



## D1.1: CD&E PLAN AND EXECUTION REPORT - VERSION 1



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## ABSTRACT

*The main objective of the aWISH project is to develop and offer a cost-efficient solution to evaluate and improve the welfare of meat-producing livestock at a large scale, across Europe. This approach will be developed and evaluated in close collaboration with all actors involved, from primary producers up to policy makers and citizens. At the heart of the aWISH solution is the automated monitoring at the slaughterhouse of complementary animal-based indicators for monitoring welfare on-farm, during (un)loading, transport and slaughter. Besides that, existing or routinely collected data (slaughterhouse data, antibiotics usage, farm data, etc.) and needed technologies on-farm or on-transport to complement the measurements at slaughter will be exploited. Piloting and development activities will be done in 6 broiler chicken and fattening pig production chains across Europe (FR, PL, ES, NL, AT, RS), using a lean multiactor approach, in order to test and validate the project results. Novel sensor technologies and AI algorithms will be developed, and a feedback tool and GUI will allow each actor in the chain to get direct feedback of each batch, visualize trends and benchmark animal welfare outcomes. An Animal Welfare Indicator Catalogue will disseminate all validated indicators and standardized data collection methods. From the pilot data, animal welfare initiatives taken at operator, chain, regional or national level will be assessed alongside their environmental and socio-economic impact at operator and sector level. Next to that, 9 Best Practice Guides will be developed to improve key welfare issues in pigs and broilers, and to help external actors deploy the aWISH technologies and feedback tool. How the feedback loop guides and motivates each party to take actions to improve animal welfare will be tested in a longitudinal study, and the needs, perceptions, and barriers of all actors from farm to fork incl. the consumer, will be researched to maximize the impact of aWISH results.*



## DOCUMENT SUMMARY

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## TABLE OF CONTENTS

<b>1. INTRODUCTION.....</b>	<b>9</b>
1.1 ABOUT CD&E PLAN.....	9
1.2 PURPOSE OF THE COMMUNICATION PLAN.....	10
1.3 RELATION WITH OTHER ACTIVITIES IN THE PROJECT.....	10
1.3 MESSAGES AND INFORMATION FOR COMMUNICATION .....	11
1.4 STAKEHOLDERS AND TARGET AUDIENCES.....	11
1.5 GDPR COMPLIANCE AND USER RIGHTS IN RELATION TO PHOTOS AND VIDEOS.....	11
1.6 OVERALL APPROACH.....	12
<b>2. VISUAL IDENTITY.....</b>	<b>13</b>
2.1 PROJECT LOGO .....	13
2.2 HEUROPE LOGO AND DISCLAIMER .....	14
2.3 POWERPOINT AND WORD TEMPLATES .....	14
<b>3. COMMUNICATION TOOLS AND CHANNELS .....</b>	<b>15</b>
3.1 PROJECT WEBSITE.....	16
3.1.1 STRUCTURE OF THE WEBSITE.....	16
3.1.2 KEY PERFORMANCE INDICATORS & MONITORING OF THE WEBSITE.....	18
3.2 PROJECT LEAFLET .....	19
3.3 NEWSLETTER.....	20
<b>4. SOCIAL MEDIA STRATEGY .....</b>	<b>21</b>
4.1 OBJECTIVE .....	21
4.2 TARGET AUDIENCES FOR SOCIAL MEDIA CHANNELS.....	22
4.3 SOCIAL MEDIA PLATFORMS.....	24
4.3 CONTENT STRATEGY .....	25
4.3.1 SPECIFIC TASKS AND RESPONSIBILITIES .....	25
4.3.2 RESPONSIBILITIES OF OTHER AWISH CONSORTIUM INDIVIDUALS .....	26
4.3.3 SHARING CONTENT .....	26
4.3.4 EVENTS AND CALENDAR .....	27
4.3.5 KEY PERFORMANCE INDICATORS (KPIs) AND MONITORING OF THE SOME STRATEGY.....	27
4.3.6 GROWTH HACKING STRATEGY .....	29
4.3.7 KEY MESSAGES/TARGET AUDIENCE.....	29
4.3.8 SUGGESTED HASHTAG LIST .....	31
<b>5. MONITORING AND UPDATING OF THE COMMUNICATION PLAN .....</b>	<b>32</b>
5.1 MONITORING .....	32
<b>6. CONCLUSIONS.....</b>	<b>34</b>
<b>ANNEXES .....</b>	<b>35</b>



## TABLE OF TABLES

<b>TABLE 1 - EXPECTED KPIS BY M18 IN THE DIFFERENT SOCIAL MEDIA NETWORKS.</b> .....	22
<b>TABLE 2 - AWISH TARGET AUDIENCES FOR SOME CHANNELS.</b> .....	22
<b>TABLE 3 - AWISH'S SOCIAL MEDIA PLATFORMS.</b> .....	24
<b>TABLE 4 - AWISH'S BASELINE AND TARGETS.</b> .....	28
<b>TABLE 5 - AWISH KEY MESSAGES.</b> .....	29

## TABLE OF FIGURES

<b>FIGURE 1 - AWISH LOGO AND VERSIONS THAT CAN BE USED.</b> .....	13
<b>FIGURE 2 - FUNDING LOGOS.</b> .....	14
<b>FIGURE 3 - AWISH WEBSITE.</b> .....	17



## GLOSSARY OF ACRONYMS

Acronym / Term	Description
<b>AW</b>	Animal Welfare
<b>AP</b>	Academic Partner
<b>CD&amp;E</b>	Communication, Dissemination and Exploitation
<b>D</b>	Deliverable
<b>EC</b>	European Commission
<b>F2F</b>	Farm-to-Fork
<b>GDPR</b>	General Data Protection Regulation
<b>KPI</b>	Key Performance Indicators
<b>NI</b>	Network Indicators
<b>NT</b>	National Team
<b>PSG</b>	Project Steering Group
<b>SoMe</b>	Social Media
<b>WP</b>	Work Package
<b>WT</b>	Work Task
<b>CMS</b>	Content Management System



## EXECUTIVE SUMMARY

This deliverable provides the Communication, Dissemination and Exploitation (C,D&E) Plan.

Building on the initial draft of the C,D&E Plan, available in the Grant Agreement, this report includes the C&D strategy, the target audiences and key messages, as well as the C&D tools and channels used to ensure the desired reach and impact of the project.

The C,D&E Plan details each of activities that will be undertaken, so that the entire plan is understood, adopted, monitored, and easily applied by all consortium partners. aWISH will make use of the modern information technologies, such as web platforms, social networks, and newsletters, as well as more traditional tools, such as articles in various media, workshops and conferences, meaning that a multi-platform approach will be in place to communicate the project's impacts, disseminate the results and assure the exploitation of the outputs from the project. Several channels will be used, namely website, social media, traditional media, e-mail, newsletter, events and networking, and training and educational activities.

To easily monitor and evaluate the implementation of this plan, a set of established KPIs will serve as guideline, thus helping to ensure the continuous revision and improvement of the C,D&E Plan.





## 1. Introduction

### 1.1 ABOUT CD&E PLAN

The objective of aWISH is to develop and offer a cost-efficient solution to evaluate and improve the welfare of meat-producing livestock at a large scale, across Europe. This approach will be developed and evaluated in close collaboration with all actors involved, from primary producers up to policy makers and citizens. At the heart of the aWISH solution is the automated monitoring at the slaughterhouse of complementary animal-based indicators for monitoring welfare on-farm, during (un)loading, transport, and slaughter.

Communication, dissemination and exploitation (C,D&E) are integral parts of maximising the impact of the aWISH project. However, to have a better understanding of the strategy developed in this document, there is a need to reinforce the difference between these three concepts. In a nutshell, ‘communication’ is the way to promote your actions and results ‘dissemination’ intends to make your results public, and ‘exploitation’ will make a concrete use of those results by different actors.

The specific objective of Communication, Dissemination and Exploitation Work Package (WP 1) is to: Create awareness and engagement of the multi-actor community, via a participative approach with all stakeholders involved, and the communication and dissemination of the project results via multiple routes, in order to maximize the impact and exploitation of the results.

**WP1 is led by CONSULAI and co-led by BIOSENSE.**

The Communication, Dissemination and Exploitation Work Package 1 is divided into following tasks:

- 1.1 Definition and implementation of the CD&E plan (M1-M48) Lead: CONSULAI; Partners: WP leads
- 1.2 Creation of communication tools and channels; activating and growing external stakeholders’ community (M3-M48) Lead: BIOSENSE; Partners: CONSULAI, EUROGROUP, EV ILVO
- 1.3 Dissemination of project results (M12-M48) Lead: CONSULAI; Partners: all
- 1.4 Training activities and capacity building (M12-M45) Lead: IGBZ PAN; Partners: all
- 1.5 Exploitation (M1-M48) Lead: EV ILVO; Partners: EUROGROUP, CONSULAI, BIOSENSE, WHITE RESEARCH, INNOVACC



Both the immediate success and lasting impact of aWISH will depend upon end-users and other actors being aware of the project and informed about the results and knowledge generated throughout its lifetime. In line with guidance on HEurope projects, it is clearly understood there is a difference between communication with the purpose of raising awareness about / encouraging interaction with the project, and the more specific function of dissemination and exploitation of the project results.

## 1.2 PURPOSE OF THE COMMUNICATION PLAN

The aim of communication is to attract the attention of multiple audiences to the aWISH project – from people with a general interest in sustainable farming and food production to those who can benefit directly from the project, and who might therefore also want to engage with specific project activities (farmers, advisors, scientists, politicians, and the civil society) or simply follow the project and its progress.

The purpose of this Communication Plan is to provide an overview of the planned communication activities to all project partners and to provide information on what, how, who and when for each of the activities. In addition to a plan for implementation of communication activities it also includes a plan for monitoring and updating activities as the project progresses.

The role of the aWISH partners in communication (pilot teams and other partners) is specifically addressed to make it easy to plan and participate in raising awareness of the project in their country, and to attract stakeholders to follow the project and its progress from their network.

## 1.3 RELATION WITH OTHER ACTIVITIES IN THE PROJECT

CONSULAI is leading WP1 – Communication, dissemination and exploitation on the aWISH project. Conceiving the C,D&E Plan and assuring its correct implementation is one of the main tasks of WP1. All WP leaders will support this implementation, and all consortium partners will have an important role on communicating, disseminating, and exploiting the outputs, results and conclusions coming from this project.

Specific links will be established with all WPs as we will use the results of each WP to produce content and thus reach the largest number of people and target groups: WP2 – Animal Welfare indicators and catalogue (AWI Catalogue), WP3 – Technology development and large-scale piloting (Pilot results), WP4 – Monitoring and improving animal welfare, WP5 – Assessment of socio-economic and environmental impacts of animal welfare improvement strategies (Best Practice Guides) and WP6 – Project management and coordination. We have a connection with all WP's, as we will use the results of each WP to produce content and thus reach the largest number of people and target groups.



### 1.3 MESSAGES AND INFORMATION FOR COMMUNICATION

Communication will focus mainly on aWISH as a project, what are the project objectives, what are the project activities, how are they implemented and how is the project progressing, as well as information about specific project events. Communication will also address information on the concepts. The communications will, thus, inform the stakeholders about the aWISH project in general. Communication will include information relevant to stakeholders in the EU in general, as well as information that is specifically relevant at national level in the 12 participating countries.

### 1.4 STAKEHOLDERS AND TARGET AUDIENCES

The aWISH project intends to develop and offer a cost-efficient solution to evaluate and improve the welfare of meat-producing livestock at a large scale, across Europe, where the direct users of findings, results and decision support tools will be stakeholders such as suppliers, clients, policy makers, scientific community, and others.

Overall, the aWISH project will involve a broad range of stakeholders and target audiences, all of whom will be affected by the project in different ways. It will be important to engage with these stakeholders and target audiences throughout the project to ensure that the solution is effective and meets the needs of all parties involved.

Consumers and the public can also be considered as important stakeholders and target audiences for the aWISH project. The project aims to develop a solution that improves animal welfare standards in the meat-producing industry, which is of interest to consumers who are increasingly concerned about animal welfare and ethical food production. Overall, by engaging with consumers and the public, the aWISH project can help promote transparency and accountability in the meat-producing industry, which could lead to improved animal welfare standards and more sustainable practices, but also better marketability. The measures to communicate and raise awareness about the project and its activities will focus on reaching this wide range of target groups in a popular language – short, sufficiently focused, and interesting to be shared by stakeholders to get a ‘multiplier’ effect.

### 1.5 GDPR COMPLIANCE AND USER RIGHTS IN RELATION TO PHOTOS AND VIDEOS

As we intend to use photos and videos in the aWISH communication and dissemination, GDPR and user rights must be taken into consideration by all partners.

BIOSENSE and CONSULAI will handle and store photos originating from their organization in compliance with the GDPR regulations and expect all partners to do the same. In the aWISH Consortium Agreement it is stated on the rules for GDPR compliance:

‘Each Party is responsible for ensuring that their collection, processing and sharing of Personal Data and / or Special Category Data of Personal Data are in compliance with Regulation (EU) 2016/679 of the European Parliament and of



the Council of 27 April 2016 (the General Data Protection Regulation (GDPR)) and other applicant regulation on Personal Data. The Parties will therefore ensure the legal foundation for the Personal Data and ensure the contractual basis and take required security measures in accordance with GDPR before sharing any Personal Data and / or Special Category Data of Personal Data.

The Parties agree that any sharing of Personal Data to the widest extent possible will be in completely anonymised form not containing any personal identifiable data and therefore not subject to GDPR. If it is not possible for the Parties to share Personal Data in completely anonymised form the Parties agree to use the EU provided templates for transfer of Personal Data and for processing of Personal Data cf. decision 2004/915/EC, decision 2001/497/EC and decision 2010/87/EU where applicable.'

The main guidelines for using photos and videos are listed below, and it is each individual partners' responsibility that these guidelines are followed:

- Always credit the photographer by name and organisation and get permission from the photographer to use a photo.
- If identifiable people appear on the photos, a written consent should be given from the people appearing on the photos in the situations where it is required.
- All photos and consents are stored off line by the individual partners from which the photos originate.
- If photos are used in a new context (such as non-aWISH purposes), persons (if identifiable) appearing on the photos and the photographer (always) have to give new written permission for this.

It is the responsibility of the partners to translate this into national languages, and/or making sure that the people signing it know and understand what they are signing.

## 1.6 OVERALL APPROACH

This document is dynamic, meaning that it can and should be adjusted. The planned activities will be shaped and adapted in response to feedback from multi-actor activities and engagements with external actors to the project.

To easily monitor and evaluate the implementation of this plan, a set of established KPIs will serve as guideline, thus helping to ensure the continuous revision and improvement of the CD&E Plan (Deliverable 1.2 – CD&E Plan and Execution Report version 2, due date M24, and Deliverable 1.3 – CD&E Plan and Execution Report version 3, due date M48).



## 2. Visual Identity

The visual identity of aWISH acts as the face of the project to communicate the project qualities and content through icons, shapes, and colors. Below is a description of the logo and a summary of how and when to make use of the project logo, PowerPoint template and leaflets. All the rules for use are defined in the project's Graphic Standards Manual, available on the aWISH Consortium Teams.

### 2.1 PROJECT LOGO

The logo (Figure 1) was developed through a collaboration between BIOSENSE and CONSULAI. Project partners were asked for feed-back in the process.

The circle in the logo represents the idea of a cycle, as in the continuous cycle of animal welfare from farm to slaughterhouse and back to the farm. This also symbolizes the concept of a closed loop system, where animal welfare is monitored and improved throughout the entire production cycle.

The chicken and the pig inside the circle represent the two primary types of livestock of the project aWISH. The presence of both animals in the logo also emphasizes the importance of improving animal welfare standards for all types of livestock used in meat production.



*Figure 1 - aWISH logo and versions that can be used.*



The logo can be used in 'positive' or 'negative' as well and also a version of other colors, depending on the background of the relevant communication material. The logo and a design guide are available on the project's Consortium Teams for use by all partners.

## 2.2 HEUROPE LOGO AND DISCLAIMER

All communication, materials and presentations must display the EU emblem and include the text below (Figure 2). When displayed with another logo, the EU Emblem must have appropriate prominence.



*Figure 2 - Funding logos.*

And also all communication materials must contain this disclaimer:

***Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.***

## 2.3 POWERPOINT AND WORD TEMPLATES

A PowerPoint and word template for deliverables and milestones, minutes and agendas, in line with the aWISH logo, were designed by BIOSENSE, and subsequently approved by the aWISH partners. The templates are available on the aWISH Consortium Teams.

The template is designed according to the EU guidelines.



## Visual identity: Responsibilities of project partners:

### Responsibilities of BIOSENSE:

#### BIOSENSE ensures that:

- The logo is available on the aWISH Consortium Teams in relevant versions and high quality.
- The PowerPoint and word templates are available on the consortium Teams of aWISH.

### Responsibilities of all aWISH project partners:

All partners must use the project logo, whenever publishing news from the aWISH project. Partners are also urged to promote the use of the project logo, whenever partners share news items to be published by external partners, organizations and media channels.

All project partners must use the EU-emblem of HEurope and the disclaimer for all communication and on all materials.

All project partners must use the PowerPoint and word templates for all aWISH presentations and documents.

## 3. Communication tools and channels

WP1 will utilize a range of communication channels, including the project website which will function as an overall repository of information (with newsletters, videos, and printed communication materials (e.g. press releases, articles, etc.)). The project website, together with the social media channels, will be the major, large scope communication channels used in the aWISH project.

WP1 will prepare project leaflets, a banner and poster template, press releases and articles. These communication products will also be shared through the project partners' communication channels to utilize channels with existing users and followers.

During the project period, the outcomes of the communication activities will be monitored and evaluated to get an insight into the fulfillment of the success criteria. Changes will be made during the project, if necessary, to assure that the proposed impact is achieved.

The most important communication tools, channels and materials will be the website, information leaflet, newsletter and social media channels, which will have a summary in the next sub-chapters, including the partners' responsibilities.



### 3.1 PROJECT WEBSITE

The domain name for the aWISH website is: <https://www.awish-project.eu/>. The link <https://www.awish-project.com/> will also transfer the user to the .eu domain. The website is hosted by BIOSENSE and will be maintained after the completion of aWISH. The use of cookies and privacy policy is governed by the rules that apply to the BIOSENSE website.

The website has these main objectives:

- Providing information about the project
- Engaging with stakeholders
- Raising awareness
- Providing resources
- Building a community

The aWISH website targets all stakeholders although some documents uploaded to the website may only be addressing a specific target group. The structure of the website will be developed for easy navigation and entry to such subpages.

The aWISH website will be supported by social media, newsletters and existing partner channels.

The website will continuously be developed and kept updated with results in terms of public deliverables, printed communication materials (posters and leaflets), press releases, scientific papers and online/printed media articles, newsletters, videos, highlights, events, publications etc. This process will ensure that in month 48 the project has a platform with a complete record of all publicly available results and information derived from the project.

#### 3.1.1 Structure of the Website

The website users should reach information intuitively and quickly (Figure 3). The structure will be simple and user friendly. Project partners are encouraged to give feedback on their own user-experiences, as well as feedback from target groups.

The structure of the website can be seen below, and it will contain a main menu with:

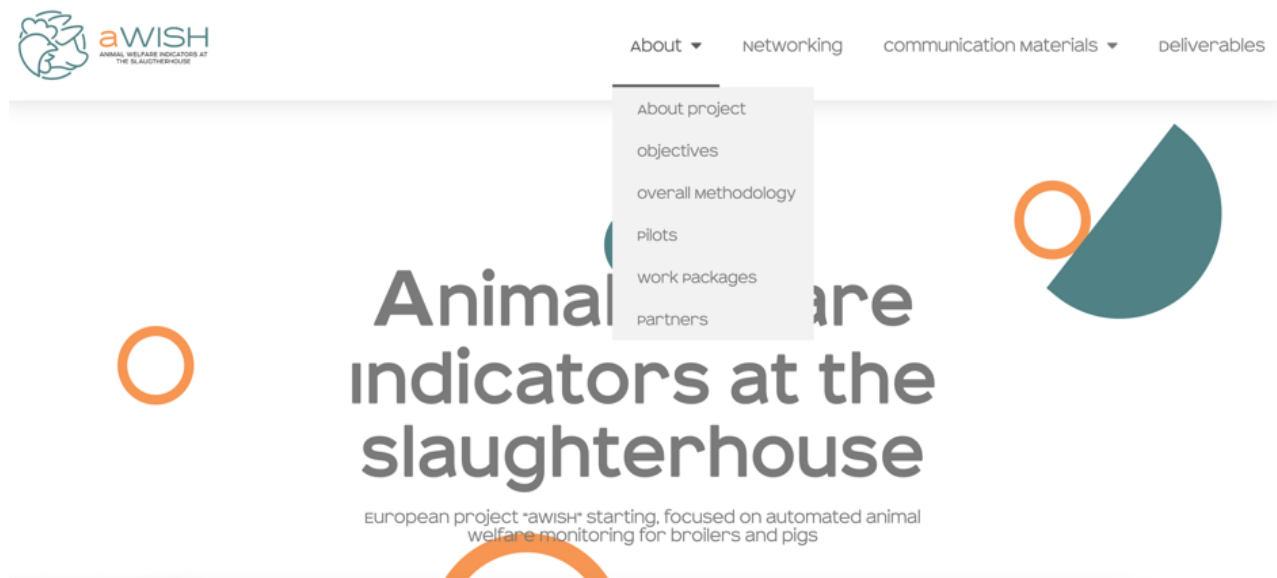
- **About** (this section will be divided in different sub-pages that will explain the main information of the aWISH project, the methodology, the division of the practical work in pilot cases in different countries, the content of the different WPs, and display the logotypes of all partners that will link to their webpage)
  - About the project





- Objectives
- Overall Methodology
- Pilots
- Work Packages
- Partners
- **Communication Materials** (this section will be divided in different sub-pages that will contain news about different topics and activities of the project, press releases sent to media, different multimedia materials, newsletters delivered and scientific publications available. Some of these sub-pages are still under construction and will be presented as the contents are produced and available to the public)
  - News
  - Press Releases
  - Multimedia Materials
  - Newsletters
  - Scientific Communication
- **Deliverables** (this section will display the public deliverables and results of the project, as soon as they are available)

The website will also have a Contact Form, to help users to contact the project Coordination Team, and a newsletter subscription form, to increase the awareness of the main target groups and the number of subscribers.



**Figure 3 - aWISH website.**



### 3.1.2 Key Performance Indicators & Monitoring of the Website

Traffic and behavior of visitors on the project website will be monitored regularly using the analytics of a Content Management System (CMS) used for the project page. The main purpose of this monitoring is to optimize design and user-friendliness on the webpage and to avoid design-related or navigation-related barriers for visitors. Feed-back from partners related to this is encouraged and partners will be reminded of this. If major barriers are spotted, a user survey will be carried out and the problems will be fixed.

As the webpage is mainly a project documentation hub and serves as a content library for content promoted via other channels, the key performance indicators (KPI's) related to the webpage are not focused on quantitative numbers or aimed at increasing traffic.

The main communication channels driving traffic to the webpage are the newsletter and social media. Thus, the success criteria for the web page in general is knowledge and use of the webpage among partners, securing a continuous in-flow of new content. An effort to push news stories from the aWISH project in existing external channels e.g. newsletters of organizations, institutions etc. will be made. Whether this happens by linking to the news item on our webpage or hosting our content on the homepage of these other channels, is less important.

Specific KPI's to be reported in the mandatory reports throughout the project include:

- Numbers of sign-ups for newsletters in the relevant reporting period.
- Numbers of downloads of publications in the relevant reporting period (if publications are decided to be mainly archived on the web page – and not in an open access archive).
- Number of clicks through to news items in the relevant reporting period.



## Responsibilities of project partners:

### Responsibilities of BIOSENSE:

BIOSENSE is responsible for updating the website content on a regular basis, including project subpages, highlights (articles, press release, videos etc.) from the projects

### Responsibilities of all aWISH project partners:

To increase traffic to the project website and promote aWISH, all partners are obliged to provide information on aWISH or make a subpage on aWISH on their own organization websites, including a link to the aWISH website ([awish-project.eu](https://www.awish-project.eu) | <https://www.awish-project.eu/>)

To promote the use of the project website, partners are obliged to insert the project website link ([awish-project.eu](https://www.awish-project.eu) | <https://www.awish-project.eu/>) in e.g. press releases, online articles, videos and other online communication materials.

All partners will provide photos - throughout the project duration for the photo archive - that may be used for the aWISH communication and dissemination.

## 3.2 PROJECT LEAFLET

A project leaflet will be prepared and approved by the project steering group (PSG). The design of the leaflet will be based on the colors and fonts used in the project logo. The text of the leaflet will be translated by the national teams (NT) to local language if the NTs find it useful for the local communication. National teams are responsible for translating the text, while CONSULAI is responsible for the set-up and formatting.

The leaflet will be available on the project website.



## Responsibilities of project partners:

### Responsibilities of CONSULAI:

CONSULAI is responsible for preparing a project leaflet in English, and an updated version either mid-term or towards the end of the project, e.g. to summarize outcomes and recommendations from aWISH. CONSULAI is responsible for receiving translations of the content and setting up national versions of the leaflets.

### Responsibilities of all aWISH project partners:

Project partners are responsible for translating the leaflet content to local language and sending it to CONSULAI.

All partners will distribute the project leaflet at relevant project events, workshops and fairs to create awareness of aWISH.

## 3.3 NEWSLETTER

Newsletters will be developed, using Mailchimp - an all-in-one marketing platform that will help the consortium to communicate and disseminate with the project's stakeholders and target audiences. These newsletters aim to create awareness regarding the project's scope and objectives, communicate the project's activities and disseminate the major outputs from each WP.

CONSULAI will gather the contributions from all partners and organise it to create a simple and attractive newsletter to engage with the target audiences, where we will write about the aWISH main activities and results, end user involvement, farmers' contribution and the collaboration with other EU initiatives.

This external newsletter will be delivered biannually in the first 24 month and then every 4 month, and it will be available on the website (where a subscription button is ready for subscription), displayed on Social Media channels and promoted via partners channels (websites, social media and own newsletters and events). The first subscription list will be collected through the partners (asking for specific contacts, that will be invited individually with compliance with the GDPR, to subscribe the newsletter), and the aWISH project will build on this to achieve at least 400 subscribers until the end of the project.



## Responsibilities of project partners:

### Responsibilities of CONSULAI:

Creating Mailchimp platform account; developing the newsletter design including to: gather partner contributions and project activity and working on the contents to simplify communication and ensure a proper dissemination to the target audiences.

### Responsibilities of all aWISH project partners:

Send to CONSULAI a quarterly update on their WP workflow, on their network activities and any other relevant information regarding their involvement within the aWISH project. CONSULAI will guide the WP leaders on the content of the update.

## 4. Social Media Strategy

### 4.1 OBJECTIVE

The aWISH Social Media platforms will be used to:

- Create awareness for the project and its scope;
- Engage and encourage people to visit our website;
- Encourage subscription of our newsletter;
- Boost participation in aWISH events;
- Share aWISH' s results and outputs.

As the success of the aWISH project relies on effective dissemination of the projects' activities, results and outcomes as well as ongoing communication and engagement with different actors in society throughout the duration of the project, the aWISH Social Media Strategy has the following specific objectives:

- Tailor key messages to each social media platform for the different target audiences;
- Define a social media growth hacking strategy (see 4.3.6) by determining the key performance indicators;
- Reach an audience outside the consortium and achieve a larger community by M18 of the project. Reached audience refers to the number of people that viewed the project's accounts or post. Impressions refers to the number of times that the project's posts/contents were seen. More reached audience means that we are reaching a broad segment and more impressions usually means that our content is interesting, and that people are seeing it multiple times. Some social media networks such as Twitter only measure impressions.

The goal is to achieve by M18 the following KPIs (Table 1):



**Table 1 - Expected KPIs by M18 in the different social media networks.**

Network	Followers	Impressions/content views
Twitter	150	8000
LinkedIn	250	15000
Youtube	-	100

## 4.2 TARGET AUDIENCES FOR SOCIAL MEDIA CHANNELS

**Table 2 - aWISH target audiences for SoMe channels.**

<b>Suppliers (Veterinarians, Advisors, Tech Providers and Other Suppliers)</b>	
<b>Interests</b>	aWISH project's social media channels can serve as a platform for technology development, collaboration, and market opportunities for suppliers in the animal agriculture industry, including veterinarians, advisors, tech providers, and other suppliers.
<b>Purposes</b>	Stay informed, contribute to the development of solutions, and potentially collaborate with the project to improve animal welfare outcomes in the meat-producing industry.
<b>Clients (Retail, Food Sector and Consumers)</b>	
<b>Interests</b>	The sustainability and animal welfare aspects of the project that optimizes efficiency and resource use, reduces GHG emissions, and shows greater resilience to climate change by considering agronomic, technical, environmental, economic, institutional, infrastructure and social advantages and constraints.
<b>Purposes</b>	To share knowledge about aWISH issues; to raise awareness of the potential of aWISH to strengthen the resilience of European agricultural production systems and at the same time ensure efficiency of production in terms of the use of resources such as water, nutrients, land and ecosystem services – thus creating balance and synergy between efficiency and resilience.



<b>Scientific Community (Researchers, Higher Education, Institutions, Students)</b>	
<b>Interests</b>	In the academic content generated including scientific papers, scientific presentations in seminars and conferences, papers, reports, data bases, as well as events and workshops. They may also be engaged by the results, innovation processes and associated policies, and new ideas and successes; potentially looking for links to new projects or ongoing work.
<b>Purposes</b>	To share and discuss results from the project within the scientific community and encourage more research and innovation to develop resilient farming systems; to reach the academic community, to make the results available for bachelor and master students (student workshops or classes) and to offer links to those working in similar fields; to encourage development of, and researcher engagement in, an ongoing research agenda.
<b>Policy Makers</b>	
<b>Interests</b>	The practical outcomes of the project and experiments where the messages are clear and there is evidence to support impact pathways. Interest in ways to get involved in events or workshops. Interest in the impact of climate change on the feed supply chain and on the health and animal welfare monitoring at large scale.
<b>Purposes</b>	To share knowledge on the impact of increasing circularity and animal welfare issues and improvement in European agriculture on food supply by assessing changes in the feed and food flows with the rest of the world under future climatic scenarios. To share knowledge on GHG emissions mitigation through animal nutrition, breeding and housing innovations. To identify the innovations and to co-design the validation will ensure relevance and maximize the adoption of best practices.
<b>Others (NGOS, Certification Org., and Citizens)</b>	
<b>Interests</b>	aWISH project's social media channels can serve as a platform for transparency, collaboration, and education around animal welfare issues in the meat-producing industry, which can be of interest to NGOs, certification organizations, and citizens alike.
<b>Purposes</b>	The purpose of NGOs, certification organizations, and citizens following the social media channels of aWISH is to foster greater awareness and engagement around the issue of animal welfare in the meat-producing industry and to contribute to the development of solutions that improve animal welfare outcomes.



### 4.3 SOCIAL MEDIA PLATFORMS

Table 3 - aWISH' Social Media Platforms

Platform	
<b>Twitter</b>	
<b>Link</b>	<a href="https://twitter.com/HEurope_aWISH">https://twitter.com/HEurope_aWISH</a>
<b>Purpose</b>	Sharing information and images, creating relationships and a space for discussion, sharing results, outputs, links. Engage via comments, mentions, retweets, likes and direct messages.
<b>Audience</b>	Suppliers (Veterinarians, Advisors, Tech Providers and Other Suppliers), Clients (Retail, Food Sector and Consumers), Scientific Community (Researchers, Higher Education, Institutions, Students), Policy Makers, Others (NGOS, Certification Org., and Citizens).
<b>LinkedIn</b>	
<b>Link</b>	<a href="https://www.linkedin.com/company/heuropeawish/?viewAsMember=true">https://www.linkedin.com/company/heuropeawish/?viewAsMember=true</a>
<b>Purpose</b>	Sharing the project's development and outputs, links to other social media channels and website, events etc. Engage via comments, likes and shares.
<b>Audience</b>	Suppliers (Veterinarians, Advisors, Tech Providers and Other Suppliers), Clients (Retail, Food Sector and Consumers), Scientific Community (Researchers, Higher Education, Institutions, Students), Policy Makers, Others (NGOS, Certification Org., and Citizens).
<b>YouTube</b>	
<b>Link</b>	<a href="https://www.youtube.com/channel/UCsJqDlyWm_OUt9cBDS4lq0A">https://www.youtube.com/channel/UCsJqDlyWm_OUt9cBDS4lq0A</a>
<b>Purpose</b>	Sharing video. Engage via comments and likes/follows.
<b>Audience</b>	All target audiences.

Facebook will be used only at national level, with contents created in national languages and shared by partners in their own channels, following the contents created in English by CONSULAI on WP1.





### 4.3 CONTENT STRATEGY

CONSULAI will be responsible for creating content to the social media channels. We will use an online platform called “Buffer” to manage content and schedule posts.

#### 4.3.1 Specific tasks and responsibilities

The responsibility for posting involves the following tasks:

- Send an email to all partners asking if they have any content to share;
- Make sure the content is not repeated;
- Be proactive in preparing content for each of the four media platforms including images and text, in line with the content guidelines.
  - o Examples of good contents include: sharing our activities (field visits, workshops, etc.), events and successes; sharing activities and good practices related to the project scope; disseminate results of each task/WP.
- For the aWISH YouTube channel, all the videos produced by the partners (including music, photos or/and video credits) must be sent by email to CONSULAI ([dlopes@consulai.com](mailto:dlopes@consulai.com)) or ([afale@consulai.com](mailto:afale@consulai.com)). CONSULAI will be responsible for editing and publishing the videos, aligned with the project identity.

The Buffer platform will be run by CONSULAI, which will be responsible for scheduling, publishing and managing the community in the different aWISH accounts. The community management includes post each of the contents at a scheduled time, and different tasks for each of the media platforms such as:

#### On Twitter:

- Check the homepage (and partners pages) for interesting tweets to potentially retweet if they relate to the project itself.
- Check for direct messages and respond if possible.
- Reply to comments on tweets.
- Respond to @s or mentions.
- Check who has followed us and follow them if appropriate.
- Only after some content has been created and there is a pinned tweet with links to the website actively follow people who fall into the project stakeholder group.

#### On LinkedIn:

- Reply to comments.
- Check for direct messages and respond if possible.
- Check the homepage (and partners pages) for interesting posts to potentially share.
- Share relevant posts from partner organizations.



- Check who has followed or liked us and follow them if appropriate
- Potentially find new people/ groups to follow/ like.

#### On YouTube:

- Reply to comments.

#### On Facebook:

- It will be used at national level by the partners.

**LANGUAGE:** The main language will be English. If we are sharing content related to a specific event/workshop that was (as an example) in Portugal, we will kindly suggest to Portuguese partners to repost it on their channels on national language, to be more friendly for the participants to engage and share. This will be replicable in other countries' events.

### 4.3.2 Responsibilities of other aWISH consortium partners?

- All aWISH consortium individuals should inform Dina Lopes ([dlopes@consulai.com](mailto:dlopes@consulai.com)) or Alexandre Falé ([afale@consulai.com](mailto:afale@consulai.com)), from CONSULAI, of important events and publications, so that they can be included in posts.
- Use @aWISH when appropriate in personal or institutional posts.
- Use #aWISH for tweets. Key project staff could also add this # to their profile descriptions (this means anyone searching for the # will find relevant staff and tweets).

### 4.3.3 Sharing content

Any member of the aWISH consortium can share information to post on social media. If they have information about events, papers/articles or other materials that can be included in the content calendar, they should email ([dlopes@consulai.com](mailto:dlopes@consulai.com)) or [afale@consulai.com](mailto:afale@consulai.com).

Any member of the aWISH consortium can share any of the social media posts within their own feeds. Tag @aWISH and use project #aWISH.

All partners should be aware that the specific content of the project could be sensitive, and there will be no production of content that may be shocking, or that may cause some kind of sensitivity or embarrassment to those who view it, always taking into account the sensitive nature of the project's theme.



#### 4.3.4 Events and Calendar

There will be an event calendar that will be populated with the key aWISH events. This will be available on the project consortium Teams workspace. These events should be reported on social media platforms using event hashtags and pictures in real time.

Other events that partners and individuals are attending and presenting aWISH information or workshops/events that are part of the research process should be included in the event calendar and reported on social media. These can be both via the direct posts from the aWISH account and through each individual tagging aWISH and using appropriate hashtags.

#### 4.3.5 Key Performance Indicators (KPIs) and monitoring of the SoMe strategy

As social media is a valuable tool for connecting and building strong relationships with the project's target audience, defining KPIs is extremely important to measure the performance of the project's social media platforms. Understanding the core social media KPIs will help the consortium to adapt the communication and dissemination to suit the project objectives and to reach the suitable target audience, with the right key messages.

The main performance metrics (indicators) to monitor are:

- Project mentions;
- Number of followers/subscribers;
- Reached audience – post reach percentage (Post views/total followers X 100);
- Engagement rate (per page/social media network);
- Number of impressions.

The above-mentioned key performance indicators were chosen for the following reasons:

- **Project mentions** – tags or mentions indicates that people are having conversations about the project, and as the entire point of social media is to build a relationship with the target audience is a very important indicator to monitor;
- **Number of followers/subscribers** – this metric is important to evaluate the growth of the projects' social media community;



- **Reached audience** – although this indicator is just an estimate, it allows the project partners to understand how far the projects' message is travelling and consequently will help to re-adjust the strategy (post contents, hours of publication, frequency of posting, etc.);
- **Engagement rate** – This is one of the most important metrics to monitor. The effectiveness of the projects' social media platforms will not depend only on the extent of the reached audience, but also on how much engagement it is able to generate. Usually the community engage with the profiles on social media when the content is relevant, interesting and informative, therefore engagement rate is vital to measure effectiveness of this social media strategy;
- **Number of impressions** – refers to the number of times that the project content has been displayed in front of an online audience. Although this indicator is vague as it simply indicates how many people could connect with the project pages, it is important to understand the growth opportunity that the social media page has. Usually a higher number is better.

These metrics are registered every month and monitored every three months, to evaluate the progress and effectiveness of the social media strategy. For evaluation of progress and effectiveness we will also compare with other projects that we are involved in.

**Table 4 - aWISH's Baseline and targets.**

Network	Followers	Post/Week	Videos	Hashtags/post	Type of language	Use of multimedia	Account creation date
Twitter	-	1	-	-	Informal	Most times	April 2023
LinkedIn	-	1	-	-	Formal	Most times	April 2023
Youtube	-	-	-	-	Informal	Most times	April 2023

It was planned to have 4 social media channels (Facebook, Twitter, LinkedIn and YouTube) but due to some discussion on content sensitivity, it was considered that the social media channel Facebook, will be used and disseminated nationally by partners who have Facebook. The official launch of the social media channels was thus delayed, to April 2023, waiting for the first metrics to be collected in April/May 2023.



### 4.3.6 Growth hacking strategy

- 1. Tailor content:** We will start with content that we think will be appropriate for the audiences of each of the social media platforms. We will also ensure we are checking and searching for other people and groups to follow and use targeted tagging to encourage sharing of our content.
- 2. Set measurable goals:** We will monitor the social media usage and increase the number of photos and tweets in the first few months and begin to set reasonable targets for the rest of the project.
- 3. Test the approach:** We could tailor the posts to a certain style for one month on one platform perhaps or change the time of posting.
- 4. Analyze performance:** We will monitor analytics using the Hootsuite platform. These will be reviewed every 3 months.
- 5. Evaluate and change:** We will use the analytics to monitor which posts are most engaging and if needed change the style of the posts. This could be done through regular team meetings based on this analysis.

### 4.3.7 Key messages/target audience

*Table 5 - aWISH Key messages*

Suppliers (Veterinarians, Advisors, Tech Providers and Other Suppliers)	
<b>Key messages</b>	<p>By providing high-quality products, services, and advice, suppliers can help farmers and other stakeholders improve animal welfare practices and outcomes.</p> <p>Suppliers can help by providing innovative solutions and tools that enable automated monitoring and data collection at various stages of the production process, including on-farm, during transport, and at the slaughterhouse.</p> <p>Suppliers can help to improve animal welfare standards and ensure the sustainability of the industry for years to come.</p>



<b>Clients (Retail, Food Sector and Consumers)</b>	
<b>Key messages</b>	<p>Awareness of animal products' stakes regarding animal welfare, sustainability and climate change.</p> <p>Awareness of livestock breeding stakes regarding animal welfare, sustainability, and climate change; and on scientific advances supporting pathways for improving animal welfare, reducing animal products carbon print, and enhancing resilience and sustainability.</p>
<b>Policy Makers</b>	
<b>Key messages</b>	<p>Responsibility to protect animal welfare and ensure that livestock are treated with dignity and respect throughout their lives.</p> <p>Policy makers should consider supporting collaboration between stakeholders to achieve shared goals related to animal welfare.</p> <p>Improving animal welfare can have economic benefits, such as increased efficiency, reduced waste, and improved product quality.</p>
<b>Others (NGOS, Certification Org., and Citizens)</b>	
<b>Key messages</b>	<p>Certification organizations, and citizens should emphasize the shared responsibility for promoting high animal welfare standards, the importance of the aWISH project, the need for collaboration between stakeholders, the increasing consumer demand for high animal welfare standards, and the importance of education and awareness.</p>
<b>Scientific Community (Researchers, Higher Education, Institutions, Students)</b>	
<b>Key messages</b>	<p>Scientific community should emphasize the importance of animal welfare, the innovative nature of the aWISH project, the need for collaboration between stakeholders, the importance of education and awareness, and the impact and relevance of their research in relation to animal welfare.</p>



#### 4.3.8 Suggested hashtag list

The Hashtags **#aWISH** and **#HEurope** are mandatory on all social media posts. The remaining hashtags should be chosen from the list below, as appropriate:

- #Innovation
- #AnimalWelfare
- #AnimalProduction
- #Efficiency
- #Sustainability
- #BestPractices
- #SolutionsCatalogue

New hashtags can be added to this list, whenever appropriate, for example, the partners can use hashtags in their own language, or in connection to particular events or regions, like the below:

- #Beja
- #Leuven
- #Dublin

#### Responsibilities of project partners:

##### Responsibilities of CONSULAI:

Scheduling, publishing and managing the community in the different aWISH accounts.

##### Responsibilities of all aWISH project partners:

Send contents and information to CONSULAI.



## 5. Monitoring and Updating of the Communication Plan

### 5.1 MONITORING

Table 5 – Monitoring of expected CD&E (until 1 y after the project's ending) measures.

Events/ Tasks	KPIs	Year1		Year2		Year3		Year 4		Year 5	
		Expected	Achieved	Expected	Achieved	Expected	Achieved	Expected	Achieved	Expected	Achieved
Digital Tools & Materials	Website users: 6,000 Average time: 2min Page views: 30,000 Newsletter subscribers: 400 E-book viewers: 400 No. of videos: 10 Forums: 2 Attendees/forum:100 Broadcast audience impressions: 100,000										
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					
Social media	Followers: 1,000 Engagements: 8,000										
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					
Editorial Materials	Scientific Publications: >18 Articles in agricultural media: >24 Audience reached: 12,000 Leaflets: 4 Factsheets: 20 EIP-AGRI Practice Abstracts: 24 Audience reached: 2,400										
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					
Events, Networking & Exploitation	Participations in conferences: 6 Reached Audience: 600 (100/event) Presence in fairs: 3 Reached Audience: 1,500 (500/fair) Attendees/ final conference: 300 Face-to-face training workshops: 12 (2/demo country) Attendees/training workshop: 20 Online training sessions: 12 (1/partner country) Attendees/session:30 Regional demos: 6 Attendees/demos:30 Base training sessions: 12 Attendees/session:50										
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					
Monitoring of CD &E Plan	Percentage of KPIs' deviation: < 10%										
	% Deviation	Y1	Y1+Y2	Y1+Y2+Y3	Y1+Y2+Y3+Y4	Y1+Y2+Y3+Y4+Y5					





A deviation of up to 10% of the established KPI's is acceptable, but any higher deviation will imply an adjustment of the current CD&E strategy. The KPIs expected on each year will be settled as soon as every CDE tools and channels are implemented, as it is most likely that in the first year the numbers are smaller (less than 1/5 of the total KPI defined per tool, channel or activity), starting to increase on the second year and years to follow.

The implementation of the dissemination plan will be monitored with the evaluation of the defined Key Performance Indicators and the planned **Deliverables for the Communication and Dissemination Work Package**:

Deliverable No	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month)
D1.1	CD&E Plan and Execution Report - version 1	WP1	2 - CONSULAI	R — Document, report	PU - Public	6
D1.2	CD&E Plan and Execution Report - version 2	WP1	2 - CONSULAI	R — Document, report	PU - Public	24
D1.3	CD&E Plan and Execution Report - version 3	WP1	2 - CONSULAI	R — Document, report	PU - Public	48
D1.4	Project website	WP1	7 - BIOS	DEC — Websites, patent filings, videos, etc	PU - Public	6
D1.5	Social media engagement strategy	WP1	7 - BIOS	DEC — Websites, patent filings, videos, etc	PU - Public	7
D1.6	Practice Abstracts - batch 1	WP1	2 - CONSULAI	R — Document, report	PU - Public	18
D1.7	Practice Abstracts - batch 2	WP1	2 - CONSULAI	R — Document, report	PU - Public	48
D1.8	Policy briefs and report on policy workshops - batch 1	WP1	19 - EUROGROUP	R — Document, report	PU - Public	36
D1.9	Policy briefs and report on policy workshops - batch 2	WP1	19 - EUROGROUP	R — Document, report	PU - Public	48
D1.10	Training and demonstration materials	WP1	16 - IGBZ PAN	OTHER	PU - Public	45

Also, the **Milestones for WP1** will be verified, using this verification to monitor the performance of the Communication and Dissemination activities:

Milestone No	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification	Due Date (month)
1	Project website set up and running	WP1	7-BIOS	Website available online	3
2	Social media channels operational	WP1	2-CONSULAI	Social media platforms publicly available	8
3	Broad dissemination materials	WP1	2-CONSULAI	Materials available on the website	42
4	Final International Conference Report	WP1	2-CONSULAI	Agenda, list of participants	48

The WP1 Leader will ask partner's to fill in an Excel Template to register information about the communication and dissemination activities implemented, each 3 months. These activities will include online and offline actions, publications, and participations in different events. For the scientific publications, articles and news published in journals, newspapers and magazines, specific data will be requested each 6 months, all of these according with the information to be reported on the EC Portal.



## 6. Conclusions

This Deliverable was designed to create and establish a strategy for the communication, dissemination, and exploitation of the project.

In this document, the internal and the external strategies were defined and explained in detail. For the strategy to be understood, information about the target groups, the channels and tools were neatly exposed. Later, Key Performance Indicators were presented and are intended to monitor the implementation of the plan.

After the implementation of this plan, it is important that the internal strategy is promptly adopted, so that internal communication and dissemination can take place and trigger a communication flow that allows for the external strategy to be at its full potential.

It's also encouraged that the partners use the different templates available in Word and PowerPoint format. All these different tools ensure a consistent internal communication, while also projecting a uniform project identity.



## Annexes

### A. How to communicate the aWISH project

1. Use one of the templates existents in the aWISH platform;
2. If there is no template for the purpose, use the Word Document Template and adapt it;
3. Never forget to use aWISH and the EU Funding logotypes, as well as the Horizon Europe disclaimer, as described in 2.;
4. Keep a record of the event attended, with the participant's list, programme, and other documents distributed;
5. If you are invited to present the aWISH project in a Workshop/ Seminar/ Conference:
  - i. Communicate it to the project's Coordinator (ILVO) and to the project's Communication Team Leaders (CONSULAI);
  - ii. Prepare your presentation using aWISH Power Point Template;
  - iii. Ask someone to take photos of your presentation and during the event;
  - iv. Keep a record of the event attended, with the participant's list, programme, and other documents distributed;
  - v. Send these documents and photos to the project's Communication Team Leaders (CONSULAI).
6. Contact the Communication Team Leaders if you have questions:  
**CONSULAI - Alexandre Falé or Dina Lopes**  
 E afale@consulai.com; dlopes@consulai.com
7. And please remind that:  
 'Communication is a way to keep all partners actively involved in the project'.  
 Jan Willem Gunnink, project coordinator, COMET



**B. Table of Communication activities and tools to be used, targeted audiences and related Key Performance Indicators (KPI)**

Category	Communication strategies	Communication tools and channels	Target audiences	KPIs	Outputs
Digital tools and materials	<ul style="list-style-type: none"> <li>Development of a website with relevant information for all stakeholders, in English</li> <li>Open access to all communication and dissemination materials</li> <li>News and events uploaded regularly</li> <li>Short videos to disseminate BP</li> <li>Project's results accessible according to the CD&amp;E plan, strategy for knowledge management and data management plan</li> <li>E-newsletter</li> <li>AWI catalogue and BPG Landing page</li> <li>AWI catalogue and BPG e-book</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>Dissemination materials and specific contents available in English and in the consortium languages (partners' translations responsibility)</li> <li>Email</li> </ul>	<p><b>I. Meat sector</b></p> <p><b>II. Veterinary sector</b></p> <p><b>III. Advisors</b></p> <p><b>IV. Policy makers</b></p> <p><b>V. Scientific community</b></p> <p><b>VI. Business operators</b></p> <p><b>VII. Consumers</b></p>	<ul style="list-style-type: none"> <li>Number of users – 6,000</li> <li>Average time: 2min</li> <li>Page views – 30,000</li> <li>Newsletter subscribers – 400</li> <li>E-book viewers – 400</li> <li>No. of videos – 10</li> </ul>	<ul style="list-style-type: none"> <li>Digital communication platforms</li> <li>AWI catalogue and BPG e-book</li> <li>10 BP interviews' videos</li> </ul>
	<ul style="list-style-type: none"> <li>Discussion forums (physical or online) in Brussels               <ul style="list-style-type: none"> <li>link between animal welfare and production methods</li> <li>how to enhance the implementation of BP</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>Social media networks</li> <li>EIP-AGRI Platform</li> <li>H2020, Horizon Europe projects platforms</li> <li>CAP networks and Operational Groups networks platforms</li> </ul>	IV., VI.	<ul style="list-style-type: none"> <li>Discussion forums – 2</li> <li>Attendees – 100/session</li> </ul>	<ul style="list-style-type: none"> <li>2 policy briefs</li> <li>D1.3 Policy briefs and report on policy workshops</li> </ul>
	<ul style="list-style-type: none"> <li>Broadcasts on radio/tv/media/newspapers in the local language to create an impact on final consumers and trigger animal welfare improvement</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>Social media networks</li> <li>Regional media</li> </ul>	I., II., III., IV., V., VI., VII.	<ul style="list-style-type: none"> <li>Audience impressions – 100,000</li> </ul>	<ul style="list-style-type: none"> <li>12 broadcasts (1 per partner country)</li> </ul>
Social media	<ul style="list-style-type: none"> <li>Formats adapted to different networks and target audiences: posts and news on Facebook; quick posts on Twitter; news on LinkedIn; videos on YouTube</li> </ul>	Social Media (SoMe) networks: Facebook, Twitter, LinkedIn, and YouTube	I., II., III., IV., VI., VII.	<ul style="list-style-type: none"> <li>No. of followers – 1,000</li> <li>No. of engagements – 8,000</li> </ul>	<ul style="list-style-type: none"> <li>D1.2 SoMe engagement strategy</li> <li>Report on SoMe activities in the CD&amp;E plan</li> </ul>



Editorial Materials	<ul style="list-style-type: none"> <li>• Production of scientific Open Access peer-reviewed scientific publications</li> <li>• Production of articles in agricultural press</li> <li>• Preparation of printed materials, to distribute by partners and in the hybrid final conference</li> <li>• Open access to all aWISH 2.0 communication and dissemination materials</li> <li>• Link with H2020 and HEurope projects</li> <li>• Link with EIP-AGRI at EU level</li> <li>• Link with CAP networks and Operational groups at national level</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Open-access platforms</li> </ul>	I., II., V.	<ul style="list-style-type: none"> <li>• Scientific publications – &gt;18</li> </ul>	<ul style="list-style-type: none"> <li>• &gt;18 peer-reviewed scientific publications</li> </ul>
		Articles in agricultural press	I., II., V.	<ul style="list-style-type: none"> <li>• No. of articles – &gt;24</li> <li>• Reached audience – 12,000</li> </ul>	<ul style="list-style-type: none"> <li>• &gt;24 articles (&gt;2 per partner country)</li> </ul>
		<ul style="list-style-type: none"> <li>• Website</li> <li>• Dissemination materials</li> </ul>	I., II., III., IV., VI.	<ul style="list-style-type: none"> <li>• No. of leaflets – 4</li> <li>• No. of factsheets – 20</li> </ul>	<ul style="list-style-type: none"> <li>• 4 leaflets</li> <li>• 20 factsheets</li> </ul>
		EIP-AGRI Platform	I., II., III., IV., V., VI.	<ul style="list-style-type: none"> <li>• Practice abstracts – 24</li> <li>• Reached Audience – 2,400</li> </ul>	<ul style="list-style-type: none"> <li>• 24 EIP AGRI Practice Abstracts</li> </ul>
Events, networking and exploitation	<ul style="list-style-type: none"> <li>• Presentation of project results in nat. and int. technical and scientific conferences/seminars</li> <li>• Presence at relevant international livestock/agriculture fairs</li> <li>• Organisation of the Final International Conference in collaboration with others EU projects</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Dissemination materials</li> <li>• Social media networks</li> <li>• EIP-AGRI Platform</li> <li>• National partners platforms</li> </ul>	I., II., III., IV., V., VI., VII.	<ul style="list-style-type: none"> <li>• Participations in conferences/seminars – 6</li> <li>• Reached Audience – 600 (100/event)</li> <li>• Presence in fairs – 3</li> <li>• Reached Audience: 1,500 (500/fair)</li> <li>• Attendees/ final conference – 300</li> </ul>	<ul style="list-style-type: none"> <li>• 6 technical and scientific conferences/seminars</li> <li>• 3 Presence at int. livestock/agriculture fairs</li> <li>• 1 Final Conference</li> </ul>
	<ul style="list-style-type: none"> <li>• Face-to-face training workshops on-site in the different tools to be used during the project</li> <li>• Online training sessions with the aim of developing EU-wide tutorials to apply the results developed during the project</li> <li>• Regional demonstrations including virtual visit to the demonstrator location</li> <li>• Base training sessions at a broader audience</li> <li>• Exploitation of BPG and feedback tool; AWI catalogue; training materials</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social media networks</li> <li>• EIP-AGRI Platform</li> <li>• National partners platforms</li> </ul>	VI	<ul style="list-style-type: none"> <li>• Face-to-face training workshops – 12 (2/demo country)</li> <li>• Attendees/training workshop – 20</li> <li>• Online training sessions – 12 (1/partner country)</li> <li>• Attendees/training session – 30</li> <li>• Regional demonstrations – 6</li> <li>• Attendees/regional demonstration – 30</li> <li>• Base training sessions – 12</li> <li>• Attendees/demonstration – 50</li> </ul>	<ul style="list-style-type: none"> <li>• 12 face-to-face training workshops of 1 day</li> <li>• 12 online training sessions (local languages)</li> <li>• 6 regional demonstrations</li> <li>• 12 Base training sessions</li> <li>• D1.4 Training and demonstration materials</li> </ul>
			I., II., III., IV., V.		
			I., II., III., IV., VI		
		I., II., III., IV., V., VI., VII			