NeoGiANT

The power of grape extracts: antimicrobial and antioxidant properties to prevent the use of antibiotics in farmed animals: 101036768

D11.1. Communication and dissemination plan

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PROJECT INFORMATION

Project full title: The power of grape extracts: antimicrobial and antioxidant properties to prevent the use of antibiotics in farmed animals

Acronym: NeoGiANT

Call: H2020-LC-GD-2020-4

Topic: LC-GD-6-1-2020

Start date: 1st October 2021

Duration: 48 months

List of participants:

No.	Acronym	Participant organisation name	Country
1 (Coord)	USC	Universidade de Santiago de Compostela	Spain
2	MRI	Moredun Research Institute	United Kingdom
3	IBPRS	Instytut Biotechnologii Przemysłu Rolno-Spożywczego im. prof. Wacława Dąbrowskiego	Poland
4	VRI	Veterinary Research Institute	Czech Republic
5	MATE	Magyar Agrár- és Élettudományi Egyetem	Hungary
6	FUB	Freie Universität Berlin	Germany
7	FCUP	Universidade do Porto – Faculdade de Ciências	Portugal
8	ULL	Universidad de La Laguna	Spain
9	UNE	Asociación Española de normalización	Spain
10	JU	Jihočeská Univerzita	Czech Republic
11	CONICET	Consejo Nacional de Investigaciones Científicas y Técnicas	Argentina
12	ASAJA	Asociación Agraria de Jóvenes Agricultores	Spain
13	ATM	Anitom S.L	Belgium
14	i-GRAPE	i-GRAPE	Spain
15	CTA	Contactica S.L	Spain
16	NUS	Nutrition Science	Belgium
17	CZV	CZ VACCINES	Spain
18	LBE	LIFEBIOENCAPSULATION SL	Spain
19	BIAN	BIANOR BIOTECH	Spain
20	MAGA	MAGAPOR S.L.	Spain

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DELIVERABLE DETAILS

Document Number:	D11.1
Document Title:	Communication and dissemination plan
Dissemination level	PU – Public
Period:	PR1
WP:	WP11. Communication & Dissemination
Task:	Task 11.1 Communication & Dissemination Strategy
Author:	CONTACTICA INNOVATION S.L.
Abstract:	This deliverable outlines the dissemination and communication objectives and strategy of the NeoGiANT project and gives an overview of the activities planned so far to accomplish the set objectives. The aim of the NeoGiANT Plan for the use and dissemination of knowledge and the communication is to use the research results generated during the project to create value within the target communities/initiatives in the EU, while raising awareness of the NeoGiANT key elements. This approach ensures that public funding will lead the progress and the positioning of EU Industries as benchmark players within the global market place. In summary, this plan concerns the communication of the project ("raising awareness") and its results ("achievements") targeted to external audience, scientific community and potential business users of the products/services developed.

Version	Date	Change
V1	19/05/2022	Initial version

Disclaimer

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INTRODUCTION

Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. With this in mind, communication about European projects should aims to demonstrate how research and innovation are contributing to a European “Innovation Union” and account for public spending by providing tangible proof that collaborative research adds value by:

- Showing how European collaboration has achieved more than would have otherwise been possible, notably in reaching scientific excellence, contributing to competitiveness and solving societal challenges.
- Showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways.
- Making better use of the results, by ensuring they are taken up by decision-makers to influence policymaking, and by industry and scientific community to guarantee a follow-up.

The aim of the NeoGiANT Communication & Dissemination Plan is to use the research results generated during the project to create value within the target communities/initiatives in the EU. This approach ensures that public funding will lead the progress and the positioning of EU Industries as benchmark players within the global market place.

In summary, this plan concerns the communication of the project (“raising awareness”) and its results (“achievements”) targeted to external audience, scientific community and potential business users of the products/services developed.

The project will promote the research results and benefits for the enhancement of external awareness and for knowledge building within the targeted industry, end users and academia communities belonging to feed, animal health and reproduction sectors.



Figure 1. Scheme of the communication strategy elements

Following these premises, the present plan will have three phases:

1. Construction of the NeoGiANT brand.
2. Communication of NeoGiANT project creating knowledge
3. Dissemination and communication of results and milestones.

The successive phases will be continuous from its launch and throughout the development of the project. The dissemination and communication strategy of NeoGiANT will be 360 degrees, combining on-line and off-line channels and tools and reinforcing different highlights focused on the stakeholders. In this way, the combination of different actions will reinforce the message and allow to reach our audiences (See section 2.1 below).

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1 OBJECTIVES OF THE DISSEMINATION AND COMMUNICATION STRATEGY

The main objectives in the Communication & Dissemination Plan are:

1) Raising awareness and interest of the different actors and end-users.
2) Identification, engagement and mobilization of stakeholders (multi-actor approach).
3) Knowledge transfer by generating the communication and dissemination materials, participation in social networks, conferences, events, etc. Networking within other projects and initiatives.
4) Ensuring a multiplication effect contact.

2 VISUAL IDENTITY

The first communication action developed after the starting of the project was to create a recognisable brand of NeoGiANT, reflecting the main goals of the initiative and offering the audience/stakeholders a clear identification of the values and messages.

2.1 Name

NeoGiANT is the branding name of the project which means: ***"The power of grape extracts: antimicrobial and antioxidant properties to prevent the use of antibiotics in farmed animals".***

The full title should be between quotation marks when first mentioned in a document, then it will be used its abbreviation/acronym.

2.2 Logo

A visual guideline that includes different applications of the logo has been designed to facilitate the use of the NeoGiANT brand.

BASE LOGO

NeoGiANT NeoGiANT

ALTERNATE VERSIONS

2.3 Visual identity

2.3.1 Colours

The corporate colours of the brand are registered on the following page, which should serve as a guidance document to avoid printing problems with the colours of the trademark and its corresponding versions for digital formats.

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Table 1. Visual identity of NeoGiANT project

HEX	RGB	Graphic color
#247740	36, 119, 64	
#1C9080	28, 144, 128	
#609442	96, 148, 66	
#CDC5C0	205, 197, 192	

2.3.2 Tipography

ARIAL NOVA Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 / * - + = ¿ ? ¡ ! ” # % & ( ) ; : . , - _ ¨ [ ] { } Çç < > ‘ ´ | º ª \ @ ~ ¬ ^

3 COMMUNICATION & DISSEMINATION PLAN

3.1 Target audiences

The identification of target audiences of the NeoGiANT project is crucial in order to customise the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered in an effective manner.

With the purpose of selecting those groups, diverse criteria have been applied, such as:

- Interest in the project, as well as in the information and knowledge to be obtained during its development.
- Capacity for promoting or contributing into the project activities.
- Influence over the project and/or the rest of target audiences.
- Impact of the project results on the target audiences.

Based on these criteria, the following target audiences have been identified:

- Institutions & policymakers
- Feedstock suppliers: primary producers, land owners
- End-users for NeoGiANT products
- Scientific community
- Consumers
- General Public

Depending on the specific target audiences, the project will implement different strategies:

- **Dissemination**: This includes the stakeholders’ engagement and capacity building aims at targeting more experienced audiences (mainly technical and professional audiences, investors, academia etc.) with a focus on transferring technical/technological results through peer-to-peer communication.
- **Communication**: It aims at lay audiences, end users and house owners, citizens and the general public (not always closely related with technological issues of NeoGiANT). The communication process covers the whole project (including results), starts at the outset of

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the project focused on multiple audiences and have a multiplier effect (beyond the project's own community, including the media and general public).

3.2 Messages

The main key messages of NeoGiANT project will be re-defined during its own development once Work Packages are developed and deliverables are completed. A first collection of messages per target group are shown below.

Table 2. Key messages per target group

TARGET GROUP	MESSAGES
Institutions and policymakers	European Green Deal, circular economy, animal welfare, animal health, human health, sustainability, AMR regulation.
Primary producers, land owners	Circular economy, by-products, sustainability, reducing wastes.
End-users	By-products, sustainability, AMR, economic opportunities, potential new products with antimicrobial and antioxidative properties, natural treatment products, natural semen extenders, animal welfare.
Scientific community	Circular economy, by-products, sustainability, AMR, scientific contribution, green extraction.
Consumers	Animal welfare, animal health, cost reduction, AMR, human health.
General public	Animal welfare, animal health, circular economy, by-products, sustainability, European Green Deal, European investigation, AMR, natural antimicrobials, natural antioxidants.

3.3 Channels

The following table shows the main Dissemination and Communication channels chosen for the NeoGiANT project:

Table 3. NeoGiANT main channels

CHANNELS	DESCRIPTION
Project's website	A website to provide information about the project and the results, showcasing project's news and acting as a communication channel with the stakeholders and between partners.
Social media	The project will develop a community around social networks to be in contact with stakeholders and the general public: - Twitter information to share news and get in touch directly with partners. - LinkedIn page to contact professional stakeholders from several sectors. - YouTube/Vimeo for the videos, addressed to general public and other stakeholders.
Communication material	Posters and roll-ups that will present the project's concept. Leaflets and brochures that will contain the general information of the project. Newsletters. Audio visual material will be produced.
Communication campaign	Digital and physical campaigns (press, radio, TV, etc.) will be set-up for the promotion of the NeoGiANT activities and developments.

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CHANNELS	DESCRIPTION
Scientific publications	It is expected to develop a significant amount of research results which will be disseminated to different key scientific communities.
Workshops	Workshops organized or co-organised by the partners inviting experts, farmers, researchers, university students, clients and industry audience.
Events, round table discussions, networking with other projects	Conferences, trade fairs, EU events where NeoGiANT project can be promoted and its results disseminated.

3.3.1 Project website

NeoGiANT´s website (http://www.NeoGiANT.eu) will be the main online communication channel of the project. In order to increase the project's visibility, all partners should include a link to the website from their own website, and share it through their social media accounts, if possible. Contents will be written in clear and accessible language in order to reach as many people as possible.

3.3.2 Social media

Social media are a big opportunity to reach stakeholders as well as society in general, creating awareness for the project. About one third of site's traffic comes from social media, so the main purposes of using these platforms are:

- Redirect online traffic to the website, by sharing links that lead to contents from www.NeoGiANT.eu.
- Improve NeoGiANT brand image, by establishing a successful online presence in social media.
- Create engagement with the audience, by sharing other contents that might result interesting to the followers, as well as interacting with them.

The main channels used with communication purposes in NeoGiANT will be Twitter, LinkedIn, and Youtube.

3.3.3 Communication materials

Communication materials will be designed during the project lifetime to be used by partners when necessary. These materials will be centralised in a branding guideline document to guarantee an effective and consistent branding of the project; and updated regularly to be adapted to the different messages to be communicated.

CTA, as leader of WP11, will be responsible for the creation of promotional materials, although every partner is allowed to produce its own material, always informing CTA. Main communication materials, used for creating and strengthening NeoGiANT brand, will be:

- ✓ Brochure, for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.
- ✓ Poster, for increasing visibility of both the project and its partners.

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- ✓ Power Point presentation, updated regularly. It should be used in conferences and external events where partners are participating and should help them explain the project and how it is developing.
- ✓ Roll-up, for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.
- ✓ Videos, With the aim of communicating the complexity and depth of issues in value chains, explanatory videos will be made, showing the achievements of the project. Furthermore, a final video will be made that will include some extracts of cocreation events, interviews to end-users and their interest for the new business models, show how bottlenecks identified in the early stage of the project have been overcome, and it should show the specific demos and lessons learnt. The target audience will be end-users and policy makers. The video will be promoted via social media and events (e.g., co-creation workshops) or external attended events.

3.3.4 Communication campaign

With the main aim of attracting and establishing a NeoGiANT community around our stakeholders and the general public, a Digital Marketing Strategy has been established with three main pillars:

- The NeoGiANT website will be permanently updated through the section of news and events.
- Social Media and newsletters will be used to share the advances about the project included in the website, and attract visitors and users.
- SEO techniques will be used to obtain a good positioning of the website on Internet browsers.

3.3.5 Scientific Publications

It is expected that the NeoGiANT project develops a significant amount of research results which will be disseminated to different key scientific communities. Thus, Research and Technology Organisations (RTO) will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index. It is expected to develop a significant amount of research results which will be disseminated to different key scientific communities. This way, RTO will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index.

The publications will be made freely and openly available via online repository with gold open access. Prior to publishing any scientific publication, the NeoGiANT Partner involved will contact the whole consortium for revision and validation of the publication 45 days in advance. The publications funded by the project will be uploaded to specific bibliographic social networks such as ResearchGate, ArXiv or others no later than 6 months after its original date of publication.

3.3.6 Workshops

These sessions will be organized with the local stakeholders, including citizens and local companies. Technical, economical, societal and cultural aspects will be considered and better worked out.

3.3.7 Events

The events are one of the most important parts of the dissemination and communication strategy because they allow to connect with stakeholders and the general public, encourage networking and show the most important advances and results of the project. Events also feed of content the

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communication channels and tools (website, social media, press releases) generating great impacts on different audiences.

The participation of partners in events will be made visible through the NeoGiANT website and Social Media channels contributing to increase the community of stakeholders and public interested in the project. General and technical presentations of NeoGiANT will be showcased in a face-to-face interaction with the stakeholders.

3.4 Summary

NeoGiANT will actively carry out communication activities aimed at reaching out the different actors (forest workers, land owners, industry, policy makers, public administration, scientific community, general public). Therefore, the NeoGiANT communication will target a large community of multiple stakeholders. A flow of information will be promoted between material providers and end-users during and after the project to ensure that NeoGiANT results will impact the battery sector and its market.

Table 4. NeoGiANT Communication Plan

MESSAGE	TARGETS	OBJECTIVES	CHANNELS
AMR	All	Create awareness about this problem and its possible solutions.	Twitter, LinkedIn, scientific publications, communication materials, external communication (media, articles, web posts).
ANIMAL WELFARE	All	Communicate how NeoGiANT can help improve the lives of animals.	Twitter, LinkedIn, scientific publications, communication materials, external communication (media, articles, web posts).
SUSTAINABILITY	Institutions and policy makers Primary producers and land owners Scientific community General public	Explain LCA and by-products and how it can positively affect sustainability.	Twitter, LinkedIn, YouTube, scientific publications, communication materials, external communication (media, articles, web posts).
CIRCULAR ECONOMY	Institutions and policy makers Primary producers and land owners Scientific community General public	Spread the concept and explain how and why NeoGiANT is helping.	Twitter, LinkedIn, YouTube, scientific publications, communication materials, external communication (media, articles, web posts).
EUROPEAN GREEN DEAL	Institutions and policy makers Primary producers and land owners General public	Communicate this concept and how NeoGiANT is contributing.	Twitter, LinkedIn, YouTube, scientific publications, communication materials, external communication (media, articles, web posts).
HUMAN HEALTH	All	Explain why all the above can ultimately help improve human health.	Twitter, LinkedIn, YouTube, scientific publications, communication materials, external communication (media, articles, web posts).

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4 MANAGEMENT OF THE COMMUNICATION & DISSEMINATION

CTA is the leader of the WP11 and coordinates the actions and processes with the inputs of the rest of the members of the consortium.

Additionally, some specific procedures will be designed to organise, in an effective way, the external communication, the generation of content in the website, the Social Media work, the review of communication and dissemination materials, and the information and reporting about the participation in events.

4.1 Website

CTA is responsible for the management of the website. CTA will update regularly (at least once a month) the NeoGiANT website with news and events. CTA will request information to the partners from preparing the news.

The events to which NeoGiANT partners are attending have to be promote through the website. For doing this, partners need to inform CTA so news can be published.

Members of the consortium are requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, Social Media profiles, newsletters, etc.).

4.2 Social Media Channels

CTA will mainly manage the social media accounts, but all partners can prepare and send information to CTA in order to share interesting information and posts. All contents will be published in English.

All partners should follow NeoGiANT social media accounts with their personal/institutional accounts, as well as should share NeoGiANT social media accounts with their contacts in order to create an online network through different platforms.

Partners will decide the best social networks to use at national level, if feasible, taking into the specificities of their Country. They will need to help for communicating and disseminating at national level.

The website links to the social media accounts as well as the social media accounts link to the website.

4.2.1 Twitter

Twitter is the most popular micro-blogging site and represents the opportunity to reach people from all over the world with interests related to the project. CTA is responsible for the management of the Twitters for the NeoGiANT project. Partners must collaborate by mentioning the NeoGiANT accounts, retweeting the messages about the project and sharing publications

On Twitter, third parties' content can be shared if it might result interesting to followers. It can be done through retweets or by giving credit to the owner (expressed by the formula "via @name of the original publisher").Use of #hashtags and @mentions is highly recommended to increase the impact of tweet. Language will be clear but technical or scientific terms can be used if needed.

A hashtag has been created for NeoGiANT in twitter, *#NeoGiANTProject*, so partners need to use it when writing tweets and retweeting.

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4.2.2 Linkedin

LinkedIn is the most popular networking online site. It is used for connecting with people that work in similar or related fields, as well as sharing knowledge. CTA is responsible for managing this channel but any partner can be included as administrator of the page so it can upload information. Partners are free to ask for this access to CTA.

LinkedIn should be updated regularly, with at least 1 post every month. Posts that include multimedia elements are highly recommended. Language will be clear but technical or scientific terms can be used if necessary.

4.3 Communication materials

CTA is in charge of developing communication materials to promote the NeoGiANT project. Partners must inform with enough time in advance if they need some of these materials for the participation to events or other requirements.

For the moment, one brochure has been produced. It can be downloaded from the website.



4.4 Communication campaigns

Communication campaigns may include:

- Press releases and publications in online or printed media
- Newsletters
- Special social media communication campaign

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Table 5. Communication campaigns for NeoGiANT

	1st Communication campaign	2nd Communication campaign	3rd Communication campaign
Time period	M6 – M12	M24 – M30	M40 – M48
Objective	Launch of NeoGiANT website, social media accounts, first brochure	First products at pilot scale	Final Outcomes of the project

4.5 Reporting communication and dissemination activities

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved in seeking opportunities to present and showcase the project in their own countries and at European level.

The participation in events must be previously communicated to CTA (in order to make visible activities through communication channels), and after the event every partner must complete the events questionnaire with the reporting about the communication and dissemination activity: sum-up, number of attendees, pictures, publications, presentations, press clipping, etc.

If results are going to be shared in an event or through a publication, partners need to inform or ask permission to the Exploitation Board to do so. This need to be done at least 30 days before the event.

After carrying out an activity, partners need to complete and send to CTA the activity report template (see annex 1). This can be done after finishing the event or sending a collection of events attended every 3 months.

4.6 Support of the European union

The support to the NeoGiANT project by the European Commission must be recognised in all the dissemination and communication tools and materials including this disclaimer and logos:

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

a) display the EU emblem and

Horizon 2020 European Union Funding for Research & Innovation

b) include the following text: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036768".*

5 EVALUATION PROCESS: KEY INDICATORS PERFORMANCE

CTA coordinates the Communication & Dissemination Plan of NeoGiANT and its activities with the involvement of all the member of the consortium. Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reaching the stakeholders of the project and build the NeoGiANT community.

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CTA compiles all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on Media for the press-clipping and the distribution of the communication materials through a form sent by e-mail. If necessary, partners could receive phone calls or requesting emails.

Table 6. Monitoring of communication & dissemination actions

CHANNEL	KPIs	TARGET	Schedule/frequency
PROJECT WEBSITE	Number of website visits during the project execution	>5000	Website set up by M6 – with continuous weekly and regular updates minimum twice a month
WORKSHOPS	Number of workshops organized with other related projects	2	1 per year in the last two years
	Number of workshops attended	8	At the end of the project
SOCIAL MEDIA	Number of followers in social media in each social network account created	200 Twitter 200 LinkedIn	M3 – with continuous updates, measures achieved until the end of the project
NEWSTLETTER	Number of receivers/downloads of project newsletter	>150	1st newsletter by M12; 2nd newsletter by M24; 3rd newsletter by M36; 4rd by M48
PRESS RELEASE	Number of press release	4	1 per year
BROCHURE	Number of project brochures downloaded or handled	2000 (digital) 1,000 (printed)	M9 – first version of the leaflet M24 – outline of the project achievements M40 – Project main outcomes
NETWORKIN	Number of cooperation with relevant projects	6	1 joint event by M24; 1 joint event by M48
PUBLICATIO	Number of scientific publications	6	M48
TRADE FAIRS	Number of trade fairs attended	7	Depending on event dates
CONFERENC	Number of conferences attended Number of project presentations	12 8	Depending on event dates
OTHER	Number of other events attended	10	Depending on event dates

5.1 KPIs table update

Table 7. Update of the indicators at M18

KPIs	TARGET	Update (31/05/2022)

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Number of website visits during the project execution	>5000	88 (measured since the beginning of May)
Number of followers in social media in each social network account created	200 Twitter 200 LinkedIn	66 67
Number of press releases	4	1
Number of project brochures downloaded or handled	2000 (digital) 1,000 (printed)	9 Not yet
Number of other events attended	10	2
Number of workshops attended	8	0
Number of Conferences attended	15	0

5.2 Activities performed

In the first 9 months of the project a total of 125 activities have been performed so far. The distribution among activities categories can be seen in the figure below. The actions related to social media reflect the number of tweets and LinkedIn posts done by the project social media and the own partners accounts.

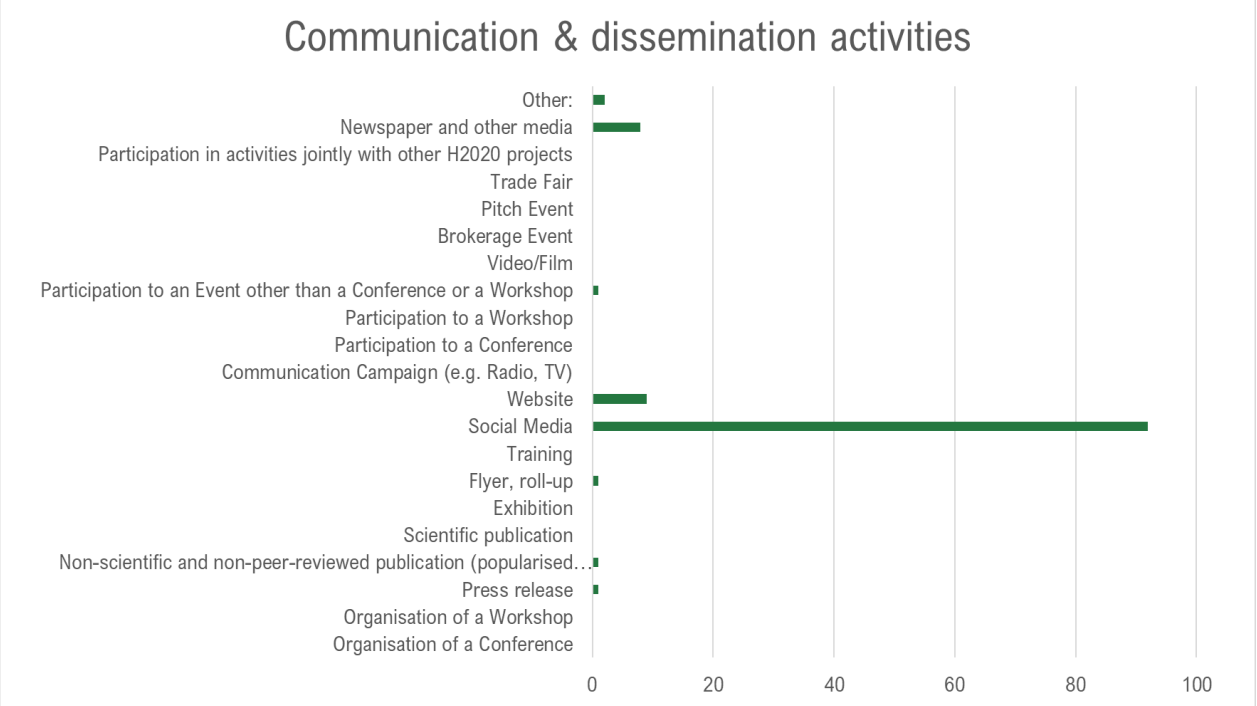


Figure 2. Collection of communication & dissemination activities

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Table 8. Compilation of activities performed until M9

PARTNER	ACTIVITY TYPE	MORE INFO	Date	Stakeholders	Link
USC	website	Partner website		Researchers, scientific community, students	https://www.usc.gal/en/investigacion/grupos/lidsa/NeoGiANT.html
MRI	website	Partner website		Researchers, scientific community	https://moredun.org.uk/news/moredun-scientific/moreduns-participation-in-this-eu-grant-the-neogiant-project
VRI	website	Partner website		Researchers, scientific community	https://www.vri.cz/wp-content/uploads/2021/11/Neogiant_letakAngl-1.pdf
JU	website	Partner website		Researchers, scientific community, students	http://web.frov.jcu.cz/en/about-faculty/news-menu/news/4831-h2020-projekt-neogiant
IBPRS	website	Partner website	25/02/2022	Researchers, scientific community, students	https://www.ibprs.pl/projekt-neogiant-zrownowazony-proces-ekstrakcji-w-skali-przedwdrozeniowej/
ASAJA	website	Partner website	18/02/2022	Farmers, society	https://www.asaja.com/horizontales/categoria_30/el_poder_de_la_uva_4461
CTA	website	Partner website	14/07/2021	Society, industry, scientific community	https://contactica.es/2021/07/14/aprobado-el-proyecto-neogiant-dentro-del-marco-green-deal/
MAGA	website	Partner website	11/06/2021	Society, industry, scientific community	https://magapor.com/en/swine-news/magapor-will-be-part-of-the-international-neogiant-project-to-develop-products-with-antimicrobial-and-antioxidant-capacities-based-on-natural-extracts/
BIAN	Newspaper	La nueva crónica newsletter online	11/01/2022	Society, industry, scientific community	https://www.lanuevacronica.com/bianor-biotech-participa-en-un-proyecto-europeo-para-evitar-el-uso-veterinario-de-los-antibioticos
BIAN	Newspaper	La nueva crónica de León	12/01/2022	Society, industry, scientific community	
BIAN	Newspaper	Diario de León	12/01/2022	Society, industry, scientific community	
USC	Newspaper	IPAC Acuicultura	27/10/2021	Society, industry, scientific community	http://www.ipacuicultura.com/noticias/ultima_hora/79724/arranca_neogiant_que_busca_reducir_el_uso_de_antibioticos_en_la_produccion_animal_con_el_extracto_de_bagazo_de_uva_de_la_variedad_albarino_como_ingrediente_activo.html

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PARTNER	ACTIVITY TYPE	MORE INFO	Date	Stakeholders	Link
BIAN	Newspaper	Oviespaña online newspaper	12/01/2022	Society, industry, scientific community	https://www.oviespana.com/articulos/376511-proyecto-busca-utilizar-orujo-uva-blanca-para-reducir-uso-antibioticos-ganaderia.html
BIAN	Newspaper	Ileon online newspaper	11/01/2022	Society, industry, scientific community	https://ileon.eldiario.es/universidad/125257/la-empresa-leonesa-bianor-biotech-participa-en-un-proyecto-europeo-para-evitar-el-uso-veterinario-de-antibioticos
USC	Newspaper	La voz de Galicia online	08/06/2021	Society, industry, scientific community	https://www.lavozdegalicia.es/noticia/somosagro/2021/06/07/investigacion-8-millones-euros-participa-cadena-valor/00031623078051928104752.htm
USC	Cluster	The Food for Europe podcast	28/10/2021	Society, industry, scientific community	https://podcasts.google.com/feed/aHR0cHM6Ly9mZWVkcy5zb3VuZGNsb3VkLmNvbS91c2Vycy9zb3VuZGNsb3VkOnVzZXJzOjk1NTg4NzY0MC9zb3VuZHMucnNz/episode/dGFnOnNvdW5kY2xvdWQsMjAxMDp0cmFja3MvMTE0ODgzOTUzNA?sa=X&ved=0CAgQuIEEahcKEwjYnYf27OzzAhUAAAAAHQAAAAAQAg
USC	other	Industry 5.0 Award	April 2022	Society, industry, scientific community	https://ec.europa.eu/info/research-and-innovation/research-area/industrial-research-and-innovation/industry-50/award_en
ASAJA	non-scientific publication	ASAJA magazine	February 2022	Farmers, assosiations	https://es.calameo.com/read/002859422188888126 5ba?page=47
BIAN	Newspaper	Agronews Castilla y Leon	21/02/2022	Society, industry, scientific community	https://www.agronewscastillayleon.com/el-poder-de-la-uva
USC	Other event	"Diseño de Antimicrobianos Naturales para Ganadería y Acuicultura basados en Extractos Polifenólicos"	01/12/2021	Researchers, students	https://www.facebook.com/gapavet/photos/a.994268114019552/4396008440512152/
USC, CTA, MRI	cluster	Cluster meeting for livestock related projects	15/09/2021	Scientific community, industry	
USC	Other event	Conferencia - Diseño de Antimicrobianos Naturales para Ganadería y Acuicultura basados en Polifenoles de	07/05/2022	Chemistry Teachers, researchers, students	https://pro-assets-usc.azureedge.net/cdn/ff/G7OqKRqH01U3gbZt0b-sEaPHKg829cdvp63xdrhAIHs/1651826292/public/paragraphs/moreinfo/2022-05/Encuentro%20Docentes.pdf

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PARTNER	ACTIVITY TYPE	MORE INFO	Date	Stakeholders	Link
		Subproductos Agroalimentarios			
MATE	Newspaper	online news portal	12/12/2021	Society, industry, economy	https://webradio.hu/hirek/gazdasag/az-allatgyogyaszatban-hasznalt-antibiotikumok-kivaltasan-dolgozik-az-agraregyetem
MATE	Newspaper	online newspaper	13/12/2021	Scientific community, veterinary medicine	http://medicalonline.hu/tudomany/cikk/az_allatgyogyaszatban_hasznalt_antibiotikumok_kivaltasan_dolgoznak
MATE	Newspaper	online newspaper	13/12/2021	agricultural sector	https://www.agrarszektor.hu/allat/zsenialis-ki-nem-talalnad-mibol-keszitenek-takarmany-kiegeszitot-a-magyar-kutatok.34480.html
MATE	Newspaper	online news portal	11/12/2021	Society, industry, economy	https://www.origo.hu/tudomany/20211211-szolotorkolybol-kivont-polifenolok-segithetnek-hozza-az-antibiotikumoktol-mentes-kornyezethez.html
MATE	Newspaper	online newspaper	09/12/2012	agricultural sector	https://agrokep.vg.hu/kozelet/szolotorkoly-segithet-kivaltani-az-antibiotikumokat-22048/?utm_source=hirkereso&utm_medium=referral&utm_campaign=hiraggregator
MATE	Newspaper	online news portal	12/12/2021	Society, industry, economy	https://index.hu/belfold/2021/12/12/elelmiszer-gazdasag-neogiant/
MATE	website	Partner website	13/12/2021	agricultural sector, economy	https://www.otpagrar.hu/Hirek/Reszletek?id=105436
LBE	Other event	INNOVAZUL: innovación y crecimiento en el ámbito de la Economía Azul (Universidad de Cádiz)	July 2021	Chemistry Teachers, researchers, students	
LBE	Other event	XXII CURSOS DE VERANO UNIVERSIDAD DE ALMERÍA	June 2021	Chemistry Teachers, researchers, students	
VRI	website	Partner website	20/12/2021	Researchers, scientific community	https://www.vri.cz/wp-content/uploads/2021/11/Neogiant_letakAngl-1.pdf

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PARTNER	ACTIVITY TYPE	MORE INFO	Date	Stakeholders	Link
VRI	website	Partner website	20/12/2021	Society, industry, scientific community	https://www.vri.cz/vyzkum/projekty/?id=65
VRI	Newspaper	Partner website	20/12/2021	Society, industry, scientific community	https://www.vri.cz/wp-content/uploads/2021/12/NeoGiANT_tiskova_zprava_final.pdf

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5.3 Foreseen activities in the next 12 months

It is foreseen to accomplish the following numbers in the next eighteen months (i.e., during reporting period 1)

Table 9. Foreseen activities during RP2

Type of activity	Estimated
Press release	1 (M13)
Newsletter	2 (M12 & M24)
Scientific publication	1
Communication material	1 roll up 3 Posters
Social Media	+65 followers in twitter +65 followers in linkedIn
Website	+3000 visitors
Participation to a Conference	5
Participation to a Workshop	4
Participation to an Event other than a Conference or a Workshop	4
Participation in activities jointly with other H2020 projects	2
Newspaper and other media	2

For the following months and next year, at least the following activities are planned:

Table 10. Planned activities

ACTIVITY TYPE	MORE INFO	Date
Conference	ONE – Health, Environment, Society – Conference 2022	21 – 24th June 2022
Workshop	Workshop at the doctorate school in the University of León, delivered by Drs. Boryshpolets and Dzyuba from JU. The workshop will be about fish sperm physiology but adding some information about antibiotics use in semen diluents and disadvantages	May-22
Conference	Healthy Livestock-Science meets practice to reduce the need for antimicrobials in animals	23rd June 2022
Other event	Green Deal Projects Support Office: Board of Coordinators meeting	22nd June 2022
Conference	XXXVIII Biennial Meeting of the Spanish Royal Society of Chemistry	27 – 30th June 2022
Conference	Sustainable Places 2022	6 – 9th September 2022
Other event	XXI Scientific Meeting of the Spanish Society of Chromatography and Related Techniques (SECyTA 2022)	25 – 27th October 2022
Other event	5th AMICI Symposium	13th June 2022
Clustering	Shaping the future of Livestock farming through research	13th June 2022
Conference	3rd International Conference Food Industry By-products	29th August 2022

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6 DISSEMINATION. OPEN ACCESS

Open access (OA) refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable. 'Scientific' refers to all academic disciplines. In the context of research and innovation, 'scientific information' can mean:

- peer-reviewed scientific research articles (published in scholarly journals), or
- research data (data underlying publications, curated data and/or raw data).

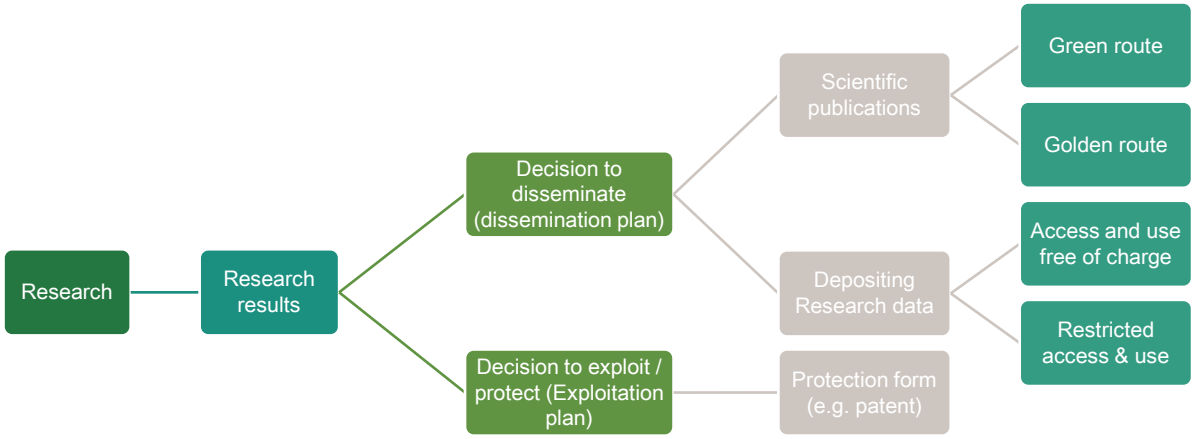


Figure 3. Open access scheme

6.1 Peer-reviewed scientific research articles

Open access to scientific publications means free online access for any user. Although there are no legally binding definitions of 'access' or 'open access' in this context, authoritative definitions of open access appear in key political declarations including:

- the 2002 Budapest Declaration
- the 2003 Berlin Declaration

Under these definitions, 'access' includes not only basic elements - the right to read, download and print – but also **the right to copy, distribute, search, link, crawl and mine**.

The 2 main routes to open access are:

A. **Self-archiving / 'green' open access** – the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. Some publishers request that open access be granted only after an embargo period has elapsed.

B. **Open access publishing / 'gold' open access** - an article is immediately published in open access mode. In this model, the payment of publication costs is shifted away from subscribing readers.
The most common business model is based on one-off payments by authors. These costs, often referred to as Article Processing Charges (APCs) are usually borne by the researcher's university or research institute or the agency funding the research. In other cases, the costs of open access publishing are covered by subsidies or other funding models.

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6.1.1 Misconceptions about open access to scientific publications.

In the context of research funding, open access requirements do not imply an obligation to publish results. The decision to publish is entirely up to the grant beneficiaries. Open access becomes an issue *only if* publication is chosen as a means of dissemination.

Moreover, open access does not affect the decision to exploit research results commercially, e.g. through patenting. The decision on whether to publish through open access must come after the more general decision on whether to publish directly or to first seek protection.

This is illustrated in the chart at the end of this section, which shows open access to scientific publication and research data in the wider context of dissemination and exploitation.

6.2 Research data

6.2.1 Open access to research data

Refers to the right to access and reuse digital research data under the terms and conditions set out in the Grant Agreement.

6.2.2 Research data

Refers to information, in particular facts or numbers, collected to be examined and considered as a basis for reasoning, discussion, or calculation.

In a research context, examples of data include statistics, results of experiments, measurements, observations resulting from fieldwork, survey results, interview recordings and images. The focus is on research data that is available in digital form.

Users can normally access, mine, exploit, reproduce and disseminate openly accessible research data free of charge.

6.3 Mandate On Open Access To Publications

Article 29.2 of the Model Grant Agreement sets out detailed legal requirements on open access to scientific publications: under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results.

To meet this requirement, beneficiaries must, at the very least, ensure that any scientific peer-reviewed publications can be read online, downloaded and printed.

Since any further rights - such as the right to copy, distribute, search, link, crawl and mine - make publications more useful, beneficiaries should make every effort to provide as many of these options as possible.

Peer-reviewed publications are those assessed by other scholars. Peer review is typically, though not exclusively, organised by the journal or publisher to which an article or manuscript is submitted. However, new approaches are expected to become more prevalent in years to come.

The dominant type of scientific publication is the journal article. Grant beneficiaries are also strongly encouraged to provide open access to other types of scientific publications including:

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- monographs
- books
- conference proceedings
- grey literature (informally published written material not controlled by scientific publishers, e.g. reports)

The open access mandate comprises 2 steps:

1. depositing publications in repositories
2. providing open access to them

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ANNEX 1

COMMUNICATION/ DISSEMINATION ACTIVITY TEMPLATE

Participant name	
Date	
Task	*Task to which this activity has relation*
Category	*Communication or dissemination*
Type of activity	☐ Scientific publication ☐ Non-scientific publication ☐ Briefings, leaflets, roll-up… ☐ Websites ☐ Participation in a Conference. ☐ Participation in another event than a Conference or workshop ☐ Project presentation to potential clients ☐ TV and radio (Communication campaign) ☐ Workshop ☐ Activities organized jointly with other H2020 projects ☐ Others ☐ Clustering
Title of the event	
Short description of the event	*Short description about the event. Indicating location and date of the event. Link to a website for more information*
Organisers	
Description of the participation	*Describing NeoGiANT participation and main achievements obtained*
Participants	*Describing the type of participants and the number of attendees*
Estimation of the people reached	
Attachments (photos, presentations, flyer, etc)	*These attachemnts are essential to prove that the activity was done.*

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