



TOWARDS IMPROVEMENT OF RUMINANT BREEDING
THROUGH GENOMIC AND EPIGENOMIC APPROACHES

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H2020 – Research and Innovation Action

Deliverable 9.2

Outreach dissemination and training plan (ODPT)

Update at M37

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| WP concerned | WP9 | |
| Lead partner | Çağla KAYA | EFFAB |
| Author(s) | Riccardo Carelli | EAAP |
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1 Summary

In order to carry out targeted dissemination, an Outreach, Dissemination and Training Plan (ODTP) is prepared. This is a *living document* that will be updated at the beginning of each project year, to plan ahead RUMIGEN's outreach and knowledge transfer strategy according to the project progress and possible external effects.

ODTP will cover the main elements of an *effective* and *targeted* knowledge flow from research to relevant communities including breeding industry, scientists, sector professionals, non-profit organisations, governmental and EU agencies, and general public.

ODTP is firstly submitted at *M8 (January 2022)* and will be regularly updated in the course of the project (*M13, M25, M37, M49, M60*) depending on the project progress, newly available opportunities for communication, dissemination and training activities, and created impact through implemented measures.

In order to review the effectiveness of the dissemination strategy and measure the extent to which this strategy is meeting the objectives, suitable evaluation mechanisms will be applied, following Key Performance Indicators (e.g. number of publications foreseen, conferences to attend, workshops/events to organise).

Main category stakeholders will be both targeted at local and European level with the specific methodology of RUMIGEN on multi-actor engagement (T2.1). Thus, ODTP will take into account the needs of regional and local audiences. In addition to these main categories, RUMIGEN ODTP also aims to target public audience with targeted materials. If needed, these categories will be redefined during the life of the project to improve the effectiveness of the RUMIGEN ODTP and project impact.

The content of RUMIGEN outreach, dissemination and training (ODT) materials are grouped under several categories. However, the content will also evolve as the project progresses and results achieved. Therefore, the content of the ODT materials will also be updated in compliance with the foreseen updates. The aim of outreach, dissemination and training channels is to communicate about RUMIGEN and its results, ensuring the impact of the project and raising awareness of the project and its outcomes to a wide range of stakeholders. Therefore, it is crucial to ensure that the messages reach to the right audience through the most appropriate channels. These channels consist of two main categories; conventional and innovative channels and each of these categories provide different opportunities to increase the impact of the RUMIGEN ODT efforts.

The RUMIGEN outreach, dissemination and training activities are planned to be effective throughout the life of the project. The ODT activities and tools will be focusing on creating awareness in the first 18 months of the project, while the focus will be on disseminating project results through various activities and tools in the following months.

The ODTP consists of 5 main chapters:

- i. ODT Strategy
- ii. Communication Package
- iii. ODT Tools
- iv. Monitoring Strategy
- v. Annual ODT Targets

Objectives:

ODTP will cover the main elements of an *effective* and *targeted* knowledge flow from research to relevant communities including breeding industry, scientists, sector professionals, non-profit organisations, governmental and EU agencies, and general public.

The Outreach, Dissemination and Training Plan (ODTP) (D9.2) aims to:

- identify the target audience of the project results (WHO?),
- define the dissemination objectives and audience's interest (WHY? WHAT?),
- define the dissemination and training channels and tools (HOW? WHEN? WHERE?).

Rationale:

RUMIGEN ODTP proposes a global strategy targeting multiple stakeholder groups, ranging from researchers to citizens. The key objectives of the RUMIGEN ODTP are:

- ☞ COMMUNICATION: Create links between RUMIGEN researchers & the society in general, to start a valuable dialogue & bridge the gap,
- ☞ DISSEMINATION: Make the project & its progress known to the ruminant research communities & non-academic stakeholder groups
- ☞ TRAINING: Facilitate the uptake of RUMIGEN outputs by end-users

In order to review the effectiveness of the dissemination strategy and measure the extent to which this strategy is meeting the objectives, suitable evaluation mechanisms will be applied, following Key Performance Indicators (e.g. number of publications foreseen, conferences to attend, workshops/events to organise).

Teams involved:

EFFAB, EAAP

2 Introduction

In order to carry out targeted dissemination, an Outreach, Dissemination and Training Plan (ODTP) is prepared. This is a *living document* that will be updated at the beginning of each project year to plan ahead the RUMIGEN outreach and knowledge transfer strategy in parallel to project progress and possible external effects.

ODTP will cover the main elements of an *effective* and *targeted* knowledge flow from research to relevant communities including breeding industry, scientists, sector professionals, non-profit organisations, policy and decision makers at local and European level, media and the citizens of Europe.

ODTP is firstly submitted at *M8 (January 2022)* and will be regularly updated in the course of the project (*M13, M25, M37, M49, M60*) depending on the project progress, newly available opportunities for communication, dissemination and training activities, and created impact through implemented measures.

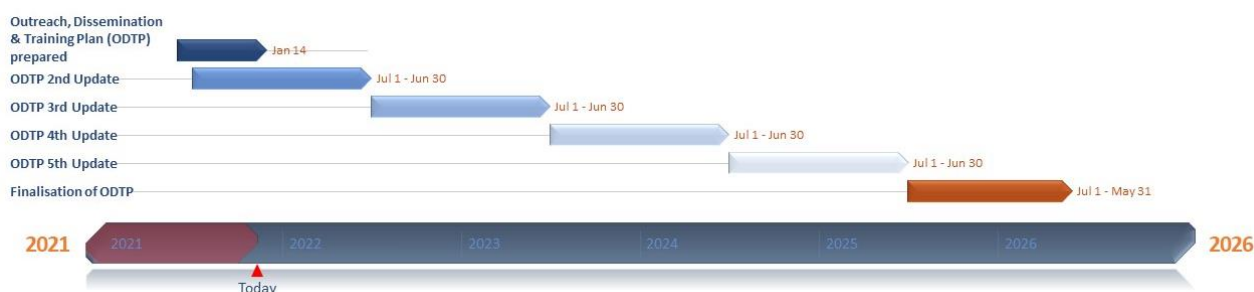


Figure 1 Timeline for the RUMIGEN Outreach, Dissemination and Training Plan progress

The Outreach, Dissemination and Training Plan (ODTP) (D9.2) aims to:

- identify the target audience of the project results (WHO?),
- define the dissemination objectives and audience's interest (WHY? WHAT?),
- define the dissemination and training channels and tools (HOW? WHEN? WHERE?).

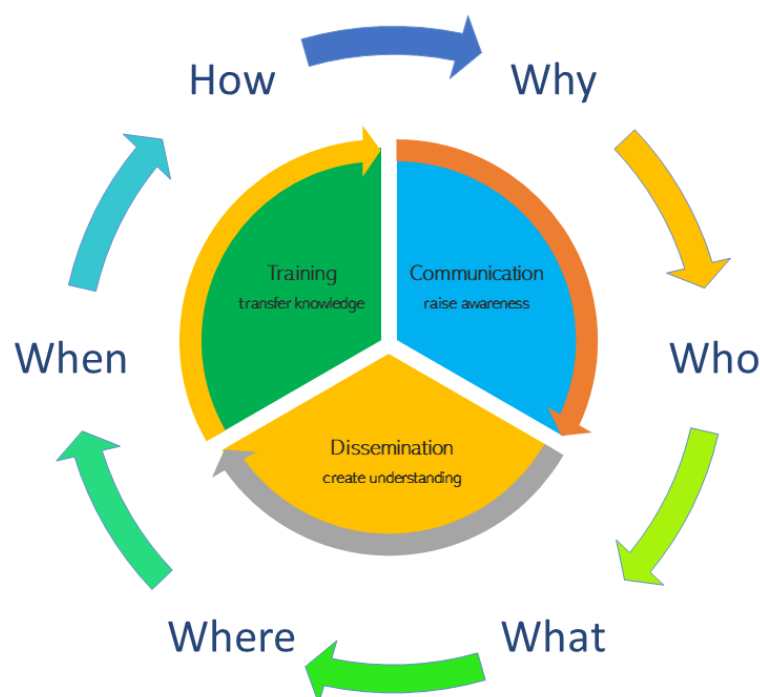


Figure 2 Structure and basis of RUMIGEN ODTP

3 In order to review the effectiveness of the dissemination strategy and measure the extent to which this strategy is meeting the objectives, suitable evaluation mechanisms will be applied, following Key Performance Indicators (eg. number of publications foreseen, conferences to attend, workshops/events to organise) (Table 5 Interim Monitoring Results)

Table 6 Interim monitoring results of KIPs at M).

4 RUMIGEN Outreach, Dissemination and Training Strategy

4.1 WHY?: Objectives of the ODTP

RUMIGEN ODTP proposes a global strategy targeting multiple stakeholder groups, ranging from farmers to consumers. The key objectives of the RUMIGEN ODTP are summarized in Figure 3.



Figure 3 RUMIGEN ODTP Objectives

4.2 WHO?: Target Audience

Dissemination and training activities will focus on the stakeholders' mobilisation and on providing a reliable, smooth and efficient knowledge transfer of the project results towards the end-users and other target groups.

The RUMIGEN internal and external stakeholders are identified under T2.1 Multi-actor engagement. The main stakeholders are given in Figure 4.

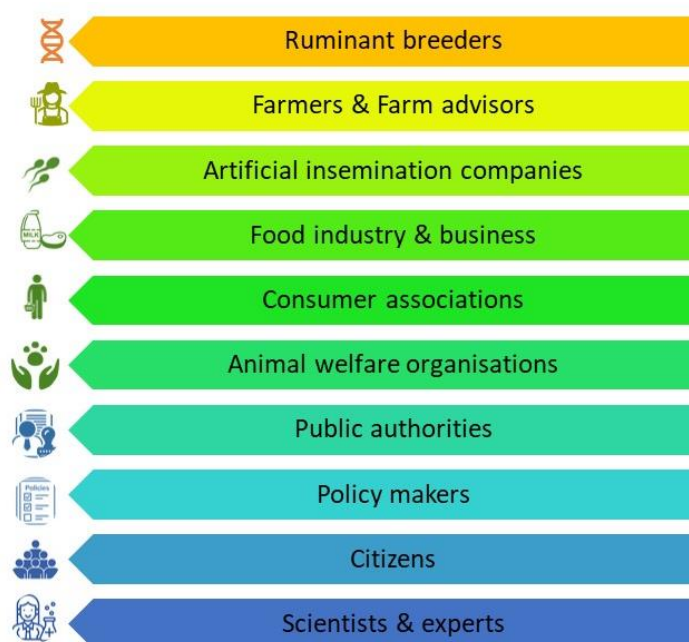


Figure 4 RUMIGEN main stakeholder categories

Main category stakeholders will be both targeted at local and European level. Thus ODTP will take into account the needs of regional and local audiences.

In addition to these main categories, RUMIGEN ODTP also aims to target public audience with targeted materials. If needed, these categories will be redefined during the life of the project to improve the effectiveness of the RUMIGEN ODTP and project impact.

4.3 WHAT?: Content of ODT materials

The content of RUMIGEN outreach, dissemination and training (ODT) materials are grouped under several categories as given in Figure 5. However, the content will also evolve as the project progresses and results are achieved. Therefore, the content of the ODT materials will also be updated in compliance with the foreseen ODTP updates.

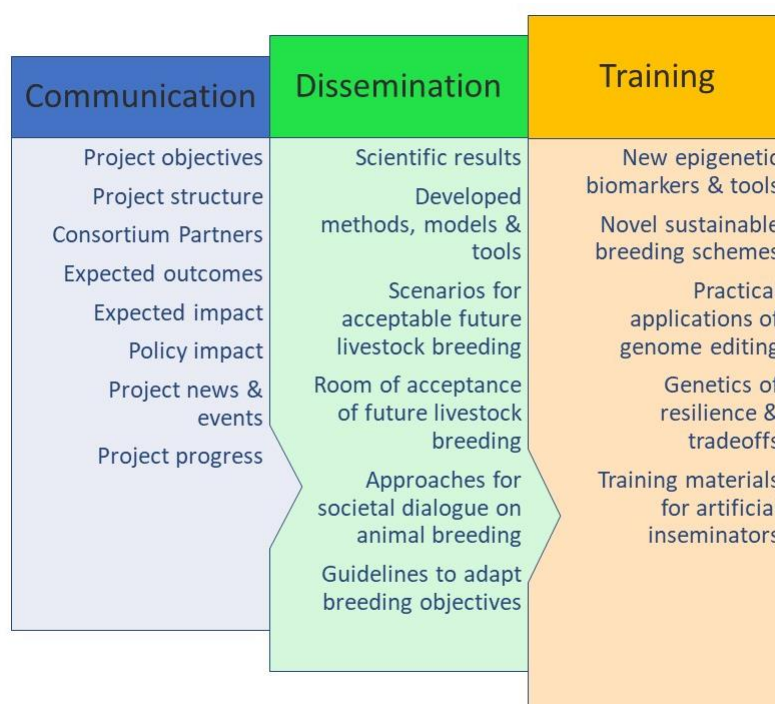


Figure 5 Content of RUMIGEN outreach, dissemination and training tools

4.4 WHERE?: ODT Channels

Outreach, dissemination and training channels are targeted at different stakeholder audiences. The aim of these channels is to communicate about RUMIGEN and its results, ensuring the impact of the project and raising awareness of the project and its outcomes to a wide range of stakeholders. Therefore, it is crucial to ensure that the messages reach to the right audience through the most appropriate channels. These channels fall into two main categories: conventional and innovative channels. Each of these categories provide different opportunities to increase the impact of the RUMIGEN ODT efforts. The possible tools and media to be used for this purpose are summarised in Figure 6.



Conventional Channels

Website
Promotional documents
Conferences & events
Scientific Journals
Popular magazines
RUMIGEN Workshops (local & European)
Final Conference



Innovative Channels

Social media
Digital Newsletters
Online dissemination docs
E-book of abstracts
Practice abstracts
Online videos & movie
Networking events
Webinars
Joint dissemination clustering

Figure 6 RUMIGEN outreach, dissemination and training channels

4.5 WHEN?: Timeline of ODT

RUMIGEN outreach, dissemination and training activities are planned to be effective all through the project duration. The ODT activities and tools will be focusing on creating awareness in the first 18 months of the project, while the focus will be on disseminating the project results through various activities and tools in the following months. The timeline of the planned activities is summarised in Figure 7.

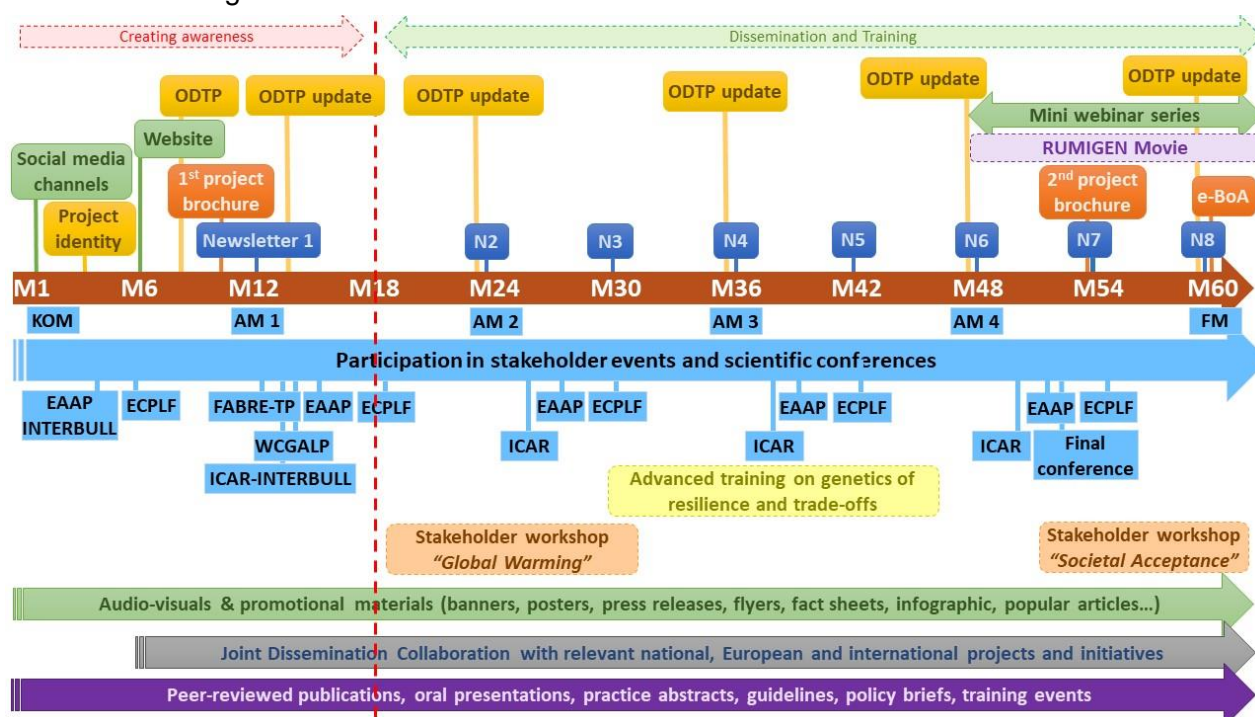


Figure 7 Timeline of RUMIGEN outreach, dissemination and training activities (red line indicates the estimated time frame for first results to be released ~M18)

4.6 HOW?: Implementation of RUMIGEN ODTP

The implementation of the activities and tools foreseen in the ODTP will follow a standard procedure that is summarised in Figure 8.

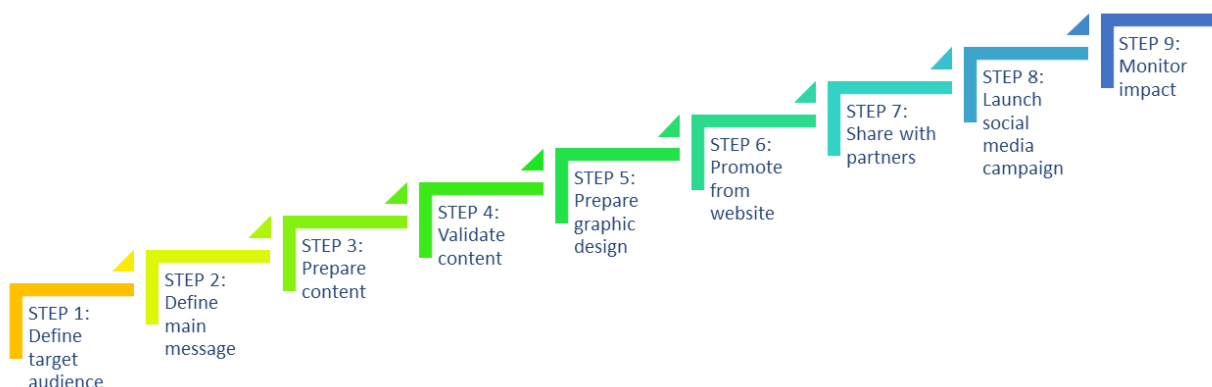


Figure 8 Procedure for implementation of the RUMIGEN outreach, dissemination and training activities

5 RUMIGEN Communication Package

To make sure that the RUMIGEN project is coherent and consistent in all communication materials, a project identity and communication package has been produced and made available to consortium partners (Deliverable D9.1). The graphic project identity and communication package consists of project's logo, slides, presentation, and poster templates. All participants have been encouraged to use these materials for presentations, brochures, newsletters and publications.

5.1 Name and Logo

The RUMIGEN name is formed by letters from the project title "Towards improvement of **RUM**inant breeding through **GEN**omic and epigenomic approaches".

The RUMIGEN logo has been designed for branding the project in all communication forms. It shows a cattle head image in the letter "R" and a DNA strand wrapped around the letter "I".

The logo is prepared in two different versions: with and without RUMIGEN title.



Figure 9 RUMIGEN Logo with and without title

5.2 Colour codes

The colours used in the logo form the main theme colours of RUMIGEN.



PANTONE 7479 C



PANTONE 2945 C

PANTONE 7479 C (green) -> Exe code= #28ba7e

PANTONE 2945 C (blue) -> Exe code= #005285

Table 1 The colours of RUMIGEN logo with RGB codes


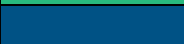


| Logo colours | Hex code | Red | Green | Blue | Colour |
|--------------|----------|-----|-------|------|---|
| Green | #28ba7e | 40 | 186 | 126 |  |
| Blue | #005285 | 0 | 82 | 133 |  |

Table 2 The colours of RUMIGEN logo with CMYK codes.

| Logo colours | Cyan | Magenta | Yellow | Key | Colour |
|--------------|------|---------|--------|-----|---|
| Green | 57 | 0 | 24 | 27 |  |
| Blue | 52 | 20 | 0 | 48 |  |

5.3 Fonts

The main font used in the branding of RUMIGEN is Montserrat.

Text font for brochure, PPT template, poster/roll up is Montserrat. The standard font size is 12 and the main text colour is black.

When there is a need for hierarchical headlines, define the style as Calibri.

5.4 Signature

The template for the RUMIGEN signature to be used in emails and other communication documents is prepared on the basis of the project identity.

Name

Position

Name of the organization

RUMIGEN - will work on ruminants to provide breeders with new knowledge and tools

Tel : + xx xx xx xx

insert@email.com

www.rumigen.eu

RUMIGEN is a Horizon 2020 project, which was launched on 1 June 2021. RUMIGEN proposes demand-driven innovation employing a multi-actor approach through the involvement of breeders, professional associations of animal production, and scientists, engaged from the planning phase to the dissemination of results over Europe.



Disclaimer

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5.5 Acknowledgement and Disclaimer

Along with the RUMIGEN logo, the EU flag should be visible on all communications from the RUMIGEN project.



In addition to the EU flag, the following acknowledgement must be included in all publications related to RUMIGEN:

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101000226.

Please note that any dissemination and communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must include this information:

All communication materials and activities should include the disclaimer note as follows:

The sole responsibility of this publication lies with the authors. The European Commission and the Research Executive Agency is not responsible for any use that may be made of the information contained therein.

5.6 Language

The language used between all RUMIGEN partners and stakeholders and in the reports to the EU is English. In addition, all partners are free and encouraged to promote the RUMIGEN activities in the language of their own country. If tools are developed directly for the use of end-users such as local breeders, producers, farm managers...etc, they will be translated into the local language to increase their outreach and uptake.

5.7 Templates

Several templates with the RUMIGEN profile will be used for RUMIGEN communication activities and in all official happenings and reporting. The partners, but also stakeholders in RUMIGEN, are encouraged to use them. In presentations and posters involved in the RUMIGEN project, always use the RUMIGEN logo, accompanied by the EU flag (see Chapter 5.5).

RUMIGEN templates for agenda, letter, minutes, PPT presentations, posters/roll-up and brochures are available and can be found at the RUMIGEN collaborative platform.

5.8 Communication message

A message house is prepared for RUMIGEN based on the main messages to be communicated. The message house comprises of three main elements:

1. The ROOF defines the key message and overall theme that we want to communicate to stakeholders;
2. The WALLS define the core messages that support the “roof”. The three walls summarize the main messages that form the heart of RUMIGEN communication;
3. The FOUNDATION provides the facts, evidence, proof points and arguments that support the “walls”.

The message house of RUMIGEN is given in Figure 10.

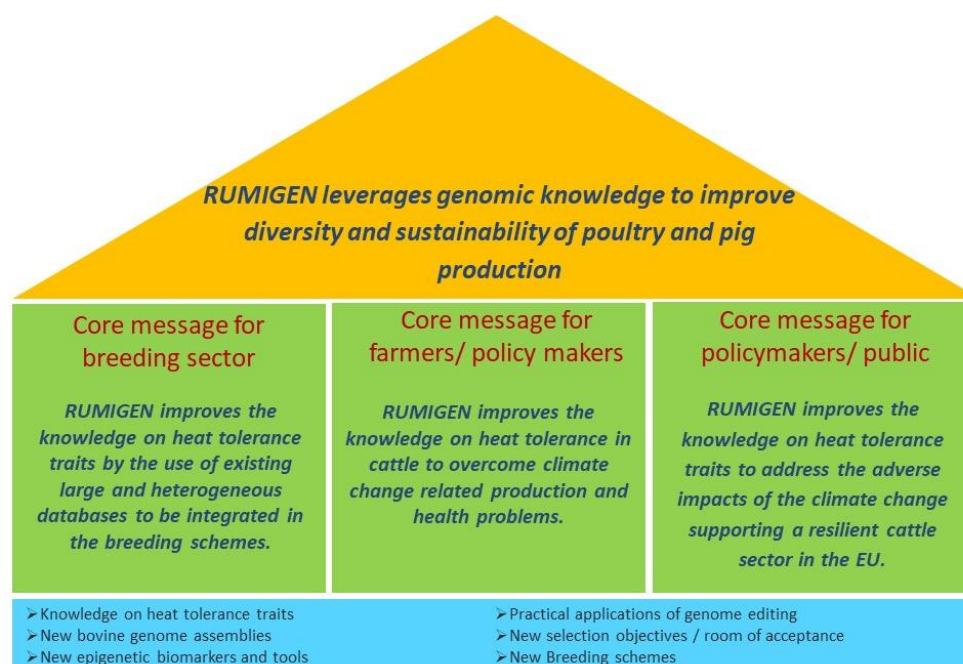


Figure 10 RUMIGEN Message House

6 RUMIGEN Outreach, Dissemination and Training Tools

6.1 Outreach and Dissemination Tools and Activities

The successful project implementation relies very much upon a proper and effective Outreach and Dissemination Strategy and selected tools. In the case of the RUMIGEN project, the strategy is especially related to the wide transfer of knowledge towards the RUMIGEN target groups and society. The dissemination and communication tools and activities, which are planned to be implemented during the lifetime of the project, are given in Table 3.

Table 3 RUMIGEN outreach and dissemination tools

| Tools | Description | Target audience |
|--|---|--|
| RUMIGEN Communication Package | A communication package consisting of project identity and uniform templates for consortium partners' use in communicating to a wide variety of stakeholder groups (see Deliverable D9.1). | Partners |
| RUMIGEN Website | A dedicated RUMIGEN user-friendly website (www.rumigen.eu , for further reference see Milestone 39) has been established aiming to be the main information hub for the project providing our audience an overview of the project and its activities, news and events, developed methods, models and tools, and training materials. | All |
| RUMIGEN social media channels (see Milestone 39) | RUMIGEN news and results will be announced and diffused through Twitter (https://twitter.com/RUMIGENH2020), Facebook (https://www.facebook.com/RumigenH2020), LinkedIn (https://www.linkedin.com/company/78127258/admin/), ResearchGate (https://www.researchgate.net/project/RUMIGEN) and YouTube (it will be opened once the first videos will be available) in order to reach different target groups more efficiently. | |
| Joint Dissemination Clustering | RUMIGEN will partner with different European and national projects and initiatives in order to maximize the impact of dissemination and to use its resources more efficiently while widening the scope of target audience by using the networks established under clustered projects and initiatives e.g. SmartCow, GenTORE, GEroNIMO, BovReg, EuroFAANG.... | |
| RUMIGEN brochure 1 | First brochure will be focusing on introducing RUMIGEN. | Scientific community, breeding companies, AI companies, public |
| Banner/Posters | Banner/roll-up and posters for RUMIGEN will be prepared to be used during workshops and conferences to increase visibility to the project objectives and results. | |

| Tools | Description | Target audience |
|--------------------------------|---|--|
| Audio-visual materials | Audio-visual materials consist of interviews with partners and Early Career Scientists, recordings of presentations and events, tutorials, videos with local testimonials. | authorities, policy makers |
| Newsletters | Digital newsletters will be prepared in the course of the project to inform partners and stakeholders on the project progress, events, project people, research activities and results. | |
| RUMIGEN brochure 2 | Second brochure will focus on informing the main stakeholders on results and impact of RUMIGEN results. | |
| Local dissemination activities | All partners will make use of their national and local networks and stakeholders' communities to disseminate the project results. | Breed associations, breeding companies, dairy herd improvement, dairy industry and policy makers |
| Guidelines | Guidelines to adapt breeding objectives for future environmental conditions and conservation of genetic diversity within and among breeds will be prepared. | Breeding companies, breed associations |
| Mini-webinar series | On-line sessions will be organized in order to increase the uptake of RUMIGEN results. | |
| Popular articles | Popular articles will be the interpretation of RUMIGEN research and results highlighting impact for the sector and society in general, which will be published in a number of different networks including RUMIGEN website, newsletters, professional press and online magazines such as Farmers Weekly, Agriland, LiveScience, TheCattleSite...etc | Breeding companies, breed associations, AI companies, farmers and advisors, public authorities and policy makers, general public |
| 18 Practice abstracts | 18 practice abstracts in EIP-AGRI format will be prepared from RUMIGEN outputs. | End-users, farmers and advisors, AI companies, breed associations |
| RUMIGEN infographic | An infographic giving information on RUMIGEN impact on societal issues and will be prepared in partner languages. | Farmers and advisors, public authorities and policy makers, general public |

| Tools | Description | Target audience |
|-----------------------------------|--|---|
| RUMIGEN in a nutshell movie | A movie will be prepared to simply explain the RUMIGEN objectives and its expected impacts. | General public, in particular younger generations |
| Policy briefs | Policy briefs will be prepared to dissemination RUMIGEN results associated with the solutions brought to major societal concerns and by revealing the contribution of RUMIGEN to EU Green Deal and Farm to Fork strategy. | Policy & decision makers |
| Peer-reviewed articles | High quality peer reviewed journals with open access mode (preferably gold or green) will be published in scientific journals specialized in animal sciences (Journal of Animal Science, Journal of Dairy Science, Animal Production Science, etc.) and in genetics/genomics (Frontiers in Genetics, Genetic Selection Evolution Journal etc.). | Scientific community, breeding companies |
| RUMIGEN oral/poster presentations | RUMIGEN will transfer the knowledge gained during the course of the project mostly through participation to international scientific conferences on genetics such as EAAP, World Congress on Genetics Applied to Livestock Production, Precision Livestock Farming Conference and other technical and scientific conferences in particular like ICAR and Interbull meetings. | |
| E-book of abstracts | An E-Book of abstracts will be prepared from selected publications. This book aims to increase the legacy of the project after its completion. | |
| Final scientific conference | At the end of the project, a final conference on scientific outputs will be organized to increase the knowledge transfer possibly at EAAP Annual Conference. | |
| Event flyers | Event flyers will be prepared in order to publicize RUMIGEN events. | Scientific community, breeding companies, AI companies, food industry, consumer associations, animal welfare organisations, |
| Profile raising/networking events | RUMIGEN will be introduced to the stakeholder groups through physical or online meetings such as ATF, FABRE-TP, pig and poultry specific events and stakeholder workshops. | |
| Press releases | Press releases will be prepared and shared with online media accounts and newsletters relevant for the sector in order to promote the project highlights. | |

| Tools | Description | Target audience |
|--|--|-----------------------------------|
| Final stakeholder conference on societal acceptance of animal breeding | At the end of the project, this final stakeholder event aims to reflect policies for societal acceptance of new developments in livestock breeding and to provide conference messages/statements on the putative shape of desirable future approaches to breeding and on expected roadblocks to technological application. | public authorities, policy makers |

6.2 Training Tools and Activities

Training tools and activities will ensure that the knowledge gained under RUMIGEN is transferred to a broader audience both at the academic and commercial levels in order to increase the project's sustainability. For this purpose, various pieces of training will be organised for early career scientists, breeding organisations and local breeders in collaboration with other WPs (Table 4).

Table 4 RUMIGEN training tools

| Tools | Description | Target audience |
|--|--|---|
| Practical applications of genome editing | Interactive webinar mini-series targeting breeding companies and researchers will be prepared. | Scientific community, specialized staff of breeding companies |
| New epigenetic biomarkers and tools and novel sustainable breeding schemes | Specific training modules targeting industrial and academic stakeholders on new epigenetic biomarkers and tools and novel sustainable breeding schemes at local and European level will be prepared. | |
| Training materials | Training materials targeting artificial inseminators and AI companies will be published. | AI companies, artificial inseminators |
| Genetics of resilience and trade-offs | One-week course for PhD students and Post-Docs primarily will be organised on "Genetics of resilience and trade-offs" in collaboration with WP3. | Early career scientists |

7 RUMIGEN Monitoring Strategy

In order to assess the impact created by the implemented outreach and dissemination efforts within the project and to improve future efforts, it is important to monitor and evaluate the use of outreach and dissemination means. When planning the monitoring and evaluation, timing is important so that the evaluation results could feed into decisions on design, renewal, modification or suspension of activities [1]. RUMIGEN monitoring and evaluation strategy is based on the evaluation toolkit for communication activities prepared by DG Communication (https://ec.europa.eu/info/sites/info/files/communication-evaluation-toolkit_en.pdf).

Monitoring of the activities and tools as well as the overall ODT strategy consists of three main elements:

1. Monitoring process of a single activity and tool
2. Interim evaluations of the activities / tools and the overall ODT strategy at regular intervals
3. Final impact assessment

7.1 Monitoring process of activity and tool

This step includes monitoring and analysing the outreach, dissemination and training activities performed during specified periods in order to ensure that RUMIGEN ODTP targeted impact is reached at the end of the project. The whole process of realising the aforementioned tools follow a basic process summarised in Figure 11.



Figure 11 Implementation procedure of outreach promotion activities

1. The whole process starts with the initial **planning** of the communication strategy of the selected activity to be carried out. The planning phase usually takes place at WP9 monthly coordination meetings, which are open to the WP9 task leaders and partners, coordination and management team.
2. Following the planning of the outreach activity, WP9 gets ready to **promote** what has been planned and launches the communication campaign with support from relevant partners and coordination. This step forms the main element for the increased impact of the implementation of the identified activity.

3. After having launched the first campaign, the initial **monitoring** step starts where the effect and impact are being monitored. In addition, the main Key Performance Indicators (KPIs) are defined and checked regularly (see Chapter 7.4 au-dessous).
4. Following the initial monitoring, **improvements** and / or **updates** to the promotion content or tools are carried out. This step ensures the final expected impact of the planned activity or tool and is achieved by updating the initial plan.
5. The next step is to **evaluate** the final impact of the promotion and the carried-out activity or tool, to understand the effectiveness of applied measures and to plan the next promotion campaigns for the coming activities or tools, accordingly.
6. Final step is to **report** the activity or tool with the measured impact.

7.2 Interim evaluations of ODT strategy

Interim evaluations examine the implementation, or the way activities roll out as well as the efficiency of the outreach intervention. Interim evaluations use the results of monitoring process to make judgements on the success of the overall ODT strategy and to adjust it, where necessary. It is mostly focused on inputs and outputs and in some cases outtakes (what activities are undertaken, who are reached by the activities, what happens as a direct effect) [1]. Interim evaluations will be carried out during ODTP updates.

Interim evaluation can provide management-oriented information on issues such as:

- Types and number of communication tools developed and disseminated
- Relevance of, and demand for, each type of communication tool and message
- Website traffic, including services that assess hits to a site, visitor navigation patterns, who visited and how long they stayed
- Earned media coverage and media content
- Target audience outreach
- Initial reactions to communication activities

7.3 Final impact assessment

Final impact assessment looks at the implementation of the whole outreach activities to draw conclusions about the strategy results and effectiveness. The assessment should consider: *relevance*, *efficiency*, and *coherence*. This type of impact assessment examines the outcomes, which usually means its effects on its target audience(s). [1].

7.4 Key Performance Indicators

For an accurate monitoring system, the achievement of the objectives is monitored by making use of identified Key Performance Indicators (KPIs) for each activity. These key indicators are based on the reach of audience by different channels of the project, namely the website and social media channels. The targeted audience for the total duration of the project for RUMIGEN outreach activities are given as in Table 5.

Table 5 Targeted audience per outreach, dissemination and training tool for the total duration of the project

| Outreach, Dissemination & Training Tools | Targeted Key Performance indicators (KIPs) |
|--|--|
| Project website | 15000 visits |
| Twitter | 350 followers |
| Facebook | 200 followers |
| LinkedIn | 100 followers |
| Research Gate | 50 followers |

| | |
|--|---|
| YouTube | 1000 views |
| Project newsletters (8 issues) | 500 readers in total |
| Video | 10 videos |
| Press releases | 3 press releases |
| Popular articles | 10 popular articles |
| Project brochure 1 | 1000 printed / 100 views online |
| Fact Sheets | 2 fact sheets / 200 views online total |
| Project brochure 2 | 1000 printed / 100 views online |
| Event flyers | 500 printed / 250 views online |
| Profile raising events | 3 stakeholder event participation with a total 100-150 participants |
| Peer reviewed publications | 15 articles |
| Practice abstracts | 18 practice abstracts with a total of 250 views |
| E-book of abstracts | 1 e-book of abstracts containing indicatively 10 abstracts |
| Policy brief | 2 policy briefs with a total 100 views |
| Participation to workshops and conferences | Participation to 10 conferences with a total 300 participants |
| Oral/poster presentations | 30 presentations/posters |
| Mini-webinar series | 3 webinars with a total of 150 participants |
| Local dissemination events | 3 with a total participation of 60 local stakeholders |
| Organization of the final conference | 100 participants |
| Advanced training sessions | 1 session with a total of 10 participants |
| Local training sessions | 4 sessions in 2 different countries with a total of 40 participants |
| Final stakeholder conference | 1 session with 75 participants |

ResearchGate has closed all project pages. Therefore, a public profile for RUMIGEN will be opened in Zenodo platform which is also supported by the EC.

8 Interim Monitoring Results

Table 6 Interim monitoring results of KIPs at M36

| Outreach, Dissemination & Training Tools | Targeted Key Performance indicators (KIPs) | Progress M1-24 | Progress M24-36 | Achievement rate, % |
|--|--|----------------|-----------------|---------------------|
| Project website | 15000 visits | 17,031 | 23,265 | 269% |
| Twitter | 350 followers | 199 | 135 | 95% |
| Facebook | 200 followers | 40 | 13 | 27% |
| LinkedIn | 100 followers | 183 | 169 | 352% |
| YouTube | 1000 views | 95 | 114 | 21% |
| Project newsletters (8 issues) | 8 issues | 1 | 1 | 25% |
| Project newsletters (8 issues) | 500 readers in total | 65 | 823 | 178% |
| Video | 10 videos | 4 | 1 | 50% |
| Press releases | 3 press releases | 1 | 1 | 67% |
| Popular articles | 10 popular articles | 1 | 5 | 60% |
| Project brochure 1 | 1000 printed | 100 | - | 10% |
| Project brochure 1 | 100 views online | 118 | 1,655 | 1773% |
| Fact Sheets | 2 fact sheets | - | - | 0% |
| Fact Sheets | 200 views online total | - | - | 0% |
| Project brochure 2 | 1000 printed | - | - | 0% |
| Project brochure 2 | 100 views online | - | - | 0% |
| Event flyers | 500 printed | - | - | 0% |
| Event flyers | 250 views online | - | 1,649 | 660% |
| Profile raising events | 3 stakeholder events | 11 | 3 | 467% |
| Profile raising events | 150 participants | 260 | 200 | 307% |
| Peer reviewed publications | 15 articles | - | 2 | 13% |
| Practice abstracts | 18 practice abstracts | - | 3 | 17% |
| Practice abstracts | a total of 250 views | - | 1,187 | 475% |
| E-book of abstracts | 1 e-book of abstracts | - | - | 0% |



| | | | | |
|--|--|-----|-----|------|
| E-book of abstracts | 10 abstracts | - | - | 0% |
| Policy brief | 2 policy briefs | - | 1 | 50% |
| Policy brief | a total 100 views | - | 506 | 506% |
| Participation to workshops and conferences | Participation to 10 conferences | 4 | 8 | 120% |
| Participation to workshops and conferences | a total 300 participants | 230 | 840 | 357% |
| Oral/poster presentations | 30 presentations/posters | 4 | 12 | 53% |
| Mini-webinar series | 3 webinars | - | 2 | 67% |
| Mini-webinar series | a total of 150 participants | - | 109 | 73% |
| Local dissemination events | 3 events | 2 | 5 | 233% |
| Local dissemination events | a total participation of 60 local stakeholders | 124 | 150 | 457% |
| Organization of the final conference | 100 participants | - | - | 0% |
| Advanced training sessions | 1 session | - | - | 0% |
| Advanced training sessions | a total of 10 participants | - | - | 0% |
| Local training sessions | 4 sessions | - | - | 0% |
| Local training sessions | in 2 different countries | - | - | 0% |
| Local training sessions | a total of 40 participants | - | - | 0% |
| Final stakeholder conference | 1 session | - | - | 0% |
| Final stakeholder conference | with 75 participants | - | - | 0% |

9 Annual Outreach, Dissemination and Training Targets and Achievements

This chapter summarises the activities planned for each year of the RUMIGEN project. They will be updated each year to monitor and evaluate their progress properly.

9.1 Year 1 (01 June 2021-31 May 2022)

9.1.1 Plans for Year 1

The plans for the first project year comply with the deliverables reported in the RUMIGEN WP9 DoA. Table 6 lists the deliverables and milestones relevant to ODTP.

Table 7 Deliverables and milestones relevant to ODTP activities in the 1st year of the project

| Deliverables/ Milestones | Description | Due date |
|---|--|--------------------|
| D9.1 Communication package | A communication package including the project identity (logo, color, fonts) and various templates will be prepared. | August 2021 (M3) |
| D9.2 Outreach, Dissemination and Training Plan (ODTP) | ODTP will map out all the communication and dissemination tools and activities highlighting possible events which would increase the interaction with stakeholders at different levels. It will be updated at the beginning of every project year. | January 2022 (M8) |
| MS39 RUMIGEN Website and social media | Website launched, social media accounts opened | November 2021 (M6) |
| MS40 1st project brochure | Brochure online at the website | March 2022 (M10) |

In addition to the deliverables and milestones, there are a number of activities and tools planned for the first year of RUMIGEN project. Since one of the main objectives of the outreach strategy is to raise awareness and profile of the project among different stakeholders, first year plans are based on increasing the visibility of RUMIGEN in all targeted sectors.

The planned activities for the first year of RUMIGEN project are given in Figure 12.



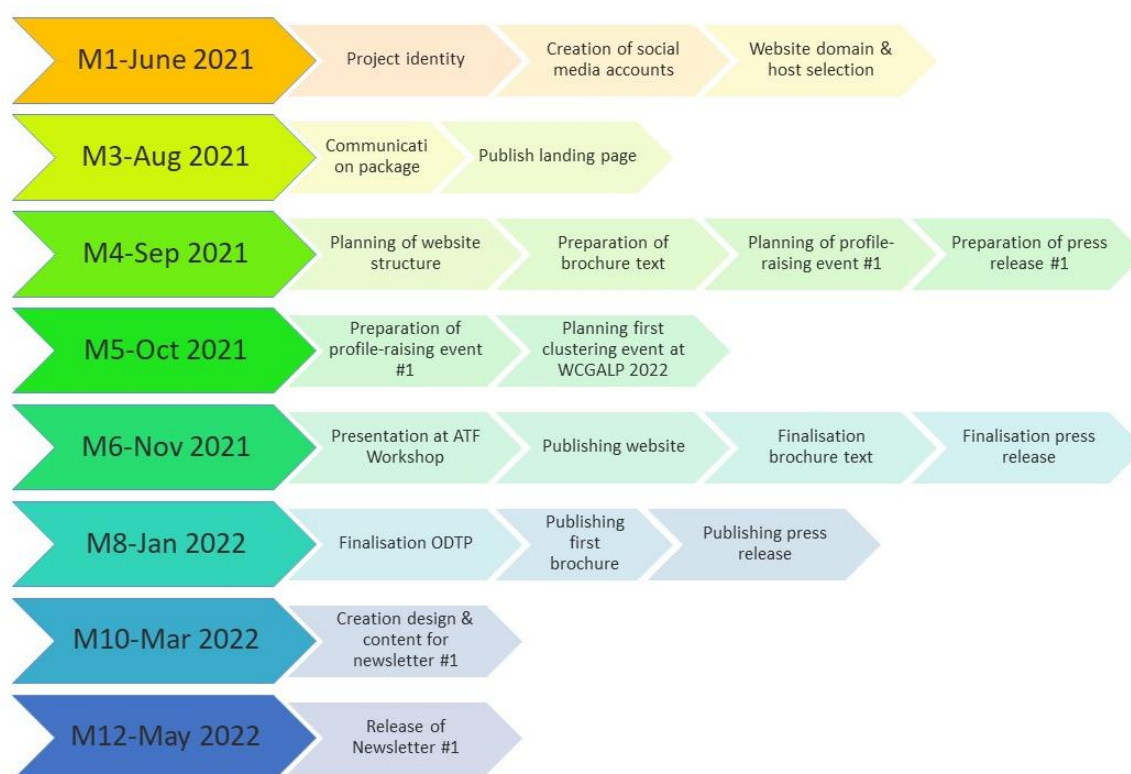


Figure 12 Timeline of outreach, dissemination and training activities and tools for year 1

9.1.2 Achievements in Year 1

- RUMIGEN was presented at 5 European stakeholders and one scientific event.
- Nine popularised publications were prepared and published in various online magazines.

9.1.3 Achievements in Year 1 (M1-M12)

Project Identity and Communication Package

- The project identity and communication package were developed, including the creation of logos, color codes, slide templates, letter templates, and newsletter templates (D9.1, M3).
- Outreach, Dissemination and Training Plan (ODTP) has been prepared and submitted (D9.2, M8)
- An introductory project brochure was published in March 2022, translated into 8 EU languages, and shared through various platforms (MS40, M10).

Social Media Management

- RUMIGEN launched its social media channels on Twitter, LinkedIn, Facebook, ResearchGate, and YouTube in M1.
- The social media platforms were used actively for promoting project activities, reaching diverse audiences, and raising awareness about RUMIGEN.

Website Development and Management

- The RUMIGEN project website was developed and launched in November 2022 (MS39, M6). It served as the main information portal for external stakeholders, detailing project structure, partners, objectives, impacts, and results.

Profile Raising Events

- RUMIGEN organised 3 stakeholder events in Year 1: RUMIGEN 1st Stakeholder Workshop (M5) and RUMIGEN 1st SAB Meeting (M11) and co-organised the EuroFAANG Networking Event (M12).
- RUMIGEN was presented at five international and national events, including the Danish Stakeholder Event, EFFAB Annual Meeting, GERO NIMO KoM, EC Cluster Meeting, and ATF Annual Meeting.

Scientific and Non-academic Dissemination

- The project was presented at the Illumina's "Epigenetics – the full picture" 2022, virtual event (M11).
- Nine popularized articles by RUMIGEN partners were published in newsletters and magazines, covering topics like climate change adaptation and genomic approaches (e.g., INRAE; PHASE Newsletter Issue n.73, AU web article on H2020 project).

9.2 Year 2 (01 June 2022-31 May 2023)

9.2.1 Plans for Year 2

The plans for the second project year comply with the deliverables reported in the RUMIGEN WP9 DoA. The deliverables and milestones in ODTP relevant to RP2 are given in Table 8.

Table 8 Deliverables and milestones relevant to ODT activities in the 2nd year of the project

| Deliverables/ Milestones | Description | Due date |
|--|--|-----------------|
| D9.2 Outreach, Dissemination and Training Plan (ODTP) update | ODPT will map out all the communication and dissemination tools and activities highlighting possible events which would increase the interaction with stakeholders at different levels. It will be updated at the beginning of every project year. | June 2022 (M13) |

There are a number of activities and tools planned for the second year of RUMIGEN project. Since one of the main objectives of the outreach strategy is to disseminate project results to a wide range of stakeholders, second year plans are based on increasing the visibility and outreach of RUMIGEN to all targeted sectors.

The planned activities for the second year of RUMIGEN project are given in Figure 13.



Figure 13 Timeline of outreach, dissemination and training activities and tools for year 2

9.2.2 Achievements in Year 2

Project Website and Social Media Engagement

- The project website saw increased unique visits and page views during Y2, indicating enhanced user engagement (M13-M24).
- Social media channels continued to grow, reflecting the project's effective communication strategy.

Communication and Dissemination Materials

- Outreach, Dissemination and Training Plan (ODTP) has been updated (D9.2, M13)
- A *roll-up banner* was prepared and printed in order to be used during events and conferences (M13).
- The design and contenting of the *first digital newsletter* have been completed, and the first issue has been published (M17).
- *Two press releases* about the start of the RUMIGEN project and the research were prepared and published on the project website.
- *Four videos* consisting of interviews and presentations *were produced and published in Year 2*.

Profile raising events

- RUMIGEN organised a stakeholder event in Year 2; RUMIGEN 2nd Stakeholder Workshop "Room of Acceptance", 1-2 September 2022, Copenhagen, Denmark
- (M16)
- RUMIGEN was presented at 4 international and national events, including the ICAR meeting (M13) and the GenTORE Final Stakeholder Meeting at WCGALP (M14) and the EFFAB and FABRE TP Annual Meetings (M24).
- RUMIGEN was presented to local stakeholders at the Comité Scientifique et Technique Elevage CNIEL in France (M17).

Scientific and Non-academic Dissemination

- RUMIGEN published 2 peer-reviewed publications in Year 3, presenting them at international scientific conferences and meetings, including EAAP 2023.
- The project was presented to the academic audience at the ICAR meeting (M13, 24) and WCGALP (M14).
- Non-academic outreach included popular articles and interviews with journalists, further promoting RUMIGEN's insights and achievements to a wider audience (e.g., "What is the expected effect of global warming on dairy cows?") (M17).
- RUMIGEN and its results were also presented to technicians and dairy farmers in France (M31).

Clustering and Collaboration

- RUMIGEN joined the HoloRuminant Joint Dissemination Cluster (JDC).
- RUMIGEN contributed to preparing EuroFAANG materials (flyers, animated video) and events during Y2 and promoted the project through EuroFAANG sponsorship at the WCGALP conference (M14).

9.3 Year 3 (01 June 2023-31 May 2024)

9.3.1 Plans for Year 3

The plans for the third project year comply with the deliverables reported in the RUMIGEN WP9 DoA. Table 9 gives the relevant deliverables and milestones in ODTP for year 3.

Table 9 Deliverables and milestones relevant to ODT activities in the 3rd year of the project

| Deliverables/ Milestones | Description | Due date |
|--|--|---------------------|
| D9.2 Outreach, Dissemination and Training Plan (ODTP) update | ODPT will map out all the communication and dissemination tools and activities highlighting possible events which would increase the interaction with stakeholders at different levels. It will be updated at the beginning of every project year. | June 2023 (M25) |
| D9.3 Practice Abstracts – batch 1 | This deliverable contains 3 practice abstracts | November 2023 (M30) |

There are several activities and tools planned for the third year of RUMIGEN project. Since one of the main objectives of the outreach strategy is to disseminate project results to a wide range of stakeholders, third-year plans are based on increasing the visibility and outreach of RUMIGEN to all targeted sectors.

The planned activities for the third year of the RUMIGEN project are given in Figure 14.

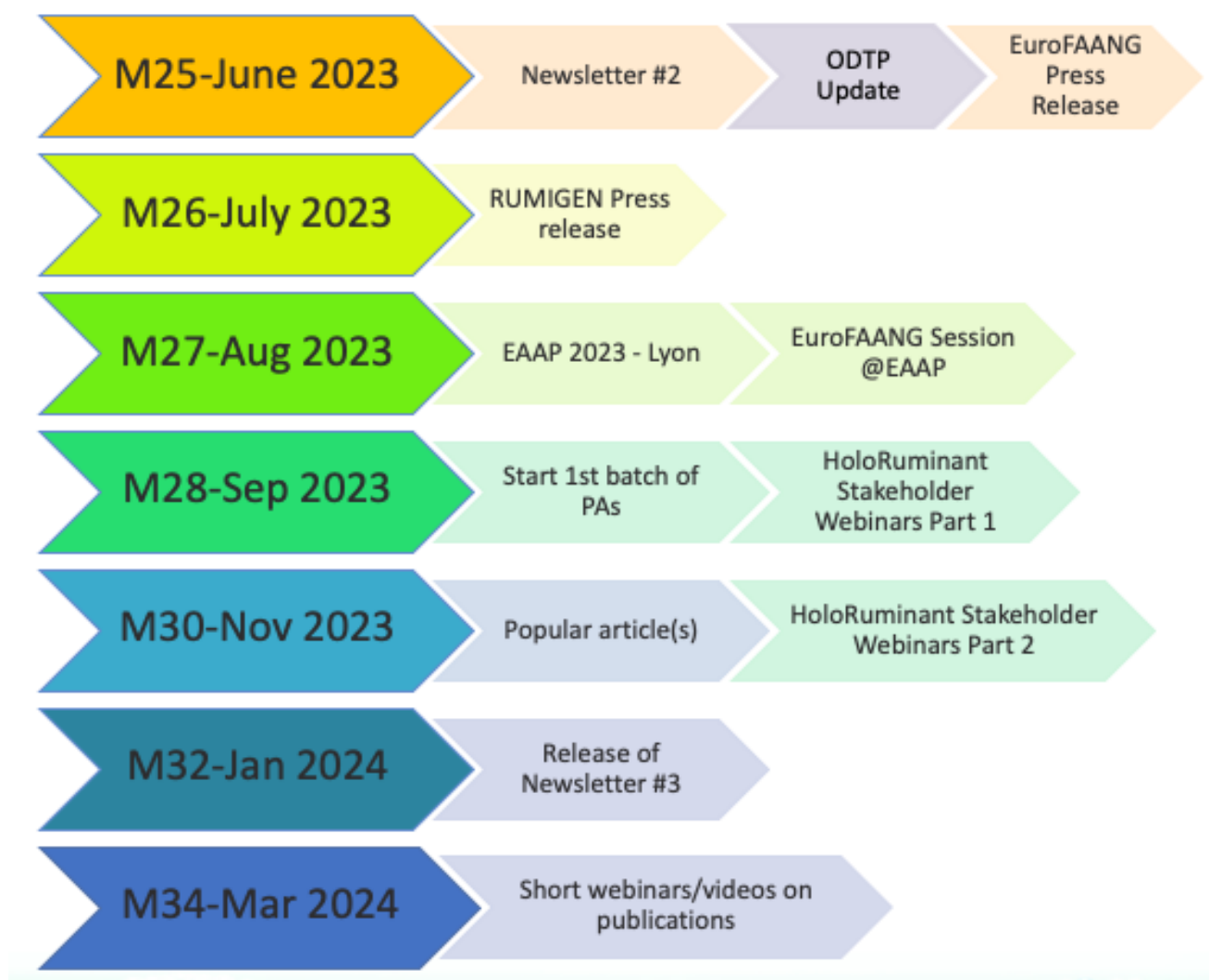


Figure 14 Timeline of outreach, dissemination and training activities and tools for Year 3

9.3.2 Achievements in Year 3

Project Website and Social Media Management

- The project website continued to serve as the primary information hub, with regular updates on news, publications, and events. The website maintained strong engagement metrics, contributing to the project's visibility.
- Social media accounts across platforms like LinkedIn, Facebook, and Twitter showed sustained growth, with ongoing efforts to reach new audiences and disseminate project updates.
- A Zenodo account has been created for the project to serve as a repository of all project publications.

Communication and Dissemination Efforts

- Outreach, Dissemination and Training Plan (ODTP) has been updated (D9.2, M25)
- Continued focus on communication materials resulted in further engagement with printed and digital content. The project expanded its reach through newsletters, press releases, and promotional materials targeting diverse stakeholders.
- The design and contenting of the *second digital newsletter* have been completed, and the second issue has been published (M27).

Profile Raising Events and Networking

- RUMIGEN was actively presented at significant European and international events, such as the 31st International Symposium Animal Science Days in Slovenia (M28).

Scientific Publications and Academic Contributions

- Presentations at international scientific gatherings showcased the project's achievements and facilitated knowledge exchange with experts and practitioners worldwide.
- Participation in significant conferences like EAAP 2023 resulted in *two peer-reviewed publications* and numerous presentations showcasing RUMIGEN's findings and innovations (M24-M28).

Non-academic Outreach and Impact

- RUMIGEN continued to engage with non-academic audiences through *practice abstracts* (3) (D9.3, M30), a *policy paper*, *interviews* (4) and *popular articles* (3) in various online magazines and newsletters. These efforts aimed to raise awareness about the project's objectives and outcomes, emphasising its relevance to societal challenges.
- Four conferences with technicians and dairy farmers in France were held in Year 3.

Clustering and Joint Dissemination Activities

- Ongoing collaboration with dissemination clusters like EuroFAANG and Ecogen remained a priority, with joint efforts to promote RUMIGEN's research findings and enhance the impact of collaborative initiatives.
- RUMIGEN contributed to the contenting of the EuroFAANG website in Year 3.
- The new EuroFAANG flyer was published with contributions from RUMIGEN.
- Ecogen HRB organised a webinar series (3 webinars) in which two RUMIGEN scientists presented their initial results to stakeholders (M29).
- RUMIGEN was one of the co-organisers of the EuroFAANG EAAP 2023 session and was represented by WP3 and WP9 (M27).

Innovation Management and Sustainability Efforts

- Developing an Exploitable Results Dashboard and a training course for PhD students reflected RUMIGEN's commitment to innovation and capacity building. These efforts aimed to support knowledge transfer and ensure the project's long-term impact.
- Partnerships with AI companies and breed societies underscored RUMIGEN's focus on sustainability and climate change adaptation, contributing to developing resilient breeding strategies.

9.4 Year 4 (01 June 2024-31 May 2025)

9.4.1 Plans for Year 4

The plans for the fourth project year comply with the deliverables reported in the RUMIGEN WP9 DoA. Table 10 gives the relevant deliverables and milestones in ODTP for year 4.

Table 10 Deliverables and milestones relevant to ODT activities in the 3rd year of the project

| Deliverables/ Milestones | Description | Due date |
|--|--|-----------------|
| D9.2 Outreach, Dissemination and Training Plan (ODTP) update | ODPT will map out all the communication and dissemination tools and activities highlighting possible events which would increase the interaction with stakeholders at different levels. It will be updated at the beginning of every project year. | June 2024 (M37) |

There are several activities and tools planned for the third year of the RUMIGEN project. Since one of the main objectives of the outreach strategy is to disseminate project results to a wide range of stakeholders, fourth-year plans are based on increasing the visibility and outreach of RUMIGEN to all targeted sectors.

The planned activities for the fourth year of the RUMIGEN project are given in Figure 15.



Figure 15 Timeline of outreach, dissemination and training activities and tools for Year 4

10 References

- [1] European Commission, “Toolkit for the evaluation of the communication activities,” February 2017. [Online]. Available: https://ec.europa.eu/info/sites/info/files/communication-evaluation-toolkit_en.pdf.