



STAR-IDAZ
International Research
Consortium on Animal Health

STAR-IDAZ SIRCAH2 Communication, Dissemination and Exploitation plan

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Introduction

This document is the STAR-IDAZ IRC Communication, Dissemination and Exploitation Plan under WP4. This will be reviewed and updated periodically to effectively promote and share International Research Consortium (IRC) activities and results to all relevant actors, including the media and public, and to facilitate the uptake of results by programme owners and funders, and industry.

The Communication, Dissemination and Exploitation plan will allow a number of SIRCAH 2 Objectives to be achieved:

- Communication will allow SIRCAH to engage with the IRC and wider research community to build confidence in and support for STAR-IDAZ IRC objectives and activities. This will grow the IRC and regional networks – particularly in SE Asia and the Americas.
- Dissemination of the research recommendations from the scientific research reports and roadmaps of the 30 priority research topics will enable the wider scientific community and interested bodies to benefit from the results
- The Communication and Dissemination plan will raise awareness of STAR-IDAZ IRC events and activities
- Exploitation of STAR-IDAZ IRC activities will help to promote the uptake of research recommendations
- The Communications, Dissemination and Exploitation strategy will support the sustainability strategy by demonstrating SIRCAH2's value-add.

Definitions

For the purposes of this document, the following definitions apply:

Communication – Communication measures will promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have.

Dissemination – Dissemination is the public disclosure of the results by appropriate means, including by scientific publications in any medium.

Exploitation – Exploitation is the use of results in further research and innovation activities other than those covered by the action concerned.

Communication with the EU

The Project Coordinator will be the single contact point between the project and the EC Project Officers and will liaise with them to ensure the receipt of all required information and documentation by the due date.

Internal Communication within SIRCAH2

The five SIRCAH2 partners have worked together closely over a number of years and projects. Each has a very clear understanding of their specific roles and their relations to others in the overall project and will function as a single team. Virtual SIRCAH2 team meetings will be held weekly to ensure good communication and delivery of objectives.

Communication, Dissemination and Exploitation plan objectives

The objective of the communication plan is to:

- Create awareness amongst stakeholders of STAR-IDAZ IRC and SIRCAH2 project activities
- Create awareness of the value of the projects to the wider community
- Raise awareness and support for STAR-IDAZ IRC objectives and activities
- Advocate for the recruitment of additional animal health research funding organisations
- Communicate activities to the wider scientific community and to the public to maximise engagement with and involvement of the research community.

The objective of the dissemination plan is to:

- Put project outputs, such as roadmaps and recommendations (vaccines, diagnostics and therapeutics), into the hands of the key research stakeholders by ensuring the project outputs are as accessible as possible and by encouraging discussions around the project outputs

The objective of the exploitation plan is to:

- Encourage funder use of the project outputs
- Encourage industry use of the research results and early innovation results that are shared in the STAR-IDAZ IRC

The key audiences for the Communication, Dissemination and Exploitation plan

There are a number of target audiences for the Communication, Dissemination and Exploitation plan:

- Funders
- Non-IRC animal health research and development programme owners and managers
- Research institutes conducting research on animal diseases and zoonoses
- Animal Health policy departments and agencies
- International organisations including animal and public health bodies, eg WOA, FAO, WHO, UNEP
- Animal health and livestock industries (medicines, diagnostic and livestock commodity industries)
- Animal health professional bodies, eg FVE, WVA
- Other European and international research initiatives and networks on animal health

Note: the general public is not a primary audience for the communications plan.

Key Communication channels

There are a number of channels STAR-IDAZ IRC uses for communication:

- The STAR-IDAZ IRC website – updated with news, events and calls regularly to create awareness of STAR-IDAZ IRC's activities and wider stakeholder interests
- The STAR-IDAZ IRC's meetings and workshops
- Participation in conferences
- Social media – Twitter and LinkedIn channels kept active to promote engagement, building an organic following and targeting through analytics and key words
- Twice yearly newsletters

Key Dissemination channels:

- The website for publication of research reports and research roadmaps
- Press releases to specific news outlets
- Network connections – using the comms channels of key partners and industry via networks

Exploitation channels:

- Create further documents to exploit the outputs of the workshops and research reports in the form of review articles
- Events and innovation workshops
- The possible creation of a series of STAR-IDAZ books.

Tactics and activities

There will be structured activities to ensure STAR-IDAZ's Communication, Dissemination and Exploitation plan is as effective as possible.

Communication

- All events, such as STAR-IDAZ IRC workshops, will be highlighted on social media before, during and after the event
- There will be notification on social media platforms, reinforcing and standardising a visual identity for STAR-IDAZ IRC, of all research reports and roadmap uploads to the STAR-IDAZ website
- The biannual newsletter will be sent out to everyone who has signed up to it and promoted on the social media platforms with links to the online version
- Integrated links will be placed in all communications to maximise newsletter sign-up and ensure engagement across platforms
- Formalise priority network connections to amplify communication reach, eg with WOA
- Develop effective internal communications with the Scientific Committee, Executive Committee and Secretariat to maximise communication results.

Dissemination

- Results of all research reports will be highlighted on social media with links to the report on the STAR-IDAZ website
- Where appropriate press releases will be used to highlight the results of the research reports and the roadmaps.

Exploitation

- Results from the research reports, such as the influenza research report, will be developed to create stories such that it is clear what their impact is on animal health research and on animal health
- Consideration will be given to whether research reports can be used to create review articles for journal publication for wider distribution
- Consideration will be given to whether research report and roadmap outputs can be used to create a series of books for STAR-IDAZ
- Where experts are speaking at workshops – consideration will be given to whether these can be recorded to enable wider distribution of expert opinion.



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