



Best practices on communication/dissemination

examples from Country SLOVENIA

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Project 1

Raising entire males or immunocastration? Research of measures for boar taint reduction and emerging problems of meat quality

- Type of project (Instrument) : national research project
- Typology of partners /lead partner : research institute (KIS) + universities (UL, UM)
- The objectives/concerns/topics of the project : Raising entire males or immunocastration? Research of measures for boar taint reduction and emerging problems of product quality
- What type of innovation generating new knowledge - measures for boar taint reduction
- Target group for the communication/who will be the end-users of the project results: scientific community, farmers and meat industry, policy makers, advisors

Project 1

Raising entire males or immunocastration? Research of measures for boar taint reduction and emerging problems of meat quality

- Communication instruments / (path) ways: papers/articles, conferences, workshops
- When? At which milestones in the project (i.e. communication at the beginning, during project life, communication/dissemination at the end on the outcomes) : during project life time and after (project finished, results still being disseminated)
- Communication within the consortium : Methodology / Methods (democratic/top-down/using data management tools...?) via emails, telephone, regular meetings (End-users not project partners!); management simpler as in EU project (few partners)

Project 1

Raising entire males or immunocastration? Research of measures for boar taint reduction and emerging problems of meat quality

- Why do you consider that the project is successful in terms of communication ?
(Not all answers are applicable to the case)
 - From your point of view as a SWG SCAR-AKIS member?
 - From your point of view as a member of the project?
 - From your point of view as a member of the targeted group ?

Communication was excellent to scientific community (publications) i.e. internationally; it was less succesful to other end-users due to the lack of interest for the topic in the sector (at national level)

- What would recommend for projects similar to this one? Raise awarness of farmers and meat industry at national level about the emergency of the topic

Project 2

V4-1417 Pig production technologies and use of alternative feeds, natural additives for products of higher quality in conventional and organic farming

- Type of project (Instrument) : (H2020 Multi-actor, EIP Operational Group, other project,...) national targeted project (similar to EIP)
- Typology of partners /lead partner : research institute (KIS) + universities (UL, UM) + chamber of agriculture
- The objectives/concerns/topics of the project : collection of know-how + preparation in easily understandable form for end users (national language) of materials available on web page repository + applied research conducted with farmers - activities of dissemination to end-users (events, workshops)
- What type of innovation (i.e process innovation, technical innovation, social, organisational....) process innovation; different approach
- Target group for the communication/who will be the end-users of the project results: advisory services, farmers, students

Project 2

V4-1417 Pig production technologies and use of alternative feeds, natural additives for products of higher quality in conventional and organic farming

- Communication instruments / (path) ways: printed materials, workshops, events, web page
- When? At which milestones in the project (i.e communication at the beginning, during project life, communication/dissemination at the end on the outcomes) : continuous – every year a seminar, printed materials, web page where all materials are accessible
- Communication within the consortium : Methodology/ Methods (democratic/top-down/ using data management tools ...?) via emails, telephone, meetings (project with few partners; End-users were not project partners!!)

Project 2

V4-1417 Pig production technologies and use of alternative feeds, natural additives for products of higher quality in conventional and organic farming

- Why do you consider that the project is successful in terms of communication ?
(Not all answers are applicable to the case)
 - From your point of view as a SWG SCAR-AKIS member?
 - From your point of view as a member of the project?
 - From your point of view as a member of the targeted group ?

Yes, highly efficient

- What would recommend for projects similar to this one? Prepare materials that are adapted to end-users and easily accessible (e.g. web page repository)

Project 3

TREASURE Diversity of local pig breeds and production systems for high quality traditional products and sustainable pork chains

- Type of project (Instrument) : (H2020 Multi-actor, EIP Operational Group, other project,...) H2020 Multi-actor
- Typology of partners /lead partner : multi-actor/ lead partner from research
- The objectives/concerns/topics of the project : conservation through utilisation => enhance knowledge and capacities for creation of sustainable pork chains based on pig genetic resources
- What type of innovation (i.e process innovation, technical innovation, social, organisational....) new knowledge, technical innovation, social innovation
- Target group for the communication/who will be the end-users of the project results: multi-actor (all sectors)

Project 3

TREASURE Diversity of local pig breeds and production systems for high quality traditional products and sustainable pork chains

- Communication instruments / (path) ways: various types – sci papers, conferences, public events, workshops, training school, printed materials, social media
- When? At which milestones in the project (i.e communication at the beginning, during project life, communication/dissemination at the end on the outcomes) : constantly, throughout the duration of the project
- Communication within the consortium : Methodology/ Methods (democratic/top-down/using data management tools ...?) emails, skype meetings, annual project meetings, telephone, democratic - general assembly votes

Project 3

TREASURE Diversity of local pig breeds and production systems for high quality traditional products and sustainable pork chains

- Why do you consider that the project is successful in terms of communication ?
(Not all answers are applicable to the case)
 - From your point of view as a SWG SCAR-AKIS member?
 - From your point of view as a member of the project?
 - From your point of view as a member of the targeted group ?

Yes, the project seems efficient in terms of visibility/communication

- What would recommend for projects similar to this one? Take every offered opportunity to promote the project, use different channels/media, organise diverse types of promotional and dissemination activities for different public

THANK YOU

For your attention

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