



DELIVERABLE

Grant Agreement number: FP7-SME-2012-314879

Project acronym: AUTOGRASSMILK

Project title: INNOVATIVE AND SUSTAINABLE SYSTEMS
COMBINING AUTOMATIC MILKING AND PRECISION
GRAZING

Funding Scheme: Research for the benefit of SME
associations

Deliverable Number: D5.2

Deliverable Name: Interim Plan for Dissemination

Partner responsible: VIDENCENTRET FOR LANDBRUG (VFL)

Dissemination plan

Content

0 Background.....	3
1 Target audience:.....	3
2 Homepage	3
3 Project knowledge/deliverables	4
3.1 Research findings.....	4
3.2 Application of the project findings.....	4
3.3 Interactive (face-to-face) and popular communications	5
4 Translation into national language.....	5
5 Acknowledgement	5
6 Dissemination protocol – research findings.....	6
7 Dissemination protocol – application of research findings in the project.....	7
8 Dissemination protocol – Interactive (including face-to-face) communication, e.g. Target groups interested in AM and Grazing	8
Appendix A: Contact persons SME-AGs and SME end users responsible for review:	9
Appendix B: Contact information WP5 management of Web-site in Denmark.	11

0 Background

This paper highlights the agreed (by project partners) conditions and process for dissemination and exploitation of project results.

This document was prepared prior to the Project Management Committee in Uppsala, Sweden in July, 2013. The document was discussed and agreed at the Exploitation Committee meeting held in conjunction with that Project Management Committee meeting on 10th July, 2013. The document was subsequently modified to include the changes agreed at the meeting. This is the resulting document.

1 Target audience:

- Primary
 - Small Medium Enterprise-Associations (SME-AGs) and their members
 - Dairy farmer end-users
- Secondary
 - Wide range of stakeholder groups
 - Extension personnel, advisory consultants, farming organizations
 - Wider group of dairy farmers
 - Milking equipment manufactures
 - International scientific community
 - Relevant Government Departments
 - Policymakers
 - Legislators

2 Homepage

1. The dissemination website is <http://www.autograssmilk.eu/>.
2. Initially, this website:
 - a. presents the state of the art
 - b. outlines the objectives of the program
 - c. indicates the specific aims of the consortium partners
3. In the longer term, the website will:
 - a. represent a fluid mechanism which will produce an evolving output/product
 - b. be updated frequently as new information comes to hand
4. The primary goal is to bring together the information and package it for the audience.
5. Each consortium participant will have responsibility for preparing items for upload.
6. A 'Review Process' and "Publication Protocol" have been developed and will be implemented.
7. Calendar information about project events will be uploaded subject to input from the consortium partners.
8. Documents on the website will be available in English and also in national language when considered appropriate for dissemination by SME-AGs.
9. The website will represent an important portal for information about automatic milking (AM) and grazing strategies via links to existing websites about milking, grazing and livestock management.

Consortium partners that have knowledge of such websites are encouraged to pass it on to the work package (WP) 5 Leader for uploading.

10. The website is designed in a user friendly manner and in a manner able to include videos and podcast, to ensure that both research and applied project findings can be converted to readily usable and accessible outputs.
11. It will also comprise a section for placement of decision support tools when generated within the project.

3 Project knowledge/deliverables

3.1 Research findings

- Targeted towards policymakers (at national and EU level), research scientists, and other professionals and experts in the agriculture and dairy sector.
- Disseminated mainly in the form of scientific and policy advisory papers (following the Vancouver standards). The “Publication Protocol” will involve (i) the research partner(s) submitting the document for publication to the project coordinator and (ii) the project coordinator then submitting the draft to the SME-AGs, at least 45 days prior to their planned submission of the document as public information or for publication. The SME-AGs will have 30 days to consider the draft. If no objection is put forward in that time, the required permission will be deemed to have been given by the SME-AGs and the process of submission can proceed - see point 6 “Dissemination Protocol - research findings”.

The SME-AG contact persons are listed in Appendix A.

Scientific papers will also go through the normal peer reviewed process before being published.

3.2 Application of the project findings

- The applied findings will be targeted more towards SME-AGs, their members engaged in dairy farming and thereafter EU-dairy farmers.
- They will be produced at national level and the number of such publications is expected to be greater than publications of research findings.
- They will be subject to “Publication Protocol” review process to ensure quality control of all material from the project – see point 7 “Dissemination Protocol - application of research findings in the project”.
- Applied products or tools will almost always be developed by national research and technological development (RTD) performers.
 - RTDs responsible will submit the output (tool or document) to the dissemination work package leader, who will submit it to the 6 SME-AGs, other 5 RTDs and the 2 SME end users. This will need to be done at least 45 days before Project Management Committee meetings.
 - Exploitation Committee meeting held in association with Project Management Committee to review all potential items for dissemination (attended by all SME-AGs, RTDs, 2 SME).

Written agreement from SME-AGs and agreement from RTDs and SME end users will be required.

- If all in agreement, the output will be deemed to be ready for publication after the meeting.

3.3 Interactive (face-to-face) and popular communications

- This will be carried out on a widespread scale – examples include meetings, newsletters, professional newspapers, farming press, open days, conferences, television programs aiming for farming communities - see point 8 “Dissemination Protocol – interactive and popular communications”.
- This material will already have been submitted and approved for dissemination by the the SME-AGs and other project partners through the project coordinator or the dissemination work package leader.

4 Translation into national language

1. Once agreed by SME-AGs, RTDs and SMEs, information including experimental data, results, protocols, guidelines, recommendations, technical publications, popular communications, scientific papers and policy documents will be translated to the national language when considered appropriate for dissemination by SME-AGs. It will be the responsibility primarily of the SME-AG and the RTD performer if appropriate, to translate the specific documents.
2. This information will also be available for translation into a wider range of European languages at the request and assumption of responsibility for associated costs by any of those countries.

5 Acknowledgement

All publications and the AUTOGRASSMILK website will carry out the following acknowledgement:

“The research leading to these results has received funding from the European Union’s Seventh Framework Program under grant agreement FP/-SME-2012-314879-AUTOGRASSMILK”

6 Dissemination protocol – research findings

	Content	Responsible
Target	Policymakers (at national and EU level), research scientists, and other professionals and experts in the agriculture and dairy sector.	RTD
Form	Mainly in form of scientific and policy advisory papers. Following the Vancouver standards. (Publication Protocol).	RTD
Process	45 days before submission as public information or publication of research findings SME-AGs receive a draft.	Project coordinator on behalf of RTD's
	30 days – SME AGs have this time to review and consider the draft.	SME-AGs
	<u>No objection</u> : presented in time, the permission is deemed ready for publication by SME-AG. <u>Objection</u> – by SME-AGs within 30 days of them receiving the draft, stops the publication process. The publication has to go through a discussion and modification procedure until agreement is reached by all concerned.	Project coordinator Exploitation Committee meeting
Scientific papers	In addition to above, scientific papers subsequently go through the normal peer review process before deemed ready for publication in scientific journals.	RTD performer

7 Dissemination protocol – application of research findings in the project

	Content	Responsible
Target	SME-AGs their members engaged in dairy farming and thereafter EU-dairy farmers.	Generally RTD
Form	Applied products or tools	
Process	45 days RTD responsible will submit it to the dissemination work package leader. The dissemination work package leader will then submit it to the 6 SME-AG's, other 5 RTDs and the 2 SME end users, 45 days before PMC meetings.	RTD's through dissemination work package leader
	Exploitation Committee meeting review potential items for dissemination. Written agreement required.	SME-AGs, RTDs, SME end users
	<u>Written agreement</u> output deemed to be ready for publication after the meeting. <u>Disagreement</u> not ready for publication after the meeting. The publication has to go through a discussion and modification procedure until agreement is reached by all concerned.	National RTD and SME-AGs Exploitation Committee meeting

8 Dissemination protocol – Interactive (including face-to-face) communication, e.g. Target groups interested in AM and Grazing

	Content	Responsible
Target	Dairy farmers, consumers, interest groups.	
Form	Meetings, communication through national web page, newsletters, professional newspapers, farming press, open days, conferences, television programs aiming for farming communities.	
Process	RTDs and SME-AGs and SME end users will already have submitted their research project findings for dissemination through the project website to the project coordinator or the dissemination work package leader and if they have received approval from the SME-AGs, then the material for interactive sessions, such as national and international meetings, workshops and conferences will be approved.	All consortium partners
	As a precaution, the dissemination work package leader will review the material before uploading to the website to ensure that it is in accordance with the goal and rules for the project. In the event of a disagreement, the issue will be discussed the next meeting in the Exploitation Committee.	Dissemination work package leader

Appendix A: Contact persons SME-AGs and SME end users responsible for review:

- **IRISH GRASSLAND ASSOCIATION RESEARCH LIMITED, (IGA)**
Established in COOKSTOWN, KELLS MEATH, Ireland
<http://www.irishgrassland.com/index.html>
Dr. Deirdre Hennessy, email phone + 353 (0)25 42297
Deirdre.Hennessy@teagasc.ie

- **LAND- EN TUINBOUW ORGANISATIE NOORDVERENIGING LTO NOORD, (LTO)**
established in ZWARTEWATERALLEE 14 , ZWOLLE, 8031 DX, Netherlands
<http://www.lto.nl/english>
Mr. Ivar Bisseling, phone +31888886666, mobile +31 62 202 69 27
e-mail ibisseling@ltonoord.nl
Marjo Leinde Kreij , e-mail marjolein.de.kreij@lto.nl

- **VIDENCENTRET FOR LANDBRUG, (VFL)**
Established in Agro Food Park 15, AARHUS, 8200, Denmark
<http://www.vfl.dk/English/NyEnglishsite.htm>
[Chief advisor Ole Kristensen +4587405311, e-mail olk@vfl.dk](mailto:olk@vfl.dk)

- **CENTRE NATIONAL INTERPROFESSIONNEL DE L'ECONOMIE LAITIERE, (CNIEL)**
Established in RUE DE CHATEAUDUN 42, PARIS, 75314, France
<http://www.cniel.com/quifait/OrgInter/CNIEL/cniel.html>
Mrs. Nadine Ballot, phone +33149707219, e-mail nballot@cniel.com

- **VÄXA SVERIGE,(VXA)**
Established in P.O. Box 210, SE-101 24 Stockholm, Sweden
<http://www.vxa.se/>
Mrs. Susanna Berg, phone +46 -08-790 58 35, mobile +46 702- 78- 54-70
e-mail susanna.berg@vxa.se

- **COMITE DU LAIT DES PROVINCES DE LIEGE, NAMUR, LUXEMBOURG, DU BRABANT WALLON ET HAINAUT,(CDL)** Established in ROUTE DE HERVE 104, BATTICE HERVE, 4651, Belgium
<http://www.comitedulait.be/news.htm>
[Didier Veselko, phone +3287692630 , e-mail Didier.veselko@comitedulait.be](mailto:Didier.veselko@comitedulait.be)
[Isabelle Dufrasne Universite de Liege, e-mail isabelle.dufrasne@ulg.ac.be](mailto:isabelle.dufrasne@ulg.ac.be)

- **AIDAN MICHAEL POWER, (Aiden Power)**
Established in GURRANE, LATTERAGH, NENAGH, Ireland
Hereinafter called “Aidan Power”
Mrs. Anne Power, phone +35350452378
e-mail aidanandannepower@gmail.com

- **THURE WORM - LUNDSMARK, (Thure Worm)**
established in LUNDSMARKVEJ 41, RIBE, 6760, Denmark
Mr. Thure Worm – Lundsmark, phone +4575445753
e-mail thureworm@hotmail.com

Appendix B: Contact information WP5 management of Web-site in Denmark.

WP 5 Leader :

Ole Kristensen , Chief Advisor Knowledge Centre for Agriculture, Cattle.

T +45 8740 5311 (direct)

M +45 21717784

E olk@vfl.dk

Assistant Secretary

Team leader Tina Lauridsen

T +45 87405565

M +45 51933044

E-mail tla@vfl.dk

Assistant Secretary

Signe Agerbaek

T +45 87405262

E-mail: sia@vfl.dk

Web – site

IT Consultant Christian E. Christensen

T +45 87405258

M +45 30921719

E-mail: cec@vfl.dk

Web-site

Internet Secretary

Merete Martin Jensen

Telefon: +45 87405260

E-mail: mcr@vfl.dk

Best regards



Ole Kristensen

Chief Advisor

Knowledge Centre for Agriculture, Cattle

T +45 8740 5311 (direct)

M +45 21717784

E olk@vfl.dk