D1.2: CD&E Plan and Execution Report - version 2

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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 multi-actor 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.

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		Thünen	Petra Thobe Craig Chibanda

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GLOSSARY OF ACRONYMS

Acronym / Term	Description
AW	Animal Welfare
AP	Academic Partner
CD&E	Communication, Dissemination and Exploitation
D	Deliverable
EC	European Commission
GDPR	General Data Protection Regulation
KPI	Key Performance Indicators
NI	Network Indicators
NT	National Team
PSG	Project Steering Group
SoMe	Social Media
WP	Work Package

EXECUTIVE SUMMARY

This deliverable provides the 2nd version of the Communication, Dissemination and Exploitation (CD&E) Plan.

Building on the initial draft of the CD&E Plan outlined in the Grant Agreement, this second version presents an updated communication and dissemination strategy. It details the target audiences, key messages, and the tools and channels used to reach and engage stakeholders effectively. This report now includes enhanced guidelines for ongoing communication, specific messages tailored for different target audiences, a summary of the audiences reached to date, and a KPIs report on communication and dissemination activities, tracking our progress and refining our approach to maximize the project's reach and impact.

The CD&E Plan details the activities that will be undertaken, so that the entire plan is understood, adopted, monitored, and easily applied by all consortium partners. During the first 24 months of the project, aWISH has made use of modern information technologies, such as web platforms, social networks, and newsletters, as well as more traditional tools like articles in various media, workshops, and conferences. This multi-platform approach has been in place to communicate the project's impacts, disseminate results, and assure the exploitation of the outputs from the project.

To easily monitor and evaluate the implementation of this plan, a set of established KPIs has served as a guideline, helping to ensure continuous revision and improvement of the CD&E Plan. The materials created and the activities organized and attended, have been evaluated both in general and for each target group, as part of the second phase of the project.

DISCLAIMER

The information and views set out in this deliverable are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the following information.

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 (CD&E) remain integral components in maximizing the impact of the aWISH project. To better understand the strategy outlined in this second version of the CD&E Plan, it is crucial to reinforce the distinctions between these three concepts. In essence, *communication* promotes the project's actions and results, *dissemination* aims to make those results public, and *exploitation* focuses on ensuring practical use of the results by various stakeholders.

The specific objective of the Communication, Dissemination, and Exploitation Work Package (WP1) in this second phase is to continue creating awareness and engagement within the multi-actor community through a participative approach with all stakeholders. This will be achieved by communicating and disseminating the project's results via multiple channels, thereby further maximizing the impact and ensuring the exploitation of the outcomes as the project progresses.

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

The immediate success and long-term impact of aWISH will rely on end-users and other key actors being aware of the project and well-informed about the results and knowledge generated throughout its duration. As outlined in the guidelines for Horizon Europe projects, this second version of the CD&E Plan acknowledges the clear distinction between communication, which aims to raise awareness and encourage engagement with the project, and the more focused functions of dissemination and exploitation, which target the sharing and practical application of the project's results.

1.2 Purpose of the CD&E Plan

The primary objective is to capture the attention of a wide range of audiences for the aWISH project, from individuals with a general interest in sustainable farming and food production to those who stand to benefit directly from the project. These groups include farmers, advisors, scientists, politicians, and civil society, who may wish to engage with specific project activities or simply follow the project's progress.

The purpose of this CD&E Plan is to provide all project partners with an overview of the planned communication activities, outlining what will be communicated, how, by whom, and when. Alongside the implementation plan for these communication efforts, it also includes the approach for monitoring, reporting, and evaluating activities throughout the project's lifespan. The first deliverable report outlined the strategy and future approach, while this second iteration of the CD&E Plan (M24) provides a summary and evaluation of the activities conducted during the first 24 months of the project. During the annual consortium meeting in Barcelona (October 2024), an interactive workshop was organized focusing on future communication and dissemination activities of all consortium partners. This session will help shape the strategy for the next two years and guide the next steps. To create future newsletters and social media posts, the communication team work together with all partners to develop an overview of upcoming events and key milestones, both for the overall project and for each partner specifically.

1.3 Relation with other activities in the project

CONSULAI leads WP1 – Communication, Dissemination, and Exploitation for the aWISH project. A key responsibility of WP1 is the development and proper implementation of the CD&E Plan. While CONSULAI oversees this effort, all WP leaders support the implementation, and every consortium partner plays a vital role in communicating, disseminating, and exploiting the outputs, results, and conclusions generated by the project.

To ensure the widest possible reach and engagement, specific links will be established with all work packages through monthly project meetings. The results from each WP will be used to create content that targets a broad audience and key stakeholder groups. This includes outputs from WP2 (Animal Welfare Indicators and Catalogue), WP3 (Technology Development and Large-Scale Piloting), WP4 (Monitoring and Improving Animal Welfare – Best Practice Guides), WP5 (Assessment of Socio-Economic and Environmental Impacts of Animal Welfare Improvement Strategies), and WP6 (Project Management and Coordination – Links with other EU initiatives).

1.4 STAKEHOLDERS AND TARGET AUDIENCES

The aWISH project aims to develop and provide a cost-effective solution for evaluating and improving the welfare of meat-producing livestock on a large scale across Europe. The direct users of the project's findings, results, and decision support tools will include a wide array of stakeholders, such as suppliers, clients, policymakers, the scientific community, and others.

The project engages a broad spectrum of stakeholders and target audiences, all of whom will be impacted by the project in various ways. It is crucial to maintain active engagement with these groups throughout the project to ensure the solution is both effective and aligned with their needs.

Consumers and the general public are also key stakeholders and target audiences for the aWISH project. As the project seeks to improve animal welfare standards within the meat-producing industry, it appeals to consumers who are increasingly concerned with animal welfare and ethical food production. By engaging with these groups, aWISH can promote transparency and accountability in the industry, leading to enhanced animal welfare standards, more sustainable practices, and better marketability for the products.

Communication efforts will focus on raising awareness about the project and its activities, using language that is accessible, concise, and engaging. The goal is to reach this diverse audience in a way that encourages sharing among stakeholders, amplifying the project's message through a ‘multiplier’ effect.

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

As we intend to keep using 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 keep handling 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
>
> 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 in the photos, a written consent should be given from the people appearing in 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 in 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 is the second iteration of the CD&E Plan. Throughout the execution of the project, the planned activities will be further evaluated, and feedback from all stakeholders will be incorporated to create new multi-actor activities and engagements.

To effectively monitor and evaluate the implementation of the plan, a set of established KPIs serves as guidelines, ensuring continuous revision and improvement of the CD&E Plan. The materials created and the organized and attended activities are assessed both generally and specifically for each target group and serve as input for the second phase of the project

2. Visual Identity

The visual identity of aWISH, developed in the first phase of the project and part of D1.1, serves as the project's face, conveying its qualities and content through a thoughtful use of icons, shapes, and colors. This section provides a description of the logo and guidelines on how and when to use the project logo, along with various templates and leaflets. All usage rules are outlined in the project's Graphic Standards Manual, which is accessible on the aWISH Consortium Teams platform.

2.1 Project Logo

During the first months of the project, 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. 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.

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Figure 2: Funding logos

All communication materials must also 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.

Figure 3: PowerPoint and Word templates

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 several templates are available on the aWISH Consortium Teams.

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 has utilized a variety of communication channels, with the project website serving as the central repository for information, including newsletters, videos, and printed materials such as press releases and articles. The project website, along with social media channels, has been the primary means of communication in the aWISH project.

WP1 has also created project leaflets, as well as banner and poster templates, press releases, and articles. These communication products have been shared through the communication channels of project partners, reaching their existing users and followers.

Throughout the project duration, the effectiveness of the communication activities has been monitored and evaluated to assess their success against established criteria. Adjustments have been made as necessary to ensure that the intended impact is achieved.

A summary of these elements, along with the responsibilities of the partners, will be provided in the following sub-chapters.

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 and described in deliverable 6.2 Data Managment Plan - Version 1.

The aWISH website has been developed with the following main objectives:

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

The website targets all stakeholders, although some documents uploaded may be tailored to specific groups. Its structure has been designed for easy navigation, with clear access to relevant subpages.

The aWISH website is supported by social media, newsletters, and partner channels. It is continuously updated with results, including public deliverables, communication materials (posters and leaflets), press releases, scientific papers, media articles (both online and print), newsletters, videos, event highlights, and publications. This ongoing development ensures that by month 48, the project will have a comprehensive platform containing a complete record of all publicly available results and information generated by the project.

3.1.1 Structure of the Website

The website is being developed with the goal of allowing users to intuitively and quickly access information (Figure 4). The structure is designed to be simple and user-friendly, and project partners are encouraged to continue providing feedback on their own user experiences as well as feedback gathered from target groups.

The structure of the website includes a main menu with:

About: This section has been organized into several sub-pages that explain the main information about the aWISH project. These sub-pages outline the overall methodology, the division of practical work across pilot cases in different countries, provide details of the various WPs, and display the logos of all partners with links to their respective websites.

    - About the project
    - Objectives
    - Overall Methodology
    - Pilots
    - Work Packages
    - Partners
- **Pilots**: On the about page, we have a brief explanation of the location of each Pilot and then on the specific pilots page we have the location, production type, contact details and technologies and developments of each pilot.
- **Expert Panel**: This section contains a short description of the aim, benefits and a call to action to join the panels. The expert panel application form includes an aWISH introduction, useful information, contact details, an informed consent form, and a declaration of acceptance.
- **Deliverables**: The Deliverables webpage serves as a repository where all public deliverables from the aWISH project are available for open access.
- **Communication Materials**: This section contains news about different topics and activities of the project, press releases sent to media, different multimedia materials, newsletters delivered and scientific publications available. The section currently contains the subpages
    - News & Events
    - Newsletters

As part of deliverable 2.4, a dedicated page is currently being developed to feature the first version of the AWI Catalogue. Additionally, future pages such as Best Practice Guides, the aWISH platform, and scientific publications will be designed. Extra sub-pages can be developed during the lifetime of the project and will be explained in the third iteration of this deliverable.

The website also has a Contact Form, to help users to contact the project Coordination Team, a newsletter subscription form and links to the social media channels.

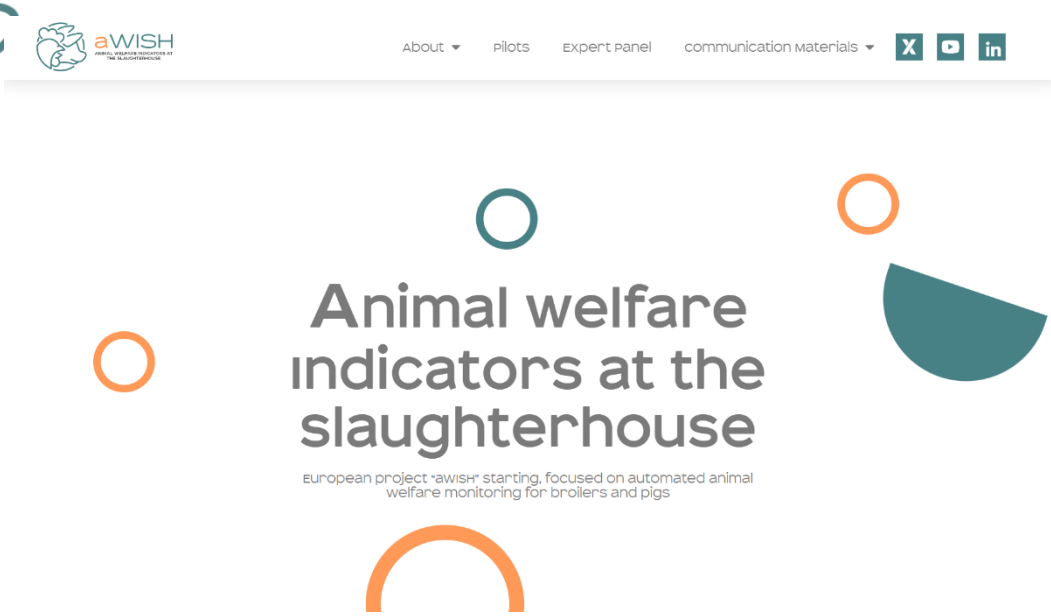


Figure 4: aWISH website

3.1.2 Key Performance Indicators & Monitoring of the Website

The traffic and visitor behavior on the project website is and will continue to be consistently monitored using the Content Management System (CMS) analytics. This ongoing observation aims to enhance design and user experience by identifying and removing potential barriers related to design or navigation. Partners will be actively encouraged to provide feedback and will receive reminders about this process. In case significant issues arise, a user survey will be conducted, and corrective actions will be taken to resolve the identified problems.

As the webpage primarily serves as a project documentation hub and content library for materials promoted through other channels, the key performance indicators (KPIs) are not centered on quantitative metrics or increasing traffic.

The primary channels driving traffic to the webpage are the newsletter and social media. Therefore, the key success metric for the webpage is partner awareness and usage, ensuring a consistent flow of new content. Efforts will be made to promote aWISH project news through external channels, such as newsletters from organizations and institutions, by linking to the news on our webpage or featuring our content directly on their platforms.

Table 1: Expected and achieved KPIs of the project website by M24 of the aWISH project.

Digital Tools & Materials	Expected (M24)	Achieved (M24)	Exp vs Ach (%)
Website visitors	3000	3200	107%
Website views	15000	13000	87%
Average Time	2min	2m 9s	115%

Table 1 compares the expected and achieved metrics for digital tools and materials at month 24 of the project.

- **Website visitors** exceeded expectations, with 3,200 visitors compared to the target of 3,000, achieving 107% of the goal. This indicates strong engagement and outreach.
- **Website views** are currently at 87% of the target, reaching 13,000 views compared to the expected 15,000. With numerous updates and new webpages, such as the AWI Catalogue, Best Practice Guides, and scientific publications, scheduled to be added soon, we expect an increased traffic and engagement in the coming months.
- **Average time on site** surpassed the goal, with users spending an average of 2 minutes and 9 seconds on the website, achieving 115% of the expected 2-minute target. This indicates that visitors are engaging meaningfully with the content.

3.2 Project Leaflet

In comparison with D1.1, the first version of the CD&E plan, two project leaflets were developed and made available: a one-page flyer and a triptych. These materials have been prepared and approved by the Project Steering Group (PSG), with CONSULAI responsible for their design, setup, and formatting, ensuring alignment with the project's logo, colors, and fonts. National teams (NTs) are encouraged to translate the leaflet text into their local languages if they find these materials useful for local communication efforts.

Thes leaflets are accessible to all consortium partners via the aWISH Consortium Teams platform for use and in Annex C of this report.

Figure 5: aWISH project leaflets

Responsibilities of project partners:

Responsibilities of BIOSENSE:

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

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 organisation websites, including a link to the aWISH website (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/) 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.

Responsibilities of project partners:

Responsibilities of CONSULAI:

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

Responsibilities of all aWISH project partners:

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

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

3.3 NEWSLETTER

Newsletters are being developed using Mailchimp, an all-in-one marketing platform, to effectively communicate and disseminate information to the project's stakeholders and target audiences. These newsletters raise awareness of the project's scope and objectives, highlight ongoing activities, and disseminate major outputs from each WP.

CONSULAI is actively gathering contributions from all partners, organizing them into simple and engaging newsletters that resonate with the target audiences. These newsletters cover aWISH's main activities, project results, end-user involvement, farmers' contributions, and collaborations with other EU initiatives. Content and ideas are discussed during the monthly PSG meetings to ensure alignment and relevance. An online event calendar is available on the aWISH Consortium Teams platform, where partners regularly add their upcoming events. Input will be derived from the workshop during the 2024 annual meeting as well.

This external newsletter was delivered biannually during the first 24 months and will shift to a quarterly schedule moving forward. Newsletters are accessible on the project website (with a subscription button available), promoted via social media channels, and shared through partners' communication channels, including websites, social media, newsletters, and events.

The first subscription list was compiled through partner contributions, with specific contacts invited to subscribe in compliance with GDPR guidelines. The aWISH project continues to build on this list, aiming to reach at least 400 subscribers by the project's conclusion.

So far, three newsletters have been sent out to keep stakeholders updated on the progress of the aWISH project.

- The first newsletter introduced the project, highlighting the website, main objectives, ambition, and work packages.

- The second newsletter provided an overview of the pilot activities, setting the stage for deeper insights into the project's practical aspects.

- The third newsletter offered updates on Pilot 1, 2, and 5, along with general news about the project's developments.

- The fourth newsletter, scheduled for release by the end of October, focusses on the aWISH project's participation at the 75th EAAP conference in Florence, Italy.

The 4 Newsletters are available in Annex D of this report.

Looking ahead, new newsletters will be issued in February 2025 (5th), June 2025 (6th), October 2025 (7th), February 2026 (8th), June 2026 (9th), and October 2026 (10th), ensuring regular communication throughout the project.

Table 2: Expected and achieved KPIs of the project newsletters by M24 of the aWISH project.

Digital Tools & Materials	Expected (M24)	Achieved (M24)	Exp vs Ach (%)
Newsletters Subscribers	200	194	97%

We achieved 194 newsletter subscribers (Table 2), slightly below the expected 200, resulting in a completion rate of 97%. This reflects strong interest, but we aim to enhance outreach strategies to boost subscriptions in the future.

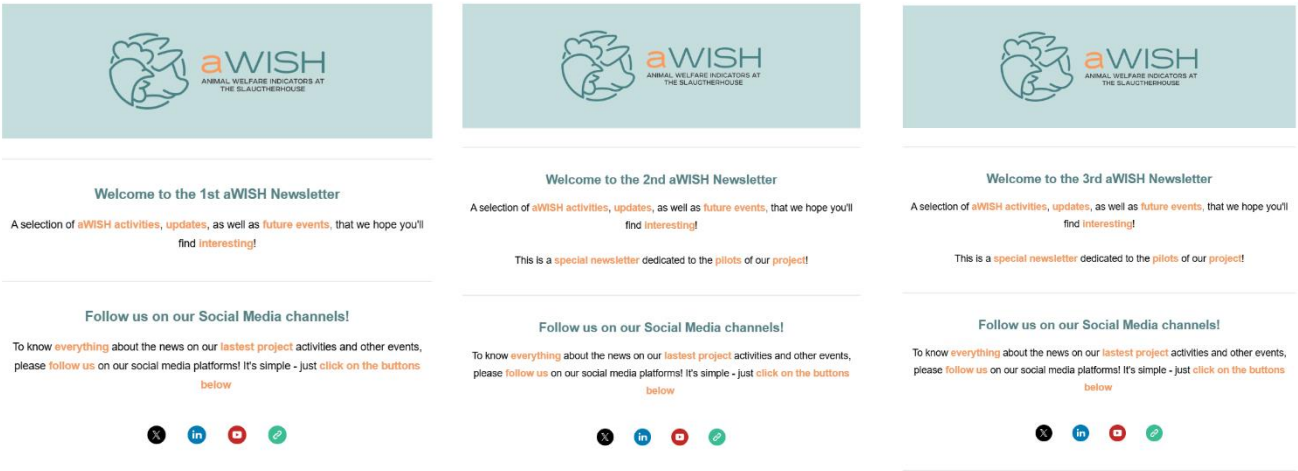


Figure 6: aWISH Newsletters

Responsibilities of project partners:

Responsibilities of CONSULAI:

Creating Mailchimp platform account; developing the newsletter design; gather partner contributions and project activity (through monthly PSG meeting, the monthly WP1 meeting, the consortium calendar etc.) and working on the contents to simplify communication and ensure a proper dissemination to the target audiences.

Responsibilities of all aWISH project partners:

Inform CONSULAI on their network activities and any other relevant information regarding their involvement within the aWISH project. CONSULAI will support the WP leaders and request their WP updates regularly.

3.4 Other material

An **aWISH Consortium Teams** channel was created by EV ILVO, which serves as an internal communication tool between all consortium partners.

A **press release** has been written by the communication team to announce the kick-off of the project. Several consortium partners translated this article in their native language. All partners were requested to spread this press release within their network.

A **general presentation** of the aWISH project was developed by BIOSENSE, CONSULAI and EV ILVO to clearly show the objectives and outline of the project in 1-to-1 stakeholder meetings or on conferences and events. This presentation is constantly being updated throughout the lifetime of the project.

A **banner** and **poster template** are developed and made available on the aWISH Consortium Teams and Annex E. Project partners can print this banner when needed.

A **spreadsheet** was developed to monitor and record the communication and dissemination activities of the project partners. An event **calendar** was created and uploaded on the aWISH Consortium Teams to have an overview of future events in order to be able to schedule the social media posts and content of the newsletters.

For the scientific publications, articles and news published in journals, newspapers and magazines, a specific spreadsheet was developed and shared on the aWISH Consortium Teams. It's also available in Annex E of this report.

In the near future, we do not anticipate any new materials beyond those already planned. However, we remain available and ready to develop additional materials as needed, should any requirements arise. Our commitment to supporting the project and its stakeholders remains a top priority, and we are prepared to respond to any requests for new resources or communication tools as necessary.

4. Social Media Strategy

4.1 Objective

The aWISH Social Media platforms are being 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.

Since the success of the aWISH project depends on the effective dissemination of its activities, results, and outcomes, as well as continuous communication and engagement with various societal actors throughout the project's duration, the aWISH Social Media Strategy is now focused on 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 M36 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 M36 the following KPIs (Table 3):

Table 3: Expected KPIs of the social media channels by M36 of the aWISH project.

Network	Followers	Impressions/content views
X	200	16000
LinkedIn	550	30000
Youtube	-	200

4.2 Target audiences for Social Media Channels

Table 4: aWISH target audiences for social media channels.

Suppliers (Farmers, Veterinarians, Advisors, Tech Providers and Other Suppliers)	
Interests	aWISH project's social media channels serve as a platform for technology development, collaboration, and market opportunities for suppliers in the animal agriculture industry, including farmers, veterinarians, advisors, tech providers, and other suppliers.
Purposes	Stay informed, contribute to the development of solutions, and potentially collaborate with the project to improve animal welfare outcomes in the meat-producing industry.
Clients (Retail, Food Sector and Consumers)	
Interests	The sustainability and animal welfare aspects of the project which optimises efficiency and resource use, reduces greenhouse gas (GHG) emissions, and demonstrates greater resilience to climate change by taking into account agronomic, technical, environmental, economic, institutional, infrastructure and social advantages and constraints.
Purposes	To share knowledge on aWISH issues; to raise awareness of the potential of aWISH to strengthen the resilience of European agricultural production systems while ensuring 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.

Scientific Community (Researchers, Higher Education, Institutions, Students)	
Interests	In the academic content generated including scientific papers, scientific presentations in seminars and conferences, , reports, data bases, as well as events and workshops. They may also be interested in results, innovation processes and associated policies, and new ideas and successes, and potentially looking for links to new projects or ongoing work.
Purposes	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.

Policy Makers	
Interests	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.
Purposes	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.
Others (NGOS, Certification Org., and Citizens)	
Interests	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.
Purposes	The aim of NGOs, certification organizations, and citizens who follow aWISH´s social media channels 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 5: aWISH social media channels.

Platform	
Twitter/X	
Link	aWISH (@HEurope_aWISH) / X
Purpose	Sharing information and images, creating relationships and a space for discussion, sharing results, outputs, links. Engage via comments, mentions, retweets, likes and direct messages.
Audience	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 organisations, and Citizens).
LinkedIn	
Link	https://www.linkedin.com/company/heuropeawish/?viewAsMember=true
Purpose	Share project progress and results, links to other social media channels and website, events etc. Engage through comments, likes and shares.
Audience	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).
YouTube	
Link	https://www.youtube.com/channel/UCsJqDIyWm_OUt9cBDS4lq0A
Purpose	Sharing video. Engage via comments and likes/follows.
Audience	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 in native language, following the contents created in English by CONSULAI in WP1.

4.3 Content Strategy

CONSULAI is responsible for creating content to the social media channels. An online platform called "Buffer" is being used 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;
- Discuss the content in the monthly PSG meetings and monthly WP1 meetings;
- Make sure the content is not repeated;
- Share the content posted on partners' channels with aWISH tag;
- Be proactive in preparing content for each of the media platforms including images and text, in line with the content guidelines.
    - 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), (afale@consulai.com) or (mprospero@consulai.com). CONSULAI is responsible for editing and publishing the videos, aligned with the project identity.

The Buffer platform is being managed by CONSULAI, which is responsible for scheduling, publishing, and overseeing community engagement across the various aWISH social media accounts. Community management includes posting content at scheduled times and handling platform-specific tasks, such as:

On X:

- 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.

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 in 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), Alexandre Falé (afale@consulai.com) or Margarida Próspero (mprospero@consulai.com) from CONSULAI, of important events and publications, so that they can be included in posts. A calendar was made available on the aWISH Consortium Teams to be completed by the project partners. A specific workshop dedicated to content creation was organized during the 2024 annual consortium meeting.
- 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 submit information to be posted 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 Dina Lopes (dlopes@consulai.com), Alexandre Falé afale@consulai.com or Margarida Próspero (mprospero@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 which may cause any form of sensitivity or embarrassment to those who view it, always taking into account the sensitive nature of the project's subject matter.

4.3.4 Events and Calendar

A **spreadsheet** and an event **calendar** are available on the aWISH Consortium Teams and Annex G to have records of past activities and create an overview of future events respectively in order to be able to schedule the social media posts and content of the newsletters.

Events should be reported on social media platforms using event hashtags and pictures in real time and will be shared on the aWISH social media channels.

A calendar for the aWISH main events in the next year is displayed below (Table 6), however the calendar need continuous adaptations since the future events strongly depend on the partners' availabilities, the dates of external fairs and conferences and other circumstances.

Table 6: Relevant events and activities for the aWISH project in the 3rd project year.

Event	Date
2024 Annual Consortium Meeting	Oct 2024
aWISH: EU Live Transport Regulation Internal Webinar	Nov 2024
"NARO" Presidents and Researchers Plan Visit to EV ILVO's PLF-team	Nov 2024
Online consortium meeting	May 2025
EAAP Conference 2025	Sep 2025
2025 Annual Consortium meeting	Oct 2025

The activities of the project started already in M1 at the kick off meeting in Utrecht (The Netherlands). By M24 (October 2024), aWISH partners participated in following activities:

- Kick off meeting in Utrecht (The Netherlands)

- Trainings sessions such as "Fundamentals of Animal Emotions", "Lecture for Dierzaam", "Enhancing animal health, welfare and productivity on commercial farms by implementing PLF/smart technologies"

- Meetings with other projects or EU initiatives, such as CDG Animal Products section Pig meat

- Presentations to policy makers, such as NVWA staff, the Flemish Council for Animal Welfare

- Presentations to research institutes, such as the EV ILVO research colleagues, the University of Dublin

- Presentations to other stakeholders, such as the INNOVACC network

- Presentations at Animal Welfare conferences, such as the WAFL conference and the 75th EAAP Annual Meeting

- Meetings with industry and business partners

- Demo events about aWISH to research communities

Social media posts of these activities can be found on the social media channels of the aWISH project as well as on personal accounts of the aWISH consortium partners.

Figure 7: Examples of social media posts

4.3.5 Key Performance Indicators and Monitoring of the SoMe strategy

Social media continues to be a valuable tool for connecting and building strong relationships with the project's target audience. Defining KPIs is essential for measuring the performance of the project's social media platforms. Understanding these core social media KPIs allows the consortium to adjust communication and dissemination efforts, ensuring alignment with project objectives and reaching the appropriate target audience with the right key messages.

Thee metrics are registered every month and monitored every three months, to evaluate the progress and effectiveness of the social media strategy (Table 7 and 8). Also benchmarking with other projects will be done by the communication team of the aWISH project.

Table 7: Characteristics of the social media channels by M24 of the aWISH project.

Network	Followers	Post/ Week	Videos	Hashtags/ post	Type of language	Use of multimedia	Account creation date
X	101	1	-	2/3	Informal	Most times	April 2023
LinkedIn	492	1	-	4/5	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 and the fact that the Facebook audience is mainly a native speaking community, 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 happened in April 2023.

Table 8: Expected and achieved KPIs of the social media channels by M24 of the aWISH project.

Social Media	Expected (24M)	Achieved (24M)	Exp vs Ach (%)
Followers	500	593	118,6%
Engagements/ Impressions	5000	33 500	670%

The table indicates a promising increase in our social media performance metrics at month 24 of the aWISH project.

- **Followers** have surpassed expectations, reaching 593 compared to the target of 500, which represents an impressive achievement of 118.6%. This growth reflects the effectiveness of our outreach strategies and the increasing interest in the project's activities.**Engagements/Impressions** show an even more significant improvement, with 33,500 engagements compared to the expected 5,000. This remarkable achievement of 670% indicates that our content is resonating well with the audience, leading to a higher level of interaction and visibility.

To maintain and build on this momentum, our strategy for the next two years will involve continuing to produce engaging and relevant content, expanding our outreach efforts. By nurturing our growing follower base and further increasing engagement, we aim to enhance awareness and support for the aWISH project as we approach month 48.

4.3.6 Growth hacking strategy

Tailor content: We are currently sharing content tailored to the specific audiences of each social media platform. Additionally, we are actively searching for relevant individuals and groups to follow, using targeted tagging to increase the visibility and sharing of our content.

Set measurable goals: Social media usage is being continuously monitored, with an initial focus on increasing the volume of photos and tweets. Reasonable engagement and growth targets are being set for the remainder of the project based on these early observations.

Test the approach: We are experimenting with different posting styles, formats, and times, tailoring content for specific platforms on a monthly basis to optimize engagement.

Analyze performance: Analytics are being tracked using the buffer platform and reviewed every 3 months to assess the effectiveness of our approach.

Evaluate and adjust: Based on analytics, we continuously evaluate the most engaging posts and adjust the style and strategy as needed. Regular team meetings are held to discuss these findings and implement necessary changes.

4.3.7 Key messages/target audience

Table 9: aWISH key messages and future initiatives per target audience.

Suppliers (Farmers, Veterinarians, Advisors, Tech Providers and Other Suppliers)	
Key messages	Suppliers play a critical role in providing innovative tools and solutions that enhance monitoring and data collection throughout the production process, ultimately improving animal welfare standards. **So far, we have shared insights on these innovations through our newslettersand social media, showcasing successful examples from the industry.** **Future initiative: Create engaging short videos, in native language or with subtitles, that showcase best practices in animal welfare provided by suppliers. Facebook posts on consortium partner accounts will reach this audience as well.**

Clients (Retail, Food Sector and Consumers)	
Key messages	Clients need to recognize the increasing consumer demand for high animal welfare standards and sustainable practices in the production of animal products. **Our newsletters and flyers have raised awareness of these trends and emphasized the importance of aligning products with consumer values.** **Future initiative: Launch a newsletter, e. g. with results of the conducted consumer survey of WP5, that focuses on the specific needs and interests of clients, including retail and the food sector.**
Policy Makers	
Key messages	Policymakers should support collaboration among stakeholders to develop and enforce policies that protect animal welfare and ensure the ethical treatment of livestock. In our communications, we have consistently emphasized the need for policy support and collaboration, aiming to engage policymakers in discussions around animal welfare initiatives. This includes our recent webinar focused on policy-making as well as a formal presentation of the project at the Platform on Animal Welfare (PAW). **Future initiative: Utilize social media platforms (LinkedIn and Twitter) to share impactful content related to animal welfare policies, research findings, and project updates relevant to policymakers. Actively inform policy makers in the different countries and present the progress and results of the aWISH project in the Platform on Animal Welfare group of the EC.**
Others (NGOS, Certification Org., and Citizens)	
Key messages	There is a shared responsibility among NGOs, certification organizations, and citizens to promote high animal welfare standards and support initiatives like the aWISH project. **We have engaged with these groups through targeted messaging in our newsletters and social media campaigns to emphasize their vital role in promoting animal welfare.** **Future initiative: Develop local media broadcasts to raise awareness about animal welfare initiatives and the aWISH project's role.**
Scientific Community (Researchers, Higher Education, Institutions, Students)	
Key messages	The scientific community should focus on the importance of their research in advancing animal welfare practices and the innovative nature of the aWISH project, highlighting the need for collaboration and education. **Our newsletters have featured relevant research findings, we have actively sought partnerships with academic institutions to promote awareness of the significance of animal welfare research and we also have had presence at various scientific meetings, conferences, and submitted several Practice Abstracts.** **Future initiative: Produce and publish open access scientific papers that highlight the research findings and methodologies used in the aWISH project. Present the aWISH results on scientific conferences.**

Table 10: Achieved target audience by M24 of the aWISH project.

Target Groups (Reached on Website)	Target groups reached	% of each target group
Civil society including citizens, consumers, and NGOs	67	11%
Farmers and advisors	103	17%
Food and energy business and financial actors	77	13%
Regulators including EC and national policy makers	121	20%
Researchers and educational sector	236	39%
Total	**604**	**100%**

Besides showing increased visits and visitors, the data indicates that we had 604 responses to the pop-up survey. Although not all visitors respond, these 604 responses provide insight into our engagement across target groups. The educational and research sector makes up the largest group (39%), followed by regulators, including EC and national policymakers (20%). This breakdown helps us understand which audiences we're effectively reaching and where further outreach efforts could be valuable.

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
- #PrecisionLivestockFarming
- #PLF
- #OneHealth
- #OneWelfare

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.

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. Post relevant content with correct tagging and hashtags.

5. Monitoring and Updating of the Communication Plan

5.1 Monitoring

Following general KPIs will be measured regularly and reported yearly (Table 11). Specific KPIs were already listed in 3.1.2, 3.3 and 4.3.5 and concern the communication tools and channels, newsletters and social media strategy respectively.

Table 11: Monitoring of expected and achieved KPIs (unitl 1 year after the project).

Events/ Tasks	KPIs	Year1		Year2		Year3		Year 4		Year 5	
	Results	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 C D &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% from the established KPIs is considered acceptable. However, any deviation beyond this will require an adjustment to the current CD&E strategy. The KPIs for each year will be finalized once all CD&E tools and channels are fully implemented. It is expected that the numbers will be lower during the first year (less than 1/5 of the total KPI set for each tool, channel, or activity), with significant growth anticipated from the second year onward.

The implementation of the dissemination plan will be monitored with the evaluation of the defined KPIs 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 used 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

5.2 Reporting

Following information will be collected of organized or attended communication activities on the aWISH Consortium Teams and on the Annex H:

- Activity name
- Date
- Short description
- Target audience
- Communciation channels
- Outcome
- Status

Dissemination activity reports will contain following items:

- Activity name
- Date
- Type of dissemination activity
- Target audience
- Objectives and specific project output
- Status

Information will be continuously collected through shared spreadsheets on the aWISH Consortium Teams and summarized and analyzed at the end of each reporting period.

A summarized version of the **aWISH communication activities for the first 24 months can be found in Annex I.**

The communication activities primarily focused on research communities, industry partners, and specific user communities, utilizing channels such as social media, newsletters, and websites. While these efforts have been largely successful, certain target groups remain less effectively reached, specifically citizens, local authorities, and youth & students. Additionally, countries like Greece, Hungary, Serbia, and Poland are notably underrepresented in these communications. Addressing these gaps through tailored outreach and engagement strategies could enhance the overall impact of the aWISH project and foster broader awareness and support.

Future actions include more newsletter publications, social media posts, website updates, and participation in conferences to continue raising awareness and achieving communication objectives.

A summarized version of the **aWISH dissemination activities for the first 24 months can be found in Annex J.**

The dissemination activities have engaged a broad range of stakeholders, including research communities, industry partners, and specific end-user communities. However, there is a underrepresentation of certain target groups, particularly the general public, youth & students, and local authorities. Additionally, the geographical reach could be improved as countries such as Greece, Hungary, and Serbia are not as prominently involved in these activities. Targeted outreach efforts aimed at these groups could enhance awareness and foster greater participation, ultimately strengthening the impact of the initiative.

These activities represent significant efforts by the aWISH partners to disseminate the project outcomes across a variety of audiences, using various channels such as conferences, webinars, meetings, and collaborations with EU projects.

5.3 EVALUATING

The general and specific KPIs, along with reports on organized and attended activities, will be regularly assessed and presented at the end of each reporting period, including in the second (M24) and third (M48) iterations of the CD&E plan.

In the project's first year, we made communication and dissemination materials, as well as social media posts, focused on informative and general content to raise awareness about the aWISH project and its key topics. In the second phase, more targeted content is being shared in order to further reach the target audiences and spread the aWISH results and create impact.

The key performance indicators (KPIs) for digital tools, materials, and social media (Table 12) provide valuable insight into the effectiveness of our communication and dissemination efforts during the first 24 months of the aWISH

project. These metrics highlight areas of success and opportunities for growth, guiding our strategy as we move forward into the next phase of the project.

Table 12: KPI summary by M24 of the aWISH project.

Digital Tools & Materials	Expected (M24)	Achieved (M24)	Exp vs Ach (%)
Website visitors	3000	3200	107%
Website views	15000	13000	87%
Average Time	2min	2m 9s	115%
Newsletters Subscribers	200	194	97%

Social Media	Expected (M24)	Achieved (M24)	Exp vs Ach (%)
Followers	500	593	118,6%
Engagements/ Impressions	5000	33 500	670%

The performance over the first 24 months demonstrates the effectiveness of our digital outreach and communication efforts. While some targets have been surpassed, such as social media engagement and website

visitors, there remain areas for improvement, particularly in newsletter subscribers and website views. These insights will shape our future strategies, allowing us to fine-tune our digital tools and enhance audience engagement.

As we look ahead to the next two years, our focus will be on maintaining the progress we've made. We'll continue to build on our strong social media engagement and website traffic, making sure our communication reaches the right audiences. By refining our strategies and working closely with all partners, we can ensure that the aWISH project continues to raise awareness, encourage collaboration, and meet its goals effectively.

6. Conclusions

This deliverable aimed to establish and implement a comprehensive strategy for the communication, dissemination, and exploitation of the aWISH project. Over the first two years, we successfully defined both internal and external strategies, clearly outlining information about target groups, channels, and tools. We introduced key performance indicators (KPIs) to monitor the progress and effectiveness of our plan.

By month 24 of the aWISH project, we achieved notable successes, including exceeding our website visitor target by 7% and significantly increasing social media engagement, with engagements reaching 67% of our target. These achievements demonstrate the effectiveness of our strategies and the strong interest in the aWISH project. However, we also identified areas for improvement, particularly in increasing newsletter subscriptions and website views.

Looking ahead to the next two years, it is crucial to adopt the updated internal strategy quickly to facilitate effective communication and dissemination. By doing so, we can create a seamless flow of information that will enhance the potential of our external strategy. Key actions include organising interactive events for partners, refining our outreach methods, and focusing on targeted campaigns to boost newsletter subscriptions and website traffic.

The next detailed report on activities carried out between months 24 and 48 will be provided in the forthcoming WP1 Deliverable, D1.3 – CD&E Plan and Execution Report – Version 3 (M48). This report will further evaluate our progress and outline specific strategies to ensure continued success in achieving the goals of the aWISH project.

Annexes

A. How to communicate the aWISH project

1. Use one of the existing templates available on the aWISH Consortium Teams;
2. If there is no template for the purpose, use the Word Template and adapt it accordingly;
3. Never forget to use aWISH and the EU Funding logotypes, as well as the Horizon Europe disclaimer, as described in 2.;
4. Announce future events and activities in the provided calendar
5. Keep a record of the events attended in the provided spreadsheet, with the participant's list, program, and other documents distributed;
6. 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, program, and other documents distributed;
v. Send these documents and photos to the project's Communication Team Leaders (CONSULAI).

7. Contact the Communication Team Leaders if you have questions:

   CONSULAI - Alexandre Falé, Dina Lopes or Margarida Próspero

   E afale@consulai.com; dlopes@consulai.com; mprospero@consulai.com

8. 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	• Development of a website with relevant information for all stakeholders, in English • Open access to all communication and dissemination materials • News and events uploaded regularly • Short videos to disseminate BP • Project's results accessible according to the CD&E plan, strategy for knowledge management and data management plan • E-newsletter • AWI catalogue and BPG Landing page • AWI catalogue and BPG e-book	• Website • Dissemination materials and specific contents available in English and in the consortium languages (partners' translations responsibility) • Email	**I. Meat sector** **II. Veterinary sector** **III. Advisors** **IV. Policy makers** **V. Scientific community** **VI. Business operators** **VII. Consumers**	• Number of users – 6,000 • Average time: 2min • Page views – 30,000 • Newsletter subscribers – 400 • E-book viewers – 400 • No. of videos – 10	• Digital communication platforms • AWI catalogue and BPG e-book • 10 BP interviews' videos

	• Discussion forums (physical or online) in Brussels
	  • link between animal welfare and production methods
	  • how to enhance the implementation of BP
		• Website
		• Social media networks
		• EIP-AGRI Platform
		• H2020, Horizon Europe projects platforms
		• CAP networks and Operational Groups networks platforms
			IV., VI.	• Discussion forums – 2
				• Attendees – 100/session
					• 2 policy briefs
					• D1.3 Policy briefs and report on policy workshops

	• Broadcasts on radio/tv/media/newspapers in the local language to create an impact on final consumers and trigger animal welfare improvement	• Website • Social media networks • Regional media	**I., II., III., IV., V., VI., VII.**	• Audience impressions – 100,000	• 12 broadcasts (1 per partner country)
Social media	• Formats adapted to different networks and target audiences: posts and news on Facebook; quick posts on Twitter; news on LinkedIn; videos on YouTube	Social Media (SoMe) networks: Facebook, Twitter, LinkedIn, and YouTube	**I., II., III., IV., VI., VII.**	• No. of followers – 1,000 • No. of engagements – 8,000	• D1.2 SoMe engagement strategy • Report on SoMe activities in the CD&E plan

Editorial Materials	• Production of scientific Open Access peer-reviewed scientific publications • Production of articles in agricultural press • Preparation of printed materials, to distribute by partners and in the hybrid final conference • Open access to all aWISH 2.0 communication and dissemination materials • Link with H2020 and HEurope projects • Link with EIP-AGRI at EU level • Link with CAP networks and Operational groups at national level	• Website • Open-access platforms	**I., II., V.**	• Scientific publications – >18	• >18 peer-reviewed scientific publications
		Articles in agricultural press	**I., II., V.**	• No. of articles – >24 • Reached audience – 12,000	• >24 articles (>2 per partner country)
		• Website • Dissemination materials	**I., II., III., IV., VI.**	• No. of leaflets – 4 • No. of factsheets - 20	• 4 leaflets • 20 factsheets
		EIP-AGRI Platform	**I., II., III., IV., V., VI.**	• Practice abstracts – 24 • Reached Audience – 2,400	• 24 EIP AGRI Practice Abstracts
Events, networking and exploitation	• Presentation of project results in nat. and int. technical and scientific conferences/seminars • Presence at relevant international livestock/agriculture fairs • Organisation of the Final International Conference in collaboration with others EU projects	• Website • Dissemination materials • Social media networks • EIP-AGRI Platform • National partners platforms	**I., II., III., IV., V., VI., VII.**	• Participations in conferences/seminars – 6 • Reached Audience – 600 (100/event) • Presence in fairs – 3 • Reached Audience: 1,500 (500/fair) • Attendees/ final conference – 300	• 6 technical and scientific conferences/seminars • 3 Presence at int. livestock/agriculture fairs • 1 Final Conference
	• Face-to-face training workshops on-site in the different tools to be used during the project • Online training sessions with the aim of developing EU-wide tutorials to apply the results developed during the project • Regional demonstrations including virtual visit to the demonstrator location • Base training sessions at a broader audience • Exploitation of BPG and feedback tool; AWI catalogue; training materials	• Website • Social media networks • EIP-AGRI Platform • National partners platforms	**VI** **I., II., III., IV., V.** **I., II., III., IV., VI** **I., II., III., IV., V., VI., VII**	• Face-to-face training workshops – 12 (2/demo country) • Attendees/training workshop – 20 • Online training sessions – 12 (1/partner country) • Attendees/training session – 30 • Regional demonstrations – 6 • Attendees/regional demonstration – 30 • Base training sessions – 12 • Attendees/demonstration – 50	• 12 face-to-face training workshops of 1 day • 12 online training sessions (local languages) • 6 regional demonstrations • 12 Base training sessions • D1.4 Training and demonstration materials

C. Triptych and one-page flyer

Funded by the European Union

aWISH

ANIMAL WELFARE INDICATORS AT THE SLAUGHTERHOUSE

ABOUT aWISH

aWISH aims to enhance pigs and broilers welfare across Europe through automated monitoring, data utilization, and new technologies. Pilots in six countries will test this system, providing real-time feedback to stakeholders. The project will also develop best practice guides and an Animal Welfare Indicator Catalogue to drive improvements.

PROJECT AIM

aWISH aims to improve livestock welfare in Europe through automated monitoring at slaughterhouses, providing feedback and best practice advice to all production stages. This collaborative effort involves stakeholders from producers to policy makers.

PILOTS

1. Gelderland, the Netherlands + extensions to the rest of the Netherlands and Germany
2. Catalonia, Spain + extensions to the rest of Spain
3. Yonne, France + extensions to France, the Netherlands, Germany, Belgium, Poland, Bulgaria
4. Poland + extensions towards France, the Netherlands, Germany, Belgium, Poland
5. (Second phase): Upper Austria, Austria + extensions towards the rest of Austria
6. (Second phase): Vojvodina, Serbia + extensions towards the rest of Serbia

For further information, visit our **Website & Social Media, scan here!**

D. Newsletters

aWISH
ANIMAL WELFARE INDICATORS AT THE SLAUGTHERHOUSE

Welcome to the 1st aWISH Newsletter

A selection of aWISH activities, updates, as well as future events, that we hope you'll find interesting!

Follow us on our Social Media channels!

To know everything about the news on our lastest project activities and other events, please follow us on our social media platforms! It's simple - just click on the buttons below

aWISH
ANIMAL WELFARE INDICATORS AT THE SLAUGTHERHOUSE

Welcome to the 2nd aWISH Newsletter

A selection of aWISH activities, updates, as well as future events, that we hope you'll find interesting!

This is a special newsletter dedicated to the pilots of our project!

Follow us on our Social Media channels!

To know everything about the news on our lastest project activities and other events, please follow us on our social media platforms! It's simple - just click on the buttons below

aWISH
ANIMAL WELFARE INDICATORS AT THE SLAUGTHERHOUSE

Welcome to the 3rd aWISH Newsletter

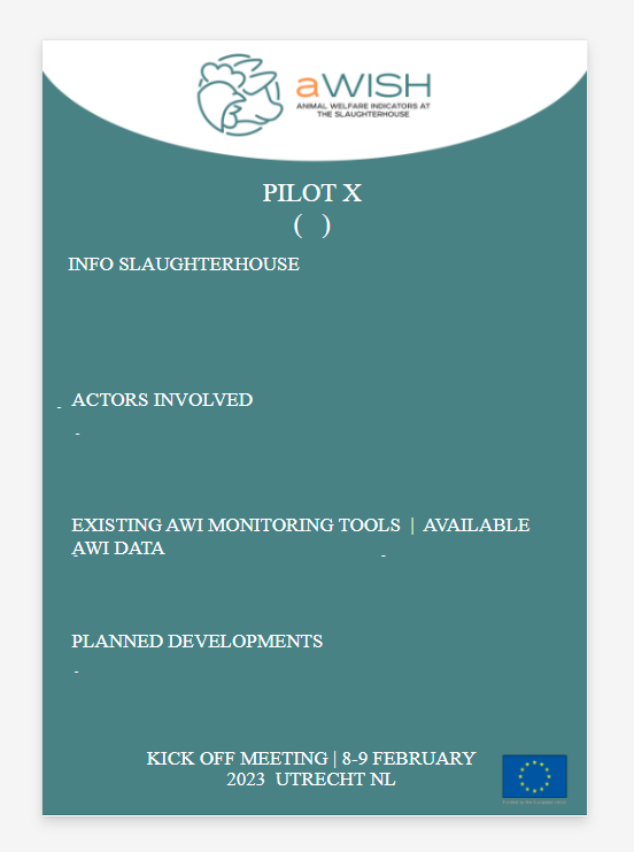
A selection of aWISH activities, updates, as well as future events, that we hope you'll find interesting!

This is a special newsletter dedicated to the pilots of our project!

Follow us on our Social Media channels!

To know everything about the news on our lastest project activities and other events, please follow us on our social media platforms! It's simple - just click on the buttons below

F. Banner and poster template



F. Scientific publications, articles and news published in journals, newspapers and magazines excel

A7 | to be filled in by all partners

Scientific Publications*

to be fil

	PID (publisher version o record): link to the publi	PID of deposited publi	Link to publication (if n of publication)	Title of the scientific publi (for bookchapters: title chapter, not of book)	Authors	Title of the Journal or equivalent	Number	ISSN or eISS book, insert	Publi	Month of publica	Year of publicat	Was the publication available in open through the repository at the time publication	Peer-rev	PID of boo book cha	Book title (if book chapter)	Did you charge AO fees to the pr
6			_nuevo_enfoque_para_monitorizar_el_bienestar_animal_en_produccion_porcina_basado_en_el_uso_de_sensores_e_inteligencia_artificial_New_approach_to_monitoring_a	monitorizar el bienestar animal en producción porcina basado en el uso de sensores e inteligencia artificial (New approach to monitoring animal welfare based on the use of sensors and artificial	Àngela Ramon Pérez, Heng Lun Ko, Pol Llonch Obiols, Queralt Allueva Molina	SUIS	207, May 2024		Grupo Asis		2024					
7																
8																
9																
10																
11																
12																
13																
14																
15																

01_Instructions | 02_Scientific_Publications

C. Spreadsheet and event calendar

aWISH Calendar ☆

Alle items | CalendarView | + Adicionar vista

Título	Start Date	End Date	Contact P...	Language	+ Adicionar coluna
FASFC - Working Group "New Technologies for modern Inspection" - aWISH presented by Kenny van Langeveld (ILVO)	28-3-2024	28-3-2024	Kenny van Langeveld	English	
External webinar: EFSA and EU legislation	6-6-2024	6-5-2024	Shanida Mullatahiri	English	
TVL-Herbsttagung	14-11-2024	14-11-2024	Maschat Kristina	German	
aWISH Expert Panel Webinar (internal)	14-6-2024	15-6-2024	Shanida Mullatahiri	English	
AgEng conference 2024	1-7-2024	3-7-2024	Jarissa Maselyne	English	
WAFL Conference 2024	30-8-2024	31-8-2024	Pol Llonch Obiols	English	
EAAP conference 2024	1-9-2024	4-9-2024	Jarissa Maselyne	English	
Irish students and professor visit EV ILVO living lab and PLF team	9-10-2024	9-10-2024	Shanida Mullatahiri		
"NARO" Presidents and Researchers Plan Visit to EV ILVO's PLF-team	21-10-2024		Shanida Mullatahiri		

H. C&D monitoring activities

If you have any questions/doubts please consult the excel page with the instructions here (or contact the project's communication and dissemination team).

Type of communication activities

								Outcome (Key Performance Indicators) Audience reached											
	Date (YYYY/MM/DD)	Communication activity n	Description: Please write a small description of the communication activity	Who? Target Audience	How? Communication char	Outcome	Status	Scientific Commu (high education Research)	In	S	Ge P	P M	M	In	Custo	G	Not sp	Tot	Notes
1	07/05/2024	Meeting with FOODCoST	Oral presentation introducing aWISH to FOODCoST, to explore future collaborations	Research communities	Event (conference, meeting, workshop, internet debate, round table, group discussion)	Synergy	Delivered											0	
2	fev/24	Post about GAIA - Gender Alliance for Innovation in Agriculture	GAIA - Gender Alliance for Innovation in Agriculture was officially launched in the European Parliament this week! ILVO (Instituut voor Landbouw, Visserij- en Voedingsonderzoek) is one of the members of this initiative and will lead by example! Proud to work for this organisation!	civil society	Social Media	To show the importance of gender	Delivered											0	https://www.linkedin.com/posts/anneleendevisscher_gender-diversity-inclusion-activity-7156594925650792448-kgEv?utm_source=share&utm_medium=member_desktop
3	10/07/2024	Post about Agritech day	Post about Agritechday on the a	civil society	Website	Create messages appropriate to th	Delivered											0	Agritechdag was Held on the 18th of June in Belgium at one of the ILVO Sites - aWISH (awish-project.eu)
4																		0	
5																		0	
6																		0	
7																		0	
8																		0	
9																		0	
10																		0	
11																		0	
12																		0	

I. aWISH communication activities for the first 24 months

Communication Activity	Communication Activity Name	Description	Who? Target Audience	How? Communication Channel	Outcome	Status	Actions
EV ILVO	Kick off aWISH	LinkedIn post about the Kick Off of the aWISH project	Research communities	Social media	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Delivered	
UU	Social media	Announcement Nienke van Staaveren starting position within aWISH. (Twitter)	Research communities	Social media	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Delivered	
UU	AWISH annual meeting in departmental newsletter	AWISH annual meeting in departmental newsletter.	Research communities	Newsletter	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Delivered	
EV ILVO	Newsletter Kan klimaatonderzoek varkensho	Newsletter: Kan klimaatonderzoek varkenshouder helpen bij verbeteren dierenwelzijn? Website Vion + via mail to farmers.	Industry, business partners	Newsletter	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Delivered	
Tiho	Project information	Description of the project on own TIHO-Website	Citizens	Website	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Delivered	
EV ILVO	Studyday pig research and practice	LinkedIn post about a study day on pig research and practice	Research communities	Social media	Create messages appropriate to the audience, purpose, and context.	Delivered	
CLK	LinkedIn post	CLK posts regularly about their camera systems.	Industry, business partners	Social media	Create messages appropriate to the audience, purpose, and context.	Ongoing	
UU	aWISH project overview at Themadagen	Presentation: aWISH project overview at Themadagen for scientists.	Citizens	Other	Create messages appropriate to the audience, purpose, and context.	Delivered	
WR	LinkedIn post	LinkedIn post: Invitation to join the expert panels.	Research communities	Social media	To reach as many as possible experts that would like to join the aWISH expert panels and provide their feedback/consultation.	Delivered	
CLK	Homepage	On the CLK Homepage the aWISH project is described.	Industry, business partners	Website	Create messages appropriate to the audience, purpose, and context.	Delivered	

WR	LinkedIn post	General description of the aWISH project.	Specific user communities	Social media	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope: 3000 impressions.	Delivered	
UU	aWISH project overview at Pig Topics meeting	aWISH project overview at Pig Topics meeting.	Research communities	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	Create messages appropriate to the audience, purpose, and context.	Delivered	
UU	aWISH project overview at DMW mini-symposium	aWISH project overview at DMW mini-symposium presentation.	Research communities	Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.)	Create messages appropriate to the audience, purpose, and context.	Delivered	
EV ILVO	Description on ILVO-Website	Description of the project on ILVO's own website.	Civil society	Other	/	Delivered	
Press release aWISH ILVO	ILVO website	Press release on the ILVO website about the aWISH project.	Research communities	Website	To announce to the public about the aWISH project.	Delivered	
LinkedIn post about expert panel	LinkedIn post	LinkedIn post shared to look for expertise to join the expert panel of aWISH.	Research communities	Social media	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Delivered	
EV ILVO	Post about GAIA	"GAIA - Gender Alliance for Innovation in Agriculture was officially launched in the European Parliament."	Civil society	Social media	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Delivered	
EV ILVO	LinkedIn post on presenting aWISH at NVWA symposium	LinkedIn post about presenting aWISH at NVWA symposium.	Citizens	Social media	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Delivered	
BIOS	LinkedIn post	General description of the aWISH project.	Research communities	Social media	Create messages appropriate to the audience, purpose, and context.	Delivered	
Consulai	WP1 Communication and dissemination lead	Manages WP1 Communication and dissemination, utilizing channels such as website, newsletters, and social media.	Specific user communities	Social media	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Ongoing	

EV ILVO	LinkedIn post: Consortium meeting	LinkedIn post about the aWISH consortium meeting.	Research communities	Social media	Sharing the project's development and outputs, creating relationships and a space for discussion, sharing results, outputs, links. Create awareness for the project and its scope.	Delivered	
Batalle	aWISH press release project approval	Published press release on the BATALLÉ website about the approved European project aWISH.	Industry, business partners	Website	Create messages appropriate to the audience, purpose, and context.	Delivered	
BIOS	aWISH project description	General description of the aWISH project on BioSense website.	Industry, business partners	Website	Website post.	Delivered	
BIOS	Bioeconomy changemakers	aWISH project presented at the event at Novi Sad University.	Specific user communities	Print materials (brochure, leaflet, posters, stickers, banners, etc.)	Project roll-up.	Delivered	
LinkedIn post	LinkedIn post on the 2nd consortium meeting	LinkedIn post about the 2nd consortium meeting by Noémie Van Noten.	Civil society	Social media	/	Delivered	
UAB	Automated at-slaughter monitoring of chicken	Automated at-slaughter monitoring of chicken and pig welfare.	Citizens	Website	Create messages appropriate to the audience, purpose, and context.	Delivered	
UBI	Website Announcement	Announcement of UBITECH's participation in the project on UBITECH Website.	Citizens	Website	Create messages appropriate to the audience, purpose, and context.	Delivered	
BIOS	Internal newsletter	Internal newsletter for the BioSense staff.	Specific user communities	Newsletter	Digital newsletter.	Delivered	
CONSULAI	aWISH Project Presentation	aWISH Project Presentation on CONSULAI Website.	Research communities	Website	Impressions/Views: 256.	Delivered	

J. aWISH Dissemination activities for the first 24 months

Dissemination Activity Name	What? Type of Dissemination Activity	Who? Target Audience Reached	Why? Objective Description	Status of Dissemination Activity	Actions
Anual INNOVACC General Assembly	Clustering activities	Other	Anual INNOVACC general assembly for the INNOVACC partners.	Delivered	
Anual INNOVACC Journey	Clustering activities	Industry, business partners	Anual INNOVACC journey. Printed and distributed in June.	Delivered	
BIOSENSE: Invitation to Join the Expert Panels	Other	Other	To reach as many experts as possible to join aWISH expert panels and provide feedback/consultation.	Delivered	
CARNEX & EU	Meetings	Specific end user communities, Civil society	Formal - social media, journal, workshops, presentations. Present results, raise awareness.	Ongoing	
CLK GMBH: Symposium Modern Inspections with New Te	Conferences	Research communities, Specific end user communities, Other	Symposium on modern inspection technology, promoting EU cooperation in technology for inspection.	Delivered	
Consulai: aWISH Presentation	Education and training events	Research communities, Specific end user communities	Job fair at an agriculture university, introducing projects to students.	Delivered	
EU New Zealand Animal Welfare Scientific Exchange	Collaboration with EU-funded projects	Research communities, EU Institutions, Citizens, International organizations, Other	EU and New Zealand Animal Welfare Exchange - introduction of aWISH to NZ ministries, scientists, DG Santé, DG Agri, EFSA.	Delivered	
EV ILVO & UU: NVWA Symposium	Conferences	EU Institutions, National authorities, Innovators	NVWA symposium on inspections and modern technologies, presented with UU.	Delivered	
EV ILVO: Meeting European Platform for AW	Collaboration with EU-funded projects	EU Institutions	Meeting of the European Platform for Animal Welfare in Brussels, with aWISH presentation.	Delivered	
EV ILVO: Clearfarm Final Event	Collaboration with EU-funded projects	Research communities, EU Institutions, Citizens, Civil society, Other	Final event meeting with aWISH presentation on pig deliverables 2.1 and 2.2.	Delivered	
EV ILVO: Copenhagen Pig	Conferences	Citizens, Other, Civil society	Presentation of aWISH, focused on pig deliverables 2.1 and 2.2.	Delivered	
EV ILVO: EU Legislation Webinar	Education and training events	Research communities, Local authorities, Other	ILVO with Eurogroup webinar on EU legislation.	Delivered	
EV ILVO: FASFC - WG "New Technologies for Modern	Other scientific collaboration	Citizens, Civil society, Other	FASFC Working Group on "New Technologies for Modern Inspection."	Delivered	
EV ILVO: Internal Meeting for Research Colleagues	Meetings	Research communities, Other	Presentation on animal welfare labelling and how aWISH contributes to this.	Delivered	
EV ILVO: Joint Meeting of the CDG Animal Products	Collaboration with EU-funded projects	Research communities, EU Institutions, Industry, business partners, Innovators	Videoconference: Animal health, research, and innovation with aWISH presentation.	Delivered	

EV ILVO: Lecture for Dierzaam	Education and training events	Research communities, Local authorities, Other	Lecture on animal welfare labelling and how aWISH contributes.	Delivered	
EV ILVO: Meeting ILVO and Landsbond Pluimvee	Clustering activities	Research communities, National authorities, Local authorities, Civil society, Other	Cross-visit organization and aWISH introduction to Belgian poultry organization delegates.	Delivered	
EV ILVO: Meeting Soundtalks	Meetings	Research communities, Specific end user communities, Other	Presentation introducing aWISH to Soundtalks, exploring future collaborations.	Delivered	
EV ILVO: Meeting for Flemish Council for AW	Meetings	Research communities, National authorities, Civil society, Other	Presentation on animal welfare labelling and how aWISH contributes.	Delivered	
EV ILVO: Meeting with FOODCoST	Collaboration with EU-funded projects	Other	Introduction of aWISH to FOODCoST to explore future collaborations.	Delivered	
EV ILVO: Meeting with NVWA Members of Parliament	Meetings	National authorities, Local authorities, Civil society, Other	Workshop participation and presentation on animal welfare labelling (aWISH's role).	Delivered	
EV ILVO: Meeting with University College Dublin	Meetings	Citizens, Other	Online meeting with University College Dublin discussing aWISH.	Delivered	
EV ILVO: Meeting with Xsight	Meetings	Other	Presentation on aWISH, exploring future collaborations.	Delivered	
EV ILVO: PhD Course: Fundamentals of Animal Emotio	Education and training events	Research communities, Specific end user communities, Local authorities, Other	Brief presentation and poster on aWISH at PhD course on animal emotions.	Delivered	
EV ILVO: Rondetafel Dierenwelzijn	Education and training events	Citizens, Specific end user communities, Other	"Rondetafel Dierenwelzijn" workshop on animal welfare monitoring and aWISH's contributions.	Delivered	
EV ILVO: Studyday Pig Research and Practice	Conferences	Research communities, Other	ILVO presented aWISH at the pig research and practice study day.	Delivered	
EV ILVO: Financial Webinar	Education and training events	Other	ILVO's financial reporting webinar.	Delivered	
EV ILVO: XI European Symposium on Poultry Welfare	Collaboration with EU-funded projects	Research communities, EU Institutions, Civil society, Other	Framework for Poultry Welfare Label - challenges in science, logistics, ethics.	Delivered	
EV ILVO: Webinar Automated Swine Welfare	Meetings	Specific end user communities, Other	Webinar: Automated Swine Welfare Monitoring, linking abattoir and live animal data.	Delivered	
EfA: Webinar on Science Impact in EU Politics	Education and training events	Research communities, Other	Webinar on increasing science impact on EU policy, hosted with Eurogroup, featuring aWISH.	Delivered	
Eurogroup: European Platform Meeting	Collaboration with EU-funded projects	Research communities, EU Institutions,	Meeting of the European Platform for Animal Welfare, with aWISH presentation.	Delivered	
Eurogroup: EU Legislation Webinar	Education and training events	Research communities, EU Institutions, Civil society, Other	Webinar on EU welfare legislation and impact, presenting aWISH's contributions.	Delivered	
FBN: Technology Discussion	Education and training events	Specific end user communities, Other	Farmer/student discussion on technology acceptance issues.	Delivered	