



MilkQua

Milk quality along the dairy chain for a safe and sustainable milk

Deliverable D8.2

Plans for dissemination and exploitation of the results

Deliverable D8.3

Completed & planned communication activities

Update October 2021



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Document Abstract

This report is an update at M24 of the deliverable provided at M12 that aims to define an effective long-term strategy to pursue the following objectives:

- Make the project widely known to raise awareness on the project and stimulate interest
- Disseminate the results and transfer the knowledge generated by the project
- Explore and assess emerging application areas to facilitate the exploitation of the project's results
- Set the foundations for further opportunities to ensure the achievement of impact during and after the end of the project

This document will be re-visited regularly during the project and will be kept updated (M36) to have the optimal means for attaining the objectives, thus constituting an essential tool to guide the activities of the Consortium throughout the lifetime of the project.

The current status of the different issues, achievements towards the objectives and measurable indicators are reported, thus giving the progress of the different activities, and outlining the work to be done in the next months.



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1. Project key exploitable results

The exploitation aims to describe how the results arising from the project will be used and more generally concretises the value and impact of the R&I activity for societal challenges.

1.1 Background

During the proposal stage, the partners have listed the components of their background likely to be brought to the project and the potential rights attached to them:

- 💧 As to **all partners** it is agreed between the partners that, to the best of their knowledge, no data, know-how or information of **all partners** shall be needed by another partner for implementation of the project or exploitation of that other partners' results.
- 💧 Specific limitations and/or conditions, shall be as mentioned hereunder:
 - 💧 Background: **Experimental models for assessing anti-inflammatory and immuno-modulatory activity**
 - 💧 Specific limitations and/or conditions for implementation: **UPFF** requires chemically characterized samples from the partners to proceed with its tasks of biological assessment
 - 💧 Specific limitations and/or conditions for Exploitation): **UPFF** must be included in the scientific reports or intellectual property that arises from work to which it has contributed

1.2 Exploitation plan

This step intends to answer the following questions:

- 💧 What are the expected key exploitable results of the project?
- 💧 How are they going to be used and by whom?
- 💧 Which means to ensure their exploitation?

This update at M24 is based on the consortium brainstorming sessions, taking into account possible changes, scanning the effective obtained results and matching them with the initial ambitions/goals. Another update will be provided at M36 and later.

Subject to any restrictions due to the protection of intellectual property, security rules, confidential information or legitimate interests, each Party may disseminate the results through scientific publications or conferences. Such dissemination activities shall be governed in accordance with the provisions of the consortium agreement to be agreed.

The main results of MilkQua project will be available via the public deliverables that will be on the project website. The scientific results from MilkQua project are planned to be published in high impact factor journals and following the "gold open-access model" to afford the widest availability for generating added value and enabling re-use. Open access pre-prints will also be made available via electronic digital repository at each of the partners' locations, and articles will be accessible by direct request to the partners' and to collaborative research groups and communities via download from the project website ("green" model).

With regards to each major project results, the DEP identifies the potential users, the dissemination strategy, the potential use/exploitation and the impacted area.



Table 1 – Dissemination and exploitation strategy per result/deliverable

Main results/deliverables	project	Dissemination status	Potential users	Dissemination strategy	Potential use/exploitation
D2.1 Evaluation report and epidemiology of mastitis in the Tunisian dairy herds. (WP2)		PU	Scientists Pre- and post- farm gate industries Farmer organizations, advisory services General public, NGO, policy makers	Peer-reviewed publications, communications at conferences, newsletters, website, social media MilkQua final seminar, training events, stakeholder workshops	Up to date knowledge about situation in the field (antibiotics use/misuse, somatic cell counts, bacteria...) Database useful for other projects and industries, policy makers...(rgpd)
D2.2 Report on recommendations for the support of dairy producers and the mobilization of the stakeholders to improve the milk quality and the rationalization of the use of antibiotics in the Tunisian dairy herds.		PU	Pre- and post- farm gate industries, Farmer organizations internationally	Newsletters, communications at conferences, MilkQua final seminar, training events, stakeholder workshops, social media, public website, journals,...	Position papers
D2.3 Co-construction of the payment grid to the quality of milk with the all actors of the Tunisian dairy sector.		PU	Pre- and post- farm gate industries, Farmer organizations Advisory services Policy makers	Newsletters, communications at conferences, MilkQua final seminar, training events, stakeholder workshops, social media, public website	Proposing a grid (decision under the control of Tunisian government)
D2.4 Realization of guidelines of every educational module		PU	Pre- and post- farm gate industries, Farmer organizations Advisory services	Newsletters, communications at conferences, MilkQua final seminar, training events, stakeholder workshops, social media, public website	Position paper
D2.5 Development of a communication and training plan for the Tunisian dairy farmers through the use of ICT (SMS, mail, website, networking).		PU	Pre- and post- farm gate industries, Farmer organizations Advisory services	Newsletters, communications at conferences, MilkQua final seminar, training events, stakeholder workshops, social media, public website	Sms to farmers Position papers Automatic systems and decision tools
D3.1 Sampling/extraction protocol and list of plants		PU	Scientists, industries	Peer-reviewed publications, communications at conferences, newsletters, website	Guidelines
D3.2 Bioactive extracts for subsequent biological assessment		PU	Scientists, industries	Peer-reviewed publications, communications at conferences, newsletters, website	Data, information, and biological samples
D3.3 Phytochemical profile of selected samples		PU	Scientists, industries	Peer-reviewed publications,	Databases?



			communications at conferences, newsletters, website	
D3.4 Report on the effects of plants/essential oils on ruminal fermentation parameters and environmental impact	PU	Scientists Pre- and post- farm gate industries, Farmer organizations Advisory services	Peer-reviewed publications, communications at conferences, newsletters, website, social media MilkQua final seminar, training events, stakeholder workshops,	
D3.5 Report and scientific papers on the anti-inflammatory, antimicrobial and immunomodulatory properties of selected plant species	PU	Scientists Pre- and post- farm gate industries, Farmer organizations Advisory services	Peer-reviewed publications, communications at conferences, newsletters, website, social media MilkQua final seminar, training events, stakeholder workshops,	
D3.6 Safety report on selected samples	PU	Scientists	Peer-reviewed publications, communications at conferences, newsletters, website	
D4.1 Protocols and data collection	PU	Scientists	Peer-reviewed publications, communications at conferences, newsletters, website	guidelines
“Essential Oils in Livestock: From Health to Food Quality”	PU	Scientists, farmers, industries	Website. Pdf, researchgate	Other research projects
D4.2 Report on EOs newborn calves and feed efficiency	CO	Scientists, farmers, industries	Peer-reviewed publications, communications at conferences, newsletters, website	Other research projects
D4.3 Report on EOs newborn fed calves and health status	CO	Scientists, farmers, industries	Peer-reviewed publications, communications at conferences, newsletters, website	Other research projects
D4.4 Report on the effect of EOs fed on milk yield, quality and health in adult cows	CO	Scientists, farmers, industries	Peer-reviewed publications, communications at conferences, newsletters, website	Other research projects
D4.5 Report on the curative effect of EOs against mastitis in small controlled conditions	PU	Scientists, farmers, industries	Peer-reviewed publications, communications at conferences, newsletters, website	Other research projects
D4.6 Report on the effect of EOs against mastitis (Large scale study Tunisian Farms)	CO	Scientists, farmers, industries	Peer-reviewed publications, communications at conferences, newsletters, website	Other research projects



D5.1 A list of bacterial at genus level that are present in faeces and milk of cows fed with different EOs (WP5), and from in vitro samples from WP4	CO	Scientists Industries	Peer-reviewed publications, communications at conferences, newsletters, website	Very basic information about microbiome, lipidome without potential use for industry Scientific publication
D5.2 The miRNome of milk as related to feeding with different EOs	CO	Scientists Industries	Peer-reviewed publications, communications at conferences, newsletters, website	Very basic information about microbiome, lipidome without potential use for industry Scientific publication
D5.3 A list of milk metabolites involved in the immune response which are modified after different EOs regimen (WP5)	CO	Scientists	Peer-reviewed publications, communications at conferences, newsletters, website	Very basic information without potential use for industry Scientific publication
D5.4 A list of differentially abundant proteins after feeding with different EOs	CO	Scientists	Peer-reviewed publications, communications at conferences, newsletters, website	Very basic information without potential use for industry Scientific publication
D6.1 Comparative efficiency of two strategies of EOs encapsulation	PU	Scientists	Peer-reviewed publications, communications at conferences, newsletters, website	scientific publications
D6.2 Mechanisms of EOs encapsulation and selection of the most stable and efficient one	PU	Scientists	Peer-reviewed publications, communications at conferences, newsletters, website	scientific publications Prototypes Potential patent
D6.3 Antimicrobial activity of encapsulated EOs	PU	Scientists Pre- and post- farm gate industries, Farmer organizations Advisory services General public, NGO, policy makers	Peer-reviewed publications, communications at conferences, newsletters, website, social media MilkQua final seminar, training events, stakeholder workshops	scientific publications
D6.4 Nutritional and sensorial properties and characteristics of EOs UHT Milk and cheese	PU	Scientists Pre- and post- farm gate industries, Farmer organizations Advisory services General public, NGO, policy makers	Peer-reviewed publications, communications at conferences, newsletters, website, social media MilkQua final seminar, training events, stakeholder workshops	scientific publications
D7.1 Sensorial properties of milk enriched with encapsulated Eos	PU	Scientists Pre- and post- farm gate industries, Farmer organizations Advisory services General public, NGO, policy makers	Peer-reviewed publications, communications at conferences, newsletters, website, social media MilkQua final seminar, training events, stakeholder workshops,	databases



D7.4 Data report on consumer survey	PU	Scientists Pre- and post- farm gate industries, Farmer organizations Advisory services General public, NGO, policy makers	Peer-reviewed publications, communications at conferences, newsletters, website, social media MilkQua final seminar, training events, stakeholder workshops	Databases
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1.3 Use of the results in further research activities

The measures to ensure exploitation of the results when using these in further research activities are related to communication and dissemination strategy (make the results be known so as to transfer technologies): thus, the next chapters (targeted audiences, key messages, communication means and tools) contribute to these exploitation activities as well as the communication and dissemination ones.

1.4 Use of the results in developing commercial activities

MILKQUA has a marked innovation potential: It will provide the experiments that will be carried out including in vitro and in vivo (even taking into account DOHaD concept) studies and rely on OMICS technologies which have been never carried out with this scale before. The effects of most of the compounds tested are unknown. MILKQUA will generate a large data set, providing information about metabolites, proteins and microbial milk content that might be potentially useful for early diagnosis of mastitis, or provide the scientific basis to study the potential use of plant-derived antimicrobial compounds. Although potential innovation for what concerns the patenting of natural compounds as antibacterial is huge, the possibility to patent the use of a compound is debatable, and the consortium policy is to disseminate as much as possible among stakeholders the major finding of the project. Yet, QMP and ICT new technologies, which will be developed within MILKQUA, will have a huge innovation potential for patenting.

1.5 IP rights and management

The management of Background and Results Intellectual Property Rights (IPR) is regulated in detail through the Consortium Agreement. The CA regulates the process of obtaining intellectual property protection, exploitation and revenue sharing between partners. IP strategy aims to secure and manage project results. To formalise that strategy, several points must be taken into account:

- 💧 ownership of the results (principle = results belong to the beneficiary generating them; if they have been generated by several partners jointly = joint ownership)
- 💧 access rights of the results (open access as a general principle of scientific dissemination)
- 💧 whether or not they have to be protected (can reasonably be expected to be commercially or industrially exploited and protecting them is possible, reasonable and justified)
- 💧 which protection measures will be taken

1.6 Publications (see Publication Agreement)

The consortium has adopted principles for publication in Publication Agreement that is internal to the project and confidential.



2. Communication means and tools

All project participants have been creatively seeking opportunities to communicate on the project and disseminate the research results and Task 1.1 will develop and implement an appropriate dissemination strategy and supportive materials for the communication plan.

Communication and Dissemination activities aim at:

- 💧 Creating and publishing the public communication and dissemination materials (Website (public platform), project brochure, newsletter) making accessible all public information used to promote the results and support their expected impact;
- 💧 Designing and circulating all templates for external communication by the partners ensuring that no patentable information is disclosed;
- 💧 Keeping track of all project publications and public disclosures;
- 💧 Informing all the partners of related events and conferences and participate to the most relevant ones;
- 💧 Shaping and updating messages to the identified different dissemination targets and getting feedback;
 - Communicating with general public and consumers;
 - Organizing specific training activities to members of academia and industry.

These activities are being performed according to the individual communication and dissemination plans (defined in §2.2) and will allow a separate feedback from the general public and the professionals in the context of strengthening the networking activities.

Members of the stakeholders committee will be defined and their agreement to participate.

All patent applications and publications or any other type of communication (also in electronic form) include a statement that the action received financial support from PRIMA-IS or Participating States of the PRIMA Programme. The same applies also to results incorporated in standardisation activities.

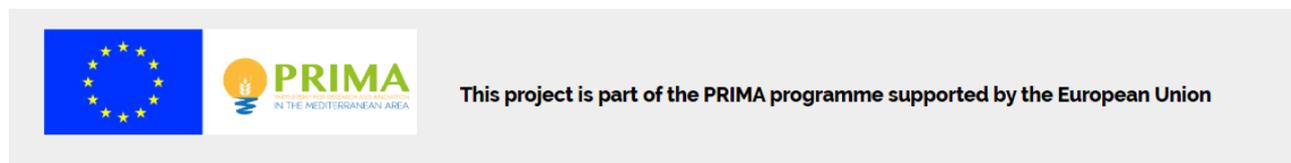


Figure 1: MilkQua statement to acknowledge EU funding

2.1 Promotion tools

2.1.1 Flyer, poster

A first version of the poster was created and used to promote the project during conferences such for the 3rd International Symposium "Milk for Development" Meetings in Dakar in June 2019. This second one is being finalised. It will be presented at the 3R Rencontres autour des Recherches sur les Ruminants, Paris, Dec. 2020. An adjusted version has been published in July 2020.

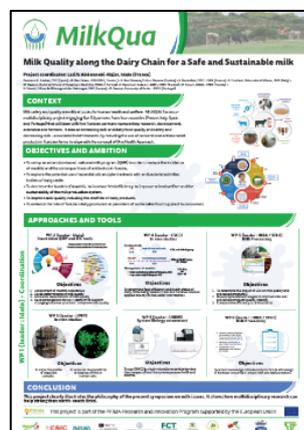


Figure 2: MilkQua poster



A MilkQua Flyer in English was delivered in July 2020, and its versions in French and Arabic in March 2021.

Figure 3: MilkQua flyer en English



MILK QUALITY ALONG THE DAIRY CHAIN FOR A SAFE AND SUSTAINABLE MILK

ENHANCE MILK AND DAIRY FOOD QUALITY BY REDUCING THE USE OF CONVENTIONAL ANTIMICROBIAL PRODUCTS IN TUNISIAN FARMS.

- Helping producers to prevent, monitor and reduce food safety risks in their farms and companies.
- Reducing the use of antibiotics and antibiotic-resistance for cattle and consumers, and improving animal yield.
- Improving farmers daily handling practices and improving antimicrobial stewardship for dairy stakeholders that will enhance food security and vitality of rural communities.

MILKQUA aims to :

- DELIVER an extension-based national milk program (CMP) to reduce the incidence of mastitis, and the subsequent use of antibiotics.
- EXPLORE the use of essential oils and plant extracts with antibacterial activities in diets of dairy cows to decrease the burden of mastitis, and increase feed efficiency, animal welfare and sustainability of milk production system.
- IMPROVE the quality, including the shelf life of dairy products.

Synergy in communication and dissemination by the several Tunisian stakeholders will permit to reduce and monitor antimicrobial usage in livestock and improve both milk quality and quantity.

To know more about the project, you can visit: www.milkqua.eu

Figure 4: MilkQua flyer in French



LA QUALITE DU LAIT TOUT AU LONG DE LA CHAINE POUR UN LAIT SÛR ET DURABLE

AMÉLIORER LA QUALITÉ DU LAIT ET DES PRODUITS LAITIERS EN REDUISANT L'EMPLOI DES ANTIMICROBIENS DANS LES EXPLOITATIONS AGRICOLES TUNISIENNES

- Aider les producteurs à prévenir, contrôler et réduire les risques relatifs à la sécurité alimentaire dans les exploitations et entreprises.
- Réduire l'usage des antibiotiques et l'antibio-résistance en élevage bovin.
- Améliorer les pratiques des éleveurs et la gestion des antimicrobiens chez les acteurs du secteur laitier, renforçant ainsi la sécurité alimentaire et la vitalité des communautés rurales.

MILKQUA vise à :

- PROPOSER un plan national de gestion de la qualité du lait permettant de réduire l'incidence des mastites et l'utilisation des antibiotiques.
- EXPLORES les recours aux huiles essentielles et extraits de plantes aux propriétés antibactériennes dans l'alimentation des vaches laitières pour réduire la charge bactérienne des mamelles et améliorer l'efficacité alimentaire, le bien-être des animaux et la durabilité du secteur laitier.
- AMÉLIORER la qualité ainsi que la durée de conservation des produits laitiers.

La coordination des actions de communication et de dissémination entre les différents acteurs tunisiens permettra de réduire et suivre l'utilisation des antimicrobiens en élevage bovin et d'améliorer la qualité du lait.

Pour en savoir plus sur le projet, rendez-vous sur : www.milkqua.eu

Figure 5: MilkQua flyer in Arabic



جودة الحليب على طول سلسلة اللبن للحصول على حليب آمن ومستدام.

تعزيز جودة الحليب و مشتقات اللبن من خلال تقليل الاستخدام التقليدي للمواد المخددة للميكروبات في المزارع التونسية.

- مساعدة المنتجين على تجنب هزات و نقلها من لبن الحليب من مزارعهم و شركاتهم.
- الحد من استخدام المضادات الحيوية و من مقاومة المضادات الحيوية عند التونسي و المنتجين و تحسين سلامة الحليب.
- تحسين ممارسات الجودة الهيئة المزارعين و تحسين الممارسات على المنتجين المزارع التونسية من طرف الجهات المختصة في مختلف المراحل من سيطرة المزارع و استمرارية المنتجين في السوق.

يهدف MILKQUA

- تقديم برنامج وطني وطني قائم على الإرشاد (QMP) للحد من حدوث التهاب الضرع و ما يرتبط على ذلك من استهلاك المضادات الحيوية.
- استكشاف استخدام الزيوت الأساسية و المستخلصات النباتية ذات الأنشطة المضادة للبكتيريا في غذاء قطران اللبن لتقليل عبء التهاب الضرع و زيادة كفاءة الأعلاف و رعاية الحيوان و استدامة نظام إنتاج الحليب.
- تحسين الجودة بما في ذلك العمر الافتراضي للمنتجات اللبنية.

سيسمح البرنامج التواصلي و النشر من قبل المحدثين لاجتذاب المصلحة التونسية من مزارعهم و تقليل استخدام المضادات الحيوية في الثروة الحيوانية و تحسين جودة الحليب و كهيئته.

لمعرفة المزيد عن المشروع يمكنك زيارة الموقع: www.milkqua.eu



2.2 Communication tools

2.2.1 Videos

It is planned to make 2 videos in English (subtitles in French) to promote the project and its results:

- ▶ A first video presenting the project was planned to be launched around M18 (June 2020). Due to confinement measures, it has been postponed to M29 (September 2021), date of the Second Project Steering Board that will allow filming interviews from the WPL in good quality. A first pilot of this video has been made to present MilkQua during the Comice des Innovations, in Dec. 2019. [Link to the first pilot video online.](#)
- ▶ A second video presenting results achieved will be issued around M41 (October 2022).

2.2.2 Newsletter

The Newsletter allows to convey some key information about the project at least at the end of each reporting period (M12, M24, M36), around 3 issues per year. A template of Newsletter has been designed by Absiskey in March 2021, and the first issue published in March 2021. Partners have been invited to translate it into French and Arabic to reach stakeholders targets in Tunisia.

Next issues are planned to be published on, September, October, December 2021, March, June, October 2022.

These newsletters are being published on the MilkQua website and Social Media and sent by partners to their regular contacts, with the help of their communication department.

2.2.3 Project website

The website is a key tool for external one-way communication. It was launched at M10 (January 2020) and is continuously fed to keep the audience informed and ensure interest of already attracted visitors.

Indicators will be regularly checked, at least for each meeting. They will include the following criteria: number of sessions, number of users and new users, average session duration, number of documents downloaded, geographical distribution of the users.

More information is available in the deliverable 8.1, focused on Communication and dissemination materials creation and development.

2.2.4 Reference to the project on each partner’s website

To optimize the communication on the project, it is a good practice for all partners to refer to the MilkQua project on their own websites, either by creating articles or a webpage including several articles making use of communication materials prepared under WP8, and including links to MilkQua website, social media, Newsletters, flyers.

Table 2: Reference to the project on each partner’s website

Partner	Website url	Mention of the MilkQua project YES/NO
Idele	www.idele.fr/	NO
CSIC	https://www.csic.es/es/investigacion/proyectos-de-investigacion/milk-quality-along-dairy-chain-safe-and-sustainable-milk	YES



STLO-INRAE	https://www.inrae.fr/actualites/projet-milkqua-lait-sain-durable-pays-mediterraneens	YES
UPFF	https://sigarra.up.pt/up/en/web_base.gera_pagina?p_pagina=home	NO
LPAM	http://www.cbbc.rnrt.tn/	NO
UMIL	https://www.unimi.it/it	NO
ENMV	http://www.enmv.agrinet.tn/index.php/fr/	NO
INRAT	http://www.inrat.agrinet.tn/	NO
OEP	http://www.oep.nat.tn/index.php/fr/presentation/structure/38	NO
Délice Danone	http://www.delice.tn/	NO

MilkQua will liaise with Communication services of the different partners organising events (workshops, schools, conferences) and publishing articles + photos about events and projects on partners' websites. These materials will then be relayed on the MilkQua website and Social Media.

2.2.5 Reference to the project on other websites

In addition to this, reference to MilkQua has been made on the following websites:

- 🔹 HAL Archives Ouvertes <https://hal.archives-ouvertes.fr/hal-02172504>
- 🔹 University of Leon: <https://www.unileon.es/?nodoID=578>
- 🔹 Diario de Leon: <https://www.leonoticias.com/universidad/instituto-ganaderia-montana-20200916132058-nt.html?ref=https%3A%2F%2Fwww.google.com%2F>
- 🔹 https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwio64yaraXsAhWFyoUKHTA5C5E4ChAWMAF6BAgDEAI&url=https%3A%2F%2Fwww.diariodeleon.es%2Fcontent%2Fprint%2Finstitutoganaderiamontanaparticipaproyecto-europeo-primaf202009170132022045488&usg=AOvVaw3_ZSHCwpmlHe81KtNUIszP
- 🔹 <https://www.ileon.com/actualidad/provincia/111663/el-instituto-de-ganaderia-de-montana-de-leon-analizara-con-apoyo-europeo-la-reduccion-de-antibioticos-en-vacas-de-leche>
- 🔹 <https://diariodevalladolid.elmundo.es/articulo/innovadores/leche-vaca-tunecina-antibioticos/20201006182821387436.html>
- 🔹 https://fcmv.com/noticia_det.php?cn=407
- 🔹 <https://www.hoycyl.com/el-instituto-de-ganaderia-de-montana-de-leon-participa-en-un-proyecto-europeo-para-reducir-el-uso-de-antibioticos-en-el-vacuno-de-leche.html>
- 🔹 ANR (French funding Agency): https://anr.fr/fr/projets-finances-et-impact/projets-finances/projet/funded/project/anr-18-prim-0013/?tx_anrprojects_funded%5Bcontroller%5D=Funded&cHash=00e4fda4ca0508921c93ae9f5363f313
- 🔹 Inovação para a Agricultura <https://inovacao.rederural.gov.pt/projetos/bioeconomia/bioeconomia/31-projetos-bioeconomia/999-milkqua-milk>
- 🔹 Prima Observatory on Innovation : <https://primaobservatory.unisi.it/en/projects/milk-quality-along-the-dairy-chain-for-a-safe-and-sustainable-milk>
- 🔹 http://www.primaitaly.it/wp-content/uploads/2019/05/190429_PRI_booklet_bandi18_exe_2_LR-min.pdf
- 🔹 <https://simplebooklet.com/uWeJQzgLKZZS2ZYh4a6CkK>

2.2.6 Social Media

The MilkQua Social Media are a key tool for external one-way communication. The Twitter account was launched at M1 – April 2019 and the LinkedIn account at M4 - July 2019. Since then, they have been continuously fed to keep the audience informed and ensure interest of already attracted visitors. More information is available in the deliverable 8.1 Communication and Dissemination materials, focused on communication and dissemination material creation and development.



Twitter

The MilkQua Twitter account is called @MilkQuaProject. Has been created at the launch of the project (M1 – April 2019). It is regularly updated by Absiskey. Partners are invited to retwit. The MilkQua Twitter account will be used to serve communication, dissemination and exploitation objectives: announcements, short comments, or news may be posted, if possible with media attachments (photos, images, videos...). Accounts of other linked R&I initiatives will be followed. If possible, the account will be fed each week, which requires involvement of all partners to send regularly contents and material to Absiskey.

Indicators will be regularly checked, at least for each meeting. They could include the following criteria:

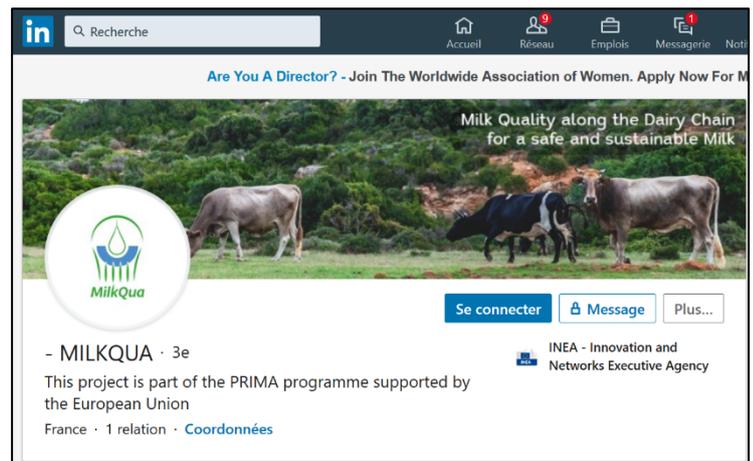
- 💧 Quantitative: number of tweets, number of followers, number of profile visits, number of likes/shares, number of mentions (use of MilkQua hashtag), number of views
- 💧 Qualitative: types of comments received, their tone, types of followers, word clouds etc....



LinkedIn

The MilkQua LinkedIn account is named [linkedin.com/in/milkqua](https://www.linkedin.com/in/milkqua). It is regularly updated by Absiskey. Partners are invited to like and feed it.

More widely used by the scientific community and professionals in general, it will target such audience while Tweeter is more dedicated to a larger public. The contents are similar to Tweeter's ones, except short comments. The editorial slant is also more formal. Frequency of publication is about one article each week, if possible (if there is enough contents/material provided by the partners). Accounts of other linked R&I initiatives will be followed.



The following indicators will be checked: number of articles/posts, number of followers, number of profile visits, number of views, number of likes.

2.2.7 Events

Events organisation and participation to events is an important measure to ensure exploitation of the results, as well as communication and dissemination objectives. To promote the MilkQua project and its results, and make them widely known, participation to international events such as conferences is an important point to serve communication, dissemination and exploitation objectives.

All Communication and dissemination activities are summarized in section 6. Roadmap of MilkQua Communication and Dissemination activities and 7. Assessment and monitoring and completed activities.



3. Roadmap of the communication-dissemination-exploitation activities

3.1 General Roadmap

Table 3: General Roadmap of the MilkQua project

Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
All along the project						
Feed MilkQua website and Social Media (Twitter and LinkedIn)	M1 - April 2019 to M36 - March 2022 If possible, a post per week	Make the project and its outcomes be known	Research community Industries and SME Civil society/Policy makers/EC	News and articles about events, results or any other material and information	ABSISKEY (all partners)	Website and Social Media statistics show increasing visits
MilkQua Communication and Dissemination Committee meetings	M1 - April 2019 to M36 - March 2022, monthly	Plan and monitor Communication and dissemination activities	Project partners	Communication and dissemination monitoring sheet	IDELE (ABSISKEY, all partners)	Timely targeted communication and dissemination activities
MilkQua Various stakeholders consultations (WP2)	M1 – April 2019 – M36 March 2022	Consultations of	Tunisian project partners, Idele, end-users: Farmers’ organisations, industries and SMEs/ Policy makers		OEP (Idele, INRAT, ENMV, LPAM, Délice Danone)	
Year 1						
MilkQua Twitter account creation	M1 – April 2019	Make the project known	Research community Industries and SME Civil society/Policy makers/EC	Twits about launch event and project activities	IDELE	Information about MilkQua launch



Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
MilkQua Kick Off meeting	M1 – April 2019	Preparing project activities	Project partners	Meeting Article on the website and social networks	IDELE (all partners)	Build incentive among partners, inform about project launch
Establishment of the MilkQua Communication and Dissemination Committee meetings	M2 – May 2019	Plan and monitor Communication and dissemination activities	Project partners	Communication and dissemination monitoring sheet	IDELE, ABSISKEY (all partners)	Timely targeted communication and dissemination activities
PRIMA Kick-Off Meeting	M3 – June 2019	Make the project known	Research community Industries and SME Civil society/Policy makers/EC	Presentation PPT Article in PRIMA brochure	IDELE	Information about MilkQua in the EU and Mediterranean area
MilkQua Scientific Poster	M3 – June 2019	Make the project known	Research community Industries and SME	3rd International Symposium “Milk, vector of development”, Dakar, Senegal	IDELE, INRAE	Raise awareness about the project
3rd International Symposium “Milk, vector of development”, Dakar, Senegal https://colloque.inra.fr/lait2019/	M3 – June 2019	Make the project known	International Research community Industries and SMEs	Scientific Poster, abstract, Participation to event	INRAE, IDELE	Raise awareness about the project
MilkQua LinkedIn account creation	M4 - July 2019	Make the project known	Research community Industries and SME Civil society/Policy makers/EC	News and articles about project launch and planned activities	ABSISKEY	Information about MilkQua launch
MilkQua logo creation and validation	M4 – July 2019	Project branding	Research community Industries and SME Civil society/Policy makers/EC	MilkQua project logo	ABSISKEY (all partners)	Project branding
IDELE Innovations Comice 2019 link	M9 - December 2019	Make the project known	Research community Industries and SME Policy makers	Introduction to MilkQua: stand, scientific poster and first video	IDELE (UMIL, INRAE)	Around 180 participants Raise awareness about the project in France



Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
1 st MilkQua Video (pilot)	M9 - December 2019	Make the project known	Civil society/Policy makers/EC	Presented during IDELE Innovations Comice 2019	ABSISKEY (all partners)	Raise awareness about the project in France
MilkQua Scientific Poster	M9 – December 2019	Make the project known	Research community Industries and SMEs Policy makers	IDELE Innovations Comice 2019	IDELE, INRAE	Raise awareness about the project in France
Publication of MilkQua Website	M10 – January 2020	Central point for MilkQua communication activities and publications	Research community Industries and SMEs/ Civil society/ Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raising awareness on MilkQua project, partners, WPs, news, events...
MilkQua Project Dissemination and communication plan	M12 – April 2020	Plan communication and dissemination activities	Project partners/Policy makers/EC	Project deliverable	IDELE, ABSISKEY (all partners)	Timely targeted communication and dissemination activities
Year 2						
Mention of MilkQua project on partners' websites	M12 – April 2020 to M18 - October 2020 Reminder if necessary	Make MilkQua known	Research community Industries and SMEs	Partners' websites	ABSISKEY (all partners)	Link to the MilkQua project on each partner's website
MilkQua Project visual identity, Templates for powerpoint presentations and word documents (reports and deliverables)	M12 – April 2020	Branding	Research community Industries and SMEs/ Civil society/ Policy makers	Conferences, reports	ABSISKEY	
1 st MilkQua Project Steering Board (remote)	M14 – 3 rd – 4 th June 2020	Exchange of views between partners and Tunisian stakeholders	Project partners, Tunisian stakeholders (industries and academia)	Website, Social Networks	IDELE	Build incentive among partners, updates on project actions



Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
1st MilkQua Flyer in English	M15 – July 2020	Make the project known	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks, Events	ABSISKEY (all partners)	Raises awareness about the project
Second MilkQua Scientific Poster	M15 – July 2020	Make the project known	Research community Industries and SMEs	Scientific Conferences	ABSISKEY (Idele)	Raise awareness about the project and its scientific activities
1 st MilkQua video presenting the project (pilot)	M17 - September 2020	Make the project known	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks, Events	ABSISKEY (all partners)	Website and Social Media statistics: increasing visits Raise awareness about the project
WBC World Buiatrics congress 2020 http://buiatrics.com/congresses/	M18 – Oct. 2020	Make the project known	Research community Industries and SMEs	Flyers, website, social media	CSIC	Meetings during scientific congress, Website and Social Media visits
EAAP European Association for Animal Production Annual Meeting (remote) https://eaap2020.org/	M20 – December 2020	Exchanges between partners, distribution of flyers	Research community Industries and SMEs	Website, social media	IDELE, INRAE, UMIL, CSIC	Meetings during scientific congress, Website and Social Media visits
Rencontres autour des Recherches sur les Ruminants Scientific congress, Paris, France http://journées3r.fr/spip.php?article4722	M20 – December 2020	Make the project known	Research community Industries and SMEs	Scientific poster, Flyers, website, social media	IDELE, INRAE	Meetings during scientific congress, views of the poster, flyer, Website and Social Media visits
1 st MilkQua Newsletter design and First issue of Newsletter in English	M23 – March 2021	Inform about project activities and advancements, first results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raise awareness about the project and its scientific activities



Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
Year 3						
1st MilkQua Scientific Meeting	M23 – Mar 2021	Exchanges between partners on scientific issues	Research community	Website, Social Networks	ABSISKEY and all partners	Share updates among partners, updates on project actions, protocols and results
1st MilkQua Flyer in French and Arabic	M24 – Apr 2021	Make the project known	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks, Events	ABSISKEY (all partners)	Raises awareness about the project
4 th International Symposium “Milk, vector of development” (CIRAD-INRAE-IDELE-OEP), Tunisia	M25 - May 2021			Scientific poster, Flyers, website, social media	INRAE, IDELE, OEP	Share updates among partners, updates on project actions
BMAT http://aea-environnement.com/BMAT2020.html#about Publication from Hanen Falleh and Riadh Ksouri, LPAM	M25 – May 2021	Inform about project activities and advancements, first results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	LPAM	Raise awareness about the project and its scientific activities
World Microbe Forum https://www.worldmicrobeforum.org/ Speech from Latifa Najar	M26 – June 2021	Inform about project activities and advancements, first results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raise awareness about the project and its scientific activities
EAAP European Association for Animal Production Annual Meeting, Davos, Switzerland https://www.eaap2021.org/	M28 - Aug. 31-Sept. 4 th 2021	MilkQua Scientific session (2 hours) Exchanges between partners, distribution of flyers	Research community Industries and SMEs	Powerpoint presentation and speech during a scientific session, Flyers, website, social media	IDELE, INRAE, UMIL, CSIC	Meetings during scientific congress, views of the Flyer, Website and Social Media visits



Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
2 nd MilkQua Project Steering Board, Lodi, Italy	M29 – 27-29 th Sept. 2021	Exchange of views between partners and Tunisian stakeholders	Project partners, Tunisian stakeholders (industries and academia)	Presentations, speeches, Website, Social Networks	IDELE and all partners	Share updates among partners, updates on project actions Website and Social Media visits
2 nd issue of MilkQua Newsletter in English, French, Arabic	M29 – Sept 2021	Inform about project activities and advancements, first results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raise awareness about the project and its scientific activities
Special issue of MilkQua Newsletter in English, French, Arabic about Project Steering board	M30 – Oct. 2021	Inform about project activities and advancements, first results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raise awareness about the project and its scientific activities Website and Social Media visits
1 st MilkQua video presenting the project	M31 – Nov. 2021	Make the project known	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks, Events	ABSISKEY (all partners)	Website and Social Media statistics: increasing visits Raise awareness about the project
DOHAD Congress Speech from Latifa https://sfdohad2021.sciencesconf.org/resource/acces , Jouy en Josas, France	M31 – 17-18th Nov. 2021	Make the project known	Research community Industries and SMEs	Flyers, website, social media	Idele, CSIC	Meetings during scientific congress, Website and Social Media visits
3 rd issue of MilkQua Newsletter in English, French, Arabic	M32 – Dec. 2021	Inform about project activities and advancements, first results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raise awareness about the project and its scientific activities
Open days	M34-February	Make the project known	Research community Industries and SMEs	Flyers, website, social media	LPAM	Raise awareness about the project and its scientific activities
ITA Innov contest award	M35 – March 2022	Make the project known	Research community Industries and SMEs	Flyers, website, social media	Idele	Raise awareness about the project and its scientific activities



Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
Year 4						
4 th issue of MilkQua Newsletter in English, French, Arabic	M35 – Mar 2022	Inform about project activities and advancements, first results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raise awareness about the project and its scientific activities
Scientific webinar?	M35-M38 – Mar – Jun 2022?	Internal discussion	Research community	Webinar	All partners	Exchange of knowledge, consistency of work
Tuniso Japanese congress TJasst	March 2022	Make the project known	Research community Industries and SMEs	presentation	LPAM	Raise awareness about the project and its scientific activities
3rd MilkQua Project Steering Board, Tunis, Tunisia	M38 – Jun 2022	Exchange of views between partners and Tunisian stakeholders	Project partners, Tunisian stakeholders (industries and academia)	Presentations, speeches, Website, Social Networks	IDELE and all partners	Share updates among partners, updates on project actions Website and Social Media visits
5 th issue of MilkQua Newsletter in English, French, Arabic	M38 – Jun. 2022	Inform about project activities and advancements, first results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raise awareness about the project and its scientific activities
EAAP European Association for Animal Production Annual Meeting, Porto, Portugal https://www.eaap2022.org/	M40 - Sept. 2022	Exchanges between partners, distribution of flyers	Research community Industries and SMEs Students	Powerpoint presentation and speech during a scientific session, Flyers, website, social media	IDELE, INRAE, UMIL, CSIC, ABSISKEY	Meetings during scientific congress, views of the Flyer, Website and Social Media visits
World Buiatrics Congress Madrid, Madrid http://buiatrics.com/congresses/	M40 - Sept. 2022	Make the project known	Research community Industries and SMEs	Flyers, website, social media	CSIC	Meetings during scientific congress, Website and Social Media visits
6 th issue of MilkQua Newsletter in English, French, Arabic	M41 – Oct 2022	Inform about project results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raise awareness about the project and its scientific activities



Rencontres autour des Recherches sur les Ruminants Scientific congress, Paris, France http://journes3r.fr/spip.php?article4722	M44 – Dec 2022	Make the project be known	Research community Industries and SMEs	Scientific poster, Flyers, website, social media	IDELE, INRAE	Meetings during scientific congress, views of the poster, flyer, Website and Social Media visits
2 nd MilkQua video presenting results	M41 – Janv. 2023?	Make the project be known	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks, Events	ABSISKEY	Website and Social Media statistics: increasing visits Raise awareness about the project
MilkQua Closing conference and last Project Steering Board	M36 – Mar 2023	Exchange of views between partners and Tunisian stakeholders	Project partners, Tunisian stakeholders (industries and academia)	Presentations, speeches, Website, Social Networks	IDELE, all partners	Updates on project actions and results Website and Social Media visits



3.2 Practices to be included on a regular basis in the communication and dissemination activities

3.2.1 Related to website, social media and global communication

- 💧 Each month:
 - ABSISKEY asks the partners to send new contents: information, results, pictures or any relevant material ; objective = 4 contents per month (1 per week) to publish on the website and Social Media;
 - ABSISKEY informs the partners they shall interact with the project's social media and website contents.
- 💧 Before each Project Executive Committee, ABSISKEY asks the partners to fill in the monitoring tool to track communication and dissemination past and previous activities; furthermore, this tool will be completed for each update of the Plans for dissemination and exploitation of the results.
- 💧 On a regular basis, ABSISKEY interviews the partners in order to update the Newsletter

3.2.2 Related to events organized by the MilkQua project

- 💧 2 months before event:
 - ABSISKEY supports partners in creating the event flyer/schedule/registration form and to promote the event on their own website
 - ABSISKEY publishes an announcement about the event on the website + social media, using flyer/schedule/registration form
- 💧 1 month before event:
 - ABSISKEY republishes the same announcement about the event on social media, using flyer/schedule/registration form
- 💧 1 week before events:
 - ABSISKEY makes a final reminder about the event on social media, using flyer/schedule/registration form
 - ABSISKEY reminds the organising partners to take pictures
- 💧 During event:
 - The organizing partners' communication departments should organize uptakes of the events (photos, articles, and interviews) to promote the MilkQua project on their own websites.
 - ABSISKEY will then refer to these materials on the project website and social media
- 💧 Within one month after the event:
 - ABSISKEY asks the organising partners to send contents to be published on MilkQua's website and social media

3.2.3 Related to participations to other events

- 💧 2 months before event:
 - ABSISKEY asks the partners if they intend to participate to any event
 - If yes, ABSISKEY reminds the partners to promote the MilkQua project (using promotion tools such as flyer, poster) and its outcomes (using lectures and specific posters)
- 💧 1 month before event:
 - ABSISKEY posts an article (News section of the website + social media) informing about the participation of the MilkQua project to the event
- 💧 On the month of the event:
 - ABSISKEY reminds the partners to take pictures at the events



- ABSISKEY posts an article (News section of the website + social media) reminding about the participation of the MilkQua project to the event
- Within one month after the event:
 - ABSISKEY reports participation to the event (asks relevant partners to send contents such as photos).



4. Monitoring and assessment of communication and dissemination activities completed

4.1 Main activities achieved in the second year

4.1.1 Communication-Dissemination-Exploitation activities

The table below shows activities accomplished during year 2. Details about Communication and dissemination materials can be found in D8.1 Communication and dissemination materials.

Table 4: Communication-Dissemination-Exploitation activities on Year 2

Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
Year 2						
Mention of MilkQua project on partners' websites	M12 – April 2020 to M18 - October 2020 Reminder if necessary	Make MilkQua known	Research community Industries and SMEs	Partners' websites	ABSISKEY (all partners)	Link to the MilkQua project on each partner's website
MilkQua Project visual identity, Templates for powerpoint presentations and word documents (reports and deliverables)	M12 – April 2020	Branding	Research community Industries and SMEs/ Civil society/ Policy makers	Conferences, reports	ABSISKEY	



Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
1 st MilkQua Project Steering Board (remote)	M14 – 3 rd – 4 th June 2020	Exchange of views between partners and Tunisian stakeholders	Project partners, Tunisian stakeholders (industries and academia)	Website, Social Networks	IDELE	Build incentive among partners, updates on project actions
1st MilkQua Flyer in English	M15 – July 2020	Make the project known	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks, Events	ABSISKEY (all partners)	Raises awareness about the project
Second MilkQua Scientific Poster	M15 – July 2020	Make the project known	Research community Industries and SMEs	Scientific Conferences	ABSISKEY (Idele)	Raise awareness about the project and its scientific activities
1 st MilkQua video presenting the project (pilot)	M17 - September 2020	Make the project known	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks, Events	ABSISKEY (all partners)	Website and Social Media statistics: increasing visits Raise awareness about the project
WBC World Buiatrics congress 2020 http://buiatrics.com/congresses/	M18 – Oct. 2020	Make the project known	Research community Industries and SMEs	Flyers, website, social media	CSIC	Meetings during scientific congress, Website and Social Media visits
EAAP European Association for Animal Production Annual Meeting (remote) https://eaap2020.org/	M20 – December 2020	Exchanges between partners, distribution of flyers	Research community Industries and SMEs	Website, social media	IDELE, INRAE, UMIL, CSIC	Meetings during scientific congress, Website and Social Media visits
Rencontres autour des Recherches sur les Ruminants Scientific congress, Paris, France http://journées3r.fr/spe.php?article4722	M20 – December 2020	Make the project known	Research community Industries and SMEs	Scientific poster, Flyers, website, social media	IDELE, INRAE	Meetings during scientific congress, views of the poster, flyer, Website and Social Media visits



Action	Date/Frequency	Objectives	Target audience	Mean	Responsible (participating partners)	Expected results
1 st MilkQua Newsletter design and First issue of Newsletter in English	M23 – March 2021	Inform about project activities and advancements, first results	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks	ABSISKEY (all partners)	Raise awareness about the project and its scientific activities
1st MilkQua Flyer in French and Arabic	M24 – Apr 2021	Make the project known	Research community Industries and SMEs Civil society/Policy makers/EC	Website, Social Networks, Events	ABSISKEY (all partners)	Raises awareness about the project



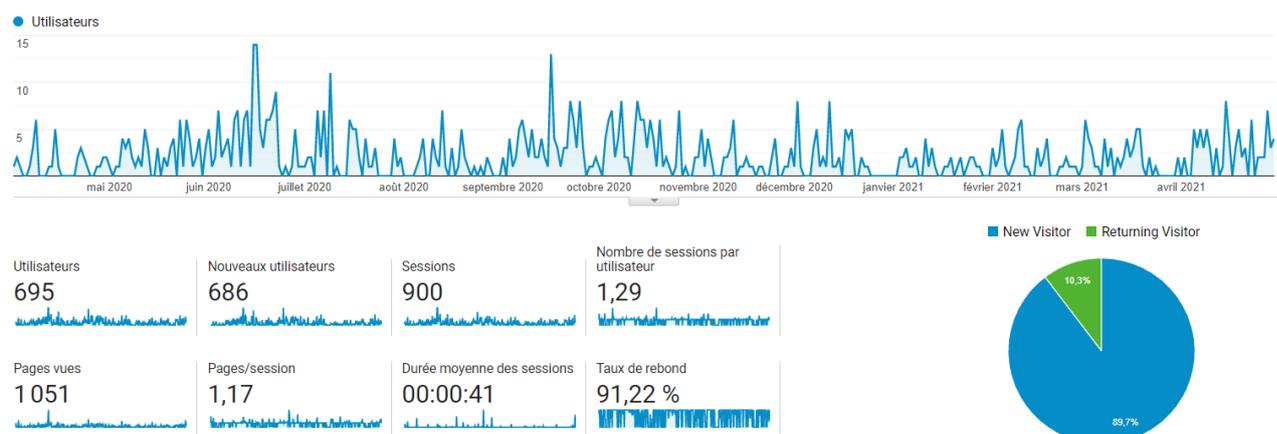
4.1.2 Website and Social Media outreach

4.1.2.1 Website

Visits (2020/01/01 – 2021/04/01):

The objectives for this second year were to improve the visibility of MilkQua project on the website and the social media by growing the project audience and community. The project obtained a significant increasing of the visits of the website as several news and communication material have been shared on the website (around 695, from around 686 different users) and the high proportion of new visitors. With increasing activities from social media, Newsletter publications, links from partners' websites pointing to MilkQua's website and above all, first results to communicate with, we can expect much higher visiting rate on the website in the coming months.

Figure 6: MilkQua website visits



Geographical distribution (2020/04/01 – 2021/04/01):

China ranks first with 271 users (38.94%), France 2nd with 135 users (19.40%) and Italy 3rd with 45 users (6.47%). Most of the visitors are from the EU.

Figure 7: Website visitor's geographical distribution – year 2

Pays	Utilisateurs	% Utilisateurs
1.  China	271	38,94 %
2.  France	135	19,40 %
3.  Italy	45	6,47 %
4.  Spain	44	6,32 %
5.  United States	44	6,32 %
6.  Japan	33	4,74 %
7.  Portugal	26	3,74 %
8.  Tunisia	19	2,73 %
9.  Bangladesh	18	2,59 %
10.  Germany	7	1,01 %

4.1.2.2 Social Media

Twitter (2020/04/01 – 2021/04/01)



- 💧 22 tweets in 12 months
- 💧 133 followers
- 💧 119 likes
- 💧 3,125 impressions

Twitter statistics show a good efficiency for the main targeted audience (scientific community) but also for industries.

5. Conclusion

This second version of the D8.2 Plans for dissemination, communication and exploitation of the results and 8.3 Completed communication and dissemination activities established at M24 will be re-visited regularly during the course of the project and will be kept updated (M36) in order to have the optimal means for attaining the objectives, thus constituting an essential tool to guide the activities of the Consortium throughout the lifetime of the project.