

COST Action CA20103
Action Title: Biosecurity Enhanced Through Training
Evaluation and Raising Awareness (BETTER)

“BETTER” communication, dissemination and
valorisation strategy

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1. INTRODUCTION

This document describes the communication, dissemination and valorisation strategy for the COST Action CA20103 “BETTER”, including the different tools, channels and means of communication that will be implemented throughout the project duration. The plan also describes the target groups and contains the main strategic and operative guide that shall govern the overall project communication and dissemination activities. These guidelines will help inform the intended audiences about the Action and its results on a timely basis and by the most effective means. This strategy will be discussed and updated at least on a yearly basis by the Action MC.

2. GOALS

- Raise the level of awareness about the aims of the Action.
- Share the results and outcomes of the project.
- Facilitate the uptake of the Action results by the different stakeholders within and outside Europe.

3. IDENTIFICATION OF MAIN AUDIENCES AND COMMUNICATION FORMATS

As a first step, the main audiences to communicate the Action results will be explored. Some audiences have already been identified during the project elaboration, such as:

- Universities and research institutions.
- Local, national and European government bodies.
- International organisations (e.g., FAO, OIE).
- Producers, veterinarians and their organizations.
- Industry (e.g., pharmaceutical companies, agri-food groups or dairy companies, among others).
- Consumers

The communication activities will target the audiences above by using the following formats:

- Regular update of the Action’s website.
- Development and maintenance of a Biosecurity Portal (integrated in the Action’s website).
- Development and distribution of informative material (newsletters, leaflets, posters etc).
- Organisation and participation in workshops, conferences & other relevant events.
- Participative actions with stakeholders.
- Publications in national and international scientific and technical journals and conference proceedings.
- Social media (i.e., Facebook, Instagram, Twitter, LinkedIn).

In all the communication activities, the logo of the Action will be used. This will strengthen the shared identity of the partners and improve recognition and visibility of the Action.

4. DISSEMINATION OF ACTION RESULTS

A list of relevant conferences or other scientific forums to disseminate the Action results will be created. This list will be updated through the different MC meetings discussions. Preliminary list includes:

- European Symposium of Porcine Health Management (ESPHM)
- European College of Veterinary Public Health conference (ECVPH)
- International Symposium of Veterinary Epidemiology and Economics (ISVEE)



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- International Pig Veterinary Society (IPVS)
- Society for Veterinary Epidemiology and Preventive Medicine (SVEPM)
- World Buiatrics Congress (WBC)

5. VALORISATION OF ACTION RESULTS

In order to facilitate the uptake of the Action results by the different stakeholders, a list of end users, potentially interested in the Action results, will be created in coordination with the stakeholders' engagement group. The first step will be the survey on the mapping of stakeholders interested on biosecurity that will be performed by this group. The list will be reviewed and updated through the different Action meetings' discussions. Some stakeholders to reach have already been identified:

- FESASS
- EAEVE

6. IMPLEMENTATION OF THE STRATEGY

The channels and specific tools to be used by the Action are outlined in Table 2:

Channel	Tool	Audience	Implemented by	Frequency
Online	Website	All	Information shared by all partners to CC, and then uploaded by Boutik	Updated every three months
	Biosecurity portal	All	SCC and WG4, and then uploaded by Boutik	Regular basis
	Email (newsletter)	All action members	Prepared by SCC	Every three months
	Scientific publications	Researchers	WGs	Regular basis
	Videos, leaflets and other visual material	All	CG, WGs with the support of a company	Towards the end of the Action
Events	Trainings	Action members	CG, WGs	At least once a year
	Conferences	All	CG, WGs	At least once a year
	Final conference	All	CG, WGs	At the end of the Action
	Relevant events (e.g., EAEVE, FESASS meetings)	All	CG, WGs	At least once a year
Participative actions	Participative methods	Consumers, farmers and veterinarians	WG2	At least four during the four years of the project
Social media	Facebook, Twitter, LinkedIn, Instagram	All	All partners can upload info by using the hashtags to be created	Regular basis

SCC: Science Communication coordinator, Ch: Chair, V-Ch: vice-Chair, CG: core group.

Partners of the Action are strongly encouraged to disseminate and communicate the objectives, activities and results of BETTER, but they are requested the following:

1) All dissemination and communication activities need to be reported by email to the Communication coordinator (with Chair and vice-Chair in copy) in order to be added to the **List of dissemination and communication activities**, which will be located on the website.

2) Make sure that COST visual identity rules are followed: <https://www.cost.eu/about/visual-identity/>

7. INTERNAL COMMUNICATION

The tools to be used by COST Action participating partners per (internal) communication objective/task are outlined in the Table 1 below.

Table 1. Internal communication plan

Involved partners	Tools	Tasks	Time
Core group (CG)	CG meetings (online)	Discussion of the work progress	Once a month
Management Committee (MC)	MC meetings (online)	After each meeting agenda and minutes shared with participants through email or the website	Twice a year
Working groups (WG)	WG face-to-face meetings	Coordinate and promote WG tasks development	At least twice a year
Working groups (WG)	WG online meetings	Coordinate and promote WG tasks development	Every two months
All partners	Email	Written communication	Any time needed

8. CONTACTS

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