



COMMUNICATIONS STRATEGY

INTRODUCTION

The EMIDA ERA-NET is a specific 39 month EU-funded project of the SCAR Collaborative Working Group on Animal Health and Welfare research concerned with the coordination of research on emerging and major infectious diseases of livestock including zoonoses. The aim of the project is to develop a durable focused network of national research funders in Member and Associated States of the EU for the purpose of sharing information, coordinating activities and working towards a common research agenda and mutual research funding activities in the field of animal health. It began on 1 April 2008 with 26 partners and four associated partners from 19 countries.

The Collaborative Working Group also has specific initiatives on research Infrastructure and Animal Welfare research. It is part of a wider group of initiatives on or encompassing animals in relation to the European BioEconomy including Technology Platforms on Global Animal Health, Sustainable Farm Animal Breeding and Reproduction, European Aquaculture and Food for Life.

PURPOSE

To document how information will be disseminated to, and received from, all stakeholders in EMIDA.*

- It identifies the means/medium and frequency of communication between the different parties.
- It provides a framework for coordinating communications and engagement throughout the life of EMIDA.

OBJECTIVES

- Increase stakeholder awareness of EMIDA activities.
- Instigate recruitment of new Animal Health Research funding organisations from European countries.
- Encourage a good response to EMIDA research calls.
- Receive and collate useful information on potential research topics for joint-funding.

STAKEHOLDER GROUPS

1) Research institutes, including university departments and government laboratories, conducting research on animal diseases.

- 2) Non-EMIDA funders of research on animal health.
- 3) Animal Health Policy departments, both Member State and European Commission.
- 4) International organisations.
- 5) Animal Health Industry.
- 6) Animal Health professional bodies.
- 7) Livestock Industry Sector representatives.
- 8) Other European research initiatives on Animal Health and related topics (Technology Platforms, ERA-NETs and NoE).

COMMUNICATION MECHANISMS

	STAKEHOLDER GROUPS							
	1	2	3	4	5	6	7	8
Website	•	•	•	•	•	•	•	•
Written reports/documents (including E-reports)			•					
Talks	•						•	
Letters/emails	•	•	•	•	•	•	•	•
E-Newsletters	•	•	•	•	•	•	•	•
Press notices	•	•	•	•	•	•	•	•
Participating in/attending meetings	•	•	•	•	•	•	•	•

KEY INFORMATION TO BE DISTRIBUTED BY THE DIFFERENT MECHANISMS

	MECHANISMS & FREQUENCY
Project publicity	Website: Months 1-39 Talks: As requested E-Newsletters: Months 7, 13, 19, 25, 31, 39 Press notices: As required Participating in/attending meetings: As required
Project reports	Written reports (including E-reports): Months 6, 12, 18, 24, 30, 36, 39
Agendas/minutes of meetings	Website: Agendas - months 6, 12, 18, 24, 30, 36, 39 Written reports/documents (including E-reports): Agendas & minutes - months 6, 12, 18, 24, 30, 36, 39

Funding opportunities/ Research calls	Website: As required Talks: As requested E-Newsletters: As required Press notices: As required
Questionnaires	Website: As required Written reports/documents (including E-reports): As required
Response to queries	Letters/emails: As required
Reports of meetings (including presentations)	Website: As required Written reports/documents (including E-reports): As required
Stakeholder opinions	Talks: As required Letters/emails: As required Participating in/attending meetings: As required

DEVELOPING MECHANISMS

Website

- Discussion forum

ROLES AND RESPONSIBILITIES OF KEY INDIVIDUALS

Responsible for ensuring communication is adequate / appropriate and timely

- EMIDA Project Manager
- EMIDA Project Coordinator

IDENTIFICATION OF HOW UNEXPECTED INFORMATION FROM OTHER PARTIES (INCLUDING STAKEHOLDERS) WILL BE HANDLED WITHIN THE SCOPE OF EMIDA

- It will be discussed within the Network Management Group in the first instance and escalated to the full consortium if required.

* For dissemination to external parties only. Internal communications within EMIDA are covered by the Consortium Agreement