

# ECO-FCE - Use and dissemination of foreground

## Section A

Promoting the use and dissemination of project results has been a key objective of the Seventh Framework Programme (FP7) and the ECO FCE project. The overall objective of ECO-FCE has been to integrate the research findings with stakeholder organizations, i.e. policy makers, commercial industry, scientists and general public. The ultimate goal was to provide the EU pig and poultry industries with strategies and tools to feed a growing global population in an efficient and ecologically-friendly way.

A thorough dissemination strategy was fundamental in communicating the benefits and positive impact of the uptake of ECO-FCE findings to academic, policy and industry stakeholders. In addition, the project had also a dissemination activity dealing with the general public: the ECO FCE exhibition. This exhibition was shown in three different science centres in Europe (Aberdeen/UK, Wels/Austria, Tallinn/Estonia). Some information on these exhibitions is provided below, and also within the Deliverable Report D6.8 on the ECO-FCE travelling exhibition.

### Dissemination aims and objectives

The main aim of the dissemination programme was to promote & disseminate ECO-FCE project findings as widely as possible to all stakeholders at regional, national and EU levels.

In order to achieve this, the project team had a number of core objectives:

- To establish regular communication and dialogue with relevant stakeholders and other agri-food scientists, and with related EU projects and national and international organizations.
- To develop a wide range of dissemination tools, such as a public website, flyers, posters, factsheets and publications for the public.
- To organise an international conference and international stakeholder events (workshops) and to produce a project movie.
- To develop a special ECO-FCE exhibition to be shown in different European Science Centres and Universities.
- To develop a sustainability and IPR strategy.

### Target audience & communication strategy

In general, the target audiences were divided into several categories, depending on the level of technical knowledge, as follows:

- Industry / SMEs
- Research / Science
- Authorities (regional, national, EU), Policy Makers, Standardisation & Regulatory bodies
- Public, Consumers / Media (especially user and consumer associations) throughout the EU-28

All groups	<ul style="list-style-type: none"><li>- Public project website and contributions to partners' websites</li><li>- Publications in reviews on national and EU-level</li><li>- Project flyer</li><li>- Fact sheet in different languages</li><li>- Booklet first results</li><li>- Booklets for symposium and stakeholder workshops</li><li>- Glossy brochure/exhibition folder</li><li>- Internal and external Newsletter</li><li>- Existing mailing lists were used to make interested parties aware of the project</li><li>- Participation in national promotional activities</li><li>- Participation in project meetings for broad audience</li><li>- Brainstorming sessions</li><li>- National level discussion sessions</li><li>- Exhibition in Science Centres and Universities</li></ul>
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	- Project video
Industry/ SMEs	- Workshop participation - Information stands at major conferences and congresses - Newsletter
Researchers	- Literature review - Sustainable network of scientific interaction between researchers - Online tools for continuing exchange of information - Social networking - Participation in training sessions - Newsletter
Food safety Authorities	- Project Partner - Workshop participation - Newsletter
Regional, National & EU policy makers	- Workshop participation - Newsletter
Multipliers	- Involvement in the project forthcoming and transfer of information to stakeholders
EU Commission	- Scientific and financial reports, minutes of the meetings and additional information (if relevant) provided by the Project Coordinator
Related EU projects	- Related EU projects as a stakeholder group -> relevant project are listed on the ECO-FCE Website - Newsletter
Other stakeholders	- Involvement of relevant actors from other sectors and from outside Europe if relevant - Newsletter

The ECO-FCE consortium set up a specific strategy for disseminating and exploiting project results, knowhow and tools to maximise impact. The main objective of the dissemination activities was to facilitate access to information generated in the project to make the results available to all relevant stakeholders. In order to ensure a wide impact on monogastric feed efficiency, the ECO-FCE consortium agreed the dissemination and exploitation strategy of the project results that is outlined in more detail below:

### Sustainability

To sustain the results of the project ECO-FCE, relevant presentations, talks, documents, audio, video, workshops and results are presented on the ECO-FCE website. The ECO-FCE website will be accessible also after the end of the project. The ECO-FCE Consortium regularly discussed any IPR and exploitation potentials of project results.

An exploitation strategy including a list of potential exploitable results can be found in Deliverable D6.12 IPR potential.

The following describes the main dissemination measures applied within ECO-FCE:

#### **Corporate Design (Visual Identity)**

The ECO-FCE project needed a strong image, which helped readers, participants to meetings and conferences to immediately identify the project and to understand its scope. Core elements of this visual identity were:

- A logo to be used for printing purposes and as well for branding implementation (e.g. PowerPoint), electronic publications and the ECO-FCE website.
- The project website ([www.ECO-FCE.eu](http://www.ECO-FCE.eu)).
- A comprehensive information leaflet including the project vision.
- A presentation template including the logos of ECO-FCE and FP7.



- Poster with visual and textual elements, which highlighted the key messages of the project and established the visual identity.

## Logo

The logo (Figure 1) was designed both to establish the project acronym and website, and to enable a quick recognition of the project.



Figure 2: ECO-FCE logo

## ECO-FCE website

The ECO-FCE website is also crucial for the wider dissemination, both by providing the public deliverables of the project as well as by providing annotated references, i.e. documents and links. The portal had allowed the consortium to have a centralised knowledge repository avoiding redundant documentation.

Phase I	Basic website	Within 4 months after Kick off	done
Phase II	Website re-launch and update	After annual meeting 2016	done
Phase III	Maintenance and additional functionality	Activities till end of project	done
Phase IV	Final Homepage	All interesting information for future use	ongoing

The **public website** was designed, built and made available online in month 4 of the project. It is accessible at: <http://www.eco-fce.eu>. During the project time the website showed information and updates on the project, its objectives, project partners, as well as provides contact details for the interested parties to get in touch with the consortium. To increase traffic to the ECO-FCE website, all project partners created links between the ECO-FCE website and their organisation websites.

The final homepage with public access gives information on the outcome of the project. Figure 2 shows the website.





Figure 2: Screenshot ECO-FCE website

## Dissemination materials, PR and articles

Dissemination was mainly done within Europe and by the project partners within their countries. Stakeholders have registered via the ECO-FCE Website and received regularly information about the project and its activities. Several press articles were launched in the regional and national media of the different partners and can be found on the website.

The following dissemination material were designed within ECO-FCE:

- general project flyer
- general poster
- fact sheet in different languages
- booklet first results
- brochure for the general public
- booklet stakeholder workshop Poland
- booklet for the one-day symposium at Belfast
- panels for science museum exhibition
- learning materials for science museum exhibition
- exhibition folder for the general public

For each dissemination event the program has been designed based on the ECO-FCE design.

Partners used the ECO-FCE power-point template for their presentations and talks during the project meetings, conferences, congresses and workshops in order to promote the ECO-FCE project and results.

Within ECO-FCE also short videos on presentations at dissemination events and a documentary project movie for the public have been produced and have been promoted via YouTube and the ECO-FCE website. The presentations of the final ECO-FCE symposium have been recorded and are available on the ECO-FCE website.



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## Dissemination activities

- **Regional workshops and events**

### **JOINT RUMINOMICS/RUMEN MICROBIAL GENOMICS NETWORK/ECO-FCE WORKSHOP, ABERDEEN, UK.**

*June 16<sup>th</sup> 2014*

ECO-FCE scientists Barbara Metzler-Zebeli (Vetmeduni Vienna, Austria), Peadar Lawlor and Stefan Buzoianu (Teagasc, Ireland), Katarzyna Stadnicka (University of Technology and Life Sciences, Poland), and Ignacio Badiola (IRTA-CreSa, Spain) participated at the “Joint RuminOmics/Rumen Microbial Genomics Network/ECO-FCE Workshop” held at the “Rowett INRA 2014 Symposium: Gut Microbiology: from sequence to function” in Aberdeen, Scotland, UK on June 16, 2014.

This satellite workshop was coordinated by “RuminOmics”, the ‘sister’ EU Framework 7 project to ECO-FCE. RuminOmics focuses on ruminant animals whereas ECO FCE focuses on monogastrics. The central theme of the joint workshop was “How does the gut microbiota influence feed efficiency?”, and it provided an excellent opportunity for scientists working on the different livestock species to compare and contrast scientific approaches, methodologies and results.

The satellite workshop found strong scientific interest and was attended by almost 100 international scientists. Of the 10 talks presented at the Satellite Workshop, 3 contributions were from the participating ECO-FCE scientists (see links below). These talks demonstrated the methodologies used in the work package 3 of ECO-FCE to identify differences in the feed efficiency and gut microbiota in pigs and chickens and approaches to modulate the gut microbiota at an early stage of pig’s and chicken’s life. All in all, the joint workshop was a great success.

### **ECO-FCE STAKEHOLDER WORKSHOP, WARSAW, POLAND**

*August 30<sup>th</sup> 2015*

The Assembly Hall, Warsaw University of Life Sciences, Poland (with the 66th Annual EAAP meeting)

This stakeholder workshop was open to scientists, industry representatives, farmers, breeders, policy-makers, decision-makers and further stakeholders who were interested in the ECO-FCE results. The stakeholder workshop included a combination of formal presentations and a “world café” event. The “world café” approach provided a less formal platform for a more personal exchange of feedback and discussion of results. This event was accompanied by an ECO-FCE booklet providing summaries of the work presented.





Figure 3: “world café” at the stakeholder workshop in Warsaw

### ECO-FCE AT THE EUROTIER, HANNOVER, GERMANY

November 15<sup>th</sup>-18<sup>th</sup> 2016

ECO-FCE at the EuroTier - the world's leading trade fair for animal production, Hannover, Germany

Delegates from the ECO-FCE consortium summarized the most interesting outcomes from the EU-funded project at the EuroTier 2016 in two interactive presentations for the pig and poultry sectors. In both sessions nutritional, physiological, and genetic aspects of feed efficiency were presented and practical implementations to improve feed utilization were discussed. With this public appearance, ECO-FCE researchers took the possibility to reach 160.000 international stakeholders comprising farmers, breeders, industry representatives, scientists and the general public with interest in animal husbandry and management as well as in the agri-food business.

#### *Expert lecture:*

Verbesserte Nutzung von Mikro- und Makronährstoffen bei Schweinen  
'Improved utilisation of micro- and macronutrients in pigs'

#### *Expert lecture poultry:*

Fütterung und Verdauung: Leitfaden zur Optimierung der Futtermittelverwertung in Masthühnern (ECO-FCE)  
'Feed & digestion - How to optimise feed use efficiency in broilers (ECO-FCE)'

### ECO-FCE UTP CHILDRENS UNIVERSITY, POLAND

Partner UNIVERSITY OF TECHNOLOGY AND LIFE SCIENCES (UTP, Poland) organised the UTP Children University on 29<sup>th</sup> October 2016. A lecture entitled "What lives in the belly of a chick?" explaining function of a gut microbiome and explaining structure of a healthy gut in monogastrics was held for about 200 interested kids.





Figure 4: UTP Children's University, PL

## ECO-FCE AT THE NORTHERN IRELAND PRIMARY FOOD SCIENCE CONFERENCE, BELFAST, UK

The Institute for Global Food Security at Queen's University Belfast hosted the Northern Ireland Primary Food Science Conference in May 2016. Over 200 children aged 8 to 10 spent a morning presenting the results of their science projects and learning about the work of the Institute. They then enjoyed a tour of the laboratories and took part in a demonstration by Maeve Palmer outlining some of the main findings of the ECO-FCE project, focusing on feed efficiency and the gut microbiome.



Figure 5: NORTHERN IRELAND PRIMARY FOOD SCIENCE CONFERENCE

- Symposium

## ECO-FCE ONE DAY SYMPOSIUM AT EAAP 2016, BELFAST, UK

*August 29<sup>th</sup> 2016*

The ECO-FCE team hosted a one day symposium at the 67<sup>th</sup> Annual Meeting of the European Federation of Animal Science in Belfast (EAAP 2016). The symposium entitled "Understanding the biology of feed use efficiency in pigs and chickens" and was held on Monday August 29<sup>th</sup>. This provided a first opportunity to see key results from ECO-FCE.

The comprehensive agenda involved four main sessions, each included talks on both pigs and broiler chickens:



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- Early-life manipulation to improve feed efficiency (including in ovo administration of synbiotics and nutritional conditioning in broilers, and nutritional supplementation and microbiota transplants in pigs)
- Feeding to optimise feed use efficiency (in particular focusing on enzyme use in conjunction with different base diets)
- Biological factors driving divergence in feed use efficiency (including gut structure, function and microbiota, transcriptomics, feeding behaviour)
- Advancing feed use efficiency through genetics and genomics (including information on the genetic architecture of feed efficiency traits, integrative genomic models and use of RFI or FCR in genetic selection models. This session will also include an industry perspective from Cobb-Vantress, and a presentation from Breed4Food (www.breed4food.com)).

This symposium was of particular interest to broiler and pig industry representatives, and those with an interest in animal nutrition, genetics and genomics, gut biology/microbiota and animal production science. This event was accompanied by a comprehensive booklet providing extended summaries of the work presented.

- **ECO-FCE Exhibition**

#### **ABERDEEN SCIENCE CENTRE, ABERDEEN, UK**

The ECO-FCE exhibition was held at Aberdeen Science Centre (ASC) from the 18<sup>th</sup> November to 2<sup>nd</sup> December 2016, engaging with a total of 2,500 visitors of all ages. During this period, ASC organised numerous events and workshops.

*"The ECO-FCE exhibition was a great success with regulars commenting that it was great to have a new exhibition at ASC which encouraged discussion about topics that are relevant in society today." (Elaine Holland, ASC)*



Figure 6: exhibition panels at Aberdeen Science Centre, UK

#### **WELIOS, WELS, AUSTRIA**

One Austrian Science Centre (Welios) also hosted the ECO-FCE exhibition from 22<sup>nd</sup> December 2016 - 26<sup>th</sup> February 2017. There were only the information panels presented and no workshop or event was additionally organised. About 8,300 visitors of all ages saw the exhibition.







Figure 7: exhibition panels at Welios, A

### ENERGIAGESKUS, TALLINN, ESTONIA

The Science Centre “Energiakeskus” is located in Tallinn and also hosted an ECO-FCE exhibition in the Energiakeskus physic class. Between January and February 2017 there has been approximately 340 people having classes, seminars or other events in that area.



Figure 8: exhibition at Energiakeskus, EST



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