

DELIVERABLE REPORT



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Deliverable Title:	Communication, dissemination and training strategy – Mid-term update
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Acronyms

EU – European Union

ESB – Escola Superior de Biotecnologia, Portugal

FIIRO – Federal Institute of Industrial Research, Nigeria

FRI – Food Research Institute, Ghana

FUNAAB – Federal University of Agriculture, Abeokuta, Nigeria

UoG- NRI – Natural Resources Institute, University of Greenwich

NSTDA – National Science and Technology Development Agency, Thailand

SBFT – School of Biotechnology and Food Technology, Hanoi University of Science and Technology, Vietnam

SODIA – Social Development and Improvement Agency

WP – Work Package

1. Summary

This deliverable (D7.4) is to provide an update on the communication, dissemination and training strategy (hereafter named the 'communications strategy'). The purpose of this report is to formally notify the EU of the achievement of this deliverable under work package 7, 'Dissemination and Support to Replication'.

3. Deliverable Objective

This deliverable aims to bring together the progress and outputs of the strategy for the purposes of the mid-term review and reporting.

4. Background

The overall objective of work package 7 is to disseminate knowledge gained and lessons learned from the validation of the technologies to enable replication elsewhere and hence wider scale impact. For this to be achieved it is necessary to have a communications strategy so that messages are used consistently and the impact that the project will have is raised to its potential. The communications strategy for Gratitude was drawn up and disseminated to the partners in April 2013, and the process of its development can be reviewed in the report for deliverable 7.3.

5. Methodology

The communications strategy

Having developed the communications strategy for the Gratitude project, it is necessary to continuously keep it updated and relevant to the activities of the project.

To assist in this task, some detailed information was needed from the partners, to understand their continued communication requirements. A 'Dissemination list' was sent to all partners, for them to fill in their past and future activities. To ensure that all countries and work packages were covered, and to make it easy for the partners to organise their activities, one form was requested from each of the following groups:

- UK – Including WP1 WP7 and WP8 leaders and Accord Assoc
- Ghana – Including FRI, St Baasa, Caltech and SODIA
- Nigeria – FUNAAB, FIIRO, Nobex and Peak products
- Thailand - NSTDA
- Vietnam - SBFT
- Portugal – ESB
- SAB miller
- The Netherlands - Wageningen, UR

The data collected was as follows:

- Type of activity (a list of possible channels were provided to choose from, organised into M for mass media, or I for Interpersonal)
- Main partner organisation responsible for the activity
- Title and description of activity
- Date/period
- Location of activity (if relevant)
- Type of audience the activity is to reach (divided into groups, as per the communications strategy: Scientific community, Organisations, Agricultural education, Industry, General public, Agricultural service providers, Farmers and village enterprises, Policy makers)
- Means of distribution
- Countries reached with the activity
- A tick box to remind the partners they need to inform WP7 leader UoG-NRI
- Whether the partners have developed and received feedback forms for the activity (if relevant)

The data collected from the returned forms was collated onto a master form so the past activities listed can be added to the final report for the EU. The future activities listed have enabled the communications team to make a calendar of future events and to plan what materials/support will need to be provided.

In addition to the form, a group discussion was held at the mid-term review planning meeting to determine how to best disseminate the outputs from the project work packages. All partners were involved, and they were asked:

- What will be the dissemination outputs of the project work?
- Who will be the audience?
- How would you maximise the reach of the outputs?

The results from this exercise are presented below in brief, and the discussion provided the communications team with some good ideas.

The website

Integral to the communications strategy is the project website, and this was also reviewed to ensure that it is still providing visitors with the best possible experience. The website is connected to Google Analytics, so the number of hits can be recorded as well as demographic and location data.

6. Results

The communications strategy

There have been a great many communication activities since the project began in January 2012, in all the 4 countries.

To support the process, the UoG-NRI communications specialist assigned to the Gratitude project has visited Ghana, Thailand, Vietnam and Nigeria to meet with the individuals responsible for communications in each country. This has created strong links, and a better understanding of what is expected of all partners in the way of communications.

As can be observed in detail in Table 1 of the Annex, here is a summary of the events that Gratitude partners will be involved in over the next year:

Month	Activities	Countries involved
August 2013	South-South interaction – Thai and Vietnamese teams visit Nigeria and Ghana	All
September 2013	Videos, photos and case studies from communications visits to Thailand, Vietnam and Ghana in April 2013 to be online on the Gratitude website	Vietnam, Thailand, Ghana
	Conference in Bangkok, Thailand: Scientific paper and presentation at the 7 th Starch Update International Conference	Vietnam, Thailand
	4 th Sep – Technical leaflet/manual for farmers	Ghana
	16 – 20 Sep – Technology transfer workshop for NGOs – mushroom production from cassava/yam peels	Ghana

	23 – 25 Sep – Technology transfer workshop for private sector companies – mushroom production	Ghana
	Late September – Ghana and Nigerian team visit Thailand and Vietnam for south-south interaction	All
	28 Sep – 15 Oct – ISTRC symposium, Nigerian partners to present on the Gratitude findings	Nigeria
October 2013	Oct 2013 – Nigerian Institute of Food Science and Technology conference: Nigerian partners to present on Gratitude findings	Nigeria
	21 – 25 Oct – Technology transfer workshop for the media – mushroom production	Ghana
	Oct-Dec 2013 – How to make HQCF and its application, ‘lecture series’ in villages around Hanoi	Vietnam
	Oct-Dec 2013 – Food safety improvement for wet starch processing ‘lecture series’ in villages around Hanoi	Vietnam
	Oct-Dec 2013 – Workshop on HQCF and its application, Hanoi	Vietnam
	Oct-Dec 2013 – Workshop on food safety improvement for wet starch processing, Hanoi	Vietnam
November 2013	4 – 8 Nov – Technology transfer workshop for Agricultural Advisory Services – mushroom production	Ghana

	11-13 Nov - Conference in Hanoi, Vietnam: Foodnet 2013 conference, developing the supply chain towards more healthy food	Vietnam
	12-15 Nov - Conference in Hanoi, Vietnam: Scientific paper and report in 2 nd Quality management and food safety conference	Vietnam
	12-15 Nov – 2013 EFFOST Annual meeting, Bologna Italy	Portugal/Europe
December 2013	6-8 Dec – MicroBiotech 2013, Aveiro Portugal	Portugal/Europe
Early 2014	Survey for all partners on the effectiveness of the Gratitude communications strategy	All
	Feb 2014 – Main Gratitude newsletter edition 2	All – edited by UoG-NRI
	1 st Quarter – one page flyer and website article for activities of Nigerian partners Nobex, Peak Products and FIRO	Nigeria
	Mar 2014 – Ghana Gratitude newsletter	Ghana
	2 nd Quarter – workshop for WP6 product development	Nigeria
Late 2014	Article (s) in special Issue of Journal Food Chain, on cassava	WP1 leader, UK
	Aug 2014 – Main Gratitude newsletter	All – edited by UoG-NRI
	Sep 2014 – Ghana Gratitude newsletter	Ghana

Source: Table 1 of Annex, data from all partners apart from SAB Miller who are not yet represented. Details subject to change.

Here is a breakdown of communication activities since January 2012, more detail can be found in Table 1 of the Annex.

Activity	Number
Presentations given	5
Press releases	12
Brochures	2 (main brochure, and main brochure in Vietnamese)
Poster presented	4
Website article	8
Meetings	3
Tour	1
Project stall at exhibition	3
Social media campaign	1
Group discussion	2
Workshop	3
Photo gallery	4
Video	4
Newsletter	3
Website link	1
Attending conference and talking about the project	6
Face to face dialogue	2
Interview	1
Media briefing	1

Round table	1
Demonstration of prototypes	1
Banner	1
Meeting	1
Tour	5

Source: Table 1 of Annex, data from all partners apart from SAB Miller who are not yet represented.

Main points from the discussion at the mid-term review planning meeting in Thailand, April 2013:

- Publish research papers in journals – in particular the Food Chain journal, in which we could contribute to a special issue.
- Need to understand how to reach the private sector, perhaps trade journals, or go to them individually with something short and focussed. A list of industry journals where we could place articles on the Gratitude project activities would be useful.
- Possibly a book could be published at the end of the project concerning utilisation of waste of cassava and yam, involving all partners (although it was recognised that this would take time and might not be the most effective way to disseminate the information).
- The food safety results could be disseminated through the EU platform for food safety. Manuela of ESB was to make the connection.
- Workshops and training on-site at Wageningen on producing mushrooms for end-users and farmers. A manual could be produced from the training materials.
- Place short videos on the website of work package leaders telling their stories
- Continued use of social media to reach early career scientists. Make use of the ISTRC symposium on yam coming up in October 2013.
- Get coverage at relevant exhibitions/conferences by having a stall and publicising the project activities.
- Produce a video at the end of the project to capture the impact.
- Tailor any materials for households, villagers and farmers.

The website

The main comments that arose from the mid-term review planning meeting in Thailand, April 2013 when all partners had the chance to give feedback were as follows:

- Pages should be added for each country to display any project information/activities related to this country e.g. Success stories, reports, photos, videos, background info.
- Having two similar menu headers ('about the project' and 'project overview') is confusing, and this should be merged into one.
- The 'Partners' page should be more visible.
- The homepage could be utilised more effectively to engage the visitors and guide them to the most important materials ('reports and publications' and 'south-south interaction').
- Where to find any communication from the project should be clearer, to contain the photos, videos and reports and publications. As more and more success stories are submitted, these may also be put here.

To accommodate these observations the structure in Figure 1 is proposed.

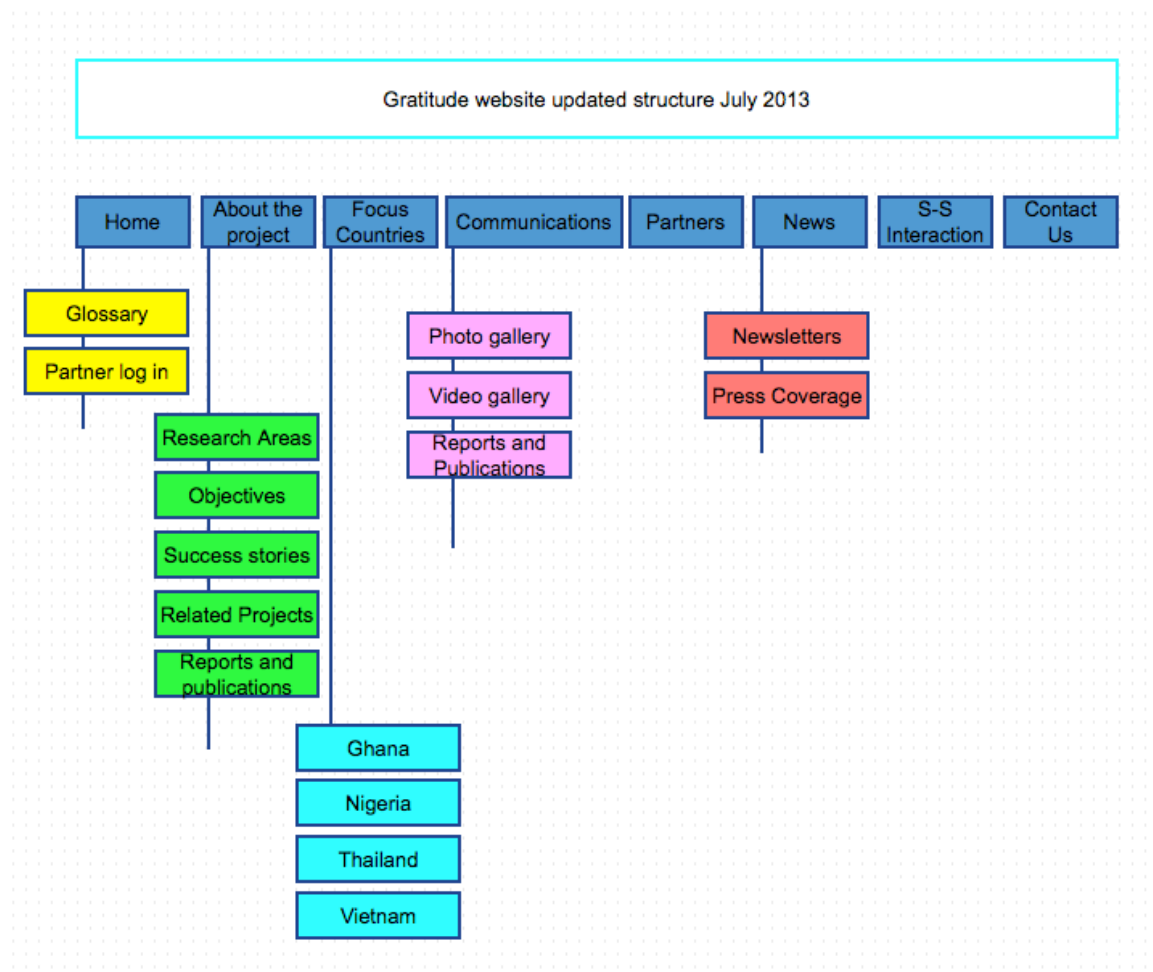


Figure 1: Update website structure for Gratitude – July 2013

And a plan for additional information on the homepage is displayed in Figure 2.

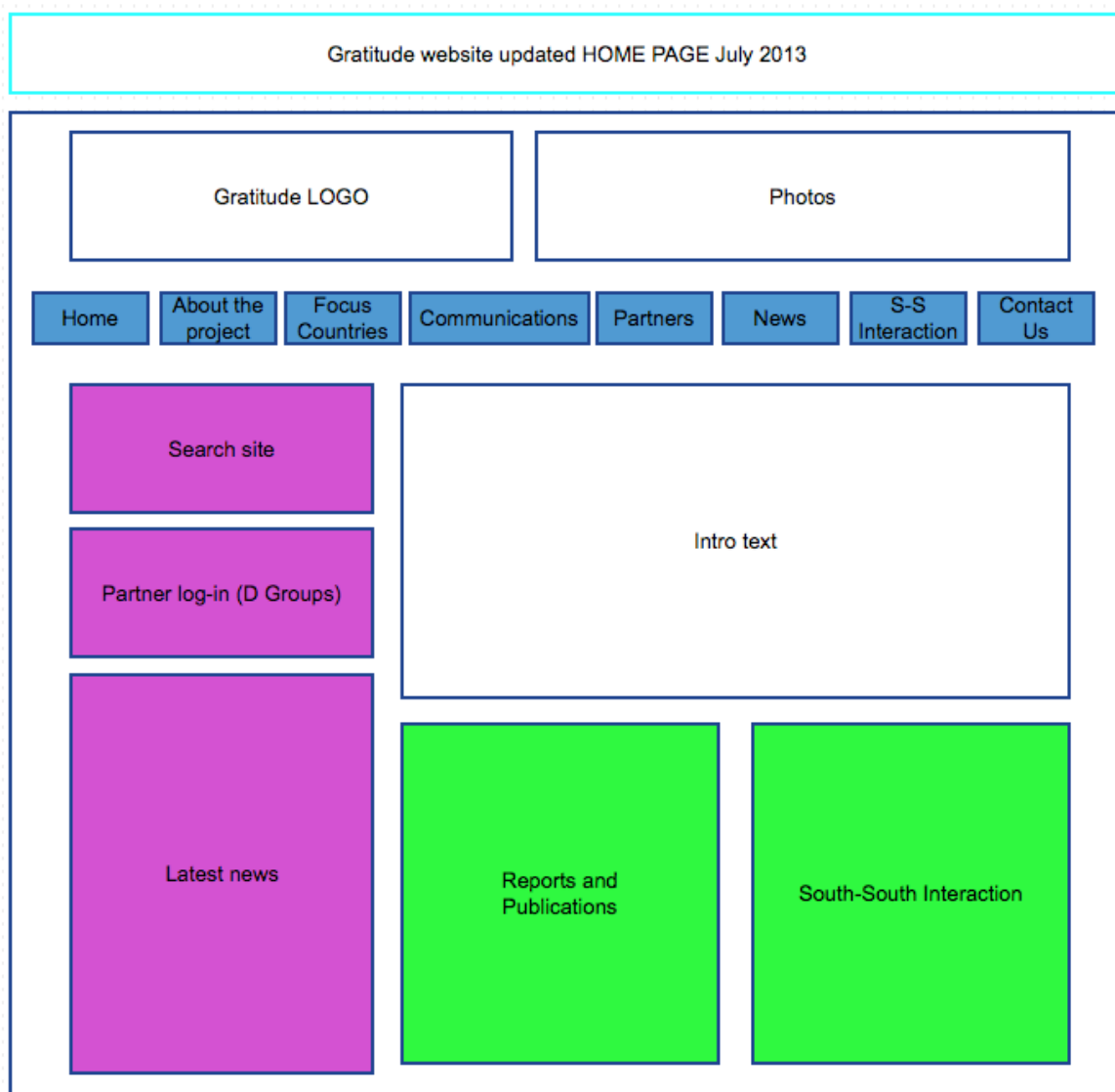


Figure 2: Updated layout for Gratitude website homepage – July 2013

These plans will be proposed to the partners, and approved by the project coordinator, and will take effect in September 2013.

Gratitude website data

There is an average of 30 requests for pages of the Gratitude website per day, since the website was launched in March 2012.

7. Conclusions

There has been a significant improvement over the course of the project in the communication flow from partners to the WP leader UoG-NRI. Links between the organisations have strengthened and each organisation now has a good understanding of

what is expected of them, and what is possible to do in the way of communications. UoG-NRI also has a better understanding of how communications work in the four different countries, and how the project can be best promoted.

The Gratitude website is receiving a healthy number of visitors. One reason for this is the good coverage the project is getting on social media, particularly Facebook and Twitter. A Facebook group has been established for 'south-south interaction', which has 138 members, and all news and some photos related to Gratitude activities have been posted on here, as well as the UoG-NRI Facebook and Twitter pages. The project is also well 'advertised' in the International Society of Tropical Root Crops (ISTRC) web site and Facebook group, which has a membership of 139 mostly early career scientists.

Although there hasn't been any direct feedback as yet concerning the content of the Gratitude communications strategy, the partners were glad to receive the document and guidelines, and as the document was presented to all partners section by section, it was understood by all. A survey will be drawn up in early 2014 for the partners to assess the effectiveness of the strategy and to input into its revision.

Annex: Gratitude dissemination and communication activities

Please send to: r.p.leavett@gre.ac.uk												
MASTER			Date range for this form:	Please fill in start date		please fill in end date						
Title and brief description	Description detail	Date/Period	Place	Type of audience	Audience cont..	Size of audience	Means of distribution	Countries addressed	Have you informed NRI?	Have you organised feedback forms?	Output	Extra info
Title of press release, workshop etc.			location	Please use drop down list and use 'Lists to help' which indicate which audience group fits to these types		Number of people approximately	Email, hand delivery, website etc.	Did it reach outside your own country?				
Special Issue of the Journal Food Chain	An issue of Food Chain on Cassava is proposed for 2014	late 2014	UK	Scientific Community		500	Online	All	yes	n/a		
	Visit farm and factory	August 6-14 2013	Nigeria and Ghana									
Organic (waste) utilisation by fungi to grow mushrooms or to upgrade waste to animal food	A bi-annual international exhibition for mushroom industry	29-31 May 2014	Den Bosch, the Netherlands	Industry	Next to the industry, policy makers, advisors, press	400	Demonstration materials, flyers, personal contacts	many	yes	no		
Rest of videos from Ruth's visits in April 2012	Ghana, Thailand and Vietnam	Sep-13		General Public		potentially thousands	website, YouTube or vimeo	All				

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Organic (waste) utilisation by fungi to grow mushrooms or to upgrade waste to animal food	A bi-annual international exhibition for mushroom industry	29-31 May 2014	Den Bosch, the Netherlands	Industry	Next to the industry, policy makers, advisors, press	400	Demonstration materials, flyers, personal contacts	many	yes	no		
Rest of videos from Ruth's visits in April 2012	Ghana, Thailand and Vietnam	Sep-13		General Public		potentially thousands	website, YouTube or vimeo	All				

Case studies from Ruth's visit in April 2012	Ghana, Thailand and Vietnam	Sep-13		General Public		potentially hundreds	website, newsletter	All				
	Scientific paper and presentation at the 7th Starch Update International Conference	Sep-13	, Bangkok, Thailand,	Researcher, producer, traders, policy makers		200	Presentation in the conference	Thailand	yes	conference feedback		
Food safety situation in cassava production and solution for quality improvement	Scientific paper and report in 2nd Quality management and Food safety Conference :	14-15 November 2013	, Hanoi	Researcher, producer, traders, policy makers		150	oral presentation and Paper in the Journal of Science and Technology, Vietnam Academy of Science and Technology	Vietnam and outside	yes	conference feedback		
Development of the food safety guideline for cassava production at SME level	VB Foodnet 2013 Conference, DEVELOPING THE SUPPLY CHAIN TOWARDS MORE HEALTHY FOOD:	11-13 November 2013	Hanoi	Researcher, producer, traders, policy makers		150	oral presentation and Paper in the Journal of Science and Development, Hanoi University of Agriculture	Vietnam and outside	yes	conference feedback		
presentation of Gratitude at conference	Exploring Biodiversity for Sustainable Development in South East Asia (EBSEA 2013), VB Foodnet 2013 Conference, DEVELOPING THE SUPPLY CHAIN	Nov-13	Hanoi,	Researcher, producer, traders, policy makers		150	Distribution of Brochure, booklet, flyer	Vietnam and outside	Yes			

	TOWARDS MORE HEALTHY FOOD, The 2nd Quality Management and Food Safety Conference (QMFS 2013)											
How to make HQCF and its application		Oct-Dec. 2013	One of 3 chosen villages in Hoai Duc, Hanoi	SMEs, producers, traders, transporters , Researcher, students, producer, traders, policy makers		50	Hand out, lectures, oral presentation	Vietnam	planned for Gratitude activity	conference feedback		
how to increase food safety at craft village		Oct-Dec. 2013	One of 3 chosen villages in Hoai Duc, Hanoi	SMEs, producers, traders, transporters , Researcher, students, producer, traders, policy makers		50	Hand out, lectures, oral presentation	Vietnam	planned for Gratitude activity	conference feedback		
HQCF and its application		Oct-Dec. 2013	Hanoi	SMEs, producers, traders, transporters , Researcher, students, producer, traders, policy makers		30	Hand out, oral presentation, posters, discussion	Vietnam	planned for Gratitude activity	conference feedback		

how to increase food safety at craft village		Oct-Dec. 2013	Hanoi	SMEs, producers, traders, transporters Researcher, students, producer, traders, policy makers		30	Hand out, oral presentation, posters, discussion	Vietnam	planned for Gratitude activity	conference feedback		
2013 EFFOST Annual Meeting		12-15th November 2013	Bologna - Italy	Scientific Community			Conference presentation	Global				
MicroBiotec h 2013		6-8th December 2013	Aveiro - Portugal	Scientific Community			Conference presentation	Global				
Gratitude Ghana Newsletter		March 2014. Sept 2014	FRI Accra			4000 each issue		Ghana Nigeria UK		Yes		
News press releases issued between newsletters.		Nov 2013. Sept 2014										
Technical leaflet		4th September		Farmers and Village Enterprises								
mushroom growers	Technology transfer	16- 20 Sept.	FRI project site	NGOs		12 farmers & SME	training	Ghana				
	Technology transfer	23-25th Sept.	FRI project site	Private Sector Companies (SMEs and LSEs)		12 farmers & SME	training	Ghana				
	Technology transfer	21st - 25th Oct.	FRI project site	Media (TV, Radio, Journalists in each country)		12 farmers & SME	training	Ghana				

	Technology transfer	4th - 8th November	FRI pt	Agricultural Advisory Services (government, NGOs, private sector)		12 farmers (mushroom)	training	Ghana				
				Farmer organisations								
ISTRC symposium - presenting gratitude output		Sep 28 - Oct 15 - 2013	Accra, Ghana	Scientific Community		400	in person	Global	yes			
Nigerian Institute of Food Science and Technology Conference	showcasing the project and the output	41548	Abuja, Nigeria	Scientific Community	and general public	500	in person	National	yes			
Nigerian news for the newsletter	in time for September meeting	41518		General Public	and scientific community		500+ Printed and handed out in person targeted to conferences	Nigeria	yes			
Product development WP6	Fried products (vacuum and atmospheric), extruded snacks, dried products,	2nd quarter 2014	FUNAAB	Scientific Community	Business, and entrepreneurs	50 minimum	in person, and then give the workshop manual etc. to other countries to do themselves	Nigeria, and potential Global	yes			
Profile of Nobex Gratitude activities	one page flyer	1st quarter 2014		Industry			By hand - also on website	Nigeria				
Profile of Peak Products Gratitude activities	one page flyer	1st quarter 2014		Industry			By hand - also on website	Nigeria				
Profile of FIRO Gratitude activities	one page flyer	1st quarter 2014		Industry			By hand - also on website	Nigeria				

Main Gratitude newsletter	Every 6 months	Feb2014, August 2014		Organisation s	Partners and all contacts		PDF on the website and distributed by email to interested parties	All	yes			
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