MilkQua

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

Deliverable 8.1

Communication and dissemination materials

Update October 2021

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Document Abstract

This report is an update at M24 of the report delivered at M12. It aims at presenting the communication and dissemination materials produced for the MilkQua project under PRIMA activities.

This deliverable is part of WP8 – Communication and Dissemination, which is the main interface between the project and the consortium members and the outside world, thus playing a main role in outreaching the project activities. Towards this goal, task 8.1 - Dissemination and Communication activities aims at making the project work widely known.

This deliverable explains how the MilkQua communication and dissemination materials have been created and updated from M12 to M24 to provide public information related to the project.

The MilkQua website and social network have been established from M1 to M10 and continuously fed throughout the project. A first draft of the poster was delivered in December 2019, and updated in July 2020. A visual identity, powerpoint and word templates were delivered in March 2020 and a flyer in English in July 2020. Its translation into French and Arabic were delivered in March 2021. A template of the Newsletter has been designed in March 2021, and the first issue was published in March 2021.

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1. Website

1.1 Introduction

General public awareness about MilkQua project activities is being increased with a public website in English since in January 2020 to disseminate the project information within the consortium and to the wider professional and general public. The website the project objectives, the consortium and the project communication documents (Press releases, posters, scientific papers and "public" deliverables).

In addition, the websites of all project partners contain information about the MilkQua project such as aim, objectives, consortium quality and publications, as well as the major event of the projects, and copies of the newsletters.

All deliverables and all documents with public dissemination level are published on the website after the review by the PEC. Creation, operation, and maintenance of the MilkQua project website for generating general public awareness about the project activities. The website traffic monitored through detailed analytics such as the possible impacts of the participation to a major event or the contact of the persons that have been interested in downloading a technical deliverable. All communication documents will be made available (press releases, posters, scientific papers and "public" deliverables). The site will be maintained and updated in a regular basis and will remain active for at least 4 years after the finalization of the project for supporting the project impact.

The website and social network communication target a large audience such as industry, researchers, academia. Presence in professional social networks (such as twitter) has been set-up in order to maximize the visibility of the published results and partners organization/participation of international events, and also to monitor the feedbacks (number and type of followers, comments regarding the project activities).

1.2 Administration and management of the website

Granted by PRIMA-IS, the MilkQua project requires a public website which fully reflects its propensity and responsibility for the dissemination activity. With this ambition in mind, the MilkQua website was launched at the end of M10 - January 2020 and is hosted by ABSISKEY.

1.2.1 Website Administrators

The MilkQua Website Administrator and Web Content Editor is Hélène Lemoigne, Absiskey. Consortium members can contact her for any question or comment at the following email address: h.lemoigne@absiskey.com

1.2.2 Website management tool

The MilkQua website has been developed using the PHP language and the cross-platform JavaScript library, jQuery, which allows the creation of powerful dynamic web pages and Web applications.

MilkQua website is coupled with Project netboard, a web management tool used for the management of the project, which enables, through its user-friendly interface, to continuously update the information to be published on the website. Thus, news, events, project results may be added or removed at any time, so as to keep the flow of communication going on during the project lifetime.

1.3   Updates from the last reporting period

1.3.1   Global structure

The global structure of the website remained the same since its set up however, a pilot-video on the objectives of the project had been added on the front page in December 2020.

1.3.2   News and Events

The "News" and "Events" sections display news and forthcoming events. These sections are being regularly updated by Absiskey. For all **published news**, additional details can be viewed while clicking on the thumbnail of a news piece. This section can also embed hyperlinks to additional available information (document, images etc.). The most relevant news can be published in the news slider (see section 3.3.2 Project). For all **published events**, the events section embeds hyperlinks to additional available information (document, images etc.)

All project members are encouraged to post (by sending emails to the administrator of the website) information that would be of interest for the general public and the consortium in particular. This could be article alerts, forthcoming meetings, and other news relevant to MilkQua activities.

Information about **forthcoming meetings, workshops, seminars, conferences outside of the project**, etc. can be posted on the website. All project participants are encouraged to submit information on meetings, or other external events related to the project. It is also possible to attach documents (venue location, agenda, list of participants, etc.). This information will become visible on the project website.

Since M12, several "News" and "Events have been shared on the website:

1. In the section "News":
2. MilkQua highlighted in the Spanish media: two Spanish news sites wrote articles about MilkQua – 16/09/2020
3. Interview of Sonia Andres, WP4, CSIC, on the radio "esRadio Castilla y Leon" – 23/09/2020
4. The first flyer – English version – is finalized – 09/10/2020
5. MilkQua project has been selected in ITA Innov contest – 24/02/2021
6. The translation in French and Arabic of the MilkQua flyer is finalized – 01/06/2021
   - In the section "Events":
1. First MilkQua project Steering Board meeting – 03/06/2020
2. MilkQua Scientific Webinar – 19/03/2020
3. 19th Conference on Animal Production – 01/06/2021
4. World Microbe Forum – 20/06/2021
5. MilkQua project annual Steering Board – 27th-28th/09/2021
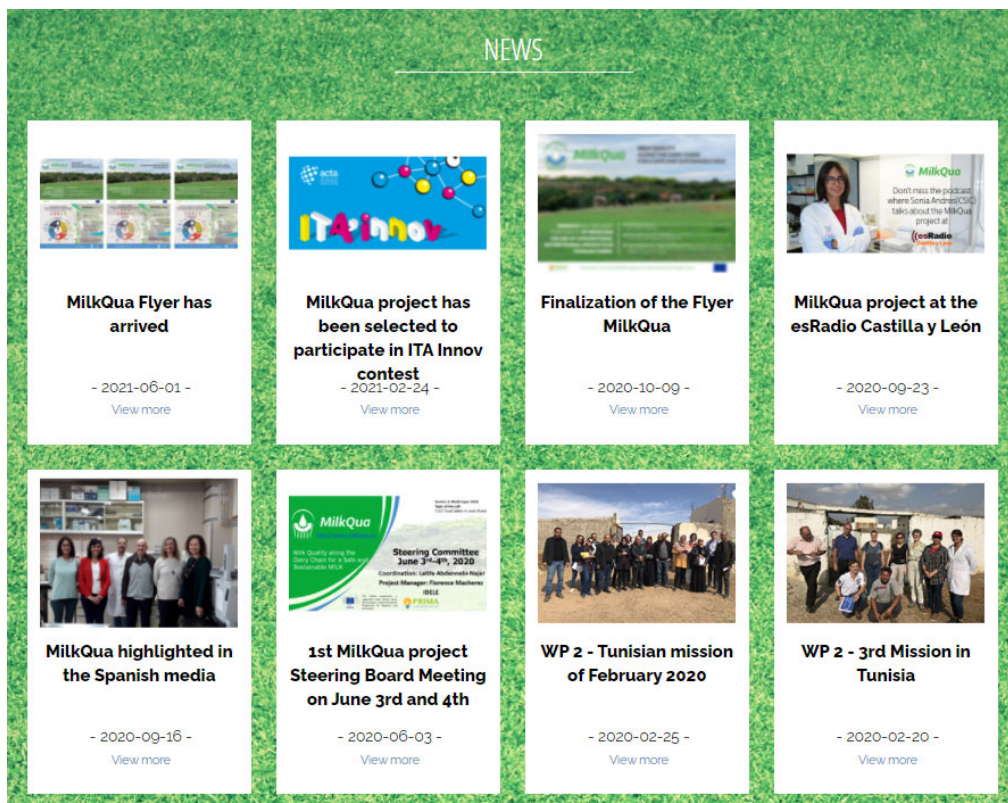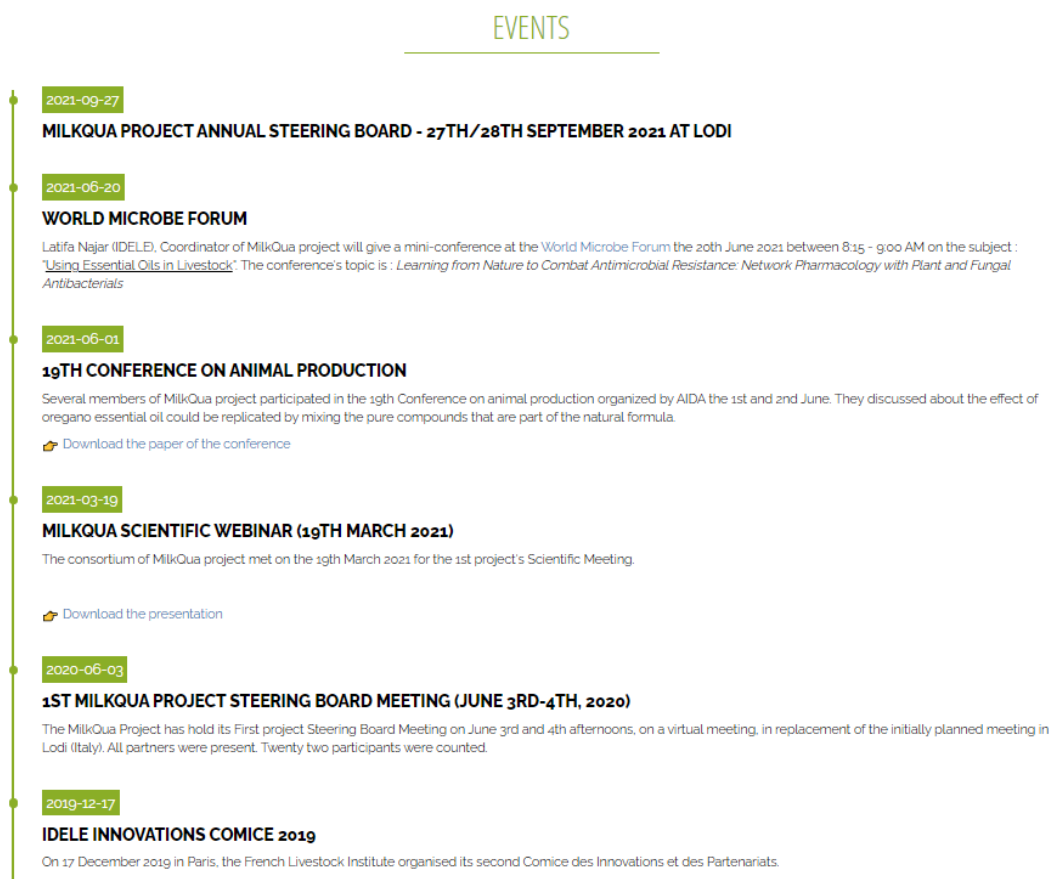
Figure 11: MilkQua Website – News

Figure 2: MilkQua Website – Events

1.3.3 Documents

Updates since M12:

1. MilkQua project first Newsletter
2. EAAP abstract "Dietary administration of oregano essential oil to newborn dairy calves improves feed efficiency and weight during the suckling period"
3. EAAP abstract "The effect of natural essential oils and synthetic essential oils on ruminal fermentation"
4. MilkQua flyer in English, French and Arabic
5. MilkQua Scientific Webinar presentation: OMICs approaches: a deeper look in microRNAs in the immunity of ruminant mammary gland
6. Investigation of selected essential oils antibacterial potentials
7. Milk Quality along the Dairy Chain for a Safe and Sustainable Milk - Abstract from the 3rd meeting on "Le lait, vecteur de développement"
8. Presentations used for the MilkQua annual Steering Board of the 27th and 28th September

Figure 3: MilkQua Website –Documents

1.4 Conclusion

The role of the website is to inform the general public about MilkQua and its achievements, as well as to attract potential collaborators to the project. The success of a project such as MilkQua depends on an efficient communication and coordination, and the public website is an essential tool to achieve this goal. The website provides public information and documents. It will be promoted via the social networks but also during conference attended by the project partners.

The website will be continuously updated, adjusted and improved. The level of visibility of the project will be measured at regular time periods, using indicators such as number of sessions, number of users, pages viewed, downloaded documents etc…

2. Social media

2.1 Introduction

A social network is essential for a research project to support both communication and dissemination activities, so as to reach a wide -but also targeted- audience, and thus maximizing the impact and successful exploitation of the R&D outcomes. The goal of a social network presence for MilkQua project is first to inform the dissemination targets about the latest project development or event. The social network communication targets a large audience such as other industry, researchers, academia, energy regulatory bodies and more particularly women involved in this activity.

LinkedIn and Twitter were chosen as social network platforms as the best tools to reach MilkQua's target among professionals, in order to maximize the visibility of the published results and partners organization/participation of international events, and also to monitor the feedbacks (number and type of followers, comments regarding the project activities). The MilkQua LinkedIn and Twitter accounts have been operational since 2019 (Twitter at M1 - April 2019 (creation by Idele), LinkedIn at M4 - July 2019) and can be reached at https://www. www.linkedin.com/in/MilkQua and https:// https://twitter.com/MilkQuaProject As activities funded by PRIMA IS or by Participating States of the PRIMA Programme, they include the following label and acknowledgement *"MilkQua is part of the PRIMA Programme supported by the European Union",* as well as with the PRIMA logo.

The Twitter and LinkedIn accounts are used to communicate on the activities and the achievements of the project. Therefore, the communication material as flyers, posters, newsletters and videos is shared on social media. Twitter and LinkedIn are also used to display the events to come and make an overview of those already past. Some news about the work implemented by the consortium and the results are being published on both social media.

*Figure 4: MilkQua social network – Mention of EU funding*

As networking platforms which can be used for groups and establishes networks on specific topics, the MilkQua LinkedIn and Twitter accounts help sharing short comments, posting announcements that can instantaneously reach a large audience and furthermore re-publishing relevant contents.

2.1.1 Twitter

The Twitter account is used to serve communication and dissemination objectives: announcements, short comments, or news are posted, if possible with media attachments (photos, images, videos ...).

The account is fed on a regular basis to share news and events on the project activities which requires all partners' engagement to send contents and material to the WP8 leader. Accounts of other linked R&I initiatives are being followed.
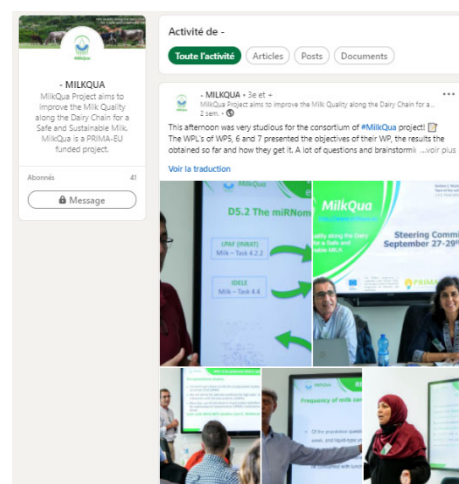
Figure 5: MilkQua Twitter account
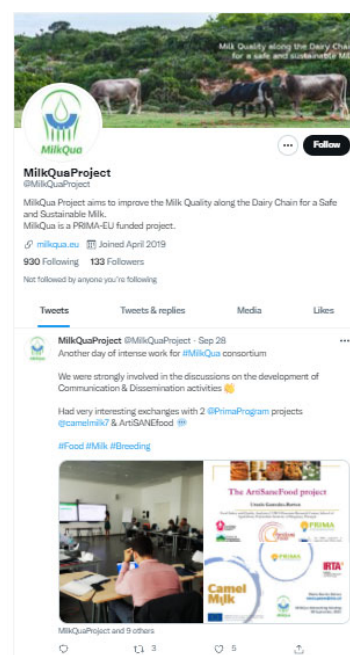
2.1.2 LinkedIn

LinkedIn account targets the scientific community and professionals for it is largely used by those communities, while Twitter is more targeted by a larger public.

The contents are similar to Twitter'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 are being followed.

Figure 6: MilkQua LinkedIn account

2.2 Social media administrators

Absiskey administers the MilkQua LinkedIn and Twitter accounts. After setting up the accounts, Absiskey has been centralising the information to be shared and communicate to the audience, including replying to messages. All Consortium members are invited to contribute to the Twitter account activities by sending emails to the Administrator (Hélène Lemoigne - Absiskey). In addition, to reach the widest possible audience, all MilkQua Consortium members who are already using social network are contributing to the LinkedIn and Twitter efficiency by following the project accounts, liking and sharing the project posts and relevant contents with the appropriate audiences, and their own networks.

2.3 Monitoring & reporting on MilkQua Social Media activities

Using social media allows assessing in detail how well the posts are being received, from the moment of publication to the upcoming days and months. Monitoring the MilkQua LinkedIn and Twitter accounts activities and assessing their effectiveness — ideally for each progress meeting — provide a wealth of data to identify trends and refocus the project activities if necessary. To measure the impact of the MilkQua social media account, relevant indicators including quantitative and qualitative aspects are being regularly checked:

Twitter

- 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

- Number of articles/posts, number of followers, number of profile visits, number of views, and number of likes.
- Qualitative: types of comments received, their tone, types of followers, word clouds etc.…

Based on the criteria selected, an analysis has been performed on the degree of the dissemination quality. This useful knowledge will be further used to adjust our dissemination/communication strategy and plan ahead.

Finally, when reporting on the project communication and dissemination activities to PRIMA-IS and Participating States to the PRIMA Programme (via the corresponding planned deliverables and the periodic reports), information about MilkQua LinkedIn and Twitter accounts activities, achievements and impacts will be included.

3. Promotion tools

3.1 Flyer, poster

Figure 7: MilkQua poster

This material has been used to promote the project during scientific conferences such as the 3rd International Symposium "Milk for Development" Meetings in Dakar on 12 and 13 June 2019 and the upcoming "Rencontres autour des Recherches sur les Ruminants, Dec. 2020".

An adjusted version has been published in July 2020.

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

Figure 8: MilkQua flyer en English

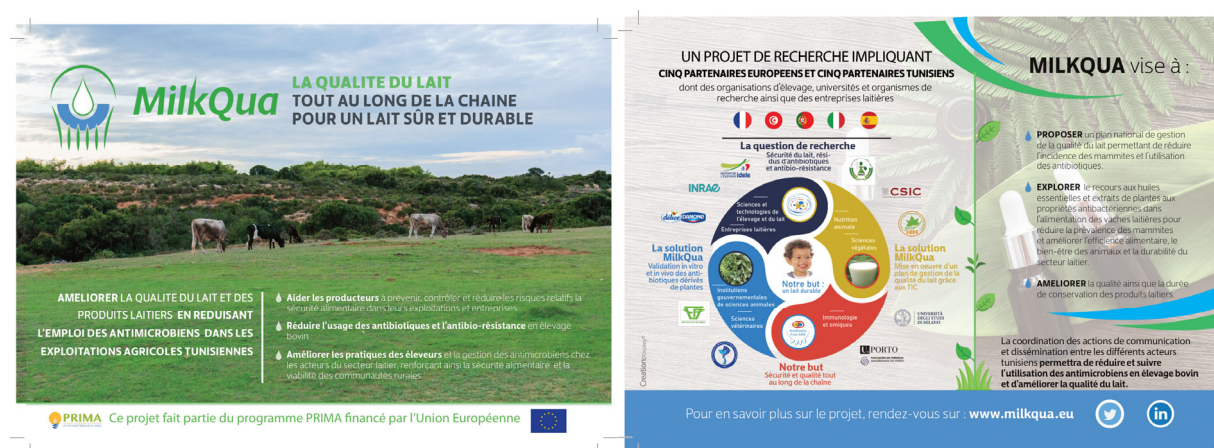
Figure 9: MIlkQua flyer in French

Figure 10: MIlkQua flyer in Arabic

4. Communication tools

4.1.1 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. https://youtu.be/3nZcW_IrReg A second video presenting results achieved will be issued around M41 (October 2022).

4.1.2 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 October 2021, December 2021, March 2022, June 2022, October 2022. A special issue of the Newsletter about the project annual Steering Board of the 27th and 28th September 2021 is scheduled for October 2021.

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.

5. Communication & Dissemination strategy

Communication, dissemination must be addressed through an integrated approach that strategically plans activities to avoid ad-hoc efforts. For that, clear objectives, defined targets, pertinent messages, right medium and means must be identified and implemented. More information is available in the deliverable 8.2 which deals with the plans for dissemination and exploitation of the results.