 May 2021	EFFAB-FABRE TP AGM	Virtual Event
16-19 August 2021	International conference on the assessment of animal welfare at farm and group level (WAFL)	Virtual Conference
30 August – 3 September 2021	European Federation of Animal Science (EAAP)	Davos, Switzerland
14-16 September 2021	International Exhibition of Animal Production (SPACE)	Rennes, France
11-13 May 2022	European Symposium of Porcine Health Management (ESPHM)	Budapest, Hungary
May 2022	EFFAB-FABRE TP AGM	Evora, Portugal
13-16 July 2022	EuroScience Open Forum (ESOF)	
29 August – 2 September 2022	European Conference on Precision Livestock Farming ECPLF & International Conference on Precision Dairy Farming PDC	Vienna, Austria
2022	European Pig Producers Congress	The Netherlands

Table 6. Possible international profile-raising events

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V. Dissemination strategy

The optimal and rapid utilisation of project results and innovations by all stakeholders requires an effective dissemination strategy that provides information in formats and through dissemination channels suited to each stakeholder group. Dissemination of knowledge originating from PIGWEB will be carried out as follows:

- Fundamental scientific results will be freely disseminated through appropriate channels such as scientific Open Access publications, presentations at international conferences, and workshops. Partners have agreed to release this information without delay.
- For all other results, partners will actively seek to protect all exploitable knowledge to favour future exploitation. Different protection and exploitation strategies adapted to the nature of the results will be used, including patents for equipment, secret know-how for protocols, registered trademarks for indicators, and copyrights for databases and software programs. Other means will be considered on a case-by-case basis.

All partners will participate in the dissemination and technology transfer activities to implement the technologies developed in the project and maximise the future exploitation of project results in the pig production sector.

A. Dissemination goals

PIGWEB results and outputs will have an impact on different levels of actors in the society ranging from global impacts to highly specialized ones.

The communication and dissemination strategy is detailed in Table 7 by preferred channel, expected impact, and target audience.

	Channels & tools	Expected impact	Target audience
Farm to Fork interaction	Kick-off meeting with SAB members to collect initial views	Contribute to the multi-actor approach aiming at co-designing the technological breakthroughs, to increase their impact	Partners, SAB members
	Networking event with breeding and reproduction companies and researchers	Contribute to the knowledge exchange aiming at co-designing the technological breakthroughs, to increase their impact	Partners, pig breeding companies and researchers
	Interactions with EIP-AGRI network	Showing the capabilities within European research infrastructures and capturing the needs for research	EIP-AGRI network innovation actors (farmers, advisers, researchers, businesses, NGOs and others)
	Annual PIGWEB meetings with SAB members and local stakeholders	Collecting views on specific needs and concerns, feedback on the project results to increase project outcomes' applicability	Partners, SAB members, local stakeholders
	Organisation of PIGWEB scientific congress	Exchange with stakeholders on the current state and future needs of research infrastructures in Europe	Partners, academics, researchers, actors of pig production sector
	Participation to international scientific congresses	Spread the PIGWEB results and methods into the scientific community	Academics, researchers
	Final PIGWEB conference	Dissemination of results and consultation of stakeholders on the future user needs for research and the research infrastructures	Partners, academics, researchers, stakeholders of pig production sector
	Staff exchange	Knowledge and procedure sharing and technology transfer	Partners

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	Channels & tools	Expected impact	Target audience
	Summer school on animal experimentation in pig research	Provide advanced courses on different aspects of animal experimentation for PhD students	Partners, European early career scientists
	Internal communication training	Increase the effectiveness of communication of partners with different audiences	Partners
	PigHack: Open Pig Hackathon Forum	Developing new ways to make pig farming more sustainable and more acceptable for the public	Partners, consumers, pig farmers, animal rights activists, livestock scientists and IT developers
Digital interaction	Online stakeholder consultations	Collecting views on specific needs and concerns, feedback on the project results to increase project outcomes' applicability	Actors of pig production sector
	PIGWEB Stakeholder Platform	Create joint dissemination strategy to increase the efficiency	SmartCow, VetBioNet, PPilow, FAIRsFAIR project partners
	PIGWEB Junior Community	Facilitate the exchange of ideas	Early-career researchers working on pig production
	PIGWEB website	Create awareness and provide the main portal of project communication and dissemination	Partners, pig sector actors, researchers, policymakers, media, consumers, society
	Social media channels	Ensure a broad targeted outreach	Breeding, feeding and farm technology, health monitoring companies; researchers, policymakers, media, public, relevant industries; pig producers, farm managers, veterinarians, media, public; researchers
	Audio-visual materials	Increase the outreach and uptake of project results	Partners, pig sector actors, researchers, policymakers, media, consumers, society
	Popular articles	Increase public awareness	Society, pig production sector, media
	JoVE format video publication on newly developed methods/tools in WP5 and WP6	Increase uptake of knowledge	Researchers
	e-Newsletters (5 issues)	Communicate project progress and increase dissemination of results	Partners, PIGWEB subscribers, pig breeding, feeding companies, farm technology and health monitoring companies, policymakers, media, society
	Fact sheets	Increase the outreach and uptake of project results	PIGWEB subscribers, pig breeding, feeding companies, farm technology and health monitoring companies, policymakers, media, society
	Practice abstracts	Increase the outreach and uptake of project results	Pig producers, farm managers, veterinarians
	Policy briefs	Widen reach of dissemination and share future practices and research ideas with policymakers	Policymakers (European and national level)
	Webinar on novel methods developed in WP5, 6, 7	Increase the knowledge uptake by the non-academic stakeholders and increase the impact of PIGWEB outputs	Actors of pig production sector, researchers
	Citizen online survey	Provide a first level of understanding how citizens in different parts of Europe are perceiving pig farming issues as citizens and as consumers	Citizens

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	Channels & tools	Expected impact	Target audience
Publications	Promotional materials	Raising awareness to project and its results	Actors of pig production sector, researchers
	Gold Open Access publications	Increase uptake of knowledge	Researchers

Table 7. Communication and Dissemination channels and tools targeting specific audiences

B. Targeted dissemination tools

PIGWEB will make use of different interactive and innovative dissemination methods and tools to target different stakeholders and actors. These tools will ensure that key stakeholders are aware of PIGWEB results and know-how to be actively involved in project activities and training. The following table lists the target audiences and the specific tools to reach out to them:

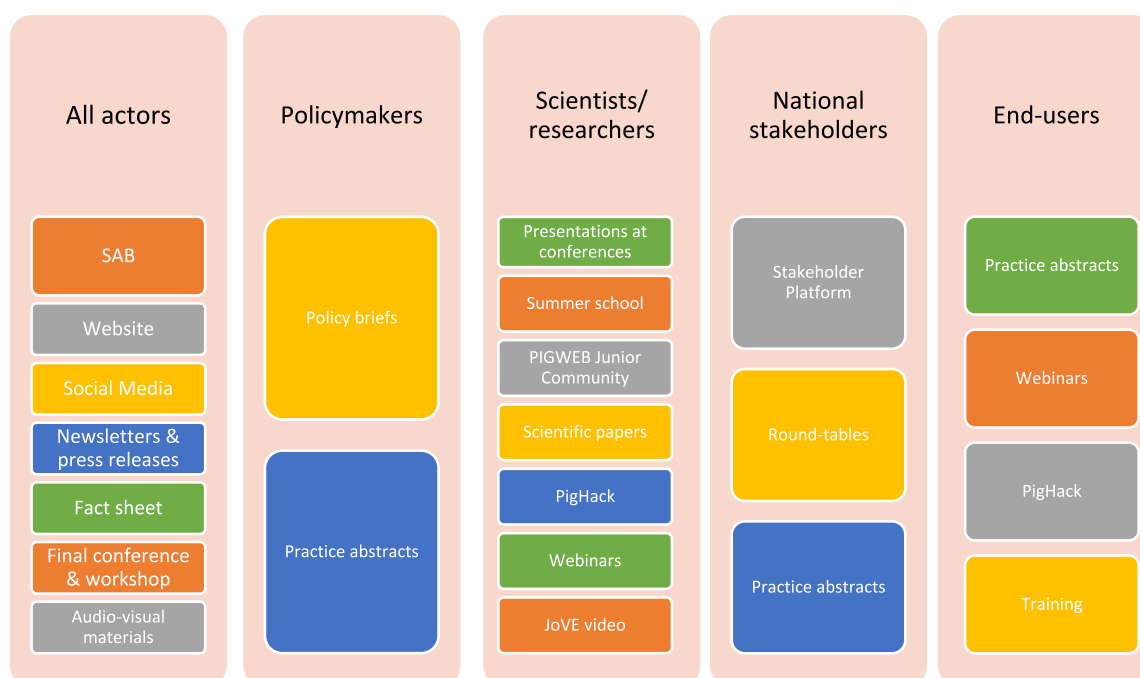


Table 8. Targeted dissemination strategy

1. Peer-reviewed scientific papers

PIGWEB will pursue the publication of results in open access peer-reviewed scientific journals, with budget allocated to each partner for “Gold” Open Access (i.e., where open access publications are provided by the publisher). Partners will try, as far as possible, to use the “Gold” Open Access mode, thus providing immediate open access to stakeholders. Whenever the Gold Open Access mode is not possible, partners will use the “Green” open access mode, thus archiving the published articles or the final peer-reviewed manuscripts in an online repository of their choice.

PIGWEB results will be disseminated in accordance with the ODTP to targeted stakeholders by publications in high-ranked peer-reviewed journals and attendance to international scientific conferences. Publications in peer-reviewed scientific journals will contribute to the Green or Gold model of Open Access journals and they will be communicated in congresses (oral communications and posters). At least one Gold Open Access publication for each of the tasks of JRA is foreseen in WP4.

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2. Practice abstracts and Operational Groups

Disseminating about project activities and results is easier through the use of a common EIP AGRI format, as it facilitates knowledge flows on innovative and practice-oriented projects from the start until the end of the project. The use of this format also enables pig producers, farm managers, veterinarians and all other actors across the EU to contact each other.

The EIP-AGRI brings together different innovation actors in agriculture at EU level (e.g., through Operational Groups, Focus Groups, and Thematic Networks). PIGWEB will interact with the relevant EIP-AGRI groups and networks to communicate on the possibilities of the PIGWEB's RI and to identify the needs for future research and RI. This will strengthen the pig research community and increase the engagement with the other key actors of the pig sector. Within the project, writing of practice abstracts in EIP-AGRI format will be considered for aspects and methodologies that can be used by practitioners. The writing of five practice abstracts are foreseen in the project.

The common EIP format for the practice abstract is given in Annex 1. The prepared practice abstracts are aimed to be translated in different European languages when appropriate.

3. Policy briefs

A policy brief is a concise summary of a particular issue, the policy options to deal with it, and some recommendations on the best option. It is aimed at government policy makers and others who are interested in formulating or influencing policy². PIGWEB policy briefs will be prepared in the second half of the project. A specific PIGWEB policy template will be prepared to have a common format and the policy briefs will be published in the form of a booklet to be distributed in the networking events.

The first policy brief will be on future needs and associated investments for RI and made available to high-level national and European stakeholders.

The second policy brief will be produced following the mapping done under "Task 2.3: Procedures and practices concerning ethical standards for pig experiments", where information on national legislation and procedures concerning ethical considerations and authorization on animal (pig) research will be collected to map the practices in PIGWEB countries. The policy brief will be on the assessment of animal ethics in pig research to guide future regulations that would lead to harmonisation of the situation across Europe and avoid "shopping" for the place where there are less ethical constraints towards pig experimentation.

Both policy briefs will be widely disseminated targeting policymakers and (national) decision makers through the PIGWEB website, social media channels, newsletters, networks of PIGWEB partners, stakeholders and SAB, relevant international, and national initiatives and projects. The policy briefs will be also communicated at stakeholder events and at the final conference.

4. Workshops, conferences, and networking activities

A workshop will be organized as a satellite of a scientific conference to exchange knowledge with stakeholders on the current state and future needs of RI in Europe. A specific networking event will be organised at the FABRE-TP annual meeting to introduce the project to the breeding and reproduction companies.

Other events will also be used to raise awareness. PIGWEB partners will participate in livestock shows and fairs to reinforce partnership with the industry at national and local level. Joint dissemination event with other ongoing livestock RI projects (i.e., SmartCow, VetBioNet, AquaExcel 3.0, PPilow, and FAIRsFAIR) will be planned.

PIGWEB's final conference for all stakeholders will be organized where results of TNA, relevant NA, and JRA activities will be presented. The conference will include a workshop to develop a SWOT analysis with the participants on the future user needs for research and RI.

² <http://www.fao.org/3/i2195e/i2195e03.pdf>

VI. Training Strategy

To facilitate the integration of the participating RI, a number of training activities will be organized that includes training on experimental and communication skills (WP4). Training activities include staff exchange, a Summer school on responsible animal experimentation in pig research, webinar on JRA, and an internal communication training for PIGWEB scientists.

Partner	Estimated Date	Topic	Language	Target Group
FBN	M12	Staff Exchange	English and national languages	Researchers
FBN	M28	Summer School	English	PhD students, early career scientists
FBN	2022-2023	Webinar on JRA	English	Pig production sector and researchers
ESCI	2022	Communication Training	English	PIGWEB scientists

Table 9. Training plan

A. Staff Exchange

Exchange of staff among the RI will favour the mutual development of technical skills and lead to hands-on experience in the sharing of knowledge. The staff exchange will be planned where two non-academic employees (i.e., staff at experimental farms or lab technicians) of each PIGWEB partner can visit a similar research facility in the PIGWEB network. A total of 10 staff exchange is foreseen.

The exchange could be in English or in national languages. It is planned to keep the reporting phase as simple as possible, and 1-page report from the participants will be expected.

B. Summer School

Uptake of the knowledge and methods developed by PIGWEB can be achieved by providing and allocating more resources the early-career and life-learning scientists. One of the key objectives of WP4 is to ensure the succession of a new generation of highly-trained experts in the fields of pig experimentation and the pig production sector as a whole.

In WP4, an open Summer School for graduate, post-graduate, and early-career scientists will be organised on research methods, ethics, and data management. Early-career scientists will have the opportunity to collaborate with other research institutes, build on their various knowledge and infrastructure opportunities and organize exchange visits to broaden their scope and network. This new generation of researchers, knowledgeable in the most progressive methodologies and innovative tools of pig research and familiar with the major European pig RI can seamlessly cross the traditional discipline boundaries between nutrition, behaviour, health, breeding, bioinformatics, and engineering.

Organization	Persons involved	Content of training provided for the Summer School
SLU	Rebecka Westin	Management and methods for standard traits at experimental farms: animal welfare, pig behaviour (“rearing pigs with intact tails”)
AU	Mette Herskin	Ethics and affective state, discussion of cases relevant for the participants; severity of experimental procedures (scoring)
IRTA	Antonio Velarde	Ethical standards for pig experiments, monitoring animal welfare during the experimental procedures
INRAE	Lucile Montagne	Feed and nutrition, progress in concepts and technologies (e.g. feed evaluation, precision feeders)
INRAE	Ludovic Brossard	“How new technologies can change the paradigm”
INRAE	David Renaudeau	<i>Content to be defined</i>
INRAE	Etienne Labussiere	<i>Content to be defined</i>
INRAE	Jaap van Milgen	<i>Content to be defined</i>
Agroscope	Claudia Kasper	Lecture on DEXA technique and CT

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Organization	Persons involved	Content of training provided for the Summer School
FBN	Liza Rose Moscovice	Non-invasive hormonal measures (steroid hormones and peptides) of affective states using e.g. saliva samples from pig
FBN	Sandra Düpian	<i>Content to be defined</i>
FBN	Cornelia Metges	Stable isotope measurement, metabolism
WR	Rob Lokers	Data management and FAIR data (findability, accessibility, interoperability, and reusability)

Table 10. Summer school programme

C. Webinar on Joint Research Activities

A webinar on novel methods developed in WP5, WP6, and WP7 will be organized by FBN in the second half of the project. The aim of this webinar on JRA is to increase the knowledge uptake by the non-academic stakeholders and increase the impact of PIGWEB outputs. The target audience is the actors of pig production sector and researchers.

VII. Strategy for knowledge management and protection

PIGWEB will follow the guidelines on Open Access to scientific publications and research data in H2020.

- The partners will ensure the maximum dissemination of project outputs, and open access publishing (Gold Open Access) or self-archiving (Green Open Access) will be the preferred options. All the resulting peer-reviewed scientific articles will be published at least in Green Open Access, as most of the academic partners have self-archiving repositories within their organisations.
- Patent applications will be filled if the invention meets patentability criteria and sufficient commercial potential.

Project results will be published as Open Access publications when they will not be patented or after the patent application has been made. The Gold Open Access model will be favoured whenever possible.

Information on projects of dissemination (e.g., scientific publications, communication at congresses, press releases) will be indicated using a dedicated form on the collaborative workspace. The information will be shared among the members of the enlarged ExCom and the Innovation Management Committee (IMC). Approval by the enlarged ExCom and IMC is required before the actual dissemination to ensure that all contributing partners and the European Commission are credited for their work. Intended publications and communications have to refer to the PIGWEB project and should include the standard acknowledgement sentence:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101004770”.

Prior notice of a planned publication in a peer-reviewed scientific journal should be given 45 calendar days before submission. For other dissemination activities, prior notice should be given at the 14 calendar days before submission. Any objection to the planned publication or communication shall be made in accordance with the Consortium Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice in case of publication and 7 days in case of oral communication or poster. If no objection is made within the time limit stated above, the publication or communication is permitted.

Ten Gold Open Access publications for JRA are foreseen.

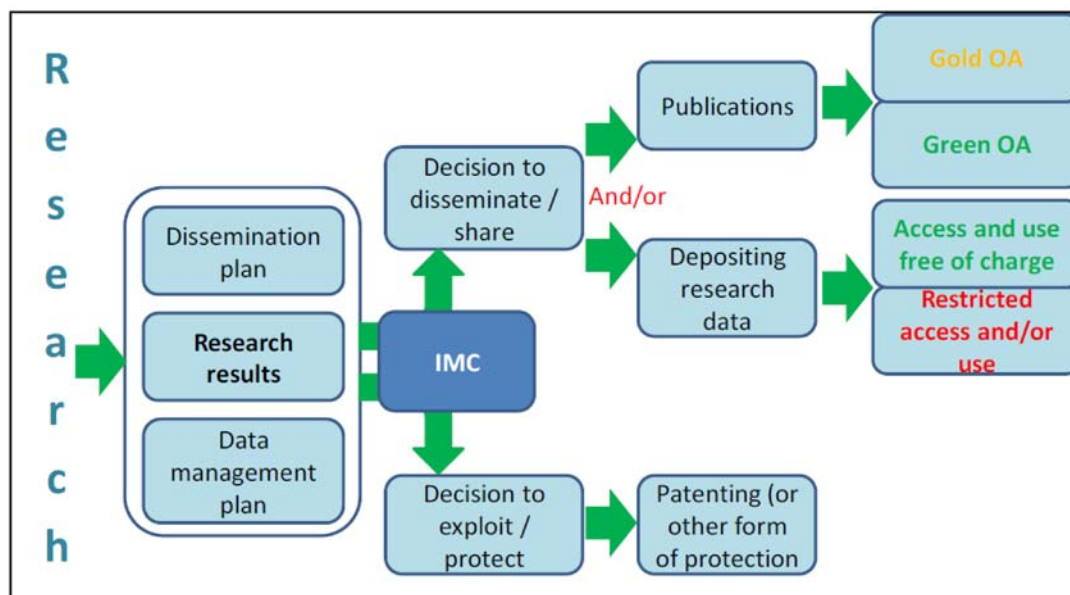


Figure 6. Intellectual property decision-making process

VIII. Evaluation

The success of PIGWEB project is highly related to the extent of stakeholder involvement. A maximal stakeholder inclusion is required to create the most beneficial effect on the quality and applicability of the tools and other outcomes, and to get a wider view on different ideas and perspectives. Also, it will guarantee the relevance of the tools and create conditions for rapid uptake and deployment of them in the industry. The outreach, dissemination, and training activities mentioned in this plan should help to achieve this. The communication means are evaluated to know whether the communication has been used effectively.

Activity	Evaluation criteria
Social Media	The number of interactions (e.g., views, mentions, re-tweets)
PIGWEB Website	Google Analytics will be used to evaluate the number of new visits, average time per visit, number of visits to multiple pages, etc.
Newsletter	MailChimp offers an analytical tool to keep track on the number of people opening the newsletter and related publications, direct feedback, number of downloads
Brochures, flyers and other marketing materials	Number of downloads and visualizations, direct feedback
Stakeholder Platform	Number of participants, visits, feedbacks and information exchanges
Conferences and events	Number of participants to the meeting, survey after the event
Peer-reviewed / Scientific papers	Number of citations
Workshops and training sessions	Number of participants, Surveys after the workshop or training are spread among the participants in order to receive feedback

Table 11. Evaluation tools for the communication and dissemination activities

To measure the impact of the communication and dissemination activities, a set of identified key performance indicators (KIPs) will be used. These key indicators are based the reach of audience by different channels of the project, namely the website and social media channels. The KIPs according to the means of communication and dissemination are given below.

Communication and dissemination materials	Key Performance Indicators (KPIs)
Online tools	
Project website	1.000 users
Twitter	300 followers
Facebook	100 followers

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Communication and dissemination materials	Key Performance Indicators (KPIs)
LinkedIn	100 followers
Research Gate	100 followers
YouTube	2.000 views
Project newsletters (5 issues)	200 readers in total
Video	10 videos
Press releases	3 press releases
Popular online magazines	5 popular articles
Offline tools	
Project introductory brochure	1 brochure with a total of 100 views
Banner	1 banner
Fact Sheets	6 fact sheets with a total of 500 views
Results brochure	1 brochure with a total of 500 views
Profile raising events	1 stakeholder workshop and 4 stakeholder meetings with a total of 500 participants
Dissemination measures	
Peer reviewed publications	10 articles
Policy brief	2 policy briefs
Participation to workshops and conferences	Participation to 20 conferences with a total of 2,000 participants
Organization of satellite conference session	150 scientific participants in 1 conference session
Organization of the final conference	150 participants

Table 12. Key performance indicators for communication and dissemination activities

A. Annual Outreach, Dissemination, and Training plans

This chapter summarizes the activities planned for each year of the PIGWEB project. Upon completion of the first year, it will be updated with the subsequent year and so on to properly monitor and evaluate the progress.

1. Year 1 (01/03/2021-28/02/2022)

Deliverables and milestones	Results
D4.1 Communication toolkit and project identity	Communication materials are prepared, and project identity is defined.
D4.2 Project website launched and social media channels opened	PIGWEB website is launched, and social media channels are opened.
D4.3 Outreach, Dissemination and Training Plan	PIGWEB's communication, dissemination and training strategy will be prepared.
D4.4 e-Newsletters including knowledge exchange outputs	The first issue of the newsletter will be published including knowledge exchange outputs
MS4.1. Stakeholder platform list created	The list of the stakeholder platform is ready and published on the collaborative platform.
MS4.2 Program for staff exchange agreed upon with RI managers	The program for the exchange of staff will be prepared.

Table 13. Deliverables and milestones of WP4 for the first project year

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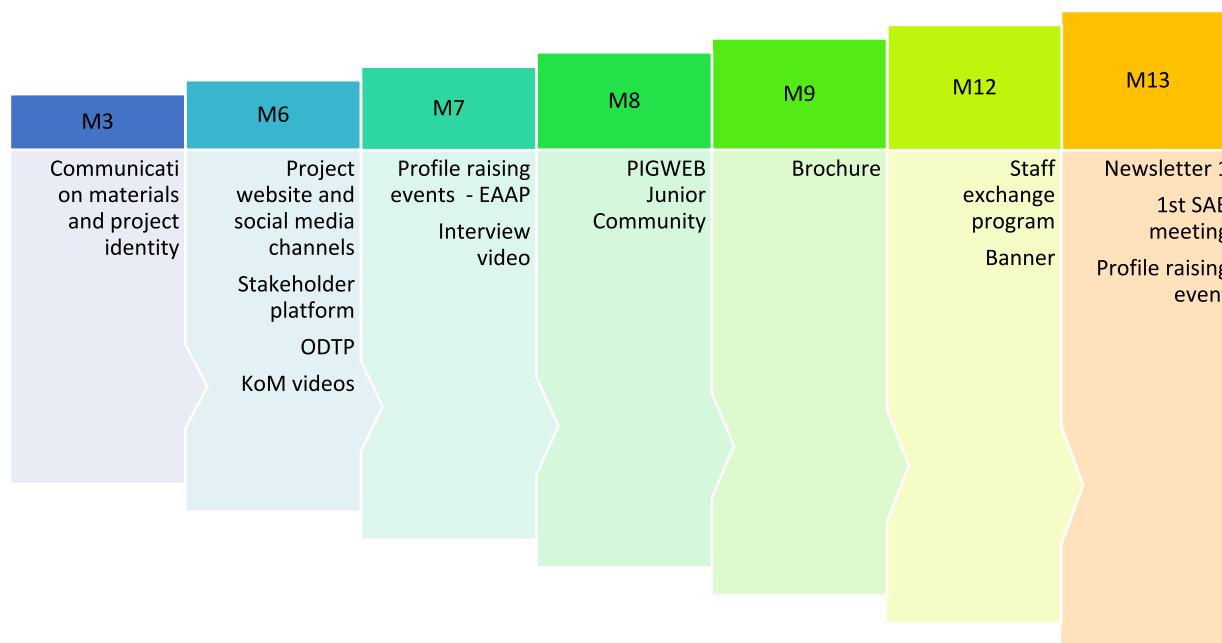


Figure 7. Timeline of outreach and dissemination activities and tools for year 1

IX. Conclusion

WP4 in PIGWEB will publicise the project, make project results available and facilitate their use, by providing a basis for stakeholder inclusion and knowledge exchange. WP4 will use communication and dissemination tools including digital media channels, audio-visual materials, webinars, workshops, publications, practice abstracts, and training to efficiently reach out to each target audience group. The organisation and creation of these activities and tools will be managed under the ODTF.

The ODTF explains the activities dedicated to the different target audiences and thereby reflects how a high transparency is reached during the project's lifetime. It shows the European Commission and the stakeholders how the project will report, how will it handle results, how will the stakeholders be informed, where the project will be presented and how the project will measure and improve the communication and dissemination tools, and how the project will ensure the sharing (communication and dissemination) of the research results with the identified potential users.

The PIGWEB ODTF proposed in this document will be updated periodically during the project.

X. Annex 1

Practice "abstract" 1:	Several practice abstracts may be needed for one project, depending on the size of the project and the number of outcomes/recommendations which are ready for practice.		
<p>Short title in <u>English</u></p> <p>Short summary for practitioners in <u>English</u>, on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i></p> <p>This summary should at least contain the following information:</p> <ul style="list-style-type: none"> • Main results/outcomes of the activity (expected or final) • The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? <p>This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p> <p>Short title in <u>native language</u></p>		Recommended	0 character(s) / 1500
<p>Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).</p> <p>This summary should at least contain the following information:</p> <ul style="list-style-type: none"> • Main results/outcomes of the activity (expected or final) • The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? <p>This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>		Mandatory	0 character(s) / 1500

Annex 1. Common EIP-AGRI format for "Practice abstracts"