GEroNIMO project

Genome and Epigenome eNabled breedIng in MOnogastrics

Grant Agreement n°101000236

Deliverable D6.1

Outreach, Dissemination and Training Plan (ODTP)

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GERONIMO
GENOME AND EPIGENOME ENABLED BREEDING IN MONOGASTRICS

Abstract

In order to carry out targeted dissemination, an Outreach, Dissemination and Training Plan (ODTP) is prepared. This is a *living document* that will be updated at the beginning of each project year, to plan ahead GEroNIMO's outreach and knowledge transfer strategy according to the project progress and possible external effects.

ODTP will cover the main elements of an *effective* and *targeted* knowledge flow from research to relevant communities including breeding industry, scientists, sector professionals, non-profit organisations, governmental and EU agencies, and general public.

ODTP is firstly submitted at *M6 (November 2021)* and will be regularly updated in the course of the project (*M13, M25, M37, M49, M60*) depending on the project progress, newly available opportunities for communication, dissemination and training activities, and created impact through implemented measures.

The Outreach, Dissemination and Training Plan (ODTP) (D6.1) aims to:

- ➢ identify the target audience of the project results (WHO?),
- ➢ define the dissemination objectives and audience's interest (WHY? WHAT?),
- ➢ define the dissemination and training channels and tools (HOW? WHEN? WHERE?).

In order to review the effectiveness of the dissemination strategy and measure the extent to which this strategy is meeting the objectives, suitable evaluation mechanisms will be applied, following Key Performance Indicators (e.g. number of publications foreseen, conferences to attend, workshops/events to organise).

GEroNIMO ODTP proposes a global strategy targeting multiple stakeholder groups, ranging from farmers to citizens. The key objectives of the GEroNIMO ODTP are:

- ☞ COMMUNICATION: Create links between GEroNIMO researchers & the society in general, to start a valuable dialogue & bridge the gap,
- ☞ DISSEMINATION: Make the project & its progress known to the poultry & pig research communities & non-academic stakeholder groups
- ☞ TRAINING: Facilitate the uptake of GEroNIMO outputs by end-users

Main category stakeholders will be both targeted at local and European level with the specific methodology of GEroNIMO multi-actor approach guidelines. Thus, ODTP will take into account the needs of regional and local audiences. In addition to these main categories, GEroNIMO ODTP also aims to target public audience with targeted materials. If needed, these categories will be redefined during the life of the project to improve the effectiveness of the GEroNIMO ODTP and project impact.

The content of GEroNIMO outreach, dissemination and training (ODT) materials are grouped under several categories. However, the content will also evolve as the project progresses and results achieved. Therefore, the content of the ODT materials will also be updated in compliance with the foreseen ODTP updates. The aim of outreach, dissemination and training channels is to communicate about GEroNIMO and its results, ensuring the impact of the project and raising awareness of the project and its outcomes to a wide range of stakeholders. Therefore, it is crucial to ensure that the messages reach to the right audience through the most appropriate channels. These channels consist of two main categories; conventional and innovative channels and each of these categories provide different opportunities to increase the impact of the GEroNIMO ODT efforts.

The GEroNIMO outreach, dissemination and training activities are planned to be effective throughout the life of the project. The ODT activities and tools will be focusing on creating awareness in the first 18 months of the project, while the focus will be on disseminating project results through various activities and tools in the following months.

The ODTP consists of 5 main chapters:

- i. ODT Strategy
- ii. Communication Package
- iii. ODT Tools
- iv. Monitoring Strategy
- v. Annual ODT Targets

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Figures and Tables

1   Introduction

In order to carry out targeted dissemination, an Outreach, Dissemination and Training Plan (ODTP) is prepared. This is a *living document* that will be updated at the beginning of each project year to plan ahead the GEroNIMO outreach and knowledge transfer strategy in parallel to project progress and possible external effects.

ODTP will cover the main elements of an *effective* and *targeted* knowledge flow from research to relevant communities including breeding industry, scientists, sector professionals, non-profit organisations, policy and decision makers at local and European level, media and the citizens of Europe.

ODTP is firstly submitted at *M6 (November 2021)* and will be regularly updated in the course of the project (*M13, M25, M37, M49, M60*) depending on the project progress, newly available opportunities for communication, dissemination and training activities, and created impact through implemented measures.
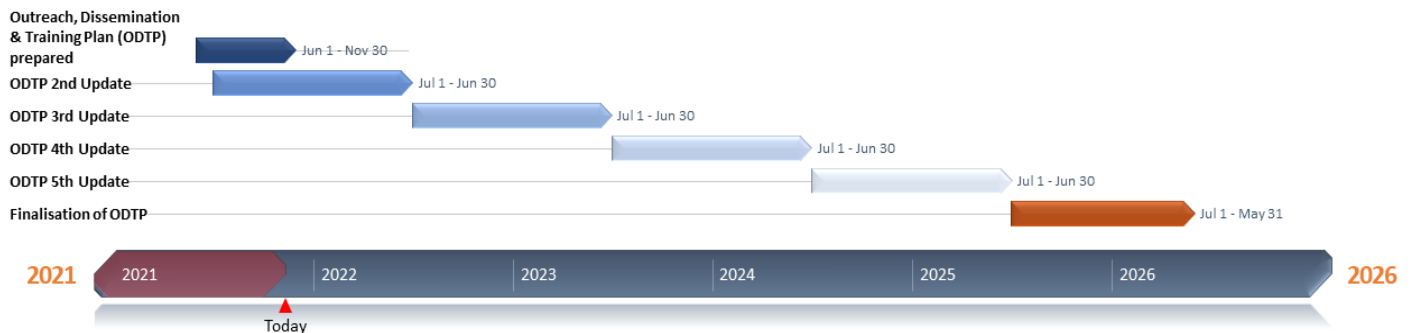
Figure 1 Timeline for the GEroNIMO Outreach, Dissemination and Training Plan progress

The Outreach, Dissemination and Training Plan (ODTP) (D6.1) aims to:

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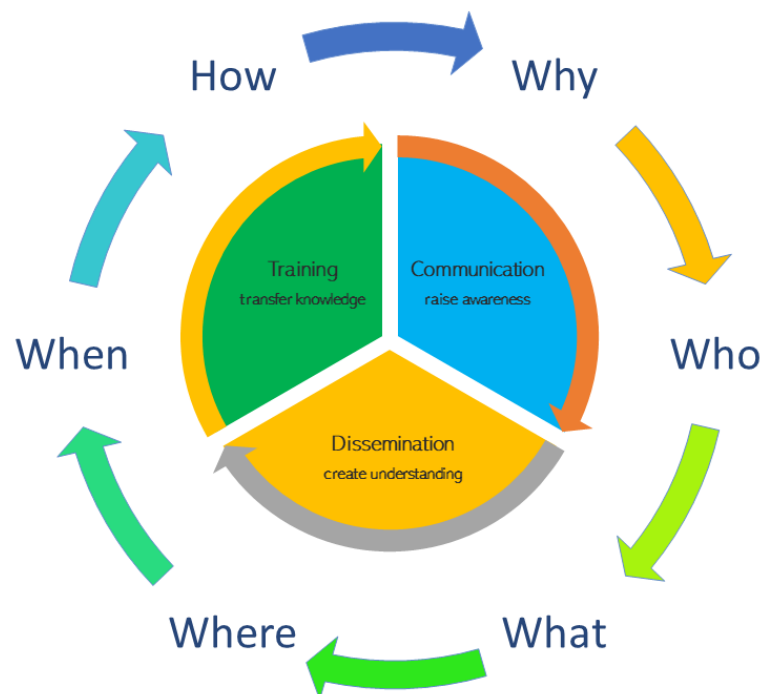
Figure 2 Structure and basis of GEroNIMO ODTP

In order to review the effectiveness of the dissemination strategy and measure the extent to which this strategy is meeting the objectives, suitable evaluation mechanisms will be applied, following Key Performance Indicators (e.g. number of publications foreseen, conferences to attend, workshops/events to organise) (see page 16, chapter 5).

2 GEroNIMO Outreach, Dissemination and Training Strategy

2.1 WHY?: Objectives of the ODTP

GEroNIMO ODTP proposes a global strategy targeting multiple stakeholder groups, ranging from farmers to consumers. The key objectives of the GEroNIMO ODTP are summarized in Figure 3.

COMMUNICATION
Create links between GEroNIMO researchers & the society in general, to start a valuable dialogue & bridge the gap

DISSEMINATION
Make the project & its progress *known* to the poultry & pig research community & non-academic stakeholder groups

TRAINING
Facilitate the uptake of GEroNIMO outputs by end-users

Figure 3 GEroNIMO ODTP Objectives

2.2 WHO?: Target Audience

Dissemination and training activities will focus on the stakeholders' mobilisation and on providing a reliable, smooth and efficient knowledge transfer of the project results towards the end-users and other target groups.

The GEroNIMO internal and external stakeholders are identified under D6.2 Multi-actor approach guidelines. Based on the D6.2 the main stakeholders are identified and are given in Figure 4.

- Breeding professionals/companies
- Other production related sectoral companies and professionals
- Representatives of farmers, breeders, producers, value chain actors
- Scientific community
- Policy/ decision makers

Figure 4 GEroNIMO main stakeholder categories as defined in D6.2

Main category stakeholders will be both targeted at local and European level with the specific methodology of GEroNIMO multi-actor approach guidelines. Thus ODTP will take into account the needs of regional and local audiences.

In addition to these main categories, GEroNIMO ODTP also aims to target public audience with targeted materials. If needed, these categories will be redefined during the life of the project to improve the effectiveness of the GEroNIMO ODTP and project impact.

2.3   WHAT?: Content of ODT materials

The content of GEroNIMO outreach, dissemination and training (ODT) materials are grouped under several categories as given in Figure 5. However, the content will also evolve as the project progresses and results are achieved. Therefore, the content of the ODT materials will also be updated in compliance with the foreseen ODTP updates.
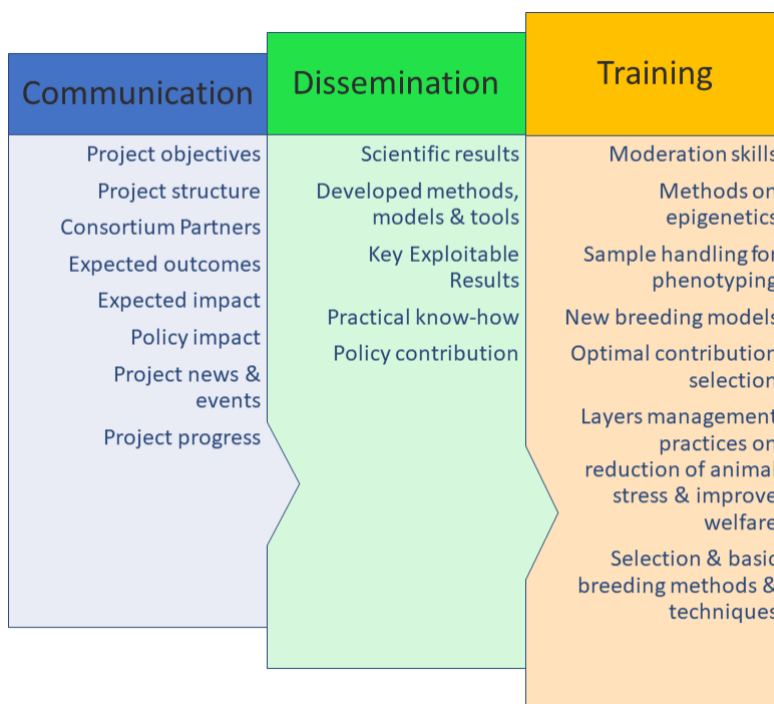
Figure 5 Content of GEroNIMO outreach, dissemination and training tools

2.4   WHERE?: ODT Channels

Outreach, dissemination and training channels are targeted at different stakeholder audiences. The aim of these channels is to communicate about GEroNIMO and its results, ensuring the impact of the project and raising awareness of the project and its outcomes to a wide range of stakeholders. Therefore, it is crucial to ensure that the messages reach to the right audience through the most appropriate channels. These channels fall into two main categories: conventional and innovative channels. Each of these categories provide different opportunities to increase the impact of the GEroNIMO ODT efforts. The possible tools and media to be used for this purpose are summarised in Figure 6.

Figure 6 GEroNIMO outreach, dissemination and training channels

2.5   WHEN?: Timeline of ODT

GEroNIMO outreach, dissemination and training activities are planned to be effective all through the project duration. The ODT activities and tools will be focusing on creating awareness in the first 18 months of the

project, while the focus will be on disseminating the project results through various activities and tools in the following months. The timeline of the planned activities are summarised in Figure 7.
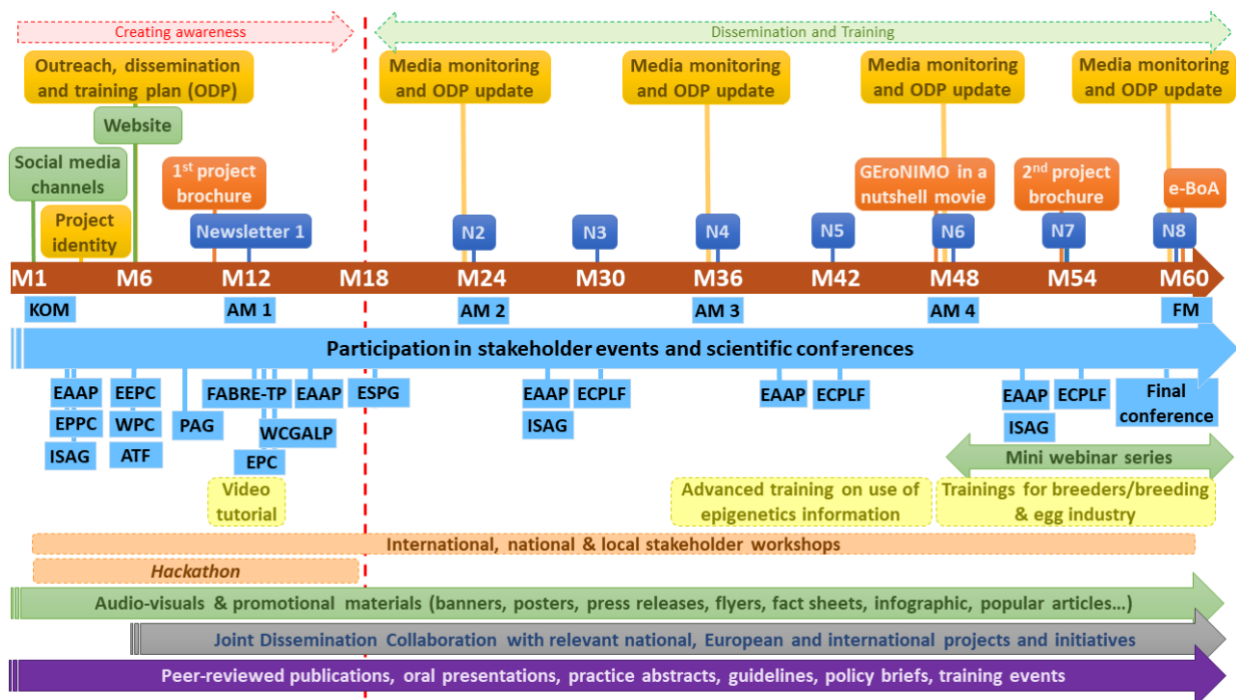
Figure 7 Timeline of GEroNIMO outreach, dissemination and training activities (red line indicates the estimated time frame for first results to be released ~M18)

2.6 HOW?: Implementation of GEroNIMO ODTP

The implementation of the activities and tools foreseen in the ODTP will follow a standard procedure that is summarised in Figure 8.

Figure 8 Procedure for implementation of the GEroNIMO outreach, dissemination and training activities

3 GEroNIMO Communication Package
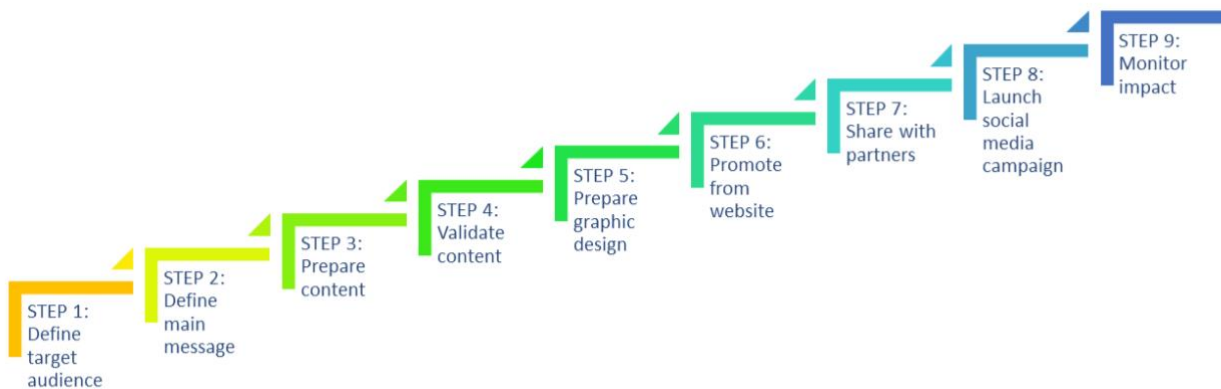
To make sure that the GEroNIMO project is coherent and consistent in all communication materials, a project identity and communication package has been produced and made available to consortium partners. The graphic project identity and communication package consists of project's logo, slides, presentation, and poster templates. All participants have been encouraged to use these materials for presentations, brochures, newsletters and publications.

3.1 Name and Logo

The GEroNIMO name is formed by letters from the project title "Genome and Epigenome Enabled Breeding in Monogastrics". The 'Geronimo' expression has a history of being used by the first US army parachute jumpers as an exclamation when they jumped from a plane. However, originally Geronimo was the name of a prominent leader and medicine man from the Bedonkohe band of the Apache people.

The GEroNIMO logo has been designed for branding the project in all communication forms. It shows a pig and a chicken image at the heart of a target aimed by the arrow made of DNA strand topped by a circle figuring epigenetics. The reference to the parachute jumpers and the Apachean leader in the project name has also inspired the logo, in which the 'i' is turned into a figure combining a DNA-strand, a man and a bow shooting an arrow into the bulls eye of the 'o', which is turned into a target. The story, which we want to communicate with this name and logo is, that like the parachute divers in their jump, we invest everything we have in this project, and like the Indian with his bow, we have a goal and the 'weapon' to hit right on target.

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The logo is prepared in two different versions: with and without GEroNIMO title.

Figure 9 GEroNIMO Logo with and without title

3.2 Colour codes

The colours used in the logo form the main theme colours of GEroNIMO.

Table 1 The colours of GEroNIMO logo with RGB codes

Logo colours	Hex code	Red	Green	Blue	Colour
Blue	#264578	38	69	120	
Orange	#B94F1A	185	79	26	
Grey	#2D2C2E	45	44	46	

Table 2 The colours of GEroNIMO logo with CMYK codes.

Logo colours	Cyan	Magenta	Yellow	Key	Colour
Blue	100	48	0	36	
Orange	0	80	100	5	
Grey	70	60	56	65	

3.3 Fonts

The main font used in the branding of GEroNIMO is Acumin Variable Concept (semi condensed light and bold).

Text font for letters is Calibri. The standard font size is 12 and the main text colour is black.

When there is a need for hierarchical headlines, define style as Calibri.

3.4 Signature

The template for GEroNIMO signature to be used in emails and other communication documents is prepared on the basis of the project identity.

Name
Position
Name of the organization

GEroNIMO - will work on chicken and pig to provide breeders with new knowledge and tools

Tel : + xx xx xx xx

insert@email.com

www. GEroNIMO.eu

GEroNIMO is a Horizon 2020 project, which was launched on 1 June 2021. GEroNIMO proposes demand-driven innovation employing a multi-actor approach through the involvement of breeders, professional associations of animal production, and scientists, engaged from the planning phase to the dissemination of results over Europe.

Disclaimer
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3.5 Acknowledgement and Disclaimer

Along with the GEroNIMO logo, the EU flag should be visible on all communications from the GEroNIMO project.

In addition to the EU flag, the following acknowledgement must be included in all publications related to GEroNIMO:

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101000236.

Please note that any dissemination and 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 include this information:

All communication materials and activities should include the disclaimer note as follows:

The sole responsibility of this publication lies with the authors. The European Commission and the Research Executive Agency is not responsible for any use that may be made of the information contained therein.

3.6 Language

The language used between all GEroNIMO partners and stakeholders, and in the reports to the EU is English. In addition, all partners are free and encouraged to promote the GEroNIMO activities in the language of their own country. If tools will be developed directly for the use of end-users such as local breeders, producers, farm managers…etc, they will be translated into the local language to increase their outreach and uptake.

3.7 Templates

There are several templates with the GEroNIMO profile, which will be used for GEroNIMO communication activities and in all official happenings and reporting. The partners, but also stakeholders in GEroNIMO are encouraged to use them. In presentations and posters involved in the GEroNIMO project, always use the GEroNIMO logo, accompanied by the EU flag (see 3.5).

GEroNIMO templates for agenda, letter, minutes and presentations are available and can be found at the GEroNIMO collaborative platform..

3.8 Communication message

A message house is prepared for GEroNIMO based on the main messages to be communicated. The message house comprises of three main elements:

1. The ROOF defines the key message and overall theme that we want to communicate to stakeholders;
2. The WALLS define the core messages that support the "roof". The three walls summarize the main messages that form the heart of GEroNIMO communication;
3. The FOUNDATION provides the facts, evidence, proof points and arguments that support the "walls".

The message house of GEroNIMO is given in Figure 10.

GEroNIMO leverages genomic knowledge to improve diversity and sustainability of poultry and pig production

Core message for breeding sector	Core message for farmers/ policy makers	Core message for policymakers/ public
GEroNIMO identifies underlying biological mechanisms affecting trait variation to improve selection strategies for a more efficient production improving sustainability and resilience.	*GEroNIMO develops methods to enable a more sustainable breeding model ensuring production, animal resilience, health & welfare, reduced resource use and environmental impact.*	*GEroNIMO improves the knowledge on genetic and non-genetic mechanisms to optimize the conservation of genetic & epigenetic diversity supporting a sustainable poultry & pig sector in the EU.*

➢ Phenotypic variation is under of genetic and epigenetic control.
➢ Innovative production methods enabling genome and epigenomics selection methods
➢ Selection strategies including environmental, genetic and non-genetic inheritance factors
➢ Biomarker identification for early prediction of traits

➢ Broaden conservation strategies in local breeds including epigenetic diversity
➢ Implementation of high-throughput, non-destructive, low-cost phenotyping
➢ Development of cost-effective tools for parallel genotyping and epigenotyping
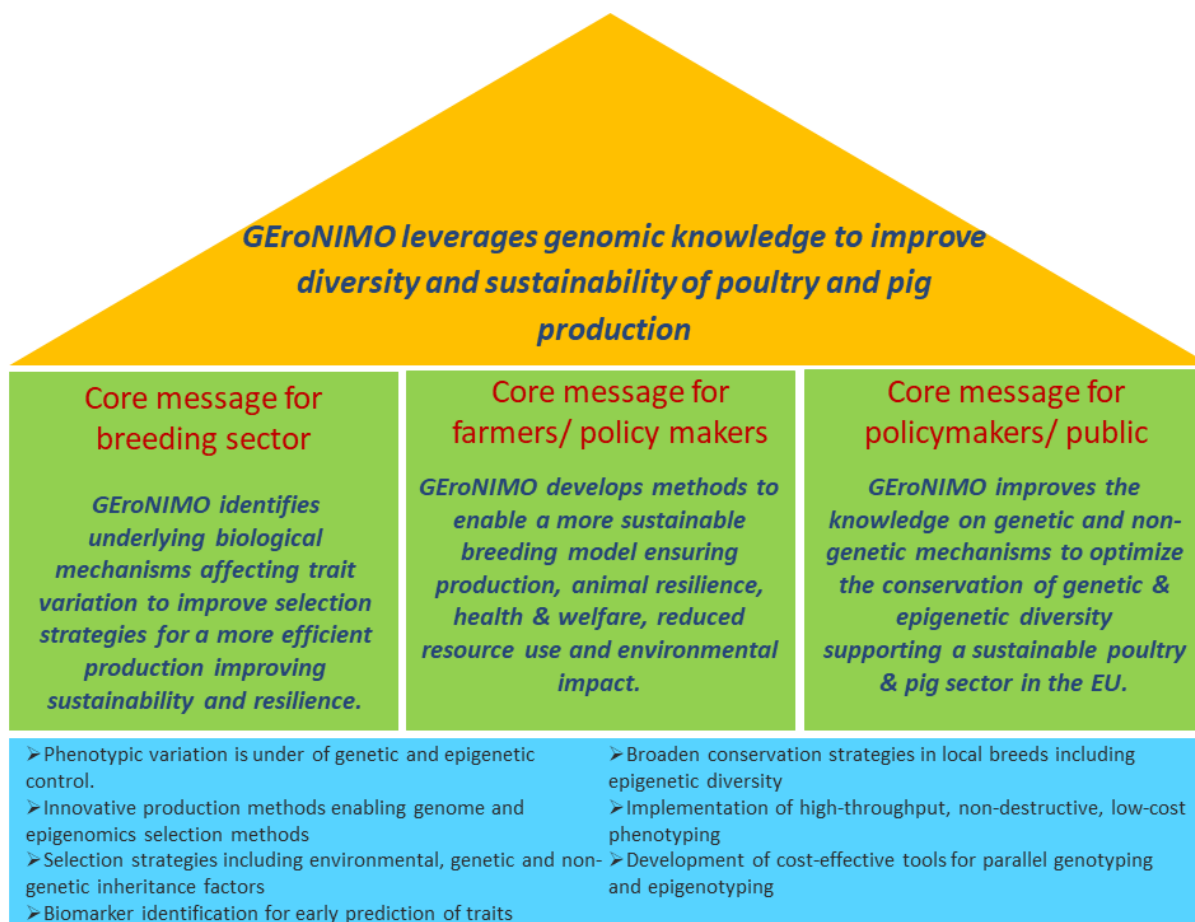
Figure 10 GEroNIMO Message House

4 GEroNIMO Outreach, Dissemination and Training Tools

4.1 Outreach and Dissemination Tools and Activities

The successful project implementation relies very much upon a proper and effective Outreach and Dissemination Strategy and selected tools. In the case of the GEroNIMO project, the strategy is especially related to the wide transfer of knowledge towards the GEroNIMO target groups and society. The dissemination and communication tools and activities, which are planned to be implemented during the lifetime of the project are given in Table 3.

Table 3 GEroNIMO outreach and dissemination tools

Tools	Description	Target audience
GEroNIMO Communication Package	A communication package consisting of project identity and uniform templates for consortium partners' use in communicating to a wide variety of stakeholder groups.	Partners
GEroNIMO Website	A dedicated GEroNIMO user-friendly website will be established aiming to be the main information hub for the project providing our audience an overview of the project and its activities, news and events, developed methods, models and tools, and training materials.	All
GEroNIMO social media channels	GEroNIMO news and results will be announced and diffused through Twitter, Facebook, LinkedIn, ResearchGate and Youtube in order to reach different target groups more efficiently.	
Joint Dissemination Clustering	GEroNIMO will partner with different European and national projects and initiatives in order to maximize the impact of dissemination and to use its resources more efficiently while widening the scope of target audience by using the networks established under clustered projects and initiatives e.g. RUMIGEN, GENE-SWitCH, "EuroFAANG"….	
Policy briefs	Policy briefs will be prepared to dissemination GEroNIMO results associated with the solutions brought to major societal concerns and by revealing the contribution of GEroNIMO to EU Green Deal and Farm to Fork strategy.	
GEroNIMO Hackathon	An 'innovation in livestock epi/genetic Hackathon' event where teams of students representing different fields will gather to come up with creative ideas and with multi-disciplinary knowhow about the challenges raised by the use of new genomic technologies to enable an efficient animal production. This activity will be addressed to Master/PhD students from several European Universities, partners of GEroNIMO. .	Master/PhD students, Scientific community
GEroNIMO in a nutshell movie	A movie will be prepared to simply explain the GEroNIMO objectives and its expected impacts.	General public, in particular younger generations
GEroNIMO fact sheets	Fact sheets giving information on GEroNIMO impact on societal issues and will be prepared in partner languages.	Monogastric breeders, producers, policy

Tools	Description	Target audience
Popular articles	Popular articles will be the interpretation of GEroNIMO research and results highlighting impact for the sector and society in general, which will be published in a number of different networks including GEroNIMO website, newsletters, professional press and online magazines such as Pig progress, Pig World, Varkens, Poultry World, Farmers Weekly, Reussir Porc.	makers, farmers and general public
GEroNIMO brochure 1	First brochure will be focusing on introducing GEroNIMO.	Scientific community, monogastric breeding companies, associations and breeders, producers, policy makers
Event flyers	Event flyers will be prepared in order to publicize GEroNIMO events.	
Banner/Roll up	Banner for GEroNIMO will be prepared to be used during workshops and conferences to increase visibility to the project objectives and results.	
Audio-visual materials	Audio-visual materials consist of interviews, recordings of presentations and events, tutorials, videos with local testimonials.	
Newsletters	Digital newsletters will be prepared in the course of the project to inform partners and stakeholders on the project progress, events, project people, research activities and results.	
Profile raising events	GEroNIMO will be introduced to the stakeholder groups through physical or online meetings such as ATF, FABRE-TP, pig and poultry specific events and stakeholder workshops.	
Press releases	Press releases will be prepared and shared with online media accounts and newsletters relevant for the sector in order to promote the project highlights.	
GEroNIMO brochure 2	Second brochure will focus on informing the main stakeholders on results and impact of GEroNIMO results.	
5 Practice abstracts	At least 5 practice abstracts in EIP-AGRI format will be prepared from GEroNIMO outputs. Practice abstracts will be disseminated through EIP-AGRI website, GEroNIMO website, social media channels and newsletters in different partner languages.	Producers, farmers, breed associations
Local dissemination activities	All partners will make use of their national and local networks and stakeholders' communities to disseminate the project results.	
Mini-webinar series	On-line sessions will be organized in order to increase the uptake of GEroNIMO results.	Monogastric breeding companies
Peer-reviewed articles	High quality peer reviewed journals with open access mode (preferably gold or green) will be published in scientific journals specialized in animal sciences (Genetics Selection Evolution, Journal of Animal Science, etc.) and in genetics/genomics (Plos Genetics, Epigenetics, etc.).	Scientific community

Tools	Description	Target audience
GEroNIMO oral/poster presentations	GEroNIMO will transfer the knowledge gained during the course of the project mostly through participation to international scientific conferences on pig and poultry such as EAAP, European Pig Selection and Production Association events, Eastern European Pig Congress, European Pig Producers Congress, World's Poultry Science Association events, European Poultry Conference, European Symposium of Poultry Genetics, World Poultry Congress, World Congress on Genetics Applied to Livestock Production.	
GEroNIMO EU Workshop	An EU workshop will be organised in connection with WP1, WP4 and WP6 following a participatory approach to familiarize audience with the generation, processing and use of methylation data.	Animal breeders, researchers and postgraduate students
E-book of abstracts	An E-Book of abstracts will be prepared from selected publications. This book aims to increase the sustainability of the project after its completion.	Scientific community, monogastric breeding companies
Final scientific conference	At the end of the project, a final conference on scientific outputs will be organized to increase the knowledge transfer.	

4.2   Training Tools and Activities

Training tools and activities will ensure that the knowledge gained under GEroNIMO is transferred to a broader audience both at the academic and the commercial levels in order to increase the project sustainability. For this purpose, various trainings will be organised for early career scientists, breeding organisations and local breeders in collaboration with other WPs (Table 4).

Table 4 GEroNIMO training tools

Tools	Description	Target audience
Moderation skills	In order to run a successful hackathon (Task 6.1) a training on moderating skills will be given.	Partners
Methods on epigenetics	Training to disseminate the methods developed for the use of epigenetics measurements in population genomics in collaboration with WP1, WP3 and WP4.	Scientific community, specialized staff of breeding companies
Sample handling for phenotypic models	A video tutorial will be prepared by WP3 participants about muscle collection , preparation and NIRS measurements in relation to T3.2 activities on NIRS prediction equations to estimate intramuscular fat and yolk lipid percentage.	
New breeding models and optimal contribution selection	Training regarding new breeding models and optimal Contribution Selection methods will be carried out in 2 stages; first an online theoretical phase in English to explain the potential of the method, which will be then followed by a practical phase in a face-to-face setting if the selection companies confirm their interest after phase 1. Main contributors of this training will be WP3 and WP4, with possible integration of inputs from other WPs.	Specialized staff of breeding companies

Tools	Description	Target audience
Layers management practices on reduction of animal stress & improve welfare	Training activities (in English) to inform about management practices that would aid to reduce animal stress and improve welfare. This training will be proposed in collaboration with WP2 in the framework of already ongoing activities as the ChickenStress network (H2020 MarieCurie; www.chickenstress.eu) and will be led by partner 13 (UBERN).	Egg industry
Selection & basic breeding methods & techniques	Training on selection and basic breeding methods and techniques will be prepared in collaboration with WP3 (technical contents) and Task 6.3 (local breeders engagement). At least 4 trainings will be organised in local languages: 1 in France (IFIP), 1 in the Iberian Peninsula (FMV, FEUGA, IRTA), 1 in Croatia (UNIZG), and 1 in Slovenia (KIS). A restitution meeting will be organised for local breeders in Italy (UNIFI).	Local breeders

5 GEroNIMO Monitoring Strategy

In order to assess the impact created by the implemented outreach and dissemination efforts within the project and to improve future efforts, it is important to monitor and evaluate the use of outreach and dissemination means. When planning the monitoring and evaluation, timing is important so that the evaluation results could feed into decisions on design, renewal, modification or suspension of activities [1]. GEroNIMO monitoring and evaluation strategy is based on the evaluation toolkit for communication activities prepared by DG Communication (https://ec.europa.eu/info/sites/info/files/communication-evaluation-toolkit_en.pdf).

Monitoring of the activities and tools as well as the overall ODT strategy consists of three main elements:

1. Monitoring process of a single activity and tool
2. Interim evaluations of the activities / tools and the overall ODT strategy at regular intervals
3. Final impact assessment

5.1 Monitoring process of activity and tool

This step includes monitoring and analysing the outreach, dissemination and training activities performed during specified periods in order to ensure that GEroNIMO ODTP targeted impact is reached at the end of the project. The whole process of realising the aforementioned tools follow a basic process summarised in Figure 11.

Figure 11 Implementation procedure of outreach promotion activities

1. The whole process starts with the initial *planning* of the communication strategy of the selected activity to be carried out. The planning phase usually takes place at WP6 monthly coordination meetings, which are open to the WP6 task leaders and partners, coordination and management team.
2. Following the planning of the outreach activity, WP6 get ready to *promote* what has been planned and launches the communication campaign with support from relevant partners and coordination. This step forms the main element for the increased impact of the implementation of the identified activity.
3. After having launched the first campaign, the initial *monitoring* step starts where the effect and impact are being monitored. In addition, the main Key Performance Indicators (KPIs) are defined and checked regularly (see Chapter 5.4 below).
4. Following the initial monitoring, *improvements* and / or *updates* to the promotion content or tools are carried out. This step ensures the final expected impact of the planned activity or tool and is achieved by updating the initial plan.
5. The next step is to *evaluate* the final impact of the promotion and the carried-out activity or tool, to understand the effectiveness of applied measures and to plan the next promotion campaigns for the coming activities or tools, accordingly.
6. Final step is to *report* the activity or tool with the measured impact.

5.2 Interim evaluations of ODT strategy

Interim evaluations examine the implementation, or the way activities roll out as well as the efficiency of the outreach intervention. Interim evaluations use the results of monitoring process to make judgements on the success of the overall ODT strategy and to adjust it, where necessary. It is mostly focused on inputs and outputs and in some cases outtakes (what activities are undertaken, who are reached by the activities, what happens as a direct effect) [1]. Interim evaluations will be carried out during ODTP updates.

Interim evaluation can provide management-oriented information on issues such as:

➔ Types and number of communication tools developed and disseminated
➔ Relevance of, and demand for, each type of communication tool and message
➔ Website traffic, including services that assess hits to a site, visitor navigation patterns, who visited and how long they stayed
➔ Earned media coverage and media content
➔ Target audience outreach
➔ Initial reactions to communication activities

5.3 Final impact assessment

Final impact assessment looks at the implementation of the whole outreach activities to draw conclusions about the strategy results and effectiveness. The assessment should consider: *relevance*, *efficiency*, and *coherence*. This type of impact assessment examines the outcomes, which usually means its effects on its target audience(s). [1].

5.4 Key Performance Indicators

For an accurate monitoring system, the achievement of the objectives is monitored by making use of identified Key Performance Indicators (KPIs) for each activity. These key indicators are based on the reach of audience by different channels of the project, namely the website and social media channels. The targeted audience for the total duration of the project for GEroNIMO outreach activities are given as in Table 5.

Table 5 Targeted audience per outreach, dissemination and training tool for the total duration of the project

Outreach, Dissemination & Training Tools	Targeted Key Performance indicators (KIPs)
Project website	5000 visits
Twitter	350 followers
Facebook	200 followers
LinkedIn	100 followers
Research Gate	50 followers
YouTube	1500 views
Project newsletters (10 issues)	300 readers in total
Video	10 videos
Press releases	3 press releases
Popular articles	3 popular articles
Project brochure 1	1000 printed / 100 views online
Fact Sheets	2 fact sheets / 200 views online total
Project brochure 2	1000 printed / 100 views online
Event flyers	500 printed / 250 views online
Hackathon	60 participants
Profile raising events	3 stakeholder event participation with a total 100-150 participants
Peer reviewed publications	10 articles
Practice abstracts	5 practice abstracts with a total of 250 views
E-book of abstracts	1 e-book of abstracts containing indicatively 10 abstracts
Policy brief	2 policy briefs with a total 100 views
Participation to workshops and conferences	Participation to 10 conferences with a total 300 participants
Mini-webinar series	3 webinars with a total of 150 participants
Local dissemination events	5 with a total participation of 100 local stakeholders

GEroNIMO EU workshop	50 participants
Organization of the final conference	50 participants
Advanced training sessions	2 sessions with a total of 30 participants
Management training	1 session with a total of 10-15 participants
Local training sessions	4 sessions in 4 different countries with a total of 60 participants

6 Annual Outreach, Dissemination and Training Targets

This chapter summarizes the activities planned for each year of the GEroNIMO project. They will be updated each year in order to properly monitor and evaluate their progress.

6.1 Year 1 (01 June 2021-30 May 2022)

The plans for the first project year are in compliance with the deliverables reported in the GEroNIMO WP6 DoA. The deliverables and milestones relevant to ODTP are given in Table 6.

Table 6 Deliverables and milestones relevant to ODT activities in the 1st year of the project

Deliverables/ Milestones	Description	Due date
D6.1 Outreach, Dissemination and Training Plan (ODTP)	ODTP will be submitted at M6 and will be regularly updated in the course of the project depending on the project progress and newly available opportunities for communication and dissemination activities.	November 2021 (M6)
MS19 Project website	Project website will be published at M6 with all functionalities on-line.	November 2021 (M6)

In addition to the deliverables and milestones, there are a number of activities and tools planned for the first year of GEroNIMO project. Since one of the main objectives of the outreach strategy is to raise awareness and profile of the project among different stakeholders, first year plans are based on increasing the visibility of GEroNIMO in all targeted sectors.

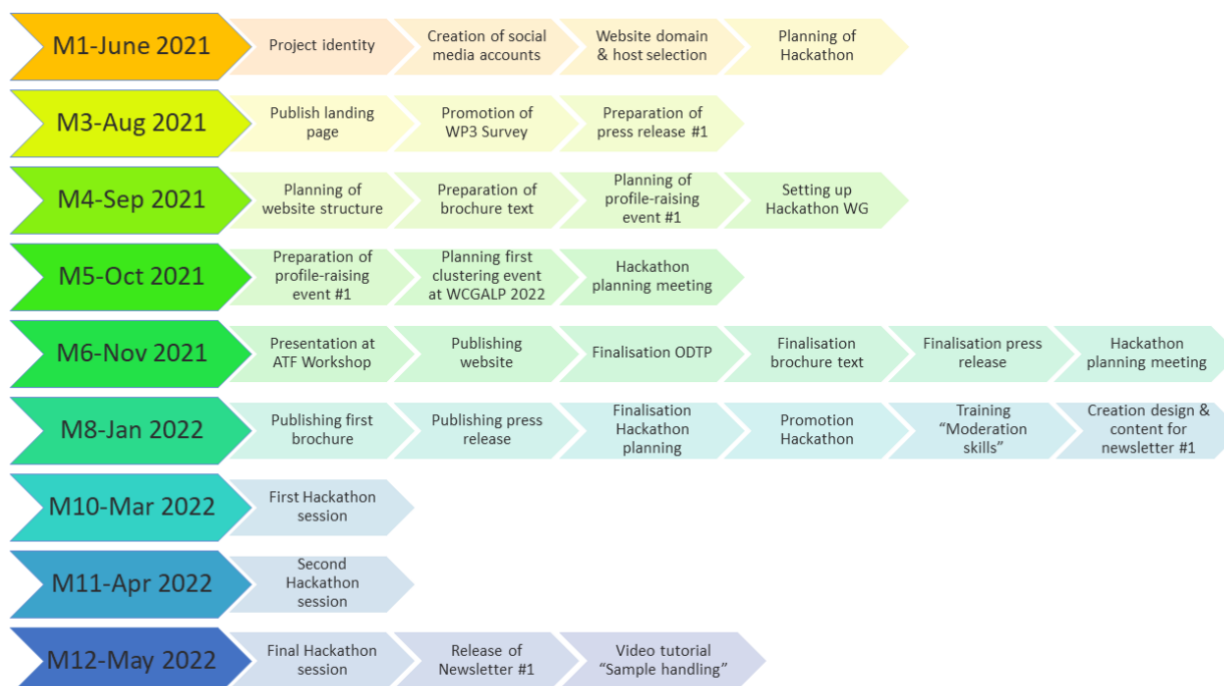The planned activities for the first year of GEroNIMO project are given in Figure 12

Figure 12 Timeline of outreach, dissemination and training activities and tools for year 1

6.2 Year 2 (01 June 2022-30 May 2023)

There are a number of activities and tools planned for the second year of GEroNIMO project. Since one of the main objectives of the outreach strategy is to disseminate project results to a wide range of stakeholders, second year plans are based on increasing the visibility and outreach of GEroNIMO to all targeted sectors.

The planned activities for the first year of GEroNIMO project are given in **Error! Reference source not found.**.

The planned activities for the second year of GEroNIMO project are given in Figure 12
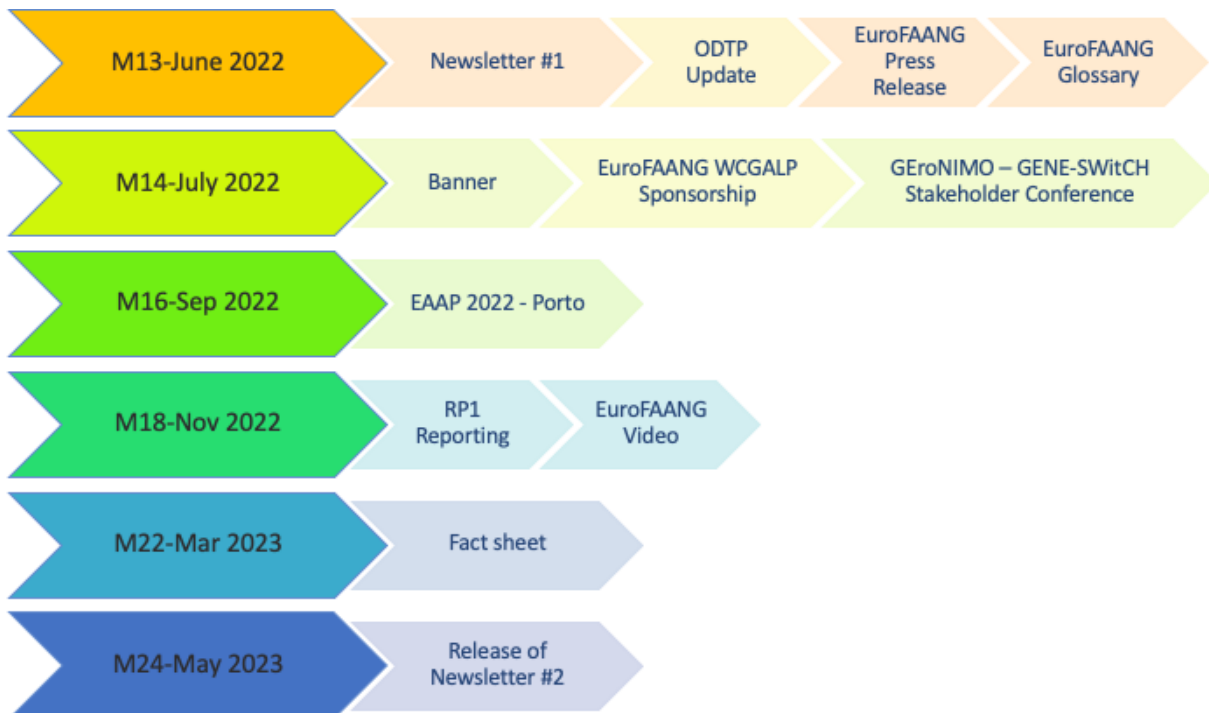
M13-June 2022	Newsletter #1	ODTP Update	EuroFAANG Press Release	EuroFAANG Glossary
M14-July 2022	Banner	EuroFAANG WCGALP Sponsorship	GEroNIMO – GENE-SWitCH Stakeholder Conference	
M16-Sep 2022	EAAP 2022 - Porto			
M18-Nov 2022	RP1 Reporting	EuroFAANG Video		
M22-Mar 2023	Fact sheet			
M24-May 2023	Release of Newsletter #2			

Figure 13 Timeline of outreach, dissemination and training activities and tools for year 2

7 References

[1] European Commission, "Toolkit for the evaluation of the communication activities," February 2017. [Online]. Available: https://ec.europa.eu/info/sites/info/files/communication-evaluation-toolkit_en.pdf.