



# GenTORE

## *Genomic management Tools to Optimise Resilience and Efficiency*

Grant agreement n°: 727213

**H2020 - Research and Innovation Action**

### **D7.2**

## ***Outreach, training and dissemination plan***

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**Project start date:** 1<sup>st</sup> June 2017      **Duration:** 60 months

**Workpackage concerned:** WP7

**Concerned workpackage leader:** EFFAB (Cagla Kaya)

**Lead Beneficiary:** 7- EFFAB

**Dissemination level:**

- PU:** Public (must be available on the website)
- CO:** Confidential, only for members of the consortium (including the Commission Services)
- CI:** Classified, as referred to in Commission Decision 2001/844/EC



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## Abbreviations

AU	Aarhus University, <i>Denmark</i>
CITA	Centro de Investigacion y Tecnologia Agroalimentaria de Aragon, <i>Spain</i>
DLO	Stichting Wageningen Research, <i>The Netherlands</i>
EAAP	Federazione Europea di Zootecnica, <i>Italy</i>
EFFAB	European Forum of Farm Animal Breeders, <i>The Netherlands</i>
EU	European Union
Ex. Com.	Executive Committee
FiBL	Forschungsinstitut für Biologischen Landbau Stiftung, <i>Germany</i>
FSK	Fundacja Imienia Stanisława Karłowskiego, <i>Poland</i>
GA	Grant Agreement
H2020	Horizon 2020
IDELE	Institut de L'Elevage, <i>France</i>
INRA	Institut national de la recherche agronomique, <i>France</i>
IT	INRA Transfert, <i>France</i>
IPR	Intellectual Property Rights
IPUDC	Intellectual Property Use and Dissemination Committee
LfL	Bayerische Landesanstalt für Landwirtschaft, <i>Germany</i>
NMEDRIA	New Medria, <i>France</i>
NOLDUS	Noldus Information Technology BV, <i>The Netherlands</i>
RAFT	Raft Solutions Limited, <i>United Kingdom</i>
SLU	Sveriges lantbruksuniversitet, <i>Sweden</i>
TEAGASC	Agriculture and food development authority, <i>Ireland</i>
UDL	Universidad de Lleida, <i>Spain</i>
UNIPD	Università Degli Studii di Padova, <i>Italy</i>
Viking	VikingGenetics FMBA, <i>Denmark</i>

## 1. Summary

<p><b>Background</b></p>	<p>GenTORE – “GENomic management Tools to Optimize Resilience and Efficiency” is a H2020 project that aims to develop innovative genome-enabled selection and management tools to optimize cattle resilience and efficiency (R&amp;E) in widely varying and changing environments. The need for resilient production systems is clear and increasingly urgent, and such systems include resilient animals (Dumont et al., 2014). In the context of livestock systems, the optimal trade-off between resilience and efficiency will differ according to the local production environment, i.e. tailored solutions to optimizing resilience and efficiency are needed.</p>
<p><b>Objectives</b></p>	<p>The developed tools, which will incorporate both genetic and non-genetic variables, will be applicable across the full range of systems (beef, dairy and mixed; conventional and organic) for increasing system resilience, and will thereby increase the economic, environmental and social sustainability of European cattle meat and milk production systems. All tools will be developed in collaboration with stakeholders and subsequently tested on farms within several stakeholder networks. As stakeholder involvement is crucial for success of the GenTORE project, a whole Work Package (WP7) is dedicated to ‘Outreach, dissemination and training’.</p>
<p><b>Methods</b></p>	<p>Write an ‘Outreach, training and dissemination plan’ that describes the actions to be taken in detail:</p> <ul style="list-style-type: none"> <li>- Communicate about GenTORE, efficiency and resilience through the official GenTORE website</li> <li>- Create a web-based stakeholder platform to allow interaction between stakeholders and project about results applicability and exploitation</li> <li>- Provide communication materials</li> <li>- Disseminate in the form of tutorials or showcase demonstrations of key outcomes through a YouTube channel</li> <li>- Publish ‘practise abstracts’ to feed into the EIP</li> <li>- Organize a final conference at the end of the project to present the outcomes of the entire project to stakeholders</li> <li>- Disseminate knowledge and results through training sessions and satellite workshops</li> </ul>
<p><b>Results &amp; implications</b></p>	<p>A detailed outreach, dissemination and training plan designed from inputs of partners and stakeholders, which will plan communication and dissemination strategy to the various stakeholders, breeding industry, end-users, scientific community and general public.</p>



## 2. Introduction

The main goal of the Outreach, Training and Dissemination Plan is to highlight the importance of the different project activities and to describe them and the desired impact in detail. During the project, a maximal interaction with stakeholders is required, subsequently optimizing communication about the project, tool design and dissemination of project results. Work Package 7 has been implemented to ensure the organisation of these activities. They will be carried out by using different communication channels and materials and in addition by organizing and/or visiting workshops and conferences. Dissemination and training are key to translate GenTORE research outputs into specific tools and strategies which will make it possible to obtain sustainable, diversity-rich, resilient and efficient cattle. These stakeholders represent farm managers, the breeding industry, farm technology developers, veterinary services, farm system advisors and scientists, but also policy makers and the general public.

### 2.1 Background GenTORE

There are 21 companies and organizations participating in the GenTORE consortium. It embraces a multi-actor approach as half of the Consortium members consists of non-academic institutions e.g. breeding associations, trans-national organizations, farm management and veterinary advisory services and farm technology companies. In addition to these consortium partners, external stakeholders will be involved in all stages of the project. These stakeholders represent farm managers, the breeding industry, farm technology developers, veterinary services, farm system advisors and scientists. They are involved in all stages of the project innovation, from tool design through to dissemination. The stakeholder board plays a key role, in combination with work package 7, strengthening durable links between the GenTORE partners and stakeholders, ensuring lasting dissemination and application of project results. GenTORE will benefit from knowledge developed by recent ongoing EU and major national programs. Also links to similar initiatives are created in order to optimise the exploitation of existing genomic and phenotypic data of resilience and efficiency.

### 2.2 Objectives

As mentioned previously, WP7 is responsible for the outreach, dissemination and training activities which will take into account the wide landscape of stakeholders. WP 7 is also focused on translating and transferring the outcomes of GenTORE beyond the immediate stakeholders within the project. This will ensure awareness of GenTORE and actively stimulate uptake of the project outcomes in the production chain, wider society and among policy makers. Key messages from the project will be tailored to the different target audiences, both in content and language. WP7 will be strongly linked to other work packages.

The objectives of the GenTORE activities under WP7 are:

- Maintain a maximal interaction with stakeholders ensuring consultation on tool design, feedback about progress and potential research directions.
- Provide training in the use of GenTORE strategies and tools to identify, exploit and measure cattle resilience and efficiency, promoting diversity-rich livestock breeding.
- Drive the effective dissemination, exploitation and implementation of project results, consolidating stakeholders' own broader networks of dissemination
- Ensure that dissemination is achieved at European level



### 2.3 Document Maintenance

The Outreach, Training and Dissemination Plan is a dynamic document, which will be reviewed and updated as needed, as the project progresses. This document contains a revision history log. When changes occur, the document's revision history log will reflect an updated version number, the date of the new version, the author making the change, and a summary of the changes.

### 2.4 Project partners

**Institut national de la recherche agronomique (INRA)** - <http://institut.inra.fr/>

INRA is a large French Agricultural Research Institute which carries out mission oriented research for competitive and sustainable agriculture and a preserved environment. INRA leads or participates to various EU funded livestock fertility and genomics projects. Five INRA groups are involved in the project, they work on: modelling approaches to quantify feed efficiency and resilience at animal level (UMR MoSAR), quantitative genetics and genomics (UMR GABI), farm systems modelling (UMR PEGASE), veterinary epidemiology (UMR BioEPAR), and ruminant nutrition (UMRH).

**Aarhus University (AU)** - <http://www.au.dk/en/>

AU-QGG is a research center within the Department of Molecular Biology and Genetics at Aarhus University. Expertise in the center is very broad within quantitative genetics and cover all from integrative genomics, genomic prediction to breeding schemes and phenomics. Work is done across domesticated animals, plants and humans.

**Irish Agriculture and Food Development Authority (TEAGASC)** - <https://www.teagasc.ie/>

Teagasc is a semi-state organisation responsible for providing integrated research, advisory and education/training services for the agriculture and food industry in Ireland. The Moorepark Dairy Production Research Centre includes 22 permanent researchers and has expertise in animal breeding, animal health and welfare, reproductive physiology, milk quality, milking technology, dairy cow nutrition and economic modelling; it is also heavily engaged in knowledge exchange and demonstration through both Teagasc's extension and education (new farmers and undergraduates in Animal Science). Moorepark is also strongly linked with the Irish beef and dairy industry. Much of the focus of Teagasc's research is on exploiting the competitive advantage of low-cost grazed forages in animal production systems. Moorepark undertake research & demonstration on several large research herds as well as undertaking participatory research on many collaborating commercial herds.

**Bavarian State Research Center for Agriculture (LfL)** - <https://www.lfl.bayern.de/>

The Bavarian State Research Center for Agriculture (LfL) conducts research focussed on issues of practical relevance and provides applicable solutions for farmers and farmer organisations. LfL is part of an agricultural knowledge transfer system that involves several agricultural advisory services from breeding to animal nutrition and husbandry. The institute for animal nutrition and feed management conducts feeding trials in ruminants and swine mainly with the focus on nutrient requirement and optimized feeding. The institute for animal breeding conducts research on genetic and genomic evaluation systems in cattle, pigs, sheep and horses. It is the official genetic/genomic evaluation center for pigs and dualpurpose cattle breeds.

**Agri-food Research and Technology Centre of Aragon (CITA)** - <http://www.cita-aragon.es/>

CITA is a regional institution devoted to R&D and technology transfer in the agricultural sector, to increase its competitiveness and social and environmental sustainability. The Animal



Production & Health Unit focuses on the optimisation of sustainable livestock systems, analysing the impact of genetics and management on efficiency and product quality, with emphasis on the use of local resources. Research projects with the main regional stakeholders of the cattle sector (farmers, cooperatives and herdbooks).

**European Federation of Animal Science (EAAP) - <http://www.eaap.org/>**

EAAP is a federation whose members are national organisations working in the animal science sector from over 35 countries in Europe and the Mediterranean area. EAAP has a long tradition of involvement in training activities for scientists and organizing conferences. EAAP also has extensive experience publishing both at scientific and technical levels. EAAP has developed dissemination activities for many technical themes using online channels such as websites and social media to increase access by scientists and technicians from all over Europe and Mediterranean countries. EAAP has a large database of European and the Mediterranean scientists and research institutes in all aspects of animal science has specific working groups targeted at managing issues related to different aspects of animal science and livestock industry.

**European Forum of Farm Animal Breeders (EFFAB) – [www.effab.info](http://www.effab.info)**

EFFAB is the main representative organisation for the animal breeding and reproduction industry, representing the European breeders. It started the Farm Animal Breeding and Reproduction Technology Platform and the Animal Task Force. It holds the secretariat office of FABRE TP. The major European breeding organisations are member of EFFAB (ruminants, pigs, poultry, and aquaculture – ranging from small cooperatives to international organisations). The EFFAB networks encompass a unique stakeholder's network, including 6,000 contacts ranging from industry experts, scientists, policy makers, politicians to NGOs. EFFAB has been the initiator and coordinator of a range of socio-economic and research directive activities, e.g. socio-economic aspects in animal breeding and animal health genomics, definition of sustainable breeding in a broad society exercise, development and implementation of code of good practice (Code EFABAR) to ensure sustainable breeding programmes but also dissemination of knowledge by linking industry and research, to overcome upcoming challenges in the animal sector. EFFAB has coordinated several EC projects on animal breeding and society e.g. Sustainable Breeding and Code of Good Practice (Code EFABAR) and was responsible for the spreading of excellence in EADGENE Network of Excellence on animal disease genomics, including ethics and society). Currently, EFFAB is involved in the dissemination work packages of a number of projects such as FISHBOOST, PROHEALTH and SAPHIR.

**Forschungsinstitut für biologischen Landbau (FiBL) -**

<http://www.fibl.org/en/homepage.html>

FiBL is one of the world's leading organic farming research and technology transfer centres dedicated to sustainable agriculture. With 160 Employees, it covers research and development issues in all relevant agricultural disciplines, including socioeconomics and livestock sciences. The Livestock Science Department covers i.a. breeding/genetics and nutrition topics, especially regarding cattle. Based on our Organic Dairy Farm Research Network, which includes more than 250 private farms, we carry out practical farm-based research and development projects to improve animal health and performance mainly under low-input grassland-based conditions. We own a dynamic database, comprising the performance, breeding and health data of >250 farms for the past 10 years. The Livestock Department was the scientific coordinator of the FP7 project LowInputBreeds. FiBL Socioeconomics Department has substantial competences in the development and application of sustainability assessment tools at product/supply chain level, farm/company level and territory/policy level. Currently the Socio-Economics Department is involved in the FP7 project MULTISWARD and



OrganicDataNetwork, evaluates the EU organic farming legislation commissioned by DG Agriculture and Rural Development, and is developing an indicator set for sustainability monitoring in the agricultural sector for the FAO (Sustainability Assessment of Food and Agriculture systems – SAFA). FiBL is coordinating SOLINSA FP7 research program on policy support to innovation in agriculture, with focus on sustainable agriculture and innovative learning networks

**Fundacja im. Stanisława Karłowskiego (FSK) - <http://www.juchowo.org/>**

The FSK is a private Polish foundation, with the main goal to develop an organic model farm for all kind of needs in the society: research, teaching, learning, and work for disabled people, landscape development, and village development. FSK owns the land, buildings and animals and all properties are rented to the Spolka Juchowo (= Juchowo farm). The development of organic and biodynamic farming for Polish and Eastern European conditions through R&D activity is one of the main goals for FSK. The model farm Spolka Juchowo has an area of 1,900 ha. The farm offers the possibility for R&D activity.

**INRA Transfert (IT) - <http://www.inra-transfert.fr/fr/>**

INRA Transfert is a fully-owned subsidiary of INRA founded in 2001 to exploit research results and innovative technologies, and develop them into concrete business opportunities. IT is originally a technology transfer company specialised in the field of innovating technologies arising from agriculture related research. The Europe Department was created in 2004 to strengthening the participation of INRA in the European Research Area. Its primary mission is to help INRA researchers and consortia members to set up projects in response to EC calls and to manage them once selected for EC granting. Its team combines scientific background, project management skills and good knowledge of EC programmes. The IT Europe department has a strong expertise in helping researchers in the conception, construction and writing of relevant proposals. IT manages or has managed research FP6 & FP7 projects from very large to smaller ones: (i) Large CP as ANIMALCHANGE, DROPS, NovelTree and TriticeaeGenome, PURE ; ii) infrastructures as NADIR, EXPEER, AQUAEXCEL; iii) integrated projects as BaSysBio; iv) networks of excellence as Evoltree, CoExtra and Endure, v) ERA-Net project such as JPIFACCE and ANIHWA and vi) H2020 RIA projects such as SAPHIR, Feed-a-gene, DIVERSIFOOD, Parafishcontrol, H2020 Infrastructures such as AquaExcel2020 .

**Institut de l'Élevage (IDELE) - <http://idele.fr/>**

The French Livestock Institute is the French national technical reference and normative body in livestock farming systems. It is a non-profit, non-governmental organization featuring management by livestock farmer's federations and trade unions. Its activities encompass applied research, technical assistance and technology transfer in cattle, sheep, goats and horses' husbandry sciences. It employs 250 people and its yearly turnover is in the range of M€ 24-26. The main research topics are genetic evaluation, population management and selection, phenotyping and data collection, management of observatories of breeds, animal husbandry techniques and environment including fodder and pastoralism, quality of animal products, animal health and welfare, farm economics, value chain economics, farm workmanship and social approaches, methods and tools for references and advisory services.

**Noldus Information Technology BV (Noldus) - <http://www.noldus.com/>**

Noldus Information Technology is an SME that specializes in developing innovative solutions for the measurement of behaviour. Its first product, The Observer®, a spin-off from the founder's Ph.D. research, has an estimated number of 20 000 users worldwide. EthoVision®, a computer vision system for automated behavioural observation, is now in use at more than 2000 locations worldwide. The company is 25 years old and has 135 employees worldwide. In



addition to its headquarters in the Netherlands, it has offices in Germany, France, Spain, Hungary, Italy, China, US and Canada.

**RAFT Solutions Ltd (RAFT)** - <http://raftsolutions.co.uk/>

RAFT is a veterinary-led close to market research organisation owned by Bishopton Veterinary Group, Yorkshire (BVG) & Synergy Farm Health, Dorset (SFH), bringing together over 50 experienced vets & technical support staff. Both practices are also members of XLVets UK (a group of 53 independent vet practices). RAFT provides defined services in R&D, advanced breeding, food futures consultancy & training farmers, vets & industry in key livestock skills & animal health & welfare. RAFT have established connections across the livestock sector & are also founding members of the Centre for Innovation & Excellence in Livestock (CIEL) having been part of the project operations team for its development and inception.

**NeW MEDRIA (NMEDRIA)** – <http://www.medria.fr>

MEDRIA Technologies was taken over in October 2016 by a consortium of 3 shareholders: CCPA, Seenergi and itk groups. Since the beginning of its activity, Medria has created technologies and tools that are of high value for on-farm decisions in livestock breeding. Their products focus on monitoring and early detection of reproduction events and health disorders in animals. Medria sensors allow analysing animals vital parameters to make the right decision at the right time. It also allows breeders and to continuously keep track of their animals' needs to be able to intervene should the need arise. Medria's development is a global approach which allows integrating livestock breeding events detection services into a Daily Web Service (DWS). DWS is the platform for remote monitoring via Internet that is the most efficient and convenient for the livestock farmer, providing in real-time Calving detection, Oestrus detection, Detection of health disorders and Performance monitoring.

**Scotland's Rural College (SRUC)** - <https://www.sruc.ac.uk/>

SRUC, formerly SAC, exists to deliver comprehensive skills, education and business support for Scotland's land-based industries, founded on world class and sector-leading research, education and consultancy. The integration of these three complementary 'knowledge exchange' services is of significant value to all with an interest in land-based activities. Within the Animal and Veterinary Sciences division (AVS), our research underpins the development of livestock production systems that are not only economically viable but also environmentally and socially acceptable. SRUC also runs the Edinburgh Genetic Evaluation Services (EGENES), which currently provides genetic evaluations for UK dairy cattle, beef cattle and sheep (on behalf of the Agricultural and Horticultural Development Authority).

**Stichting Wageningen Research (DLO)** - <http://www.wur.nl/nl/Over-Wageningen.htm>

Wageningen Research (DLO) consists of a number of specialised institutes for applied research in the domain of healthy food and living environment. DLO collaborates with the legal entity Wageningen University under the external brand named Wageningen University & Research (Wageningen UR). Wageningen UR is one of the leading organisations in its domain worldwide. Two expertise groups within DLO are involved in GenTORE: i) Wageningen Environmental research (WER), and ii) Wageningen Livestock Research (WLR). WER (Spatial Knowledge Systems) has over 40 years of experience in satellite remote sensing and its application in agriculture. WLR has a strong international reputation in Animal science, including genetics, and precision livestock farming.

**Sveriges Lantbruksuniversitet ( Interbull/FA)** - <http://www.slu.se/en/> ,  
<http://www.interbull.org/index>

Sveriges Lantbruksuniversitet (SLU) is participating in GenTORE by members of the department of Animal Breeding and Genetics (HGEN) and other departments at SLU,



representing two distinct units: **Future Agriculture and Interbull Centre**. SLU's mission is to develop the understanding and sustainable use and management of biological natural resources. Future Agriculture – animals, crops and land use is an interdisciplinary research platform at SLU, where researchers perform future studies aiming for a more sustainable agriculture and food production. The work is done in close contact with stakeholders. Interbull Centre (ITBC) is an operational unit for ICARs Interbull permanent sub-committee, and provides genetic information services and applied research for improvement of livestock to a worldwide network. ITBC is also the European Union Reference Laboratory for Zootechnics (EURL-Z).

**VikingGenetics (VG)** - <http://www.vikinggenetics.com/>

VikingGenetics is a breeding company owned by dairy and beef farmers in Denmark, Sweden and Finland, with a marketshare of 90%. VikingGenetics runs effective genomic breeding schemes for the dairy breeds VikingRed, VikingHolstein and VikingJersey and has the facilities to produce sexed semen. VikingGenetics sells yearly 4 million doses of semen, with 25% to export to more than 50 countries.

**Union Nationale des Coopératives Agricoles d'Élevage et d'Insemination Animale (ALLICE)** - <http://www.allice.fr/>

ALLICE is a union of cooperatives unifying all French ruminant selection and AI companies as well as AWE, a Belgian selection company. As an umbrella organization, Alice acts as a lobby to defend the AI sector and as a platform to increase and coordinate collaboration between its members. ALLICE carries out R&D projects to help improve breeding programs and services, with the aim to increase livestock breeding sustainability. ALLICE has acquired expertise in reproductive physiology, embryos biotechnologies, genomics and metabolomics. Its experimental farm is dedicated to reproduction phenotyping and IVF improvement. Alice played an active role in the setup of the French genomic selection and is involved in its practical implementation together with INRA and IDELE. ALLICE took part to many research projects in structural and functional genomics, funded either by the French Research Agency or Europe (>250 peer-reviewed publications, 3 patents and 2 licenses to the industry). Alice is also involved in dissemination through popular scientific writing and its sector publication (BTIA) as well as technical support and training for its members.

**University of Lleida (UdL)** - <http://www.udl.es/ca/en/>

The main aim of the University of Lleida is the education of its students. We provide high standards of teaching with quality services throughout the university community that reach society beyond the campus gates. The Department of Animal Science is responsible for organizing and developing the teaching and research of the fields of Anatomy and Pathological Comparative Anatomy, Animal Health and Animal Production. One of the research lines is the impact of animal genetics and management on technical efficiency and product quality, with special emphasis on the modelling of livestock systems.

**Università di Padova (UNIPD)** - <http://www.unipd.it/en/>

The Department of Animal Medicine, Production and Health of Padova University (UNIPD) provides education and generates knowledge in the field of livestock husbandry and health, food safety, pets care and wildlife. The Department's staff consists of 23 professors and 22 researchers serving the educational activities of the School of Agriculture and Veterinary Medicine. The livestock management and welfare working group of UNIPD is internationally recognized for studies on the relations between feeding, production and housing systems and cattle health and welfare.

## 2.5 Project organisations

In order to ensure a proper management of the GenTORE project, several different committees have been set up:

- Executive Committee (Ex. Com.): the decision-implementing body, made up of WPs leaders and associated WP-leaders and chaired by the Coordinator. This committee is in charge of the operational management of all activities of the project.
- Scientific Advisory Board (SAB): A consulting committee to the Ex. Com. To advise about the progress of research WP. It consists of 3 internationally renowned scientists skilled in at least one of the domains covered by GenTORE.
- Intellectual Property Use and Dissemination Committee (IPUDC): representatives of the partners' technological transfer departments. This committee will advise on the management of knowledge and of intellectual property and of other innovation-related activities arising in the project.

## 2.6 Responsibilities of the project partners

To make the outreach, dissemination and communication of GenTORE news, knowledge and outcomes, a success, each partner has to take responsibility to carry out the activities that are described in this plan. In addition, stakeholders are highly encouraged to share communication and dissemination materials within their network.

Each partner has at least the responsibility to:

- Mention GenTORE and **place a link** to the GenTORE website on the website of their organization.
- **Host** at least one **GenTORE event** in their region, to present the project to a wider audience.
- Log all dissemination activities **on the EC participant portal**.



### 3. Project identity

To make sure that the GenTORE project appears coherent and consistent in all communications related to the project, a project identity and accompanying guidelines have been produced. All participants are encouraged to follow the guidelines, for presentations, brochures, factsheets, publications etc. All official material to for example the European Commission and general public must be in accordance with the guidelines.

#### 3.1 Logo

The GenTORE logo has been designed for branding the project in all communication expressions. It shows a cow in its surroundings, indicating the importance of cow X environment interactions (Genetics X Environment; GxE) for the GenTORE project. The male and female signs processed in the udder, are clearly visible and reflect the that project encompasses dairy and beef production:



The logo is available in different versions:

- Complete logo or only text (GenTORE)

**GENTORE**

- Colored or black-white logo
- File formats PNG, EPS and JPEG
  - o Normally use PNG or JPEG
  - o Use EPS for graphic purposes
- Colored with white or without background and white without background
  - o The logo on top of photo's should be printed on a white background



The logo files will be placed on the collaborative platform of the project. The text font used for the GenTORE logo is Bebas Neue (Regular).

#### 3.2 Font

Text font for PowerPoints, posters etc. is Arial. The standard font size is 11 (as used in this document) and the main text colour is black.

When there is a need for hierarchical headlines, define style as Arial, Office colour. Example of heading 1, 2 and 3:



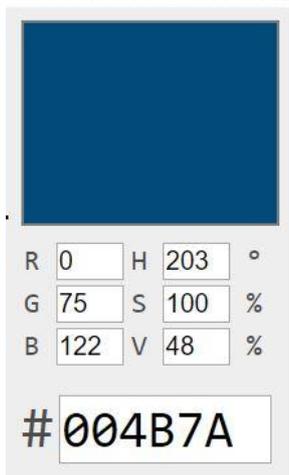
## Heading 1

Heading 2

Heading 3

### 3.3 Colours

The colours used in the GenTORE logo are blue for the drawing and grey for the text:

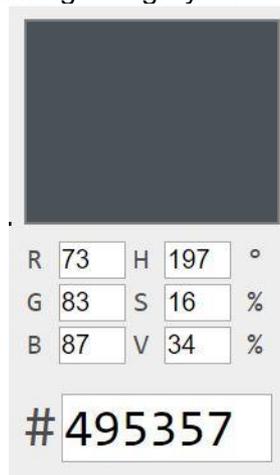


#### GenTORE blue:

Print: C100 M39 Y0 K48

Screen: R0 G75 B122

Web: #004b7a



#### GenTORE gray:

Print: C100 M39 Y0 K48

Screen: R73 G83 B87

Web: #495357

### 3.4 Language

The language used between all GenTORE partners, stakeholders and in the reports to the EU is British English. In addition, all partners are free and encouraged to promote the GenTORE activities in the language of their own country. In case tools will be developed for farmers directly, these will be translated to own country language in order to improve usability.

### 3.5 EU logo and acknowledgement

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



Link to graphic design of EU-projects:

[http://ec.europa.eu/regional\\_policy/information/logos/index\\_en.cfm](http://ec.europa.eu/regional_policy/information/logos/index_en.cfm)

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

*This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 727213.*

### 3.6 Templates

There are several templates with the GenTORE profile which will be used in the management of GenTORE and in all official happenings and reporting. The partners, but also stakeholders



in GenTORE are encouraged to use them. In presentation and posters involved in the GenTORE project, always use the GenTORE logo, accompanied by the EU flag (see chapter 3.5. EU logo and acknowledgement).

The below GenTORE templates are available and can be found at the intranet:

- Agenda
- Deliverable reports
- Letter
- Logo
- Minutes of the meeting
- PowerPoint presentation



## 4. Communication message

For the communication messages, we propose a tagline and a more elaborate communication message.

### 4.1 Tagline

The tagline describes the essence of the project in a short and understandable way, linking to why this is important for the target audiences. This is used on communication material (website, brochure, presentations, etc.). Currently used and proposed taglines:

*"Precision Phenotyping for Efficient Animal Agriculture"*

*"Genomic management Tools to Optimise Resilience and Efficiency"*

*"Precision phenotyping to optimise Resilience and Efficiency in cattle"*

### 4.2 Communication message

The communication messages exist out of one general message which should be further specified per target group. It will create the 'external identity' of the project. The message must be simple, clear and positive. This main communication message is:

*GenTORE – "GENomic management Tools to Optimize Resilience and Efficiency" - is a H2020 project that aims to develop innovative genome-enabled selection and management tools to optimize cattle resilience and efficiency (R&E) in widely varying and changing environments. By providing these tools, GenTORE delivers impacts from the farm level, enhancing innovation capacity through applied breeding technologies and management support tools, and thereby creating new market opportunities. The combined research and outreach program of GenTORE will make a significant contribution to addressing the challenges facing farming in a changing and volatile world.*

## 5. Stakeholder engagement strategy and target audiences

The combined research and outreach program of GenTORE will make a significant contribution to addressing the challenges facing farming in a changing and volatile world. Therefore communication and dissemination also needs to find its way to a wider audience. Communication, dissemination and training activities will be an integral part of the project to ensure that the project achieves a high profile, and that outcomes are available to the end-users of GenTORE, policy makers, retailers, veterinarians and the general public. In order to create the most beneficial effect on the quality and applicability of the tools and other outcomes, and to get a wider view on different ideas and perspectives, stakeholder involvement is crucial in this applied research project. The involvement of key stakeholders in the project will guarantee the relevance of the tools and create conditions for rapid uptake and deployment of them in the industry.

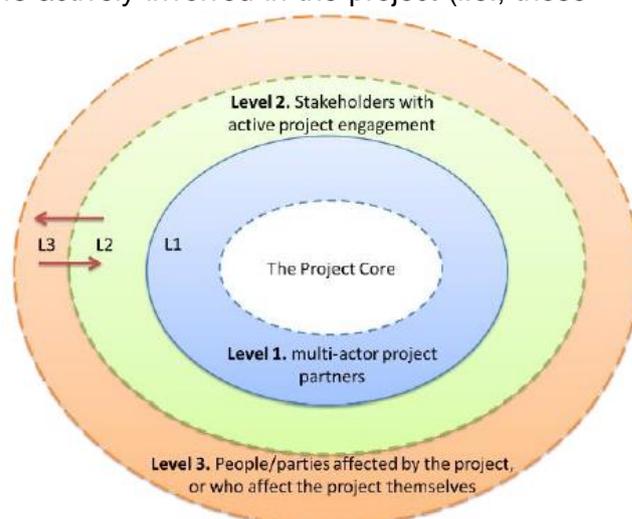
In order to involve stakeholders the GenTORE consortium plans to use different dissemination tools like Twitter, YouTube and an online Stakeholder E-Platform (forum), and organise activities like workshops, trainings and conferences to discuss with the stakeholders face-to-face. In addition, the developed tools will be made available to stakeholders as software prototypes with associated documentation (input/output specifications, description, validation statistics, etc.). The different outreach and dissemination activities are detailed out in Chapter 5.

### 5.1 GenTORE stakeholders

GenTORE brings together a multi-disciplinary team that has expertise in genomics, environmental assessment, nutritional physiology, health management, precision livestock farming, mathematical modelling and socio-economics.

In addition to its partners (level 1), GenTORE will count on two more stakeholder levels (see image below):

- Stakeholder level 2: includes stakeholders actively involved in the project (i.e., those who will be consulted during project orientation)
- Stakeholder level 3: the stakeholders who will be the final users of the project results (includes also policy makers and the relevant media).



A Stakeholders Committee will be formed, that can provide external points of view on the work in GenTORE to the Executive Committee (Ex.Com) and the General Assembly (GA). It will be used for feedback and input on the project results applicability and exploitation. Every six months (minimum), the researchers in GenTORE will inform and consult the Stakeholders Committee. The Stakeholders Committee will have the right to review and provide their opinion on the project results before they are submitted and disseminated.

## 5.2 Stakeholders Platform (SP)

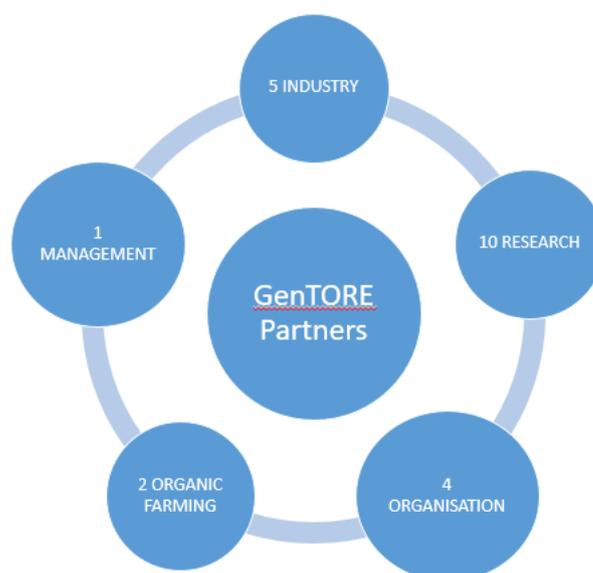
The GenTORE Stakeholders Platform is an advisory body constituted of a group of persons and organisations representatives that express a stake or view at a certain moment of the project and are willing to share these with the project partners during stakeholder meetings and consultations. They will play a key role in the dissemination and exploitation activities of the project.

This group will have a flexible membership and will include representatives from all GenTORE targeted audiences. The platform could be extended with additional stakeholders to have larger round table discussions.

Among the stakeholders platform members there are three degrees of implication:

1. Partners actively involved in GenTORE WPs.
2. Those actively involved and consulted.
3. Final users of the project results.

The SP includes core groups from the L2, the stakeholders committee (SC) and the scientific advisory board (SAB).



## 5.3 Defined target audiences

To focus the outreach, communication and dissemination activities it is important to define target audiences where the communication and dissemination is aimed at. These target audiences are divided in two groups; Internal and external. At the start of the project, WP7 will define the characteristics, needs and expectations of each stakeholder that might be interested in the project results. The consortium aims to involve stakeholders from various target audiences.

### *Internal target audiences*

- Project partners
- Project officers at DG Research

### External target audiences

- Direct end users:
  - o Scientists from academic and industrial sectors who are potential users of the developed GenTORE tools, algorithms and methods.
  - o Companies involved in cattle breeding and/or precision farming based in Europe
  - o Companies providing technology (equipment, software)
  - o Farm advisors (extension workers and veterinarians)
  - o Farm managers
- Retailers
- Policy makers in agriculture, research and environment
  - o European Commission
  - o MEPs (European Parliament)
  - o National policy-makers
- Wider society

Partner (country)	Type	H2020 Target Audience	GenTORE Specific Target Audience
FiBL (CH), FSK (POL),	ORGANIC FARMING	Industry	Breeders, Farmers
IT (FR),	MANAGEMENT	Scientific Community	Researchers and advisors
EFFAB (NL), INTERBULL/FA (SE), EAAP (IT), IDELE (FR)	ORGANISATIONS	Policy Makers, General Public, Civil Society, Industry, Scientific Community	Breeding industry, Researchers, Advisors and Technicians, Policy makers, Wider Society
NOLDUS (NL), RAFT (UK), NMEDRIA (FR), Viking (DK), ALLICE (FR)	INDUSTRY	Investors, Customers, Industry	Farm managers, Advisors, Breeding technicians. Breeding industry
TEAGASC (IE), SRUC (UK), AU (DK), DLO (NL), LfL (DE), INRA (FR), UNIPD (IT), UDL (ES), CITA (ES), SLU (SE),	RESEARCH	Scientific Community, Industry, Civil Society, General Public, Policy Makers	Researchers, Breeding industry, Policy makers

The table below summarizes all details regarding the dissemination strategy (the stakeholders target audiences, messages to provide as well as dissemination tools).

<b>Target audiences</b>	<b>Key message(s)</b>	<b>Dissemination tools/means</b>
Breeding sector (bovine)	<ul style="list-style-type: none"> <li>- Prediction models for evaluation consequences of future selection strategies on herd- and population level under varying environments</li> <li>- Promotion of multi-breed genomic selection indices for R&amp;E, leading to greater and targeted use of cross-breeds and local breeds</li> </ul>	<ul style="list-style-type: none"> <li>- Workshops/demonstrations</li> <li>- Round table discussions</li> <li>- Incorporation project outputs in national evaluations and international evaluations (Interbull)</li> <li>- Web-based training</li> <li>- Newsletters</li> <li>- Project website</li> <li>- INTERBULL bulletin</li> <li>- Audio-visual material from the project (digital capture of presentations, demonstrations, workshops)</li> </ul>
Farm Managers (farmers)	<ul style="list-style-type: none"> <li>- Management tools for on-farm assessment of animal resilience, helping to improve breeding strategies and culling decisions</li> <li>- Innovative breeding strategies that exploit the diversity of cattle breeds to improve R&amp;E at the level of the farm system, in accordance with local production environments</li> <li>- Increased resilience means increased profitability on-farm and increased animal welfare</li> </ul>	<ul style="list-style-type: none"> <li>- Workshops/demonstrations</li> <li>- Champion farm events</li> <li>- Newsletters</li> <li>- Project website</li> <li>- Audio-visual material from the project (digital capture of presentations, demonstrations, workshops)</li> </ul>
Researchers/scientists	<ul style="list-style-type: none"> <li>- Up-to-date knowledge on the relationship between resilience and efficiency traits (animal level) and between these traits and the environment (system level)</li> </ul>	<ul style="list-style-type: none"> <li>- Publications in international scientific journals</li> <li>- Oral and poster communications at international conferences</li> <li>- Round table discussions</li> <li>- Web-based training</li> <li>- Newsletters</li> <li>- Project website</li> </ul>

		<ul style="list-style-type: none"> <li>- Audio-visual material from the project (digital capture of presentations, demonstrations, workshops)</li> </ul>
Nutritionists/feed industry	<ul style="list-style-type: none"> <li>- Knowledge on nutritional resilience</li> </ul>	<ul style="list-style-type: none"> <li>- Conferences</li> <li>- Round table discussions?</li> <li>- Newsletters</li> <li>- Project website</li> <li>- Audio-visual material from the project (digital capture of presentations, demonstrations, workshops)</li> </ul>
Technology companies	<ul style="list-style-type: none"> <li>- Knowledge on new proxies derived from precision livestock measure for on-farm phenotyping of key R&amp;E proxies that also exploit big data</li> <li>- Widespread deployment of on-farm phenotyping technologies that allow farmers managing beef, dairy and mixed production systems to use the resilience management index in real-time, and thereby optimize within-herds (cross-)breed diversity for improved farm profitability</li> </ul>	<ul style="list-style-type: none"> <li>- Newsletters</li> <li>- Project website</li> <li>- Articles in popular media</li> </ul>
Veterinarians	<ul style="list-style-type: none"> <li>- Increased resilience means increased profitability on-farm and increased animal welfare</li> </ul>	<ul style="list-style-type: none"> <li>- Workshops/demonstrations</li> <li>- Conferences</li> <li>- Newsletters</li> <li>- Project website</li> <li>- Audio-visual material from the project (digital capture of presentations, demonstrations, workshops)</li> </ul>
Retailers	<ul style="list-style-type: none"> <li>- A product generated with improved environmental and economical sustainability</li> </ul>	<ul style="list-style-type: none"> <li>- Marketing tools</li> </ul>
Policy makers	<ul style="list-style-type: none"> <li>- Policy support through project tools allowing for comparison of different future incentive/risk scenarios</li> </ul>	<ul style="list-style-type: none"> <li>- Reports</li> <li>- Guidelines</li> <li>- Targeted workshops</li> </ul>



		<ul style="list-style-type: none"> <li>- Newsletters</li> <li>- Project website</li> </ul>
Wider audience	<ul style="list-style-type: none"> <li>- Inform on what resilience and efficiency mean in livestock (bovine) production systems</li> <li>- Inform on positive contribution of GenTORE to a more sustainable dairy- and beef production</li> <li>- General information on the project</li> </ul>	<ul style="list-style-type: none"> <li>- Newsletters</li> <li>- Project website</li> <li>- Articles in popular media</li> <li>- Brochures</li> <li>- Social media</li> <li>- Audio-visual movie on what resilience is</li> <li>- Audio-visual material from the project (digital capture of presentations, demonstrations, workshops)</li> </ul>
Extension workers/farm system advisors	<ul style="list-style-type: none"> <li>- New metrics to “phenotype” local production environments (including environmental, economic and social aspects) in terms that allow local adjustment of genomic selection</li> </ul>	<ul style="list-style-type: none"> <li>- Workshop/demonstrations</li> <li>- Newsletters</li> <li>- Project website</li> <li>- Audio-visual material from the project (digital capture of presentations, demonstrations, workshops)</li> </ul>



In the table below all external target audiences are listed with their respective communication goals, level of knowledge about breeding resilient and efficient animals, possible communication benefits and risks.



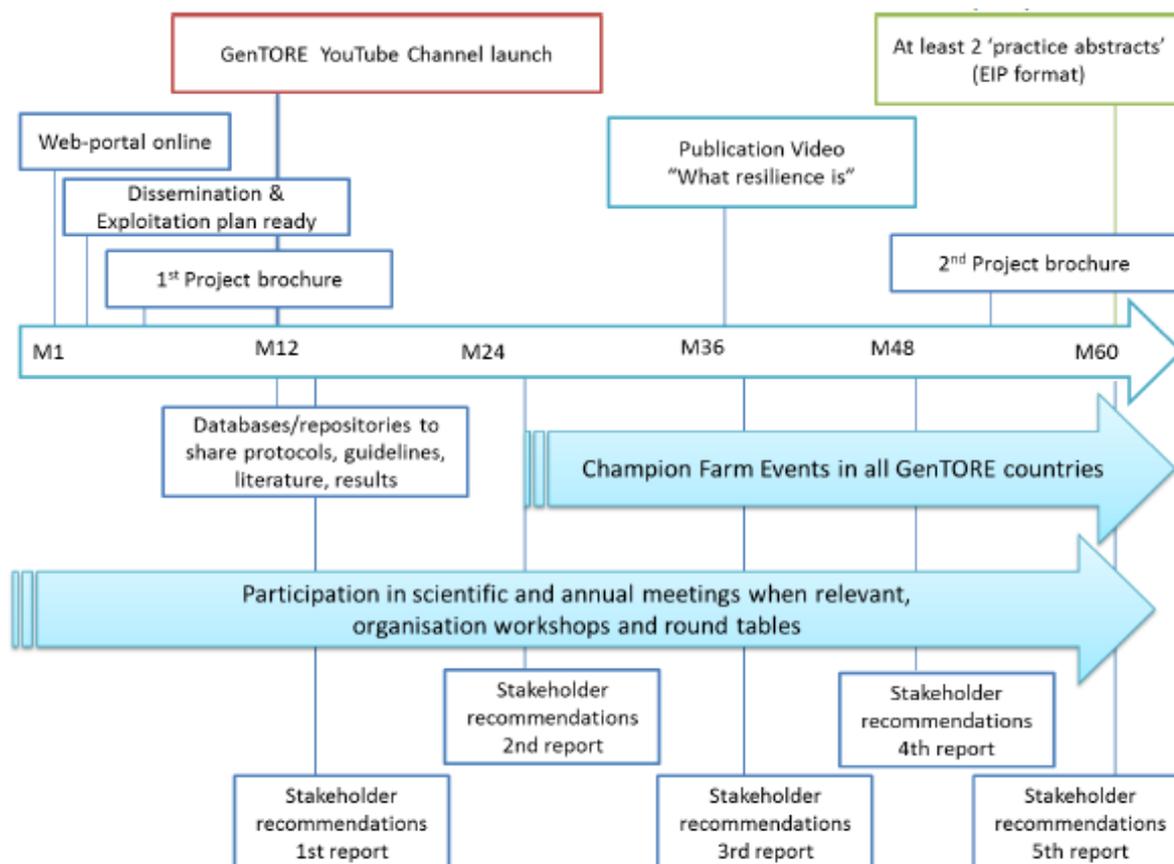
Target audiences / stakeholders	Communication goals	Previous knowledge on resilience and efficiency	Potential benefits for GenTORE	Potential risks for GenTORE
<b>External</b>				
<b>End users</b>				
Breeding sector (bovine)	<ul style="list-style-type: none"> <li>- Communicate developed prediction models for evaluation consequences of future selection strategies on herd- and population level under varying environments</li> <li>- Promote multi-breed genomic selection indices for R&amp;E, leading to greater and targeted use of cross-breeds and local breeds</li> </ul>	Medium	Bovine breeding companies, farm managers and technology companies are: <ul style="list-style-type: none"> <li>- potential users of the developed tools by GenTORE</li> </ul>	<ul style="list-style-type: none"> <li>- Risks are negligible with the involvement of industry partners</li> </ul>
Farm managers (farmers)	<ul style="list-style-type: none"> <li>- Inform about management tools for on-farm assessment of animal resilience, helping to improve breeding strategies and culling decisions</li> <li>- Disseminate breeding strategies that exploit the diversity of cattle breeds to improve R&amp;E at the level of the farm system, in accordance with local production environments</li> <li>- Inform about possibility to increase on-farm profitability and animal welfare by increasing resilience and thereby promoting products as being produced more sustainably and responsibly</li> </ul>	Low - Medium	All end users: <ul style="list-style-type: none"> <li>- can be a source of valuable and useful information, thereby contributing to optimisation of the developed tools</li> <li>- could become ambassador/multiplier for the project message and results</li> </ul>	
Nutritionists/feed industry	<ul style="list-style-type: none"> <li>- Knowledge transfer on nutritional resilience</li> <li>- Knowledge transfer on new proxies derived from precision livestock measure for on-farm phenotyping of key R&amp;E proxies that also exploit big data</li> </ul>	Medium		
Technology companies	<ul style="list-style-type: none"> <li>- Disseminate widespread deployment of on-farm phenotyping technologies that allow farmers managing beef, dairy and mixed production systems to use the resilience management index in real-time, and thereby optimise within-herds (cross-)breed diversity for improved farm profitability</li> </ul>	Medium		



Extension workers/farm system advisors	- Inform about new metrics to phenotype local production environments in terms that allow local adjustment of genomic selection	Low - Medium		
Veterinarians	- Inform about increased on-farm profitability and animal welfare through increased resilience	Medium	researchers could: - communicate and link GenTORE to other relevant research projects - contribute their expertise	- not communicating with researchers might cause duplication of research - Competition from other researchers
Researchers/ scientists	- Disseminate knowledge on the relationship between resilience and efficiency traits and between these traits and the environment	Medium		
<b>Retailers</b>	- Inform about generated product with improved environmental and economical sustainability	Low	- new marketing opportunities could be created	- poor or slow uptake
<b>Policy makers in agriculture, research and environment</b>	- Inform about contribution to EU rural economy and rural community resilience, diversity in European livestock sector, reducing environmental impact	Low	- Opportunity to demonstrate the value of EU investments in research and development - Ability to influence important policy decisions and legal frameworks by providing a solid scientific ground	- A failure of the project could mean that funds are not granted in the future - No communication might result in policy decisions which are not in line with the project results
<b>Wider society</b>	- Inform on meaning of resilience and efficiency in (bovine) production systems - Inform about positive contribution of GenTORE to a more sustainable dairy- and beef production - Dissemination about project in general	Low	- Communication about benefits of GenTORE project on environment and animal welfare could improve public opinion about breeding and livestock - Gain understanding and support for beef and dairy livestock breeding	- Miscommunication might increase public concerns instead of decreasing them - there's a risk of a negative influence of the public opinion on GenTORE

## 6. Outreach, training and dissemination tools and activities

To reach all target audiences mentioned in chapter 2 a range of online and offline informative materials are and will be developed and published. Furthermore, various dissemination and communication activities will be carried out. Below figure shows the dissemination and exploitation roadmap. In this chapter, the online and offline tools and activities will be described in detail.



### 6.1 Project deliverables

The following table shows all project deliverables and corresponding dissemination level (PU = Public, or CO=Confidential). The different communication and dissemination activities are detailed out in chapter 6.3, 6.4 and 6.5.

Deliv. Nr.	Deliverable name	WP Nr.	Lead Beneficiary	Type	Dissem. Level	Delivery date
D1.1	Expected challenges to resilience and efficiency of cattle farming in various European regions – stakeholder views and analysis	WP1	UNIPD	R	PU	M24
D1.2	Database and model for prediction of main environmental challenges to resilience and efficiency in cattle production systems at regional resolution submitted to WP4 and WP6	WP1	FiBL	Other	PU	M36

D1.3	Publication of regional analysis of the potential of selecting for improved resilience and efficiency traits to increase productivity and sustainability of European cattle system	WP1	FiBL	R	PU	M36
D2.1	Peer-reviewed paper on extension of RFI methodology to quantify the relative importance of efficiency components over time and nutritional environments	WP2	INRA	R	PU	M30
D2.2	Peer-reviewed paper on residual productive lifespan method to quantify the major resilience components in adult beef and dairy cows	WP2	IDELE	R	PU	M30
D2.3	Results report of the multi-site experiment to validate RFI and resilience measures in contrasting environments	WP2	INRA	R	PU	M42
D2.4	Peer-reviewed paper on correlations between resilience and efficiency across life stages	WP2	UDL	R	PU	M60
D3.1	Report on the utilization of existing on-farm technology for novel proxies for resilience and efficiency	WP3	RAFT	R	CO	M36
D3.2	Report on herd-level proxy adjustment factors for efficiency and resilience from large national datasets	WP3	IDELE	R	CO	M42
D3.3	Report with the strength and weaknesses (e.g. precision, accuracy, operational practicality) of novel technology to assist beef farmers in extensive production systems	WP3	DLO	R	CO	M48
D3.4	Demonstration software for combining proxies for farm management	WP3	DLO	DEM	PU	M57
D4.1	Report about genomic predictions for purebred and crossbred individuals	WP4	AU	R	PU	M42
D4.2	Paper on breed admixture in the multi-breed data	WP4	AU	R	PU	M42
D4.3	Paper on genomic prediction of resilience in multiple admixed breeds	WP4	DLO	R	PU	M48
D4.4	Paper on genomic prediction of efficiency traits in a major crossbreed (HF/Mon/RDC)	WP4	AU	R	PU	M57
D4.5	Paper on genomic prediction of growth efficiency for beef bulls on different dairy breeds	WP4	AU	R	PU	M57
D4.6	Paper on genomic analysis of lifetime production efficiency	WP4	INRA	R	PU	M57
D5.1	Dairy female ranking tool prototype (i.e. algorithms embedded within the respective bodies and reports generated with stakeholder engagement) developed	WP5	TEAGASC	DEM	CO	M42
D5.2	Beef female ranking tool prototype developed	WP5	TEAGASC	DEM	CO	M42
D5.3	Report on the potential and accuracy of genomic mating plans with an associated software prototype for at least one population	WP5	Viking	R	PU	M48
D5.4	Report on the accuracy of prediction of future conception rate and implications of alternative breeding strategies	WP5	ALLICE	R	PU	M48
D5.5	Report on the gains expected from adopting alternative breeding management strategies under different conditions	WP5	AU	R	PU	M56

D6.1	Paper on prediction of lifetime performance and resilience trajectories in beef and dairy animals	WP6	INRA	Other	PU	M54
D6.2	Paper on identification of key weather perturbations in performance and effect of decrease in temperature	WP6	SRUC	Other	PU	M54
D6.3	Report on Drivers of efficiency and resilience in beef and dairy systems	WP6	SRUC	Other	PU	M54
D6.4	Paper on Assessment of environmental, economic and social sustainability impact aspects of different milk and meat production systems in EU	WP6	FA	Other	PU	M60
D6.5	Report on Predictions of resilience and efficiency of future milk and meat production systems in a changed climate	WP6	FA	R	PU	M60
D7.1	Project website on-line	WP7	EFFAB	Other	PU	M2
D7.2	Outreach and dissemination plan	WP7	EFFAB	R	PU	M3
D7.3	Project brochures	WP7	EFFAB	Other	PU	M6, M55
D7.4	Report of recommendations of stakeholders	WP7	EFFAB	R	PU	M13, updates at M25, M37, M49, M59
D7.5	Video "What resilience is"	WP7	EFFAB	Other	PU	M48
D7.6	Stakeholders meeting (minutes)	WP7	EFFAB	R	PU	M59
D7.7	Report on all training activities, including the training package materials	WP7	EFFAB	R	PU	M60
D7.8	Two 'practise abstracts' in the common EIP format	WP7	EFFAB	Other	PU	M60
D8.1	GenTORE project management (guidelines)	WP8	IT	R	PU	M1
D8.2	Kick-off meeting Minutes	WP8	IT	R	CO	M2
D8.3	GenTORE Collaborative Platform (project intranet)	WP8	IT	Other	CO	M4
D8.4	Data management plan	WP8	INRA	R	CO	M6, update at M36
D8.5	First year General Assembly Minutes	WP8	IT	R	CO	M13
D8.6	GenTORE national legal and ethical agreements	WP8	INRA	R	CO	M18, updates at M36, M48, M60
D8.7	Second-year General Assembly Minutes	WP8	IT	R	CO	M25
D8.8	Third-year General Assembly Minutes	WP8	IT	R	CO	M37
D8.9	Fourth-year General Assembly Minutes	WP8	IT	R	CO	M49
D8.10	Final General Assembly Minutes	WP8	IT	R	CO	M59
D9.1	A – Requirement No. 1	WP9	INRA	Ethics	CO	M6

## 6.2 Data management

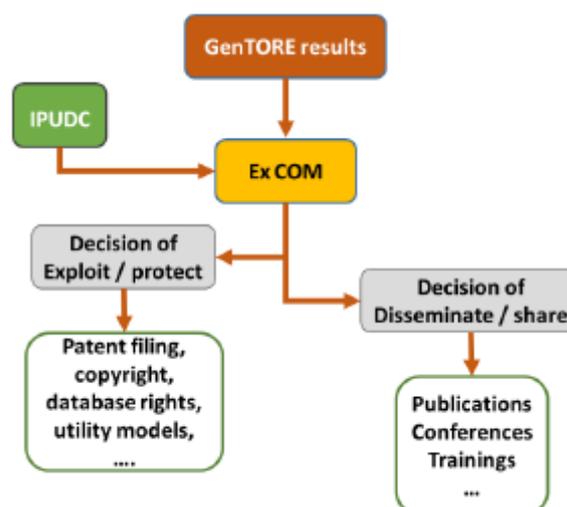
The data management and usage will be defined in detail within the Consortium Agreement (CA). The CA will regulate the process for data IP protection, exploitation and sharing between partners. It will be precise, to provide comfort and reassurance to partners over the use of common and shared data but allowing for maximum exploitation by the project. WP8 will be responsible for preparing a Data Management plan and for maintaining it. It should include what data the project will generate, whether and how it will be exploited or made accessible for verification and re-use, and how it will be curated and preserved. The Data Management Plan will be modified continuously, allowing more precision and substance during the lifespan of the project.

The CA will be prepared on the basis of the DESCAs model and signed for the project start. GenTORE will follow the rules for intellectual property set out by the EC, specifically:

- Pre-existing data, while remaining the sole property of their owners, will be made available to other partners as and when needed for the project implementation
- Data developed through the project will be specifically owned by those partners who have directly contributed to its creation. In case of joint ownership, a contract will be drawn up and signed by the co-owners to determine their rights and obligations, and settle the IP management and exploitation rules
- Access rights to Foreground IP for use in in-house research or for teaching activities will be granted on a royalty-free basis to consortium partners. Access Rights to Foreground and Background IP brought to the project requested for use of a Beneficiary's own foreground including commercialization or for third-party research will be granted on fair and reasonable conditions agreed between the specific partners involved in the transfer of access rights.

The knowledge gained through GenTORE will be managed by the partners contributing to generate it with the support of the ExCom and the IPUDC, following the rules established in the CA. When necessary and upon request of the ExCom, the IPUDC will screen the deliverables, planned publications and progress reports in order to identify the possible IP and the potential exploitation of results. Then it will report to the ExCom and will provide advice to the concerned parties. The concerned parties will review the results and will choose either to disseminate or to seek appropriate protection actions of the results and eventually a plan for their best exploitation.

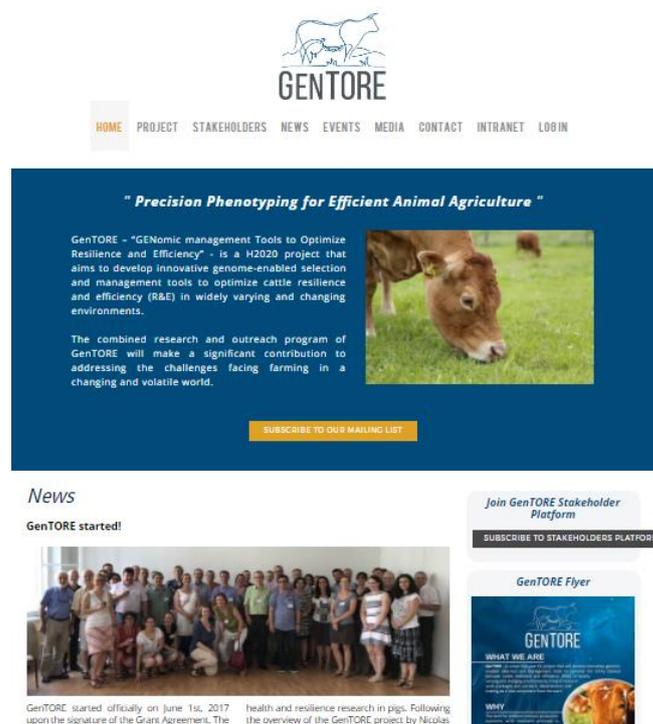
GenTORE will follow the H2020 guidelines regarding open access to scientific publication and research data to ensure maximum dissemination of project outcomes.



### 6.3 Online tools and activities

#### GenTORE Public Website

The GenTORE website is an important medium which requires adaptation during the course of the project. It's the major dissemination tool for the project. It will present the project objectives, work plan, highlights of breaking results, the project partners and level 2 stakeholders, electronic versions of training courses, links to other EU or international cattle breeding initiatives, projects and stakeholder associations and contact details of relevant partners within the project. It will also include press releases, news and events, and a link to the YouTube channel where video material, e-trainings and webinars are posted. The goal is to keep the website informative, up-to-date, inspiring and inclusive, so that it invites visitors to further engage with the project.



The project website is available at [www.gentore.eu](http://www.gentore.eu) and covers the following content:

- Press releases and latest news
- Calendar and information on project events
- Brochures
- Newsletters
- Video materials
- Stakeholder Platform
- E-trainings and webinars
- Scientific publications, presentations from conferences and proceedings of workshops
- Links to related national and international EU projects

The project website has been designed in the early stages of the project and delivered by project month 2 (D7.1). EFFAB is responsible for the design and content. All partners are requested to make a link to the GenTORE website on their own website.



## GenTore Partners

There are 21 companies and organizations participating in the GenTore project.

It embraces a multi-factor approach as half of the Consortium members consists of non-academic institutions e.g. breeding associations, trans-national organizations, farm management and veterinary advisory services and farm technology companies.

### GenTore Partners:

1. INRA - Institut National de la Recherche Agronomique
2. AU - Aarhus Universitet
3. TEAGASC - Agriculture and Food Development Authority
4. LfL - Bayerische Landesanstalt für Landwirtschaft
5. CITI - Centro de Investigación y Tecnología Agroalimentaria de Aragón
6. EAMP - Federazione Europea di Zootechnica
7. EFFAB - European Forum of Farm Animal Breeders
8. FiBL - Forschungsinstitut für Biologischen Landbau Stiftung
9. FSK - Fundacja imienia Stanisława Karłowskiego
10. IT - INRA Transfert S.A.
11. IDELE - Institut De L'Elevage
12. NOLDUS - NOLDUS Information Technology BV
13. RAFT - Raft Solutions Limited
14. NIMEDRIA - New MEDRIA
15. SRUC - Scotland's Rural College
16. DLO - Stichting Dienst Landbouwkundig Onderzoek
17. SLU - Sveriges Lantbruksuniversitet
18. Viking - VikingGenetics FMDA
19. ALLICE - Union Nationale des Coopératives Agricoles d'Elevage et d'Insémination Animale
20. UDL - Universidad de Lleida
21. UNIPD - Università Degli Studi Di Padova



## Overview Project website:

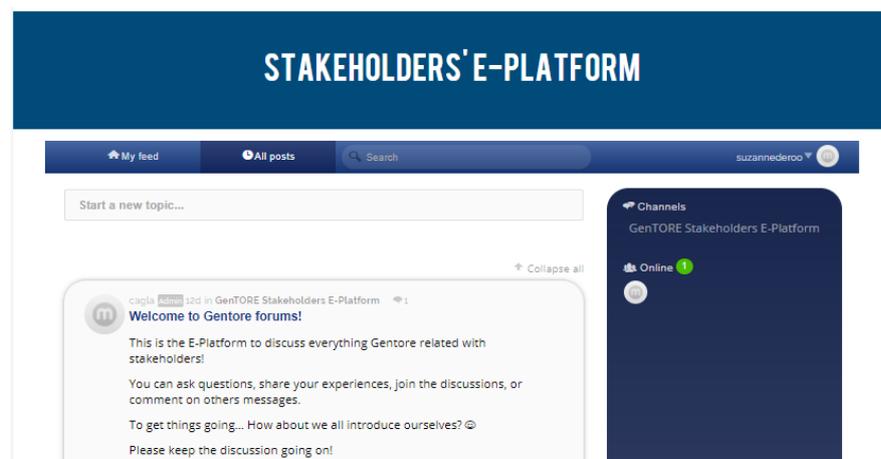
<b>Aim:</b>	Keep the website up to date with information about project activities, directions, results and implementation of tools.
<b>What:</b>	Press releases, news, events, video material, e-trainings, results
<b>How:</b>	The desire is to share as much information as possible through the website.
<b>Who:</b>	All project partners are responsible for providing input on their work packages and ideas for the website. EFFAB is responsible for uploading the information and keeping the website up-to-date.
<b>Time frame:</b>	Ongoing

## Stakeholder E-Platform

All stakeholders get access to the GenTore Stakeholder E-Platform. It's a forum which is secured by a login and password and only authorized people can access it.

The Stakeholder E-Platform will be accessible through the GenTore public website:

<http://www.gentore.eu/e-platform.html>



EFFAB will set up the platform and will ensure its maintenance throughout the project.

This platform is intended to enable interaction between the GenTORE project and the different stakeholders.

#### Overview Stakeholder E-Platform.

<i>Aim:</i>	Ensure maximum stakeholder interaction to receive input and feedback about the project
<i>What:</i>	Communication about the project, tool design and dissemination of project results
<i>How:</i>	The desire is to share as much information as possible Encourage the stakeholders to participate through maximum involvement
<i>Who:</i>	All project partners are responsible for providing input on their work packages and ideas for potential discussions. EFFAB is responsible for uploading the information on the platform and gathering the input and feedback.
<i>Time frame:</i>	Ongoing

#### Partner Intranet

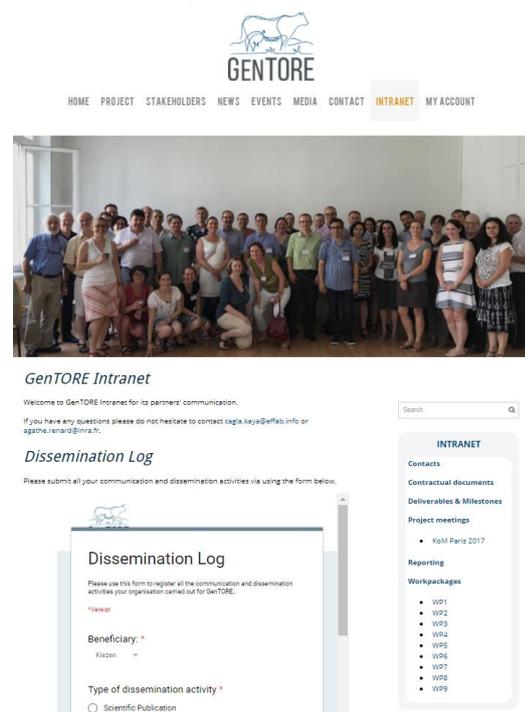
All individual partners get access to the GenTORE Intranet. This collaborative workspace is secured by password and only authorized people can access this site. Everybody with access to the platform can view all information and documents available. This platform is intended to enable collaboration between the different partners at all levels: work packages, Ex. Com, etc. and to trace document delivery. It should also be used as a central storage system of the project. Its functions include scientific, administrative and financial information exchange and archiving. It will also be used to monitor the projects through appropriate tools to be developed.

The project intranet is accessible at the following address:

<https://www-gentore-eu.membership.editmysite.com/apps/member/login>

The Intranet can also be reached through the GenTORE website.

EFFAB and INRA Transfert (IT) set up the Intranet and will ensure its maintenance throughout the project.



The screenshot displays the GenTORE Intranet interface. At the top, there is a navigation menu with links for HOME, PROJECT, STAKEHOLDERS, NEWS, EVENTS, MEDIA, CONTACT, INTRANET, and MY ACCOUNT. Below the menu is a large group photograph of project partners. The main content area features a 'Dissemination Log' form with the following fields and options:

- Welcome to GenTORE Intranet for its partners' communication.**
- Dissemination Log**
- Please use this form to register all the communication and dissemination activities your organisation carried out for GenTORE.**
- Beneficiary:** A dropdown menu with 'Kilzen' selected.
- Type of dissemination activity:** A radio button for 'Scientific Publication'.
- Right sidebar (INTRANET):**
  - Contacts
  - Contractual documents
  - Deliverables & Milestones
  - Project meetings
    - KoM Paris 2017
  - Reporting
  - Workpackages
    - WP1
    - WP2
    - WP3
    - WP4
    - WP5
    - WP6
    - WP7
    - WP8
    - WP9

### Overview Partner Intranet.

<i>Aim:</i>	Keep the Intranet up to date to make sure all partners have access to the same information and keep the project management informed about progress and delays.
<i>What:</i>	Information on project activities, events, results, reports, announcements, minutes of meetings, scientific documents, financial documents etc.
<i>How:</i>	Each WP leader is responsible for providing accurate information.
<i>Who:</i>	All project partners are responsible for providing input on their WPs
<i>Time frame:</i>	Ongoing

### Newsletter

To spread project news to partners, stakeholders and other groups of interest, a digital newsletter is planned to be produced a minimum of two times a year. Items for the newsletter will be assembled by EFFAB, who will also facilitate the distribution. All partners are strongly encouraged to share articles and other news items to be published in the newsletter. The newsletter will be created and distributed by using the online tool MailChimp. Updates of the newsletter will be mentioned on the website and other social media to increase awareness. People can subscribe for the newsletter via the GenTORE homepage or news page. Furthermore, partners and stakeholders are encouraged to share the newsletter within their network.

### Overview Newsletter

<i>Aim:</i>	Inform project partners, stakeholders and other groups of interest.
<i>What:</i>	News items on recent developments and project outcomes, published papers
<i>How:</i>	Distribution through online tool MailChimp
<i>Who:</i>	All WP leaders are responsible for providing information. Project partners will also be asked to provide input. EFFAB is responsible for creating and distributing the newsletter through MailChimp.
<i>Time frame:</i>	Ongoing; minimum of twice a year

### Social Media

Social media, in particular YouTube and Twitter, will be used to engage a wider audience. Through a YouTube channel, GenTORE will exploit the reach and attractiveness of the video format to disseminate in the form of tutorials or showcase demonstrations of important GenTORE outcomes. In addition it will be used as a platform to explain the difficulties to resilience and efficiency in the context of a sustainable livestock sector. This channel will only be available for level 1 and 2 stakeholders; the Twitter account will be available for all public. The corresponding account information can be found below:

YouTube: <https://www.youtube.com/channel/UCQk9X-2eik11uRdH1cvwPZA>

Twitter: [https://twitter.com/GenTORE\\_H2020](https://twitter.com/GenTORE_H2020)

All partners are encouraged to follow and share above accounts.



In order to engage a wider audience through social media, their content must be relevant, valuable and usable for the different target groups. Different kinds of content could (among others) be:

- Publication of research results
- Writing articles or blogs
- Publication of whitepapers
- Publication of informative videos
- Photographs
- Promoting GenTORE or other interesting events
- Tutorials or showcase demonstrations (*for YouTube channel*)

The social media accounts can also be used to participate in discussions on relevant social platforms.

Relevant keywords and tags that should be used for the GenTORE twitter account are:

#resilience	@GenTORE_H2020
#efficiency	@Inra_France/@Inra_Intl
#beef	@AarhusUni
#dairy	@teagasc
#multi-breedtools	@EFFAB
#stakeholders	@InstitutElevage
#on-farmmanagement	@NoldusIT
#precisionlivestocktechnology	@SRUC
#healthproxies	@_SLU
#GxE	@VikingGenetics
#farmsystemmodels	@Alicia_Elevage
#environmentalcharacterisation	@UdL_info
	@EAAPofficial
	@UniPadova

Fixed Keywords:

- #genomics
- #animalbreeding
- #bovidae
- #animalbiology
- #agriculturerelatedtoanimalhusbandry
- #agriculturerelatedtodairying
- #agriculturerelatedtolivestockraising

In order to make full use of the communication channels, it is important to integrate the social media channels.

- Content on the GenTORE website should be shareable for visitors, allowing them to share interesting information within their network.
- Social media feed should be placed on the homepage of the GenTORE website.
- Social media buttons should be available in the GenTORE newsletter.
- URLs or QR codes to the social media accounts or website could be used on offline communication, like brochures, posters or banners.
- GenTORE activities, or related activities, have to be promoted via the social media accounts.

### Overview YouTube

<i>Aim:</i>	Provide informative videos
<i>Target audience:</i>	Stakeholders level 1 and 2
<i>What:</i>	Disseminate in the form of tutorials or showcase demonstrations of important GenTORE outcomes and use as platform to explain difficulties regarding resilience and efficiency.
<i>How:</i>	Share link to videos through email chain/or within specific groups
<i>Metrics for success:</i>	Number of views, likes and comments to the video.
<i>Who:</i>	EFFAB in collaboration with work package leader; depending on subject of video
<i>Time frame:</i>	Ongoing

### Overview Twitter

<i>Aim:</i>	Promote GenTORE and activities, draw attention to the GenTORE website, learn opinions
<i>Target Audience:</i>	GenTORE partners and stakeholders (consumers, producers, policy makers, media)
<i>What:</i>	Informative tweets about new developments and results, published papers, updates on activities or events
<i>How:</i>	Tweet about every news item placed on the website and include a link to the website. Re-tweet interesting tweets of others on the broad subject of bovine breeding, resilience & efficiency, etc.
<i>Metrics for success:</i>	Number of followers, re-tweets, comments and mentions.
<i>Costs:</i>	Personnel costs
<i>Time frame:</i>	Ongoing

### Audio-visual documents

A video will be created in which resilience is explained: 'What resilience is'. In this video the importance of breeding resilient cows and the subsequent positive effect on animal welfare and the environment are highlighted. The video will be published in M48 of the project and will be accessible for the general public.

### Overview Audio-visual documents

<i>Aim:</i>	Explain the efficiency and resilience, and the importance for the bovine industry, animal welfare and the environment to the general public
<i>What:</i>	Information about efficiency and resilience
<i>How:</i>	Through an animation
<i>Who:</i>	EFFAB
<i>Time frame:</i>	Publication in M48 of the project

## 6.4 Offline tools and activities

### Project Flyer

A flyer has been prepared to promote the GenTORE project to potential stakeholders. The flyer will be distributed during events or conferences, like EAAP. When there are other opportunities to promote GenTORE through a flyer these will be taken.

#### Overview Project Flyer

<i>Aim:</i>	Inform potential stakeholders about GenTORE and invite them to join
<i>What:</i>	Information about GenTORE in general and necessary contact information
<i>How:</i>	Use general information about the project. The flyers are distributed during events like EAAP
<i>Who:</i>	EFFAB
<i>Time frame:</i>	Ongoing

### Project Brochures

Two project brochures will be produced. The aim of the first brochure is to create awareness for the project and its objectives. The second brochure is used to summarize the results of the GenTORE project for the industry and general public. The brochures will be published in M6 and M55 of the project.

#### Overview Project Brochures

<i>Aim:</i>	Inform general public about project, tools and results
<i>What:</i>	General information about the project and project results
<i>How:</i>	Gather information from the different work packages. A publishing company will be contacted in order to define the design
<i>Who:</i>	The work package leaders are responsible for delivering input. EFFAB will gather all information and is responsible for the design and realization of the brochure
<i>Time frame:</i>	Publication in M6 and M55 of the project

### Press releases

Press releases on the project's actions will be created, publishing interesting results and progress. All press releases will be released on an international level, targeting the broader press by using the website, social media accounts and the network of GenTORE partners and stakeholders. Partners will assure translation into national language.

#### Overview Press releases

<i>Aim:</i>	Communicate outcomes or activities and promote GenTORE on an international level
<i>What:</i>	Press release on project actions, results and progress
<i>How:</i>	Create press release and distribute within network
<i>Who:</i>	EFFAB in collaboration with WP leaders
<i>Time frame:</i>	Ongoing, when important results are available

### *Peer-reviewed and Scientific papers*

Results will be reviewed in a paper that could be published in an academic journal specialized in Animal Science, Genetics, Agronomy, and Applied Computer Sciences or any relevant target associated with GenTORE. These papers will be associated with WP progress.

All peer-reviewed papers will be published at least in so-called “green” open access. For ground-breaking GenTORE results in rapidly evolving domains such as genomics and precision livestock farming “gold” open access will be privileged.

The table below shows the partners involved, the subjects and the preferred journals.

<b>Partner</b>	<b>Type of paper</b>	<b>Subject</b>	<b>Preferred journal</b>
INRA	Peer-reviewed paper	Extension of RFI methodology to quantify the relative importance of efficiency components over time and nutritional environments	
IDELE	Peer-reviewed paper	Residual productive lifespan method to quantify the major resilience components in adult beef and dairy cows	
UDL	Peer-reviewed paper	Correlations between resilience and efficiency across life stages	
AU	Scientific paper	Breed admixture in the multi-breed data.	
DLO	Scientific paper	Genomic prediction of resilience in multiple admixed breeds	
AU	Scientific paper	Genomic prediction of efficiency traits in a major crossbreed (HF/Mon/RDC)	
AU	Scientific paper	Genomic prediction of growth efficiency for beef bulls on different dairy breeds	
INRA	Scientific paper	Genomic analysis of lifetime production efficiency	
INRA	Scientific paper	Prediction of lifetime performance and resilience trajectories in beef and dairy animals	
SRUC	Scientific paper	Identification of key weather perturbations in performance and effect of decrease in temperature	
FA	Scientific paper	Assessment of environmental, economic and social sustainability impact aspects of different milk and meat production systems in EU	

### Overview Peer reviewed / Scientific papers.

<i>Aim:</i>	Disseminate results that could be interesting for other researchers in the field
<i>What:</i>	Publications in peer-reviewed journals
<i>How:</i>	Submit or upload papers
<i>Who:</i>	All participants, WP leaders will present progress in board meetings
<i>Time frame:</i>	Ongoing; whenever results are available



## 6.5 Other tools and activities

GenTORE will organise several activities to consult and receive advice of stakeholders on research progress, the process of dissemination and implementation. Conclusions from these events will be used to specify future actions within the project. Successful outputs from these discussions will result in incorporation of project outputs (new traits/methodologies) in National Evaluations, and subsequently International Evaluations at the Interbull Centre. In addition, GenTORE will promote its project and results during relative events from stakeholders and others.

### *Profile Raising Events*

International Symposia in cooperation with the GenTORE partners EAAP and Interbull will showcase GenTORE and will provide the platform for the workshops and training schools. This strategy of linking such focus events to a major animal science gathering has been shown to be extremely effective in giving the training and workshops a high visibility and broad interest field.

The GenTORE partners are encouraged to use these events in order to promote GenTORE and its results. Promotion of GenTORE will be done at the following events:

When	Event	Where	Event type
26-27 <sup>th</sup> August 2017	INTERBULL Meeting 2017	Tallinn, Estonia	Profile Raising
25-28 October 2017	Cremona Livestock Exhibition	Cremona, Italy	Profile Raising
22-23 <sup>rd</sup> May 2018	EFFAB AGM 2018	Vienna, Austria	Profile Raising
27-30 August 2018	EAAP 2018	Dubrovnick Croatia	Profile Raising
June 2018	Convegno SISVET 2018	Italy	Profile Raising
26-30 August 2019	EAAP 2019	Ghent Belguim	Profile Raising
2019	ASPA 2019		Profile Raising
August 2020	EAAP 2020	Porto Portugal	Profile Raising

### Overview Profile Raising Events

<i>Aim:</i>	Communicate about GenTORE and its results to other researchers, stakeholders and policy makers, provide platform for workshops and training schools
<i>What:</i>	Presentations at international conferences, meetings and fora
<i>How:</i>	Present results by PowerPoint presentation, poster presentation, scientific publication, etc.
<i>Who:</i>	Partner organizing the event
<i>Time frame:</i>	Ongoing

### *Champion farm events and round table meetings*

These events or meetings are organized to discuss, set and disseminate best practices, standards and protocols in close interaction with GenTORE WP developments. The Champion farm events will be used in order to promote GenTORE outcomes through short presentations with videos and interactive questionnaires. These events on project-relevant farms will offer the opportunity for farmer evaluation of GenTORE tools. They will be organized in conjunction with level 2 and 3 stakeholders at regional or national level. Specific events for the organic community will be organized by FiBL.

### *Overview Champion farm events and round table meetings*

<i>Aim:</i>	Reach maximum interaction with stakeholders level 2 and 3
<i>What:</i>	Discuss, set and disseminate best practices, standards and protocols; promote GenTORE outcomes
<i>How:</i>	Organize physical or online meeting
<i>Who:</i>	EFFAB and FiBL (for reaching the organic community)
<i>Time frame:</i>	M12-M60

### *Training Schools*

Training Schools will be organised to provide practical training on the use of GenTORE strategies and tools in order to evaluate resilience and efficiency. These trainings will be available for small groups of early career scientists in the form of among others lectures and demonstrations. Online webinars and videos will complete the training offer via the GenTORE YouTube channel.

### Overview Training Schools

<i>Aim:</i>	Force correct implementation of strategies and tools
<i>What:</i>	Provide practical training through lectures, demonstrations and online webinars and videos
<i>How:</i>	Through the YouTube Channel
<i>Who:</i>	RAFT, EFFAB and FiBL (for reaching the organic community)
<i>Time frame:</i>	M12-M60

### *Workshops*

In order to attract high potential users and to present the scientific rationale of GenTORE to technology developers, academics, breeding associations and transnational organisations, workshops are organised. These workshops provide the opportunity for in-depth exchange of project concepts and methods, as well as discussing opportunities and applied solutions based on GenTORE outcomes.

### Overview Workshops

<i>Aim:</i>	Force correct implementation of strategies and tools
<i>What:</i>	Provide practical training through lectures, demonstrations and online webinars and videos
<i>How:</i>	Through the YouTube Channel
<i>Who:</i>	RAFT, EFFAB and FiBL (for reaching the organic community)
<i>Time frame:</i>	M12-M60

## 7. Risks Social Media

Risk	Solution
<p><u>Webcare</u> is important in order to manage your online reputation. If there's no control over what is being said about GenTORE or related topics online, an unwanted message can spread very quickly.</p>	<p>In all cases, it should be clear that thoughts are shared prior to replying to such messages. It could be very helpful to discuss it with the WP7 leader. This also depends on the severity of the unwanted message; in some cases it could be better to not react. By monitoring what is going on online, it is possible to respond to potential crises within a short amount of time. When responding to unwanted messages it is not essential not to engage with people obvious bad intentions. Always show respect and be transparent.</p>
<p><u>Responding too quickly</u> to a tweet or post may compromise the quality of the response. However, waiting for days to get a tweet approved is not accepted either.</p>	<p>As a starting point a response should be sent within a couple of hours to a working day at the latest, depending on the subject. The most important thing is to manage expectations and give relevant reactions to questions and comments.</p>
<p><u>Time, content and overview</u> of online activities are key factors for success. If it is decided to use social media, it has to be taken care of on a regular basis. Social media accounts are not updated regularly, it will lose its impact and followers.</p>	<p>Choose wisely which channels will be used and how many. There are tools available to manage posting on social media accounts, for example Twitterfeed. To keep track of what is happening it is advisable to use tracking tools like Hootsuite, LinkedIn analytics, Google analytics or YouTube analytics.</p>
<p><u>Manage the opinions and expectations from stakeholders.</u> The project is designed in order to achieve a maximum interaction with stakeholders, but many different views/opinions could also be difficult to manage; how do you coop with opposite opinions? And what do you do when stakeholders feel like nothing was done with their ideas/opinions?</p>	<p>In order to manage the stakeholders should be included from the beginning, in order that they feel like they have had an influence on the direction of the project. Depending on the number and kind of stakeholders, WP7 should prepare a plan to manage expectations. An option could be to organize evaluations with the stakeholders.</p>

## 8. Evaluation

As mentioned, the success of GenTORE project is highly related to the extent of stakeholder involvement. A maximal stakeholder inclusion is required in order to create the most beneficial effect on the quality and applicability of the tools and other outcomes, and to get a wider view on different ideas and perspectives. Also, it will guarantee the relevance of the tools and create conditions for rapid uptake and deployment of them in the industry. The outreach, dissemination and training activities mentioned in this plan should help to achieve this.

To be able to know whether the communication has been used effectively, it's important to evaluate the use of communication means. The table below reflects the evaluation tools for the communication and dissemination activities.

<b>Activity</b>	<b>Evaluation Tool</b>
Social Media	The number of interactions (views, mentions, re-tweets, etc)
GenTORE Website	Google Analytics will be used to evaluate the number of new visits, average time per visit, number of visits to multiple pages, etc.
Newsletter	MailChimp offers an analytical tool to keep track on the number of people opening the newsletter, direct feedback, number of downloads
Brochures, flyers and other marketing material	Number of downloads and visualizations, direct feedback
Stakeholder E-Platform	Number of participants, visits, feedbacks and information exchanges
Conferences and events	Number of participants to the meeting, Survey after the conference or event
Peer-reviewed / Scientific papers	Number of citations
Workshops and trainings	Number of participants, Surveys after the workshop or training are spread among the participants in order to receive feedback
Champion farm events and round tables	Number of participants, surveys

To ensure proper stakeholder engagement, a yearly evaluation is done together with the Stakeholders Committee. Evaluation is done once a year after preparing the Stakeholder recommendations report. Also, there will be an ongoing evaluation through online stakeholder surveys (send by email) and public polls on the website.

## 9. Planned Outreach, Dissemination and Training activities for year 1

This chapter summarizes the activities planned for year one of the GenTORE project. Upon completion of the first year, it will be updated with the subsequent year and so on in order to properly monitor and evaluate the progress.

Specific activities scheduled for 1st year (01/06/2017-31/05/2018):

Task	Results
7.1 Stakeholder engagement and inclusion	<ul style="list-style-type: none"> <li>• 1st Stakeholder meeting</li> <li>• Stakeholder platform online</li> <li>• Stakeholder consultation via survey and online polls</li> <li>• Profile raising event at EAAP 2017</li> <li>• 2nd stakeholder meeting planned</li> <li>• Stakeholder committee established</li> <li>• Report of stakeholder recommendations</li> </ul>
7.2 Project website and YouTube channel	<ul style="list-style-type: none"> <li>• Active online presence at website &amp; social media</li> <li>• Continuous improvement of the website according to the needs</li> <li>• Creation and preparation of new media resources</li> </ul>
7.3 Outreach and dissemination	<ul style="list-style-type: none"> <li>• Project logo</li> <li>• Dissemination Plan</li> <li>• Flyer and brochure #1</li> <li>• Popularization articles</li> <li>• Newsletter #1</li> <li>• Profile raising in international events</li> </ul>
7.4 Training activities	<ul style="list-style-type: none"> <li>• Training portal at the GenTORE Website</li> <li>• One on-farm training event planned</li> </ul>



## 10. Conclusion

GenTORE is a research and innovation project focused on cattle breeding. There is a clear and growing need to be able to breed and manage cattle in such a way that optimum levels of resilience and efficiency (R&E) are achieved. In the context of livestock systems, the optimal trade-off between resilience and efficiency is assumed to be expressed in the product of productive lifespan and efficiency. Nowadays, efficiency and resilience are only considered indirectly in breeding goals for cattle, due to a lack of proxies, available data and knowledge. The expected outcomes of the GenTORE project are promising and offer a lot of potential to the cattle breeding industry and farmers. As it also contributes to animal welfare, multi-species and the environment, the expected interest from a broad range of stakeholders is high.

The Outreach and Dissemination plan explains the activities dedicated to the different target audiences and thereby reflects how a high transparency is reached during the project lifetime. It shows the European Commission and the stakeholders:

- How the project will report
- How the project will handle results
- How stakeholders will be informed and moreover involved
- Where the project will be present while the next years
- How the project will measure and improve the dissemination tools



## 11. Partners involved in the work

All partners of GenTORE are involved in the communication and dissemination activities. However, there are some of the partners who carry out these activities. Below is the list of main partners involved in GenTORE Outreach and Trainings:

**EFFAB** is responsible for the whole WP7 Outreach, dissemination and training and related tasks to be carried out.

**INRA** and **IT** are responsible of providing information and feedback to the dissemination materials and facilitating communication with other partners.

**RAFT** is responsible of Trainings.

**EAAP** and **SLU (Interbull/FA)** are responsible of organisation of international events, preparation and supporting of dissemination materials, and all WP7 tasks.

**UNIPD** and **IDELE** are partners for connecting with the national stakeholders in Italy and France.

**Viking** and **ALLICE** are partners for supporting the dissemination of the project results to the international and national breeding industry.

Other WP7 partners (**UNIPD, FiBL, Noldus, SRUC, DLO, ALLICE**) will support and contribute to all WP7 activities

All other partners (**AU TEAGASC, LfL, CITA, FSK, NMEDRIA, UDL**) are responsible of timely flow of information from the research partners to WP7.

## 12. Annex

### 12.1 Annex 1. Preliminary stakeholders list

This annex provides the preliminary stakeholders list. It will be updated when more stakeholders are interested to contribute to the GenTORE project.

AARHUS UNIVERSITET

AGENAE

Agrial

AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

ALLICE

Alltech

ATF

Auriva Elevage

BAYERISCHE LANDESANSTALT FUR LANDWIRTSCHAFT

BCELO

BEUC

CA Normandie/La Blanche Maison

CA Pays de la Loire/Thorigné

CA Pays de la Loire/Trinottières

CEL 25-92

CEMA

CENTRO DE INVESTIGACION Y TECNOLOGIA AGROALIMENTARIA DE ARAGON

Cer France

Charolais Univers

CNIEL

Crealim

DG AGRI

DG RTD

DG SANTE

Dovea

Dunbia

EAAP

EBSF

EDA

EHRFC

Elevage de Poisy

ERRT

EUFIC

EuroGenomics Cooperative

EUROPEAN FORUM OF FARM ANIMAL BREEDERS

Evolution

FABRE TP

FAM LAIT



FAM Viande

FCEL

FEFAC

FEFANA

Ferme expérimentale de Blanche Maison (Association de Gestion)

Ferme expérimentale de Jalogny (CA 71). Contact Julien Renon

Ferme expérimentale de Poisy (Centre d'élevage de Poisy). Contact Nicole Bloc

Ferme expérimentale de Thorigné d'Anjou (SAS)

Ferme expérimentale de Trévarez (CRAB).

FiBL

FORSCHUNGSINSTITUT FUR BIOLOGISCHENLANDBAU STIFTUNG

FUNDACJA IMIENIA STANISLAWA KARLOWSKIEGO

FVE

GDS Bretagne

GDS CO

Genes Diffusion

ICAR

IceRobotics

IDELE

IFAJ

IFMA

INFITA

INRA

INRA Transfert

INSTITUT DE L'ELEVAGE

INSTITUT NATIONAL DE LA RECHERCHE AGRONOMIQUE

Interbeef

Interbev

Interbull/FA

Jalogny

JSR

Lattec

Les éablières

Mauron (56)

MEDRIA

Min Agriculture

Munster AI

NCBC

NEOVIA

NEW MEDRIA

NMEDRIA

NOLDUS INFORMATION TECHNOLOGY BV

Nordic Cattle Genetic Evaluation

Nutriad



OS Charolais

OS Limousin

OS Montbéliarde

Premier Nutrition

Race de France

RAFT Solution Ltd

Réseau GDS

Seenergi

Smartbow

SNGTV

SNIA

SRUC

STICHTING DIENST LANDBOUWKUNDIG ONDERZOEK

SVERIGES LANTBRUKSUNIVERSITET

Terrena

Trévarez

Trouw-Nutreco

UECBV

Umotest

UNION NATIONALE DES COOPERATIVES AGRICOLES D'ELEVAGE ET D'INSEMINATION ANIMALE

UNIVERSIDAD DE LLEIDA

UNIVERSITA DEGLI STUDI DI PADOVA

Valorex

VikingGenetics

WG RepVet



# GENTORE

## WHAT WE ARE

**GenTORE** - is a new five-year EU project that will develop innovative genome-enabled selection and management tools to optimize the tricky balance between cattle resilience and efficiency (R&E) in widely varying and changing environments. It has 6 research work packages and outreach, dissemination and training as a vital component from the start.

## WHY

The need for resilient livestock production systems with resilient animals is increasingly urgent. Farmers and breeders need tailored solutions to optimizing resilience and efficiency as the optimal trade-off will differ according to the local production environment.



## IMPACT

**GenTORE** will have an immediate impact at farm level:

- enhancing innovation
- providing applied breeding technologies and management support tools
- creating new market opportunities.

The combined research and outreach program of **GenTORE** will make a significant contribution to addressing the challenges facing farming in a changing and volatile world.

## GenTORE

### *Inclusive Stakeholder Involvement from the Start*

**GenTORE** embraces a multi-actor approach with half the Consortium members from industry. These stakeholders will be actively involved from the start and will help guide project direction and ensure tools are both fit for purpose, relevant to what is happening in daily practice and immediately available.

## CONTACT INFORMATION

Interested in participating in the **GenTORE** project as a stakeholder?

Or for any questions contact:

**Nic Friggens**

INRA

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**Çağla Kaya**

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[https://twitter.com/genstore\\_h2020](https://twitter.com/genstore_h2020)



**[www.GenTORE.eu](http://www.GenTORE.eu)**



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