



MilkQua

Milk Quality along the Dairy
Chain for a Safe and
Sustainable MILK

WP8-Communication & dissemination of the results

Steering Committee Sept. 27-28, 2021

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Objectives of the WP

To ensure the extensive communication, dissemination and transfer of the results.

WP8 is the main interface between the project and the outside world: **stakeholders, industry mainly SMEs, policy makers and regulators, consumers and academics...**

Aim:

- 💧 making the **results of the project well spread**
- 💧 ensure the effective **transfer**
- 💧 establish links with related **ongoing research initiatives**
- 💧 managing the **foreground knowledge** and protecting it as appropriate
- 💧 **exploring and assessing emerging application areas** and potential innovation and competitiveness, and **setting the foundations for future commercial exploitation** and opportunities
- 💧 the communication plan is designed to **facilitate the targeted communities to assess, accept and adopt the new knowledge generated by the MILKQUA project**

Parts of the activities have been subcontracted to Absiskey.

Deliverables

- 💧 D8.1 Communication and Dissemination materials (IDELE, **M12**, **M24**, M36).
Task 8.1
- 💧 D8.2 Plans for dissemination and exploitation of the results (IDELE, **M12**, **M24**, M36).
Task 8.1 + 8.2 + 8.3
- 💧 D8.3 Completed and planned communication activities (IDELE, **M12**, **M24**, M36).
Task 8.1
- 💧 D8.4 Report on sustainability of MILKQUA project activities and results (IDELE, M36).
Task 8.3
- 💧 D8.5 Data management plan (IDELE, **M12**)

T8.1 : Dissemination and Communication activities – M1-M36

Task leader: IDELE, supported by Absiskey – Other participants: All partners.

Objectives of the task

- 💧 **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

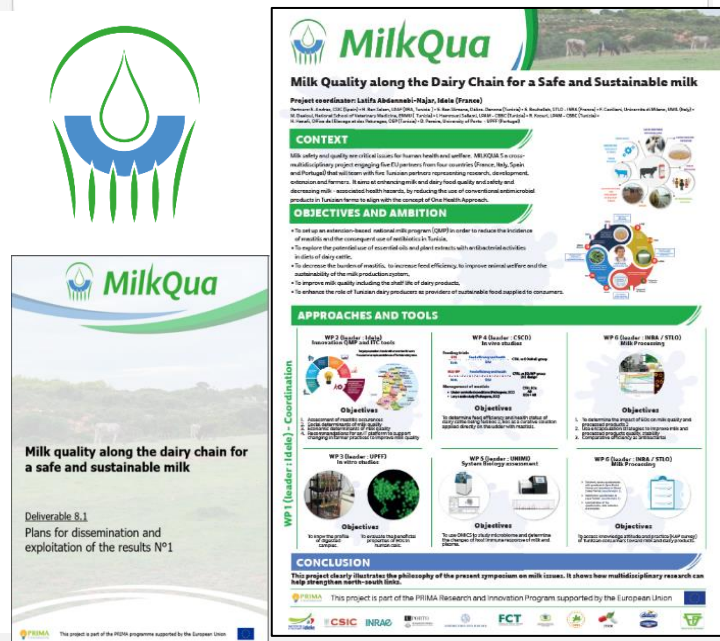
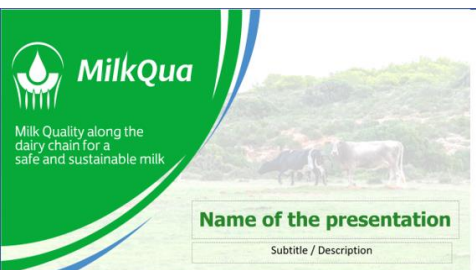
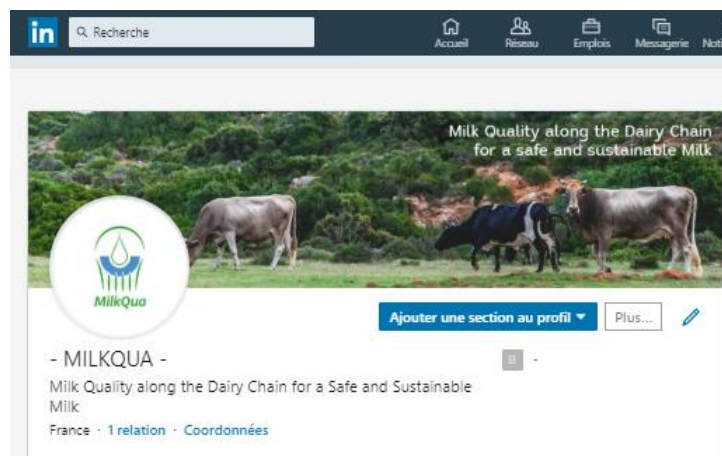
Activities to be undertaken during the project

- 💧 **Creating the project visual identity and publishing the public dissemination materials via the project channels of communication:** *website, 2 social networks (Twitter-LinkedIn), 1 poster, 2 videos (1 pilot, 1st official, 2nd official), 1 flyer (3 languages), 4-6 newsletters (1st, 2nd, Special issue / Steering board,...)*
- 💧 **Designing and circulating templates for external communication by the partners** (ppt, word)
- 💧 **Sharing among all the partners project-related events and conferences** (see Roadmap for communication)
- 💧 **Shaping and updating messages for dissemination:** *aim to publish 1 post (LinkedIn/Twitter) per PEC meeting*
- 💧 **Communicating with general public and consumers**

In green: action achieved so far

In orange: point of attention

What have we achieved so far?



- 💧 Twitter and LinkedIn: April 2019 – kick off meeting
- 💧 Poster (first version): June 2019 – Milk Congress, Dakar
- 💧 Logo, July 2019
- 💧 Video (pilot n°1), Dec. 2019 – Comice Innovations, Paris
- 💧 Website, January 2020
- 💧 Ppt & word templates, April 2020
- 💧 D8.1 Communication-dissemination materials, June 20
- 💧 D8.2-D8.3 Communication & dissemination plan, June 20
- 💧 Scientific meeting May 26th 2020
- 💧 Flyer, English version, May 2020
- 💧 Second poster, October 2020
- 💧 1st video (pilot n°2), December 2020
- 💧 1st Newsletter, March 2021
- 💧 Scientific meeting, March 19th 2021
- 💧 Flyer: French & Arabic version, June 2021

What should we do this year?

- 💧 **Creating dissemination materials: First official video, 3 newsletters in English, French and Arabic**
- 💧 **Translating material (newsletters) into French and Arabic: *Idele, OEP, LPAM can help?***
- 💧 **Updating website, social networks, *at least twice posts per month: especially LinkedIn***
- 💧 **Sharing MilkQua publications within partners' organization's network & enlarge the database of contacts**
- 💧 **Enhance the communication on the events & publications: *all partners concerned***
- 💧 **-> *updating the Communication and dissemination Roadmap***

MilkQua Communication and dissemination Roadmap

as part of [D8.2 Plans for dissemination and exploitation of the results \(IDELE, M12, M24, M36\)](#)

Planning communication and dissemination activities



Action	Date/Frequency	Objectives	Target audience	Means	Responsible (participating partners)	Expected results
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
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
3 rd issue of MilkQua Newsletter in English, French, Arabic	M29--Nov/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
1 st MilkQua video presenting the project	M29--Oct. 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
WBC-World Buiatrics congress 2021 http://buiatrics.com/congresses/	M30--Oct. 2021	Make the project known	Research community Industries and SMEs	Flyers, website, social media	CSIC	Meetings during scientific congress, Website and Social Media visits
DOHAD Congress Speech from Latifa website	M31--17-18 th Nov. 2021	Make the project known	Research community Industries and SMEs	Flyers, website, social media	CSIC	Meetings during scientific congress, Website and Social Media visits
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

What should we do this year?

Discussion in order to improve communication & dissemination:

- 💧 *What would you like to say about MilkQua today?*
- 💧 *How to develop specific communication into Arabic and French towards advisors, technicians, farmers, companies?*
- 💧 *How would you improve communication activities?*

Suggestions from Hélène & Florence...

- 💧 *Having one contact per organisation dedicated to communication (Tunisian partners especially)*
- 💧 *Twitter: retweets by communication staff of the partner*
- 💧 *Make photos!*
- 💧 *Publish a post after each Executive committee with a link to the presentations used for the meeting*
- 💧 *Update the roadmap during the Executive committee with the help of partners*
- 💧 *Sharing contacts and developing the Tunisian network of partners and young researchers*
- 💧 *Your ideas?*
- 💧 ...
- 💧 ...

T8.2 : Knowledge and Data Management – M1-M36

Task leader: IDELE – Other participants: All partners.

Aim: Collection information about Background, Foreground and Side-ground

- 💧 **All (pre)publications to be stored on the collaborative platform: list of publications:**
[https://projets.idele.fr/milkqua/Communication et publications/Publications](https://projets.idele.fr/milkqua/Communication%20et%20publications/Publications)
- 💧 **The editor of the deliverable is responsible for collecting, organizing and archiving all information in relation to his/her deliverable(s) including the bibliography and web links (reminder from Project Management 1 month before due date).**
- 💧 **When the deliverable can be disclosed internally, its editor informs the Project Executive Committee of the dissemination potential of the deliverable**
- 💧 **The Project Executive Committee will propose to the SIPVEC the protection strategy to apply upon the communication/publication and IPR**
- 💧 **This task will contribute to task 8.1 – Dissemination and exploitation of the results**
- 💧 **To be discussed during the SIPVEC meeting**

T8.3 : Sustainability of MILKQUA project activities – M24-M36

Task leader: IDELE – Other participants: All partners.

Aim: ensure sustainability after the end of the project itself

- 💧 Companies and stakeholders will support the sustainability of the action.
- 💧 **The Quality Milk Program (QMP)** developed by MILKQUA will be implemented along the value chain even after the end of the project.
- 💧 MILKQUA plans to keep alive the website for at least three years to support the sustainability of project activities.
- 💧 *Implementation of QMP to be discussed with Tunisian partners and stakeholders (WP2) during a stakeholder meeting? When?*



T8.4 : Data management plan– M24

Task leader: IDELE – Other participants: All partners

To be discussed during the SIPVEC meeting

