

The power of joining forces for better dissemination

Targeting common stakeholders with joint events

Problem

Many multi-actor projects struggle to engage with stakeholders effectively, during the lifetime of the projects in particular to policy-makers.

Solution

Joining forces with different projects that address similar challenges from different perspectives, could increase the outreach and maximize the impacts of the project results. To encourage collaboration, the EU initiated a free Common Dissemination Booster service, so that project could form clusters to work together to improve their communication and dissemination activities. GenTORE project led the cluster of 6 relevant projects (IMAGE, SAPHIR, Feed-a-Gene, SmartCow, GplusE) called “Fitter Livestock Farming”. It produced a joint policy brief, flyers, banners and held events through 2018 and 2019. The most prominent event was the joint workshop with the Animal Task Force (ATF) on 6 November 2019, in Brussels. The session was called “What R&I can deliver to support climate mitigation and adaptation in livestock farming?”.

Outcome

At the time of the Brussels workshop, two of the projects were finished, but their results were still disseminated by the continuing projects. This joint event with ATF increased the outreach towards policy-makers (23%), and other interest groups/representatives of livestock production (38%).

Practical recommendations

- Projects that are relevant and complementary should join forces to improve communication and dissemination to common stakeholders thus improving the impact of project results.
- Establishing a common identity for a cluster increases the reach to different stakeholders by using different media tools such as flyers, brochures, policy briefs, practice abstracts and social media.
- Organising joint events like workshops with both academic and non-academic sessions maximize the impact while decreasing the financial burden on each project.



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Keywords

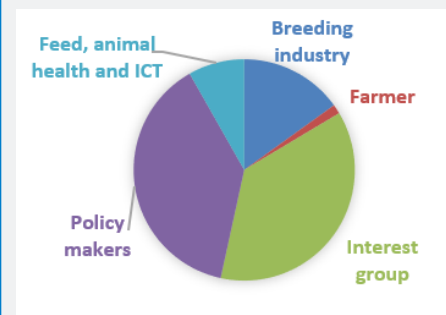
#Stakeholder engagement
#Outreach
#Impact
#Dissemination

Video

[GenTORE Videos](#) and [Fitter Livestock Farming Video](#)

Illustrations

Caption 1: Distribution of non-academic stakeholders to the joint event



“GENomic management Tools to Optimize Resilience and Efficiency - GenTORE” is an H2020 project which aims to develop innovative genome-enabled selection and management tools to empower farmers to optimize cattle resilience and efficiency in different and changing environments.

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