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Innovative Tools for Assessment and Authentication of chicken meat, beef and dairy products' QualiTies

Grant agreement number: 101000250

H2020 – Research and Innovation Action

Deliverable 6.1

Communication, Dissemination and Exploitation (C, D & E) plan

Due date of deliverable: M6 – November 2021

Actual submission date: M6 – November 2021

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Type			**Dissemination Level**		
R	Document, report	☒	**PU**	Public	☐
DEM	Demonstrator, pilot, prototype	☐	**CO**	Confidential, only for members of the consortium (including the Commission Services)	☒
DEC	Websites, patent fillings, videos, etc.	☐			
OTHER		☐	**CI**	Classified, as referred to Commission Decision 2001/844/EC	☐

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Person in charge	Bruno Martin	INRAE
Work package	WP6	
Work package leader	Dina Lopes	CONSULAI
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Version	V0	

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1. Executive Summary

INTAQT - ***INnovative Tools for Assessment and Authentication of chicken and beef meat, and dairy products' QualiTies*** is a 5-year H2020 European project that started on the 1st of June 2021. This project is led by INRAE, in France, gathering a consortium of 20 partners from 10 different countries.

The project´s main objective is to assess the relationship between animal production systems and the quality of the products they produce, particularly in the poultry and beef sector, as well as dairy products. INTAQT intends to involve all the actors in the chicken and cattle production chains and consumers, co-constructing solutions with its diversified consortium and refining it throughout the project in connection with multi-actor groups. This will be achieved through the development of quality assessment and authentication tools, to provide science-based decision support for policy makers, industries, farmers, and consumers. Furthermore, the claim "One quality" will be the culmination of quality tools developed to improve husbandry practices complying with the improvement of the intrinsic quality of animal products and the sustainability of their production.

INTAQT is organized in seven work packages, including the Dissemination of knowledge and tools to agri-food chain actors (led by CONSULAI, Portugal), which aims to communicate and disseminate widely the project outputs on a pan-European level. More particularly, WP6 will design and implement a detailed communication, dissemination and exploitation plan, corresponding to the present deliverable D6.1.

The Communication, Dissemination and Exploitation Plan is key to maximise the project impact. This document will describe in detail the **communication and dissemination strategy**, its **objectives**, **target groups**, it will define **key messages**, and present the different **communication and dissemination channels and tools** developed by the project, to achieve its objectives. Also, it includes **key performance indicators (KPIs)** to monitor and evaluate this plan.

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Table 1 – INTAQT partners'

N°	Participant organisation name (acronym)	Country
1	Institut National de la Recherche pour l'Agriculture, l'Alimentation et l'Environnement (**INRAE**)	France
2	Forschungsintitut für Biologischen Laudbau Stiftung (**FiBL**)	Switzerland
3	Università degli Studi di Padova (**UNIPD**)	Italy
4	Association de Coordination Technique Agricole (**ACTA**)	France
5	Bundesinstitut fuer Risikobewertung (**BfR**)	Germany
6	Consulai, Consultoria Agroindustrial LDA (**CONSULAI**)	Portugal
7	Universiteit Gent (**UGENT**)	Belgium
8	TEAGASC – Agriculture and Food Development Authority (**TEAGASC**)	Ireland
9	Universita degli Studi di Perugia (**UNIPG**)	Italy
10	The Queen's University of Belfast (**QUB**)	United Kingdom
11	Fundacja International Meat Research 3G Foundation (**IMR3GF**)	Poland
12	Alma Mater Studiorum – Università di Bologna (**UNIBO**)	Italy
13	Universidad de Extremadura (**UEX**)	Spain
14	Société de diffusion Internationale Agroalimentaire (**Sodiaal**)	France
15	GESCO Societa Cooperativa Agricola (**Amadori**)	Italy
16	L.D.C SA (**LDC**)	France
17	Consorzio del Formaggio Parmigiano-Reggiano (**CFPR**)	Italy
18	Linus Silvestri AG (**LSAG**)	Switzerland
19	Federazione Europea di Zootecnica (**EAAP**)	Italy
20	INRAE Transfert SAS (**IT**)	France

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2. Introduction

From extensive to superintensive, the range of options for the livestock production system varies as per consumer needs. The lack of objective information on animal quality, needed to meet the expectations of the final consumer, makes it difficult for the actors in the food chain to act. In recent years, Europe has increasingly focused on the agri-food chain through the implementation of public policies and the design of innovative projects such as INTAQT.

The overall project objective is to assess the relationship between animal production systems and the quality of the products they produce, particularly in the poultry, beef and dairy sector. This project is divided into seven (7) Work Packages (WP) including **WP 6 - Dissemination of knowledge and tools to agri-food chain actors** in which this Communication, Dissemination and Exploitation Plan is being developed as part of WP6 (Deliverable D6.1). This document is a support of all the activities included in WP6. Dissemination activities will support the achievement and promotion of the project objectives, results, and outputs. For an overview of the Communication and Dissemination Strategy, it will detail the list of actions, communication and dissemination tools, target audiences, outputs and KPIs as well as, this document will provide guidelines for consortium partners to follow regarding the project's communication and dissemination.

To disseminate knowledge to the different agri-food chain actors, **the Communication and dissemination activities** will be supported by the multi-actor approach of the project, linking EC and national policy makers; farmers, animal producers, advisors and their associations; food processors, retailers and wholesalers; and other stakeholders, including citizens, consumers and NGOs; certification bodies; and researchers. This plan will be designed in close interaction with other WP leaders and other task leaders of WP6, representative of different stakeholders' groups (from the scientific community to a cooperative of producers), being closely monitored, revised and improved throughout the project.

This document is dynamic, meaning that it may be adjusted. The planning activities will be shaped and adapted in response to feedback from multi-actor activities and engagements with external actors to the project. This communication & dissemination plan is of critical importance to the project as it will define the starting point to develop awareness and encourage the engagement of the target audience, promoting the exchange of knowledge.

3. Communication & Dissemination Strategy

In order to have a better understanding of the Communication and Dissemination strategy developed in this document, there is a need to reinforce the difference between these three concepts. In the INTAQT project, we consider the 'dissemination' as the provision of results to potential users, the 'communication' as the way to promote them, and the 'exploitation' as the use of those results by different actors.

This communication and dissemination strategy plan presents the different activities aimed at different target groups. In this chapter, the internal and external communication strategies as well as the work plan and governance for the INTAQT project will be presented.

Internal communication strategy:

Appropriate internal communication is crucial to ensure knowledge exchange between all consortium partners and is the key to successful external communication. The internal communication strategy defines responsibilities among project partners and consortium bodies and describes internal communication flows and monitoring instruments. An appropriate internal communication plays an extremely important role in ensuring the exchange of knowledge between all the partners in the consortium and is the key to the success of external communication. A mailing list has been created with the objective of facilitating communication to all consortium partners:

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intaqt-partners@groupes.renater.fr

To ensure a smooth, consistent and transparent communication flow between the project partners, a project management platform (SharePoint - Figure 1) was selected, that all partners have access to, for messages and information exchange, for documentation upload, to establish deadlines, deliverables and milestones, and also for assigning the internal tasks and duties on a shared calendar.

- ### 2.1.1. Collaborative platform

The INTAQT platform It aims at reinforcing communication between partners and is intended to facilitate discussions among the partners at all levels: General Assembly, Executive Committee, intra and inter work-packages. The platform will also be used as a place to store and share documents of interest for the project: official documents like the DoA, Grant Agreement and Consortium Agreement, guidelines for the reporting, useful publications etc. Also, the platform has been built to monitor the project progress and in particular the follow-up of official deliverables. The collaborative platform is a secure place on the Web where all INTAQT partners can share information, upload and download documents in order to carry out the project or to achieve a common goal. The platform has been launched at the beginning of the project in June 2021.

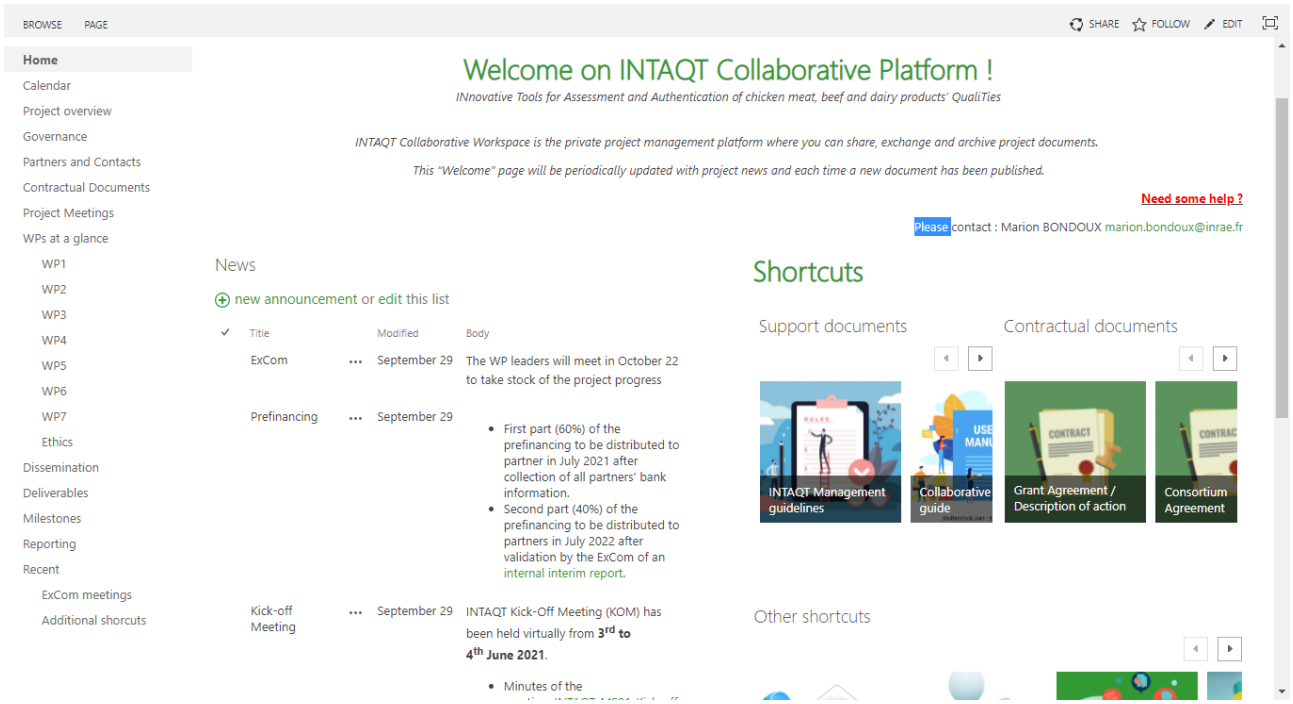

Figure 1 – Homepage of INTAQT Collaborative Platform

- ### 2.1.2. Communication Officers

All partners will have a role in communicating and disseminating INTAQT results and conclusions. Each partner has designated a Communication Officer who is responsible for handling the partner's communication tasks alongside WP leaders. The list of Communication Officers can be seen in the Table 2.

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Table 2 – INTAQT partners' Communication Officer

Partner No.	Organisation (acronym)	Name	Email
1	Institut national de recherche pour l'agriculture, l'alimentation et l'environnement (INRAE)	Bruno Martin Cécile Berri	Bruno.martin@inrae.fr cecile.berri@inrae.fr
1.1	Syndicat Des Selectionneurs Avicoles et Aquacoles Français (SYSAAF)	Romuald Rouger	romuald.rouger@inrae.fr
1.2	Ecole Nationale Superieure des Sciences Agronomiques de Bordeaux Aquitaine (BSA)	Marie-Pierre Ellies-Oury	marie-pierre.ellies@inrae.fr
2	Forschungsinstitut Fur Biologischen Landbau Stiftung (FiBL)	Rennie Eppenstein	rennie.eppenstein@fibl.org
3	Universita Degli Studi di Padova (UNIPD)		
4	Association de Coordination Technique Agricole (ACTA)	Léa Tourneur	lea.tourneur@acta.asso.fr
4.1	Institut de l'Élevage (IDELE)	Cécile Laithier	Cecile.Laithier@idele.fr
4.2	Institut Technique des Filieres Avicole, Cunicole et Piscicole (ITAVI)	Marie Bourin	bourin@itavi.asso.fr
5	Bundesinstitut Fuer Risikobewertung (BfR)	Sonja Schäche, Fenja Klevenhusen	sonja.schaeche@bfr.bund.de; fenja.klevenhusen@bfr.bund.de
6	CONSULAI, Consultoria Agroindustrial Lda (CONSULAI)	Dina Lopes	dlopes@consulai.com
7	Universiteit Gent (UGENT)	Stefaan De Smet	stefaan.desmet@ugent.be
8	Teagasc - Agriculture and Food Development Authority (TEAGASC)	David Kenny	davida.kenny@teagasc.ie
9	Universita Degli Studi di Perugia (UNIPG)	Alessandro Dal Bosco, Laura Marozzi	Alessandro.dalbosco@unipg.it, laura.marozzi@unipg.it
10	The Queen's University of Belfast (QUB)		
11	Fundacja International Meat Research 3G Foundation (IMR3GF)	Alix Neveu	neveu.alix@gmail.com
12	Alma Mater Studiorum - Universita di Bologna (UNIBO)	Massimiliano Petracci	m.petracci@unibo.it
13	Universidad de Extremadura (UEX)	Mario Estevez	mariovet@unex.es
14	Société de Diffusion Internationale Agroalimentaire (Sodiaal)		
15	Gesco Societa Cooperativa Agricola (Amadori)		
16	L.D.C SA	Tatiana Defosse	tatiana.defosse@marie.fr
17	Consorzio del Formaggio Parmigiano-Reggiano (CFPR)	Linus Silvestris	l.silvestri@lsag.ch
18	Linus Silvestri AG (LSAG)		
19	Federazione Europea di Zootecnica (EAAP)	Marlene Sciarretta	marlene@eaap.org
20	INRAE Transfert SAS (IT)	Marion Bondoux	marion.bondoux@inrae.fr

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Work plan and governance

CONSULAI is the leader of WP6 – Dissemination, Communication and Training, being responsible alongside with other WP leaders and Communication Officers for ensuring that the communication and dissemination strategy plan is applied properly by all partners. In order to facilitate the internal communication, all partners' contacts can be found on the INTAQT SharePoint, here. The contacts are added to a list that is regularly updated by the project coordinators.

External communication strategy

The external communication strategy is essential to communicate the project to outside actors and ensure maximum outreach. In the INTAQT project this is achieved through a marketing and communication model, AIDA(R).

AIDA(R) stands for **A**ttention/**A**wareness, **I**nterest, **D**esire, **A**ction and **R**etention. Sometimes, the **R**etention stage does not apply, but for this type of project it is very important since the project aims to keep the interest and commitment of the identified target groups beyond the end of the project.

Figure 2 – AIDA(R) communication model

At the beginning of the project, the project communication is focused on drawing **attention** to the project scope and its objectives. After drawing attention, the communication is focusing on creating **interest** among the target groups, which will in turn, from the 2nd year on, create the **desire** of INTAQT target groups to be an active participant in the cooperation and knowledge sharing process.

In a more advanced and consolidated stage, the project communication must be oriented in such a way as to stimulate **an action** by the project's target groups. This "active involvement" can be represented in the project by the target groups' direct participation in the workshops, seminars, conferences organized within INTAQT and their engagement with INTAQT's social media platforms. The last stage is the most challenging one, the **retention**, which means demonstrating the importance of establishing a continuous relationship to the target groups. Using this process in the project communication will impact and strengthen the knowledge flows between scientific research and the practical implementation related to the consumers and the farmers.

The use of this process in the communication and dissemination of the project will increase the visibility and awareness of INTAQT, its goals and results, addressing the synergies between husbandry systems and the intrinsic quality of their products, as well as providing solutions and tools that can be used by the food production chain to add value to products.

Furthermore, the INTAQT project will use an integrated strategy with other project funded under the same topic (PATHWAYS, Code Re-farm and mEATquality) and/or initiatives (BovINE, EuroSheep, ERA-NET SusAn projects, MIXED, among other) in order to promote a cross channel approach, namely with the organisation of common events towards "Regulators including EC and national policy makers" and by engaging on social

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media. Additionally, external communication and dissemination will use different tools aiming at different targets, as an integrated approach, namely the project identity and key messages.

- ### 2.3.1. Project identity

The INTAQT brand and project identity were designed and conceptualized that the whole of its elements are graphically coherent. It consists of two elements: Logo and Concept Line.

Figure 3 – INTAQT logo and concept line

To ensure the consistency of the project communication, all partners should use the following visual elements:

- **Logo –** In all different versions of the INTAQT brand, the correct use of its elements should always be preserved. The Exceptional Version should only be used in exceptional cases, like media where both the main and secondary versions have no reading.

Figure 4 – Main versions of the INTAQT logo

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- **Colour palette -** INTAQT brand's colours are structural instruments for defining a strong and differentiated visual territory and should always be reproduced as faithfully as possible. These are their Pantone® Solid codes. Under no circumstances should they be reproduced by approximation to the colours designated in the figure below since it was developed for a digital media usage.

Figure 5 – Colour palette of INTAQT project with Pantone, RGB, RMYK and Hex code

The INTAQT logo can be used with different coloured backgrounds which are part of the brand's colour palette.

Figure 6 – Examples of the INTAQT logo with a coloured background

In the impossibility of reproducing the Brand in its original chromatic version, it must be reproduced in black and white with the highest contrast possible.

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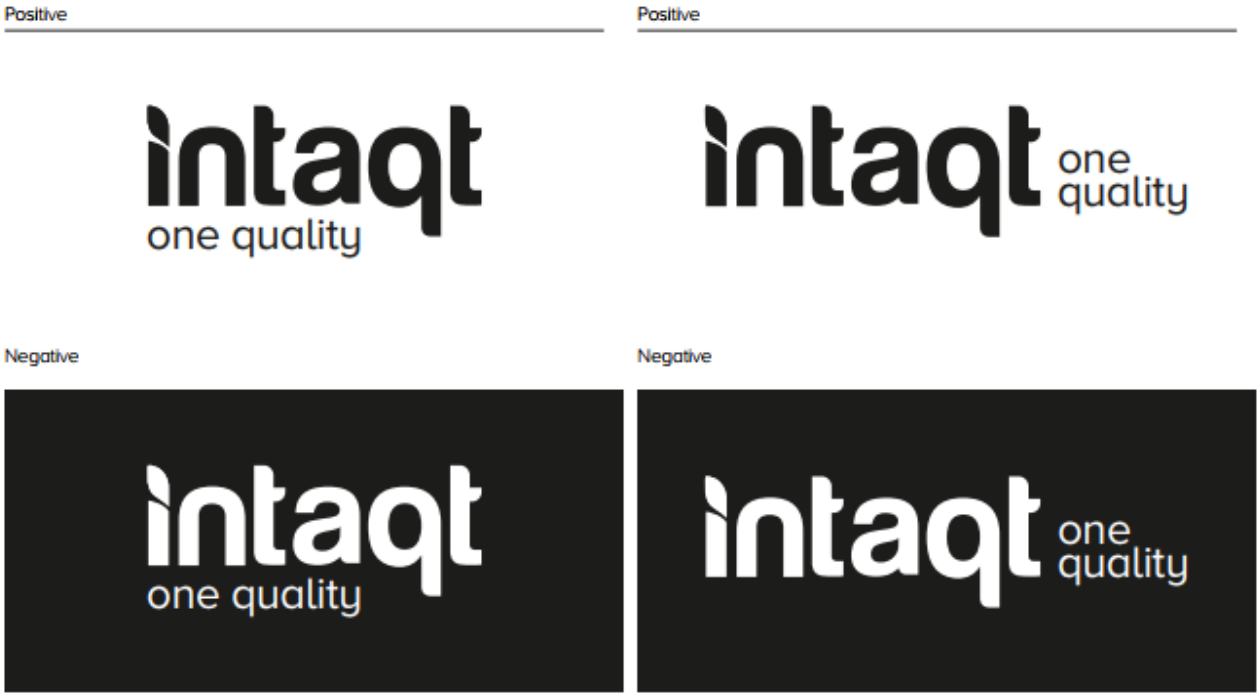

Figure 7 – Example of the INTAQT logo in black and white

- **Other visual elements -** The INTAQT brand has a set of illustrated Patterns composed of geometric shapes, which allow the creation of a strong and differentiated visual territory.

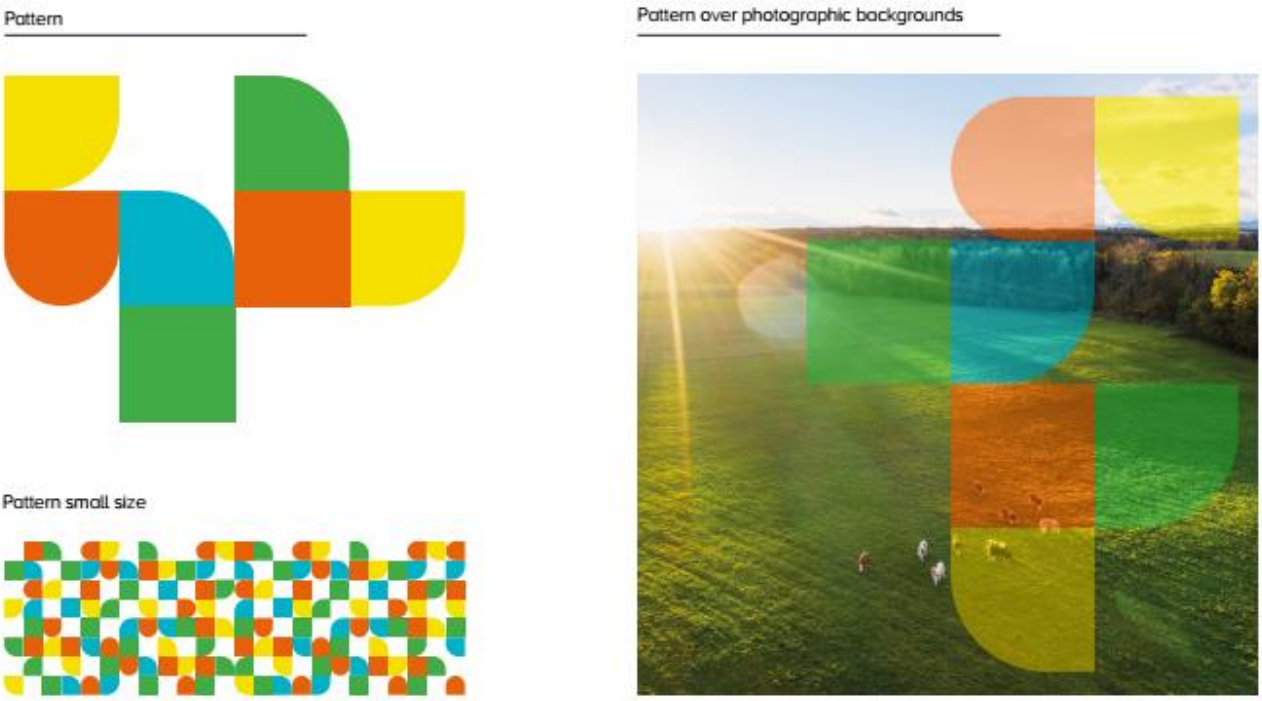

Figure 8 – Illustrated pattern of the INTAQT | One Quality brand

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Another part of the project identity is a stamp designed to enforce the "One quality" that defines INTAQT.

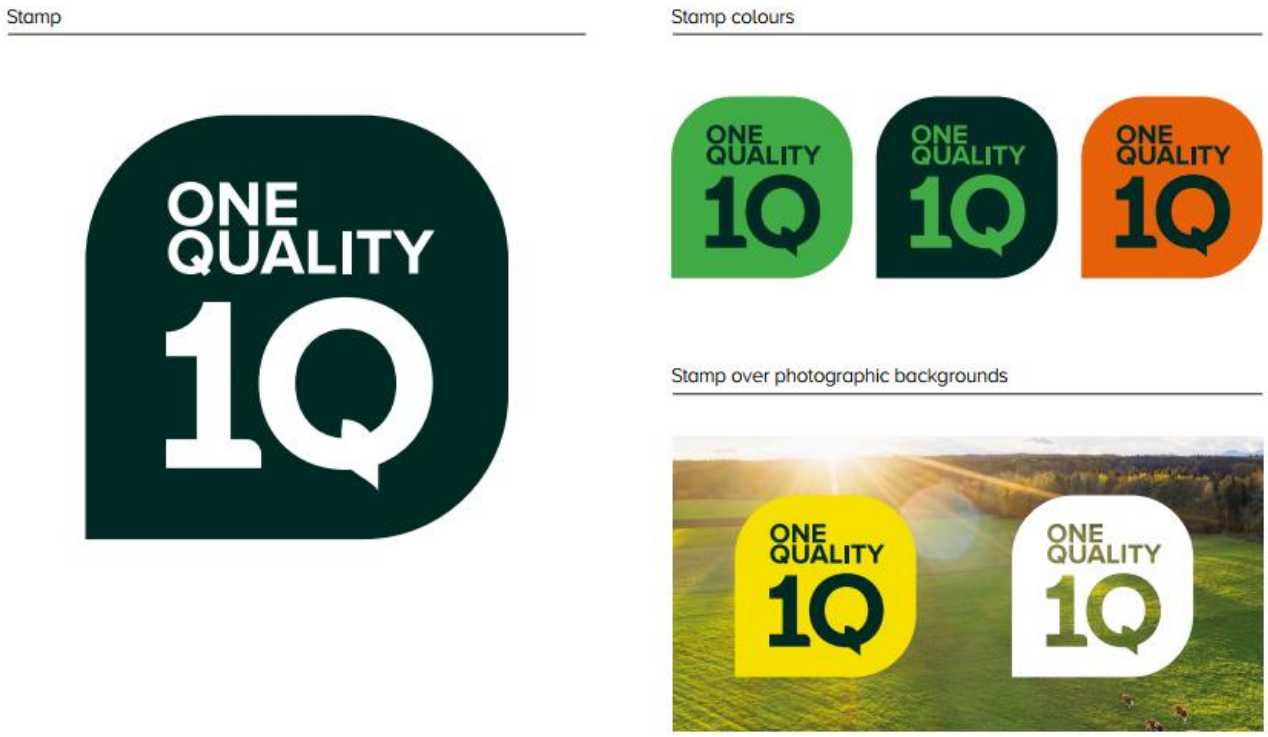

Figure 9 – Versions of the One Quality stamp

All communication and dissemination materials must use the EU symbol and a clear statement that the project has received funding from the Horizon 2020 programme under the grant agreement number 101000250.

Figure 10 – EU symbol with the grant agreement number

All elements that compose the INTAQT | One quality brand are available on SharePoint (link here), specifically on the Dissemination docs > INTAQT logo, as well as the INTAQT Standards Manual which specifies all the information above, as well as minimum dimensions of the logo and the applications of the logo that are not allowed.

- **Documents' templates**

To establish a consistent image, a wide range of document templates were designed for use during the INTAQT project:

- Annex I – Deliverables' template
- Annex II – Milestones' template
- Annex III – Power Point's templates
- Annex IV – Attendee's list template

All the templates are available on Sharepoint (link here), specifically on the Dissemination docs > Project templates

2.3.2. Target groups

To maximise the impact and consequently the success of the INTAQT project, the envisioned communication and dissemination activities needs to be tailored to different key actors at National and European level (see Table 3). To achieve the project goals, targeting is very important, especially with the use of digital media, as it allows the project to reach the right audiences, with the right content, at the right place, and the right time. Moreover, this project fosters a Multi-Actor approach, to favour the cross sharing of knowledge, perspectives, resources, and experiences, considering the different perspectives, interests, and potential barriers of those groups.

Table 3 – Description of INTAQT target groups

Target group	Description
Regulators including EC and national policy makers	Individuals responsible for making policy decisions.
Farmers and advisors	Individuals working on farms, responsible for enacting and/or making agricultural decisions as well as individuals responsible for supporting and advising in the agriculture, animal production and agri-food sector.
Food processors, retailers and wholesalers	Individuals working within food supply chains, including (for example) logistics, processing, and retail.
Civil society including citizens, consumers and NGOs makers	Individuals not directly involved in food production, retail, or policy development.
Certification bodies	Entities that assess whether the system, product or person, complies with the certification requirements, within the agri-food chain.
Scientific community	Individuals undertaking livestock research, including academic and/or applied research, as well as innovation and development activities.

- ### 2.3.3. Key messages

The measures to communicate and raise awareness about the project and its activities will focus on reaching this wide range of target groups in a popular language – short, sufficiently focused and interesting to be shared by the different stakeholders.

Table 4 - INTAQT's Key Messages

Target Group	
Regulators including EC and national policy makers	
Key messages	• The “One Quality” concept of INTAQT is perfectly in line with the newly outlined Farm to Fork strategy, which ‘recognises the inextricable links between healthy people, healthy societies and a healthy planet’ and paves the way of a transition of the current European agri-food systems towards very high standards of sustainability as well as increased standards of quality for the production of safe, plentiful, nutritious and tasty food.

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	• INTAQT addresses one of the key questions of utmost importance for the further development of European agricultural systems. • INTAQT addresses whether there are true synergies or rather just trade-offs between "good animal husbandry" and "good food quality". • INTAQT evaluates the relationship between product qualities and farming systems, by helping to contribute to better positioning of product quality as key element of sustainability of animal production systems in Europe. • INTAQT provides solutions and tools that can be used by the food production chain to add value to products. • INTAQT recognises that the sustainability of husbandry systems and practices must be developed with farmers and in the contexts in which farms, farmers' organizations, service suppliers and value chain actors operate. • INTAQT generates data that will combine existing data and models (from partners and literature) for modelling the relationships between husbandry practices and intrinsic quality traits of animal products. • INTAQT guarantees rapid and cost-efficient analytical tools enabling food chain actors to ensure authenticity and intrinsic quality of products along the agri-food chain, while also providing assurance to consumers and other stakeholders about the authenticity and quality of European animal food. • INTAQT adds value to the European agri-food economy.
Farmers and advisors	
Key messages	• INTAQT addresses one of the key questions of utmost importance for the further development of European agricultural systems. • INTAQT addresses whether there are true synergies or rather just trade-offs between "good animal husbandry" and "good food quality". • INTAQT evaluates the relationship between product qualities and farming systems, by helping to contribute to better positioning of product quality as key element of sustainability of animal production systems in Europe. • INTAQT recognises that the sustainability of husbandry systems and practices must be developed with farmers and in the contexts in which farms, farmers' organizations, service suppliers and value chain actors operate. • INTAQT generates data that will combine existing data and models (from partners and literature) for modelling the relationships between husbandry practices and intrinsic quality traits of animal products.
Food processors, retailers and wholesalers	
Key messages	• INTAQT provides solutions and tools that can be used by the food production chain to add value to products. • INTAQT evaluates the relationship between product qualities and farming systems, by helping to contribute to better positioning of product quality as key element of sustainability of animal production systems in Europe. • INTAQT recognises that the sustainability of husbandry systems and practices must be developed with farmers and in the contexts in which farms, farmers' organizations, service suppliers and value chain actors operate. • INTAQT guarantees rapid and cost-efficient analytical tools enabling food chain actors to ensure authenticity and intrinsic quality of products along the agri-food chain while also providing assurance to consumers and other stakeholders about the authenticity and quality of European animal food.

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Civil society including citizens, consumers and NGOs makers	
Key messages	• INTAQT guarantees rapid and cost-efficient analytical tools enabling food chain actors to ensure authenticity and intrinsic quality of products along the agri-food chain while also providing assurance to consumers and other stakeholders about the authenticity and quality of European animal food. • INTAQT evaluates the relationship between product qualities and farming systems, by helping to contribute to better positioning of product quality as key element of sustainability of animal production systems in Europe. • INTATQ will approach the "one health" common narrative – implying that environmental, animal and human health should be achievable within the same production frames. • INTAQT makes available tools to optimize the environmental and ethical footprints together with the nutritional quality of cattle and chicken products for all stakeholders of the agri-food chain. • INTAQT highlights best practices that assesses environmental and climate footprint of production chains including emissions of pollutants in the air, water and soil as well as impacts on biodiversity. • INTAQT will produce authentication tools that clearly strengthen the combat against food frauds. • INTAQT encourages consumers' trust into labels while helping them make informed choices. • INTAQT boosts the awareness on the importance of animal welfare and ethical practices in the agri-food chain.
Certification bodies	
Key messages	• INTAQT provides solutions and tools that can be used by the food production chain to add value to products. • INTAQT recognises that the sustainability of husbandry systems and practices must be developed with farmers and in the contexts in which farms, farmers' organizations, service suppliers and value chain actors operate. • INTAQT guarantees rapid and cost-efficient analytical tools enabling food chain actors to ensure authenticity and intrinsic quality of products along the agri-food chain while also providing assurance to consumers and other stakeholders about the authenticity and quality of European animal food. • INTAQT will produce authentication tools that clearly strengthen the combat against food frauds. • INTAQT boosts the awareness on the importance of animal welfare and ethical practices in the agri-food chain.
Scientific community	
Key messages	• INTAQT generates data that will combine existing data and models (from partners and literature) for modelling the relationships between husbandry practices and intrinsic quality traits of animal products. • INTAQT addresses whether there are true synergies or rather just trade-offs between "good animal husbandry" and "good food quality". • INTAQT guarantees rapid and cost-efficient analytical tools enabling food chain actors to ensure authenticity and intrinsic quality of products along the agri-food chain while also providing assurance to consumers and other stakeholders about the authenticity and quality of European animal food.

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	• INTAQT highlights best practices that assesses environmental and climate footprint of production chains including emissions of pollutants in the air, water and soil as well as impacts on biodiversity. • INTAQT makes available tools to optimize the environmental and ethical footprints together with the nutritional quality of cattle and chicken products for all stakeholders of the agri-food chain.

4. Communication & Dissemination Tools and channels

Website

The INTAQT website is currently being developed. The domain will be **https://www.h2020-intaqt.eu/**

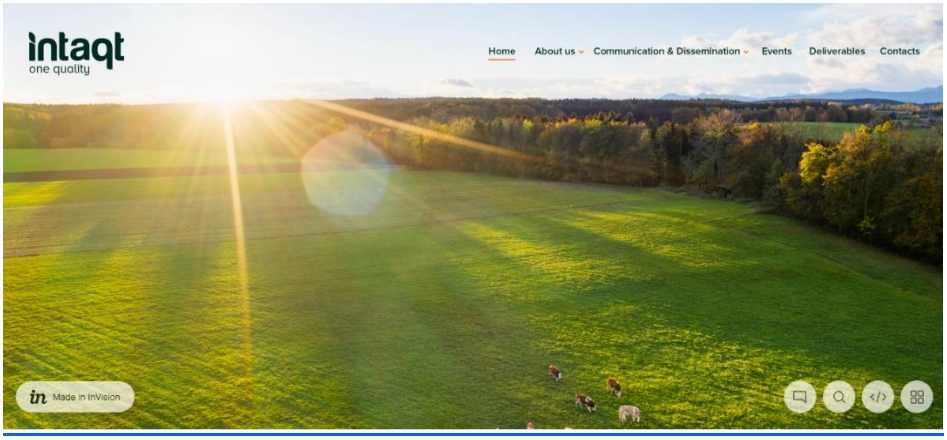

Figure 11 – INTAQT website banner

The website has two main objectives:

- to be a user-friendly platform hosting all publicly available results and information from the INTAQT project.
- to be an open repository and dissemination platform for non-confidential information (e.g. videos, photos, links to relevant other activities).

Upon entering the website, a pop-up appears to each visitor asking them to choose from the various options, which target they identify the most with:

- A Regulator – EC and national policy makers
- A Farmer and/or advisor
- A Food Processor and Retailer
- Part of Civil Society
- Part of Certification Bodies
- Part of the Scientific Community

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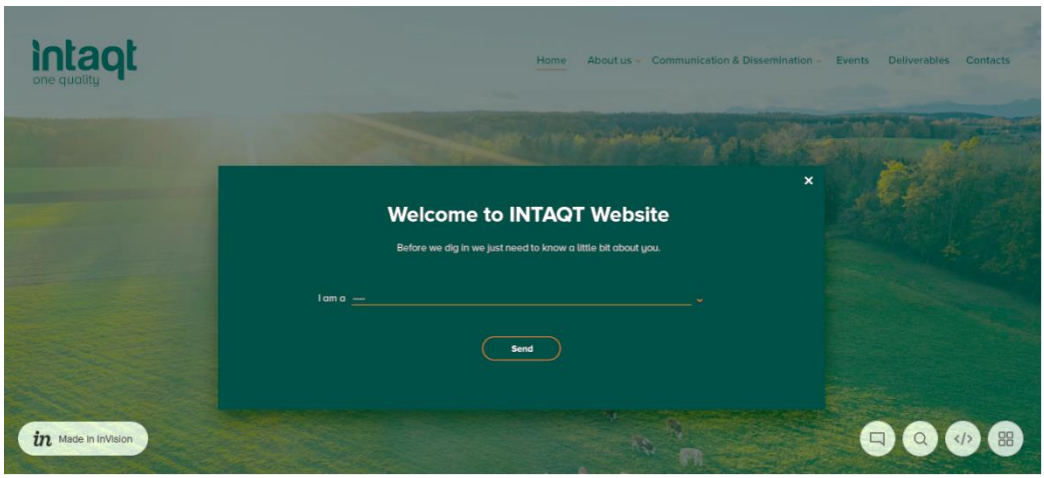

Figure 12 – Pop-up that appears to each visitor of the INTAQT website

By choosing a target group, we can then identify which target group visits that website the most as well as tailor the content to appeal to the underrepresented target groups.

The website structure will have 5 main pages: about us, communication and dissemination, events, deliverables and contacts, besides the HOME page. The HOME page will include a direct feed of the twitter page of INTAQT, as well as a "contact us" form and a link to subscribe to the newsletter. All the links to INTAQT social network channels (Facebook, Twitter, LinkedIn and YouTube) will be available on the HOME page.

Within these 5 main pages there will be about 12 subpages. For example, in "about us" there will be 4 subpages consisting of: about INTAQT, objectives of INTAQT, WP of INTAQT and the consortium. In "communication and dissemination", four subpages will be included. A subpage for dissemination materials, another for training materials, one for newsletters and one for news.

In the contact page, the contact details for the Project Coordinator and Communication officer will be presented, to help facilitate direct communication between the project and other stakeholders or even other H2020 projects related to the topic of INTAQT.

The content is regularly edited and uploaded, with the website being gradually improved, with more subpages added as the project evolves, according to the various needs of the partners and the project itself. The website will be built on an open-source content management system, require minimal post-production site maintenance and support to ensure longevity. Production and management of the contents throughout the project will be developed by all partners and coordinated by CONSULAI.

- ### 3.1.2. Partner's website

All partners will establish a link between their institutional website and the INTAQT website to ensure maximum project reach and increase the engagement with the stakeholders of each region involved in this project.

Table 5 – INTAQT partners' website

N°	Participant organisation name (acronym)	Country	Partners website links
1	Institut National de la Recherche pour l'Agriculture, l'Alimentation et l'Environnement (INRAE)	France	https://www.inrae.fr/en
2	Forschungsintitut für Biologischen Laudbau Stiftung (FiBL)	Switzerland	https://www.fibl.org/en/

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3	Università degli Studi di Padova (UNIPD)	Italy	https://www.unipd.it/en/
4	Association de Coordination Technique Agricole (ACTA)	France	http://www.acta.asso.fr/en.html
5	Bundesinstitut fuer Risikobewertung (BfR)	Germany	https://www.bfr.bund.de/en/home.html
6	Consulai, Consultoria Agroindustrial LDA (Consulai)	Portugal	https://consulai.com/en/
7	Universiteit Gent (UGENT)	Belgium	https://www.ugent.be/en
8	TEAGASC – Agriculture and Food Development Authority (TEAGASC)	Ireland	https://www.teagasc.ie/
9	Universita degli Studi di Perugia (UNIPG)	Italy	https://www.unipg.it/en/
10	The Queen's University of Belfast (QUB)	United Kingdom	https://www.qub.ac.uk/
11	Fundacja International Meat Research 3G Foundation (IMR3GF)	Poland	https://imr3g.org/
12	Alma Mater Studiorum – Università di Bologna (UNIBO)	Italy	https://www.unibo.it/en/homepage
13	Universidad de Extremadura (UEX)	Spain	https://www.unex.es/?set_language=en&cl=en
14	Société de diffusion Internationale Agroalimentaire (Sodiaal)	France	https://sodiaal.coop/en
15	GESCO Societa Cooperativa Agricola (Amadori)	Italy	https://www.amadori.com/en/
16	L.D.C SA (LDC)	France	https://www.ldc.com/br/en/
17	Consorzio del Formaggio Parmigiano-Reggiano (CFPR)	Italy	https://www.parmigianoreggiano.com/
18	Linus Silvestri AG (LSAG)	Switzerland	http://www.lsag.ch/home.html?L=0
19	Federazione Europea di Zootecnica (EAAP)	Italy	https://www.eaap.org/
20	INRAE Transfert SAS (IT)	France	https://www.inrae-transfert.fr/en/

Social media strategy

- **Objectives**

The INTAQT Social Media platforms will be used to:

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

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

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- Tailor key messages to each social media platform for the different target audiences;
- Define a social media growth hacking strategy by determining the key performance indicators;
- Reach an audience outside the consortium and achieve a larger community by the M24 of the project. **Reached audience** refers to the number of people that viewed the project's accounts or posts. **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 M24:
  - ✓ Facebook: 250 followers
  - ✓ Twitter: 700 followers
  - ✓ LinkedIn: 350 followers
  - ✓ YouTube: 300 views
- Boost the engagement with the community;

- **Target audiences for social media channels**

Table 6: INTAQT's target audiences for SoMe channels

Target Group	
Regulators including EC and national policy makers	
Interests	May be interested in the practical outcomes of the project and experiments – where the messages are clear and there is evidence to support impact pathways. May be interested in ways to get involved in events or workshops.
Purpose	To establish communication with key stakeholders from relevant authorities at EU level and at national/regional level; to share and discuss results recommendations and the project progress; to ensure that results and recommendations are efficiently delivered to EU regulators and to national/regional policy makers;
Farmers and advisors	
Interests	Farmers may be interested in the research results and recommendations as well as in the knowledge exchange regarding the findings of the project. May also be interested in the outcomes and processes of workshops, looking for practical advice. Advisors may be interested in remote multi-actor groups, share knowledge amongst other advisors and maintaining an active role.
Purpose	To share knowledge and research results and recommendations, with targeted farmers and advisors; to present findings and demonstrate innovative practices on farm; to create an opportunity for discussion and sharing of knowledge and experiences between farmers and advisors (and other stakeholders); to optimise out-reach and efficiently disseminate results relevant for advisory services.
Food processors and retailers	
Interests	May be interested in the practical outcomes of the project, mainly innovative tools and methodologies; May be interested in learning about consumers' preferences.
Purpose	To improve their business choices based on science evidence results; To share knowledge regarding the synergies between farming systems and quality traits.
Civil society including citizens, consumers and NGOs makers	
Interests	May be more interested in the sustainability aspect of the project regarding animal production systems; May be interested to learn about the intrinsic quality of chicken, beef and dairy products.
Purpose	To share knowledge about different farming systems; To raise awareness of the synergies between farming systems and quality of its products; To strengthen the sustainability of European agricultural production systems and at the same time ensure quality of production.

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Certification bodies	
Interests	May be interested in the practical outcomes of the project – innovative analytical tools and methodologies to access the quality of unprocessed and processed ready-to-eat products.
Purpose	To share knowledge regarding the synergies between farming systems and quality traits; To authenticate along the food chain the farming systems the products are issued from.
Scientists	
Interests	May be interesting in understanding the relationships between husbandry systems and chicken, beef and dairy product quality traits, including possible trade-offs and synergies between quality traits. May be interested in the academic content generated including scientific papers, scientific presentations in seminars and conferences, papers, reports, as well as events and workshops. They may also be engaged by the results, innovation processes and associated policies, and new ideas and successes; potentially looking for links to new projects or ongoing work.
Purpose	To share and discuss results from the project within the scientific community and encourage more research and innovation to develop sustainable 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 ongoing research agenda; to encourage the researchers'engagement

- **Social media platforms**

Table 7: INTAQT's Social Media Platforms

Platform	
Facebook	
Link	https://www.facebook.com/h2020intaqt
Purpose	Creating relationships and offering a space for discussion. Sharing links, photos, infographics, events and workshops. Engage via comments, likes, mentions, shares and direct messages.
Audience	Farmers and farmer groups; civil society; advisors
Twitter	
Link	https://twitter.com/H2020_INTAQT
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	Farmers and farmer groups; scientists; advisors; EU, National and Regional policy makers
LinkedIn	
Link	https://www.linkedin.com/company/h2020-intaqt/
Purpose	Sharing the project's development and outputs, links to other social media channels and website, event etc. Engage via comments, likes and shares.

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Audience	Farmers and farmer groups; scientists; advisors; EU, National and Regional policy makers
YouTube	
Link	https://www.youtube.com/channel/UCHIYVxseo1QmA28RdWWehoA
Purpose	Sharing video. Engage via comments and likes/follows.
Audience	All target audiences

- **Content strategy for social media posts**

There will be a rotating responsibility for creating content to the social media channels, starting with the organisations involved in task 6.1, so a "Social Media Rotation Calendar" will be defined. Each month, three partners will be responsible to create content for the social media channels, with CONSULAI in charge of managing and uploading the content.

CONSULAI will use the Hootsuite platform to manage content and schedule posts (a Hootsuite guidance document will be uploaded to the INTAQT SharePoint). This platform will be used to manage the Social Media accounts, gathering all the accounts, messages (inbox) and metrics in the same dashboard, and allowing to define a rotational content calendar more efficiently.

- **Specific tasks and responsibilities**

Below is an example (not final) of the rotational responsibility for content creation for CONSULAI's Hootsuite account. The partners for the first months of this rotational calendar will be selected at the next project meeting (date to be indicated).

Table 8: Rotational responsibility for content creation

Date	Responsible organization
June 2022	INRAE, ACTA, TEAGASC
July 2022	CONSULAI, BfR, EAAP
August 2022	.....

The responsibility for content creation involves the following tasks:

- Send an email to all partners asking if they have any content to share;
- Make sure to check that content is not repeated;
- Be proactive in preparing content for each of the four media platforms (Twitter, Facebook, LinkedIn and YouTube), including images and text, in line with the content guidelines that will be available in the project' SharePoint:
  - Examples of good contents include: sharing our activities (field visits, workshops,…), events and successes; sharing activities and good practices related to the project scope; disseminate results of each task/WP.
- For the INTAQT 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; jfaria@consulai.com). CONSULAI will be responsible for editing and publishing the videos, aligned with the project identity.

CONSULAI will be responsible for scheduling, publishing and managing the community in the different INTAQT accounts. The community management includes:

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On Twitter

- Check the homepage (and your own twitter homepage if you use it professionally) for interesting tweets to like and potentially retweet if they are related to the project itself or scope, and retweets of other relevant topics/accounts/partners.
- Check for direct messages and respond if possible, or forward to most appropriate person.
- Reply to comments on tweets.
- Respond to @s or mentions.
- Check who has followed us and follow them if appropriate.
- Only after some content has been created and there is a pinned tweet with links to the website - actively follow people who fall into the project stakeholder group.

On Facebook

- Reply to comments.
- Check for direct messages and respond if possible, or forward to most appropriate person.
- Check the homepage for interesting posts to potentially like or 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 LinkedIn

- Reply to comments that appear during your month.
- Check who has followed or liked us and follow them if appropriate.
- Potentially find new people/ groups to follow/ like.

YouTube

- Reply to comments.

LANGUAGE: The main language should be English, but if partners want to share a content related to a specific event/workshop that was (just an example) in Portugal, they can share it in Portuguese (PT) and English (ENG) to be more friendly for the participants to engage and share.

- **Responsibilities of other INTAQT consortium individuals**

✓ All INTAQT consortium individuals should inform either the entity responsible for content creation during that month or Joana Faria Anjos (CONSULAI) of important events and publications, so that they can be included in posts.
✓ Use @H2020_INTAQT where appropriate in personal or institutional posts (twitter).
✓ Use #H2020INTAQT 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).

- **Sharing content**

Any member of the INTAQT consortium can share information to post on social media. If they have information about events, papers/articles or other materials that can be included in the content calendar, they should email jfaria@consulai.com.

Any member of the INTAQT consortium can share any of the social media posts within their own feeds. Tag @H2020_INTAQT and use the project #.

- **Events and event calendar**

There will be an event calendar that will be populated with the key INTAQT events. This will be available on the SharePoint. These events should be reported on social media platforms by the relevant partners using event hashtags and pictures in real time. CONSULAI can support the partners in this.

Other events that partners and individuals are attending and presenting INTAQT information, or workshops that are part of the research progress should be included in the event calendar and reported on social media.

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These can be both via the direct posts from the INTAQT account and through each individual tagging INTAQT and using appropriate hashtags.

- **Key Performance Indicators (KPIs) and monitoring of the SoMe strategy**

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

The main performance metrics (indicators) to monitor are:

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

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

- **Project mentions** – tags or mentions indicate that people are having conversations about the project, which, as the entire point of social media is to build a relationship with the target audience, are a very important indicator to monitor;

- **Number of followers/subscribers** – this metric is important to evaluate the growth of the projects' social media community;

- **Reached audience** – although this indicator is just an estimate, it allows the project partners to understand how far the projects' message is travelling and consequentially will help to readjust the strategy (post contents, hours of publication, frequency of posting, etc.);

- **Engagement rate** – This is one of the most important metrics to monitor. The effectiveness of the projects' social media platforms will not depend only on the extent of the reached audience, but also on how much engagement it is able to generate. Usually, the community engages with the profiles on social media when the content is relevant, interesting and informative, therefore engagement rate is vital to measure effectiveness of this social media strategy;

- **Number of impressions** – refers to the number of times that the project content has been displayed in front of an online audience. Although this indicator is vague as it simply indicates how many people could connect with the project pages, it is important to understand the growth opportunity that the social media page has. Usually, a higher number is better.

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

Table 9: Baseline for INTAQT (will be established by December 2021)

Network	Followers	Post/week	Videos	Hashtags/post	Type of language	Use of multimedia	Account creation date
Twitter	-	-	-	-	Informal	Most times	October 2021
Facebook	-	-	-	-	Informal	Most times	October 2021

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LinkedIn	-	-	-	-	Formal	Most times	October 2021
YouTube	-	-	-	-	Informal	Always	October 2021

Regarding the targets and monitoring, the main goals of our social media accounts are to create awareness, to engage and encourage people to visit our website, subscribe to our newsletters and to participate in our events. The main metrics to monitor are: number of followers, shares and likes, comments and mentions, website/links clicks, reached audience and number of impressions.

The KPIs and targets will be defined after the first three months of social media activity, on a social media strategy plan.

- **Growth hacking strategy**

Tailor content: We will start off with content that we think will be appropriate for the audiences of each of the social media platforms. We will also ensure we are checking and searching for other people and groups to follow and use targeted tagging to encourage sharing of our content.

Set measurable goals: We will monitor the social media usage and increase in the number of photos and tweets in the first few months and begin to set reasonable targets for the rest of the project.

Test the approach: We can tailor the posts to a certain style for one month on one platform; change the time of posting; use other approaches considered valid for testing.

Analyse performance: We will monitor analytics using the Hootsuite platform. These will be reviewed every month.

Evaluate and change: We will use the analytics to monitor which posts are most engaging and if needed change the style of the posts. This could be done through regular team meetings based on the analysis of the analytics.

- **Suggested Hashtags List**

The Hashtags #H2020INTAQT and #OneQuality are mandatory on all social media posts. The remaining hashtags should be chosen from the list below, as appropriate:

- #AnimalProductionSystems
- #HusbandrySystems
- #HusbandryPractices
- #AnimalProducts
- #FoodProducts
- #FoodQuality
- #Meatquality
- #FoodSafety
- #ReadyToEat
- #AgriFoodChain
- #Agriculture
- #Farmers
- #LivingLab
- #Qualitytraits
- #QualityAssessment
- #Innovation
- #Sustainability
- #Multiactor
- #ConsortiumMeeting

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

Communication and Dissemination materials

To ensure optimum dissemination of project results and outcomes, a diversity of **end-user materials** (scientific papers; posters; flyers; articles in farmers' journals and general media; factsheets; videos; training tutorials, among others) will be produced, where applicable, in physical and digital formats, and translated to national languages, allowing for a widespread engagement with INTAQT. The organization of training sessions with face-to-face workshops and demonstration day, one final seminar organized with EIP-AGRI for major stakeholder groups and a final scientific conference will add to this, completing the **communication and dissemination activities.** All these activities will be coordinated with the different WPs and all partners of the consortium.

Posters and abstracts

Two of the main tools for dissemination include posters and abstracts. At least 20 posters and abstracts will be produced, for different conferences, seminars and internationally renowned events, in which partners will be present.

Press releases

It is planned for press releases to be written over the course of the project, to be sent directly to the media contacts of each partner involved in the project as well as disseminated in the project website.

Newsletters

Newsletters will be developed, biannually, using Mailchimp - an all-in-one marketing platform that will help the consortium to communicate and disseminate with the project's stakeholders and target audiences. These newsletters aim to create awareness regarding the project's scope and objectives, communicate the project's activities and disseminate the major outputs from each WP. The newsletter may also be used to provide information about other relevant projects, EU initiatives or events for the benefit of project partners as well as external readers. CONSULAI will be responsible for creating and distributing the newsletter during the project period.

Factsheets

Throughout the project, 20 Fact sheets and Best Practices compilation will be produced, ensuring optimum dissemination of the project results. The factsheets will be translated to national languages whenever needed, in order to inform about INTAQT and the best practices related to animal husbandry compiled during the course of the project.

Practice abstracts

At least 40 practice abstracts will be produced to increase the synergetic effect of INTAQT results. It will be crucial to interact with the EIPAGRI, namely by publishing EIP-AGRI practices abstracts to ensure the spread of the results in EU countries not represented in the project. Furthermore, special attention will be given to other relevant H2020 projects (e.g. PPILOW (INRAE, UNIPG, ACTA), Organic-PLUS (INRAE, UNIPD), ProYoungStock (FiBL, INRAE), RELACS (FiBL), NextGenProteins (Amadori, UNIBO) and BovINE (Teagasc, ACTA), as a driver for improving the flow of information and availability of knowledge for innovation in livestock production and understanding the relation between intrinsic quality and husbandry.

Technical articles

It is planned for 15 technical articles (10 Articles in farmers' journals and 5 articles in food Media) to be produced. These articles will boost the transfer of knowledge and dissemination of results to enable end users (farmers; food producers, processors and retailers; advisors; scientific community; certification bodies;

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policy makers) to draw on and uptake the results, maximising the impact of the research developed in INTAQT.

General media articles

Considering that the civil society including citizens, consumers and NGOs makers is one of the key target groups that INTAQT intends to reach, 5 articles in general Media will be written. This will ensure society engagement on the results obtained in INTAQT, influencing the change in consumer's preferences and increasing the consumption of high quality and sustainable products.

News in EU Horizon 2020

INTAQT will consider the networks organized by Operational Groups (e.g. Pastagens Sustentáveis, EkoPakT, Happy Grazing, Campyfree, Tuscan calf, AntibioticFreeBeef) settled in different Member States, and develop links with the ones currently running that deal with animal product quality. This will result in 12 News in EU Horizon 2020, such as Thematic Networks and other European projects, and in National projects

Scientific papers

At least 15 scientific paper will be produced, with the goal of engaging the scientific community and the private companies Research and Innovation Departments with the project, disseminating the main scientific results, ensuring open access to peer-reviewed scientific publications relating the results of INTAQT in leading journals and aiming to improve science and innovation in the animal food sector.

Policy briefs and Focus Groups

There will be a co-development of clear messages and practical outputs with the agri-food chain in each partner country, as well as the delivery of messages, in the form of four policy briefs, to policy makers (these policy briefs will be disseminated through discussion forums in Brussels, in the form of four online and/or physical focus groups that will result in policy briefs). The policy briefs will elaborate on the link between husbandry and the intrinsic quality of animal products, and how to enhance the quality and sustainability of European husbandry systems.

Workshops

For the farmers and advisors that have not participated directly in other project activities, 10 face-to-face workshops of 1-day, 1 per country partner (in the country's language), will be develop. The aim of these workshops is to train at least 30 farmers and advisors on the use of the multi-criteria scoring tools (web application) developed and on proposed innovative husbandry practices, complying with high product quality. Therefore, these participants will improve their capacity on standards for animal production, sustainability and quality assessment. The farmers and advisors participating in these workshops will be members of quality schemes and will act as a proof of concept, giving their inputs and validating the applicability of these tools. There will be a practical half-day demonstration activity to use the multicriteria scoring tools web application in working conditions.

Radio activities

The radio will be used as a privileged media to impact the final consumer, promoting at least one action/country partner (in the country's language), aimed to final consumers, in local radios and programs where rural thematic are debated, in order to give information about the nutritional quality of the products we are studying.

Online courses

20 on-line courses will be produced, considering the inputs obtained, with the aim of developing EU-wide tutorials to apply the scoring tools and proposed husbandry practices. These on-line modules will be directed to farmers, advisors and food industry organisations, and can be replicated in other countries that are not represented in the Consortium. The courses will be available after the lifetime of the project in each partner's

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website. A minimum of two on-line courses will be organized in each partner country, one targeting advisors/farmers' associations and food industry organisations and one directly targeting farmers. Both will also target higher education professionals, with the aim of influencing the training of animal food graduates.

Subtitles will be added to the on-line training materials in the languages of the countries represented by the project. Each national partner will be responsible for translating the on-line training materials and for delivering training in national languages. A training for trainers will be organised at the beginning to level up the training activities in all the countries and to increase the impact of these activities.

Advertisements

If relevant, 2 advertisements will be paid in technology transfer journals.

Bilateral meetings/workshops with interested parties

A first Intellectual Property (IT) workshop will be held during the first annual meeting (Spring 2022). This workshop will aim at raising awareness of partners on IP management and good practices to apply prior communicating on project results. If necessary, bilateral meetings with interested parties will be organized.

Videos

A set of 10 videos will be published on the INTAQT YouTube Channel. These videos will help the community engagement through interviews with farmers and other food chain actors. Publishing these short videos (using a storytelling approach), will help to disseminate success stories and promote best practices.

EIP-AGRI Seminars

The organisation of a final seminar with EIP-AGRI, with specific panels directed to policy makers, farmers, advisors and their associations, and to the civil society, disseminating the final results of the project and enhancing the incorporation of societal demand in livestock production in INTAQT, will boost this cooperation and will increase the impact of the project.

Scientific Conferences

Partners will be all engaged to presenting project results in conferences, seminars and internationally renowned events, already organised by other entities, related with the INTAQT topics, namely animal food quality research projects, at EU or National level (e.g. EAAP Annual Conference; International Congress of Meat Science and Technology, European Poultry Conference), producing posters, abstracts and scientific papers.

5. Exploitation strategy

INTAQT will provide multiple exploitable results. The goal of task 6.6 is to maximize their exploitation.

INTAQT has already set up a Draft of dissemination and exploitation plan, as follows:

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Main project results	Channels & tools	Potential use / exploitation	Impacted areas
I. Regulators including EC and national policy makers			
Objective data assessing simultaneously the safety, nutritional value and sensory features of chicken, beef and dairy products stemming from a gradient of extensive to intensive European husbandry systems	• Website and social media networks with news and project's results • Policy focus groups directed to policy makers, with policy briefs • Online and / or physical Focus group with policy makers • INTAQT Final EIP-AGRI Seminar with a specific panel for 'Livestock products and systems policies' • EIP-AGRI Practice Abstracts	Policy making based on science evidence results Regulation regarding animal product labelling (organic, PDO, PGI, label rouge) or allegations (outdoor access, antibiotic free...)	Human health/ Environment/ Political Directives and Regulation
Husbandry practices that improve both the intrinsic quality of chicken, beef and dairy products and the sustainability of husbandry systems		Promote the implementation of innovative practices on farm	
Open access reference table gathering knowledge and information about the intrinsic quality of chicken meat, beef and dairy products issued from different European husbandry systems		Raising policy makers' awareness about the variability of product intrinsic quality according to husbandry systems	
II. Farmers and advisors			
Web application gathering multi-criteria scoring tools of the various components of the intrinsic quality of chicken, beef and dairy products	• Website and social media networks with news and project's results • Training sessions directed to farmers, with tutorials in national languages, with face-to-face workshops and online courses • Articles in farmer's journals • EIP-AGRI Practice Abstracts	Use of the tools on farm and by production organizations Development of services by advisors for farmers and production organisations around the use of these tools	Husbandry practices/ Business
Husbandry practices that improve both the intrinsic quality of chicken, beef and dairy products and the sustainability of husbandry systems		Implementation of innovative practices on farm	Husbandry practices/ Business/ Sustainability/ Environment/ Human health
III. Food processors and retailers			

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Innovative analytical tools and methodologies to assess and predict the most relevant quality traits of chicken, beef and dairy products	• Website and social media networks with news and project's results • Training sessions directed to food industries with tutorials in national languages, with face-to-face workshops and online courses • Articles in food media • INTAQT Final EIP-AGRI Seminar with a specific panel for 'The future of the animal products value chain'	Use (online or offline) of these analytical tools and methodologies to assess the quality of unprocessed and processed ready-to-eat products	Business
Innovative analytical tools and methodologies to authenticate along the food chain the corresponding farming systems		Use (online or offline) of these analytical tools and methodologies to ascertain along the food chain the compliance of husbandry practices or systems with specifications (e.g. outdoor rearing, grass feeding…)	
Web application gathering multi-criteria scoring tools of the various components of the intrinsic quality of chicken, beef and dairy products		Make business choices (e.g. development of new brands, segmentation of market…) based on science evidence results	
Applicable models for the general and case-specific understanding of the relationships between farming systems and chicken, beef and dairy product quality traits, including possible trade-offs and synergies between quality traits		Make business choices (e.g. development of new brands, segmentation of market…) based on science evidence results	
IV. Civil society, including citizens, consumers, NGOs			
Open access reference table gathering knowledge and information about the intrinsic quality of chicken, beef and dairy products issued from different European farming systems	• Website and social media networks with news and project's results • Articles in general and in food media • INTAQT Final EIP-AGRI Seminar with a specific panel for 'Incorporating the societal demand in livestock production'	Raising consumers and citizens' awareness Change in consumers' practices to increase the consumption of high quality and sustainable products	Consumers habits/ Human health/ Environment
V. Certification bodies			
Innovative analytical tools and methodologies to assess and predict the most relevant quality traits of chicken, beef and dairy products	• Website and social media networks with news and project's results • Articles in food media	Use of these analytical tools and methodologies to assess the quality of unprocessed and processed ready-to-eat products	Business

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Innovative analytical tools and methodologies to authenticate along the food chain the farming systems the products are issued from	• INTAQT Final EIP-AGRI Seminar with a specific panel for 'The future of the animal products value chain'	Use of these analytical tools and methodologies to check from which farming systems the products are issued from	
VI. Scientists			
Objective data assessing simultaneously the safety, nutritional value and sensory features of chicken, beef and dairy products stemming from a gradient of extensive to intensive European production systems	• Website and social media networks with news and project's results • Scientific papers, abstracts and posters with peer-review and Open Access presented in Seminars and Conferences • INTAQT Final Scientific Conference • EIP-AGRI Practice abstracts • News in International and EU projects and also in National Operational Groups networks	Extend research on intrinsic quality of animal products Extend research on the role of animal husbandry diversification on human health	Research
Applicable models for the general and case-specific understanding of the relationships between husbandry systems and chicken, beef and dairy product quality traits, including possible trade-offs and synergies between quality traits		Extend research on intrinsic quality of animal products and husbandry practices	Research

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In task 6.6, we will update this exploitation plan in order to identify the nature of Innovative results, their owners or co-owners, their potential operators: entities that will make use of such results either for internal of collaborative research purposes, policy making, or companies that will make industrial or commercial use of these results.

Identification of INTAQT's main results will be presented as follows:

WP main outcome	WP#	Result breakdown		Participants (in the tasks that lead to the results)	Exploitant**	End-Users
		Result	TRL* at end of the project			

With the help of IP experts among partners the most involved in obtaining innovative results (INRAE, UNIPD, QUB and ACTA), all forming the Innovation Management Group, the task leader (INRAE Transfert) will:

- propose a process and tools to identify innovative results. This will be first proposed and validated by the Executive Committee (December 2021), and shared with all partners through the collaborative workspace,
- organize a first IP workshop during the first annual meeting (Spring 2022). This workshop will aim at raising awareness of partners on IP management and good practices to apply prior communicating on project results,
- identify and follow the generation of innovative results in close collaboration with WP leaders and their Technology Transfer (TT) Officers and partners; this will be done regularly throughout the project lifetime, and at least one a year (Fall 2022 to 2025),
- follow the transfer actions performed on these innovations by the partners or TT services, with privileged access to project partners (e.g. ACTA and CONSULAI) and Stakeholder Board members, and then parties external to the consortium (throughout the project),
- organise bilateral meetings with interested parties or on the contrary advertise widely,

These actions will lead to the regular update of the Dissemination and Exploitation Plan, and the optimization of the project's innovative results by the society.

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6. Monitoring C,D&E activities

In the requirement for reporting to the EU, a number of performance indicators are specified for dissemination and communication activities linked to the project. The project is also asked to specify the estimated number of persons reached in the context of all dissemination and communication activities. These indicators are usually called Key Performance Indicators (KPI's). As such, the implementation of the dissemination plan will be monitored with the evaluation of the defined KPI's.

Key performance Indicators (KPI's)

Table 10: Communication activities and tools to be used, targeted audiences and related Key Performance Indicators (KPI)

Category	Communication Strategies	Communication tools and channels	Target Audience	KPIs	Outputs
Digital tools and materials	• Development of a website with relevant information for all stakeholders, in English including the open access reference table • Open access to all communication and dissemination materials • News and events uploaded regularly • Project's results accessible according to the dissemination and exploitation plan, strategy for knowledge management and data management plan • E-newsletter	• Website • Dissemination materials and specific contents available in English • Email	**I.** Regulators – EC and national policy makers **II.** Farmers and advisors **III.** Food Processors and Retailers **IV.** Civil Society **V.** Certification Bodies **VI.** Scientific Community	• Number of users – 8,000 • Page views – 6,000	• Digital communication platform • Report on digital communication platform
	• Production of 1 video per partner country with a success story of a farmer and/ or a food industry of poultry, beef or dairy, using a storytelling approach • Promotion of videos and end - users' materials in each partner national web platform • Videos displayed on the website, ready to be downloaded	• Videos with success stories	**II., III.**	• Videos – 10 • Views on INTAQT website/ YouTube – 1,000	10 videos of 2-3 minutes, one per partner country and in the partner's languages, with subtitles in English
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 networks: • Facebook, Twitter, LinkedIn and YouTube	**I., II., III., IV., V. and VI.**	• Reached audience – 4,000 • Number of engagements – 1,000	• Social media strategy • Report on social media activities
	• Production of scientific Open Access papers (Animal, Animal Science, Poultry Science; Science	• Scientific papers, posters and/or abstracts	**VI.**	• At least, 15 scientific papers	• 35 Scientific publications

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Editorial Materials	of Food and Agriculture; Agriculture, Dairy & Animal Science; Food Science & Nutrition, Journal of Dairy Science, Meat Science, Plos One, British Journal of Nutrition, Journal of Agricultural and Food chemistry, Agriculture Ecosystems & Environment, Mycotoxin Research, Food Chemistry, Chemosphere, Food Control, Archives of Toxicology …), posters and abstracts peer-reviewed • Production of different Editorial materials with specific contents and messages directed for specific target audiences • Preparation of printed materials, to distribute by partners and attendees of training sessions and final conference • Open access to all INTAQT communication and dissemination materials • Link with EIP-AGRI at EU level • Link with H2020 EU projects • Link with Operational Groups			• At least, 20 posters/abstracts	
		• Articles in farmers' journals	**II.**	• Articles in Farmers' journals- 10 • Reached audience – 5,000	• 10 Articles in farmers' journals
		• Articles in general media	**I., II., III., IV., V. and VI.**	• Articles in general media – 5 • Reached audience – 100,000	• 5 Articles in general Media
		• Articles in food media	**III., IV. and V.**	• Articles in Food media – 5 • Reached audience - 5,000	• 5 Articles in food Media
		• Policy Briefs	**I.**	• Policy Briefs – 4 • Reached audience - 100	• 4 Policy Briefs
		• Fact sheets and Best Practices (BP) compilation	**II., III.**	• Fact sheets and BP compilation - 20 • Reached audience - 2,000	• 20 Fact sheets and Best Practices compilation
		• EIP-AGRI Platform at EU level	**I., II, III. and VI.**	• Practice abstracts – 50 • Reached Audience – 5,000	• 40 EIP AGRI Practice Abstracts
		• H2020 projects platforms and Operational Groups networks	**VI.**	• News in EU and national platforms – 12	• 12 news
Events and networking	• Presentation of project results (talks and posters) to scientific Seminars and Conferences related with livestock products and systems (e.g. EAAP Annual Conference, Organic World congress, Recent Advances in Food Analysis, IDF Cheese Science and Technology Symposium, ICOMST, European and World Poultry Conferences) • Organization of the Final Conference	• Website • Dissemination materials • Social media networks	**I., II., III., V. and VI.**	• Participations in External Seminars and Conferences – 8 • Audience reached with External Seminars and conferences - 800 • Attendees/ final scientific conference - 200	• 8 External Seminars or Conferences • 1 Final Scientific Conference

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	• Networking with other projects and EIP AGRI Operational Groups	• Website • Dissemination materials • Social media networks	**I., II., III., IV., V. and VI.**	• Attendees/ final EIP-AGRI Seminar - 100	• 1 Final EIP-AGRI Seminar
	• Organization of Training Sessions with online and physical modules, cross visits and demonstration days • Participation in Radio Programmes	• Website • National partners platforms • EIP-AGRI Platform • H2020 projects and Operational Groups Networks	**II., III., V**	• Attendees/ Training Session – 30/ face-to-face workshops; 50/online course • 10 Radio sessions	• 30 Training Sessions: 10 face-to-face workshops; 20 online – courses • 10 Radio sessions
Monitoring of C, D & E plan	• The Communication, Dissemination & Exploitation Plan will be monitored and evaluated using Indicators for Impact Evaluation and Key Performance Indicators (KPI)	• INTAQT internal management • H2020 Monitoring & Exploitation report	• INTAQT partners • H2020 External M&E / Auditing	• % of KPIs deviation < 10%	• Mid-term report on C, D & E Plan (M30) – D6.2 • Final report on C, D & E Plan (M60) – D6.4

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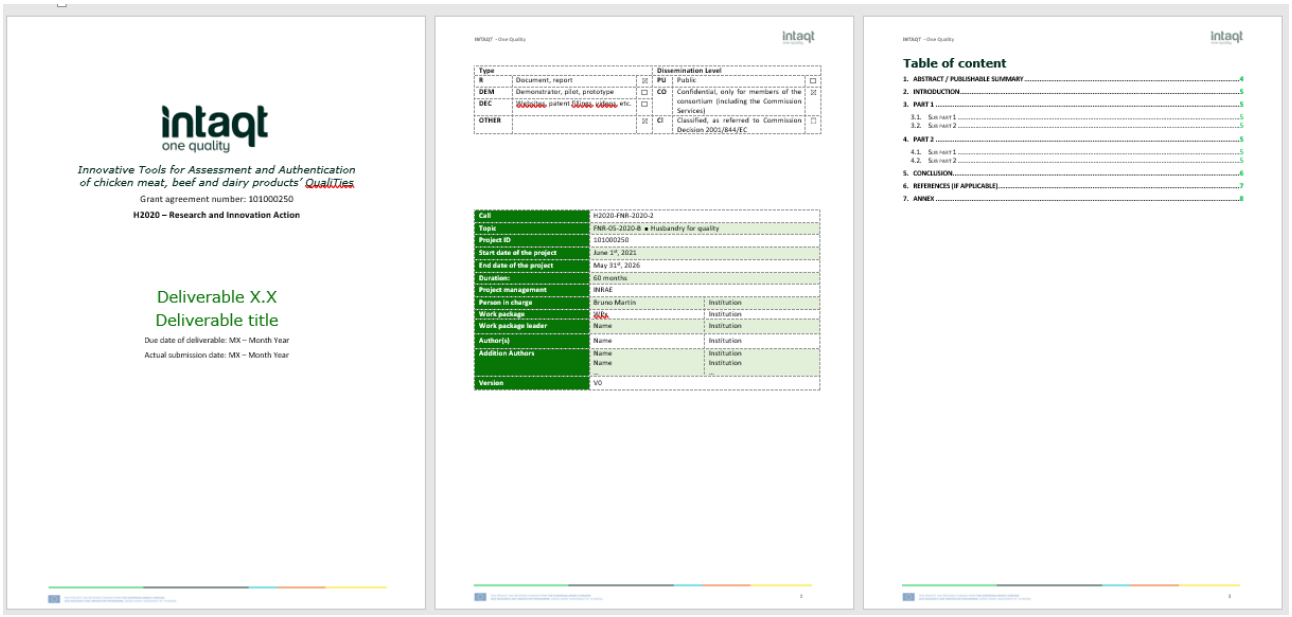
7. Data management plan

See D8.2 - POPD - Requirement No.2.

8. Annexes

Annex I – Deliverables' template



intaqt
one quality

Innovative Tools for Assessment and Authentication of chicken meat, beef and dairy products' QualiTies

Grant agreement number: 101000250

H2020 – Research and Innovation Action

Deliverable X.X
Deliverable title

Due date of deliverable: MX – Month Year
Actual submission date: MX – Month Year

Type			Dissemination Level		
R	Document, report	☒	PU	Public	☐
DEM	Demonstrator, pilot, prototype	☐	CO	Confidential, only for members of the consortium (including the Commission Services)	☒
DEC	websites, patent filings, videos, etc.	☐			
OTHER		☒	CI	Classified, as referred to Commission Decision 2001/844/EC	☐

Call	H2020-FNR-2020-2
Topic	FNR-05-2020-B ● Husbandry for quality
Project ID	101000250
Start date of the project	June 1st, 2021
End date of the project	May 31st, 2026
Duration:	60 months
Project management	INRAE
Person in charge	Bruno Martin — Institution
Work package	WP# — Institution
Work package leader	Name — Institution
Author(s)	Name — Institution
Addition Authors	Name — Institution Name — Institution
Version	V0

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Table 1: (example) List of participants 5

1. Executive Summary

2. Introduction

Introduce, in this section, the work done for this deliverable and, if there is any delay please explain why.

3. Part 1

3.1. Sub part 1

- Sub-section

Table 1: (example) List of participants

Partner		Acronym	Pais
Lorem ipsum dolor sit		CNTH	PT
Lorem ipsum dolor sit		CNTH	PT

Figure 1: (example) EU flag

3.2. Sub part 2

- Sub section
- Sub section

4. Part 2

4.1. Sub part 1

4.2. Sub part 2

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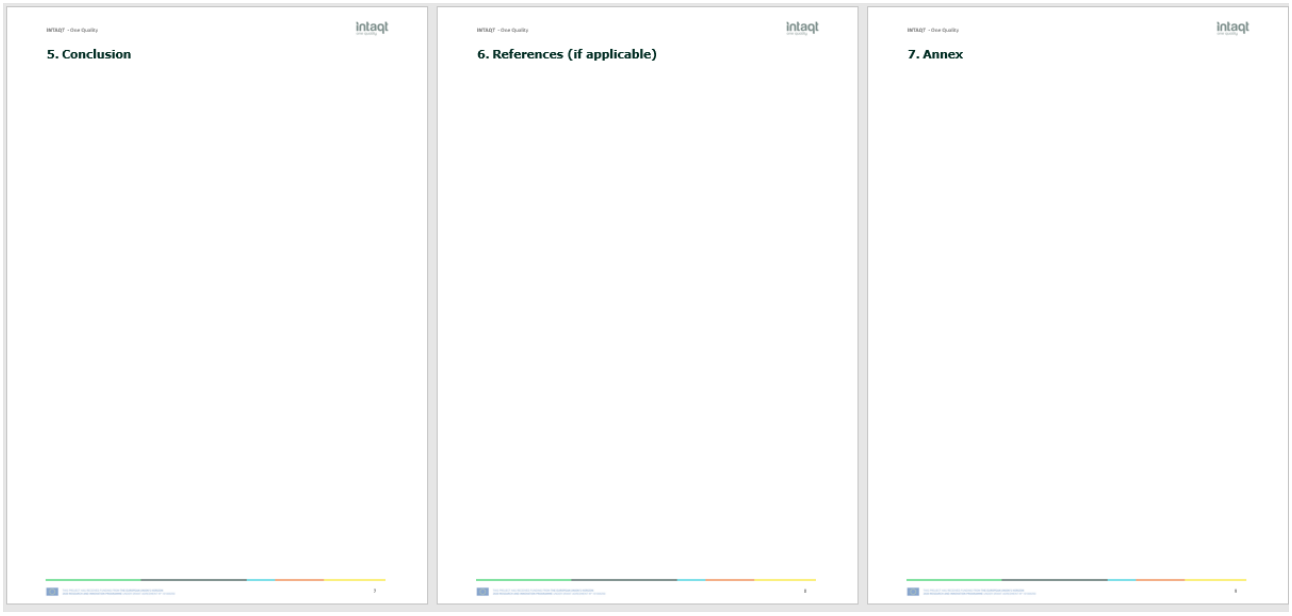
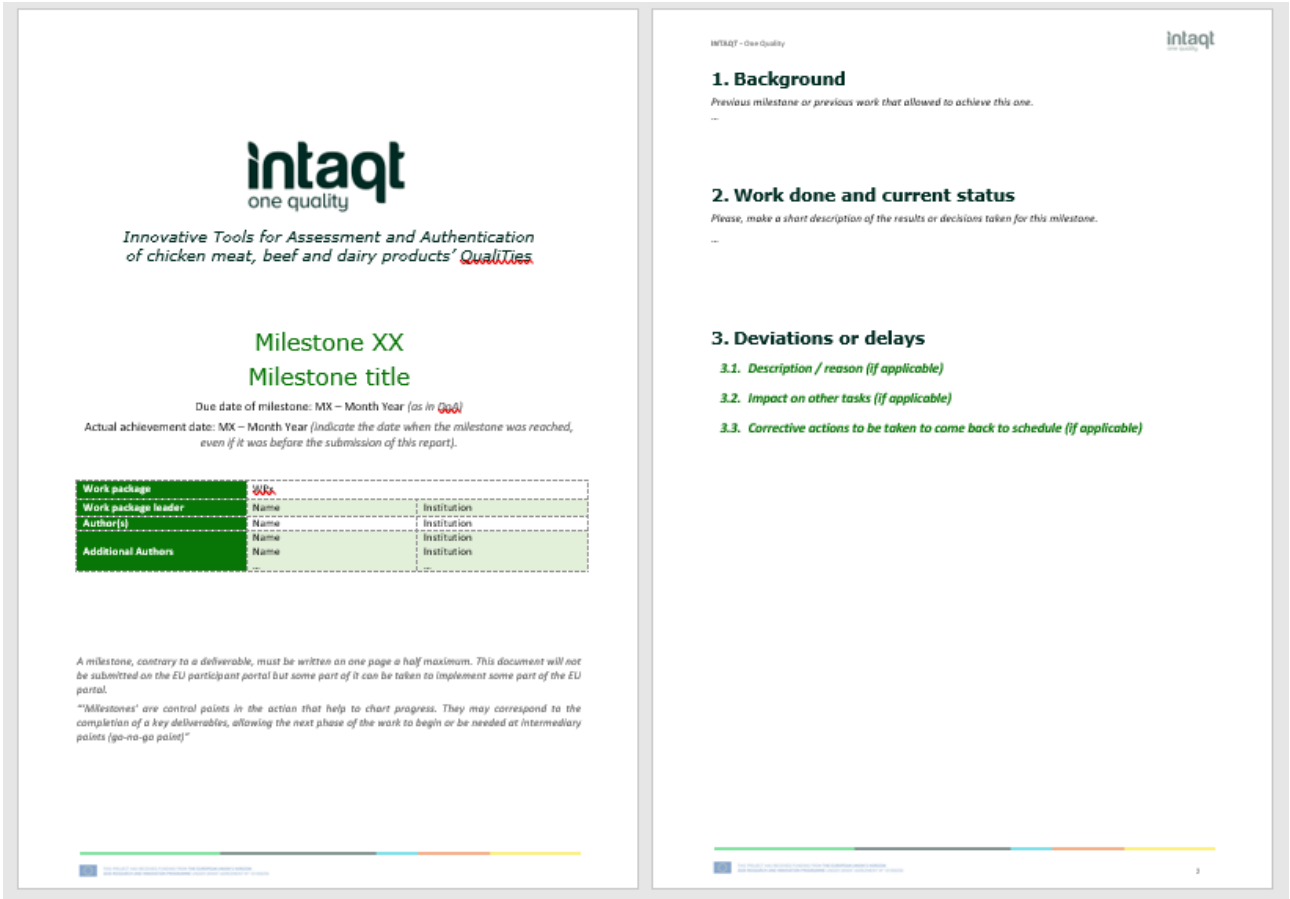


Annex II – Milestones' template



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Innovative Tools for Assessment and Authentication of chicken meat, beef and dairy products' QualiTies

Milestone XX
Milestone title

Due date of milestone: MX – Month Year *(as in QoQ)*

Actual achievement date: MX – Month Year *(indicate the date when the milestone was reached, even if it was before the submission of this report).*

Work package	WPx	
Work package leader	Name	Institution
Author(s)	Name	Institution
Additional Authors	Name Name	Institution Institution

A milestone, contrary to a deliverable, must be written on one page a half maximum. This document will not be submitted on the EU participant portal but some part of it can be taken to implement some part of the EU portal.

"Milestones' are control points in the action that help to chart progress. They may correspond to the completion of a key deliverables, allowing the next phase of the work to begin or be needed at intermediary points (go-no-go point)"

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1. Background

Previous milestone or previous work that allowed to achieve this one.

--

2. Work done and current status

Please, make a short description of the results or decisions taken for this milestone.

--

3. Deviations or delays

3.1. Description / reason (if applicable)

3.2. Impact on other tasks (if applicable)

3.3. Corrective actions to be taken to come back to schedule (if applicable)

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Annex III – Power Point's templates

Annex IV – Attendee's list template

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DATE

Attendees List

Nº	ORGANIZATION	NAME	SIGNATURE	Consent for publication*
1				
2				
3				
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