



ALTERNATIVE ANIMAL FEEDS IN MEDITERRANEAN POULTRY BREEDS TO OBTAIN SUSTAINABLE PRODUCTS

DISSEMINATION AND COMMUNICATION STRATEGY
(Deliverable 5.1.)

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SUMMARY

This document aims to develop the communication and dissemination strategy of the SUSTAvianFEED project, which seeks to introduce, in the food production system, sustainable practices based on circular economy principles and environmentally friendly methods, fostering local economies, and considering social aspects.

Since the project promotes tangible approaches for a more sustainable livestock sector by focusing on innovative and sustainable poultry feedings programs, it will have different target audiences as well as different communication tools. From direct training for producers, to events dedicated to consumers, through digital communication on websites and social networks, all partners will be involved in the development of the following communication and dissemination plan that aims to create a global community of practice that can serve as an example for the transformation of the entire food system.

The document also includes an explicit account of upcoming activities and the tools that will be used. In fact, based on the insights gathered during the initial phase of the project, the activities have been refined and adapted as needed. The goal remains to provide a broad audience with comprehensive information on the food production system and sustainable practices based on circular economy principles and environmentally sound methodologies.



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1. INTRODUCTION

The Mediterranean's population will reach 560 million people in 2030¹. An important growth in low and middle-income countries is expected, what will cause a dietary transition towards a higher consumption of meat, fruits and vegetables and will add pressure on natural resources. In addition, the Mediterranean area will suffer dramatic changes soon due to climate change such as desertification, droughts and floods or extreme heat conditions. North African countries are expected to suffer these changes especially, as its population will have more access to resources and animal food products due to the improvements of the socio-economic conditions of the population. Thus, the area will have to face the transition towards a more sustainable agri-food sector in which livestock production will play a major role.

The recent IPCC special report on Climate Change and Land² stresses that it will be impossible to keep global temperatures at safe levels unless there is a transformation in the way the world produces food and manages land. It estimates that 25-30% of global greenhouse gas emissions are a consequence of the food system, which greatly contributes to pollution of air, soil, and water, and to biodiversity loss. At the same time, climate change will severely affect agricultural production (reducing yields and land available for agriculture), with dramatic consequences for the livelihood and rural communities, among others. Moreover, the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), clearly establish the need of this transition to ensure a healthy diet for everyone and mitigate and adapt to climate change³.

Furthermore, the livestock sector represents about 14.5% of all human-induced emissions. It consumes about 6 billion tonnes of feed material in dry matter annually, including one third of global cereal production⁴. Feed production and processing account for the majority of these sector's emissions (45% according to FAO) due to the great resources consumption, the vast energy and water consumption of the process, the enormous amount of land-use change and deforestation problems. The European Union imports a large quantity of raw materials of the livestock feeding sector, especially soybean (85% of the soybean, 24% of corn and 8% of wheat and corn consumed⁵). 14 million tonnes of soya beans per year are imported to feed our animals, which increases the agri-food sector's impact on climate change and reduces the region's autonomy.

To modify all these patterns, it is necessary to introduce sustainable practices based on circular economy principles. New food chains must be environmentally friendly, foster local economies and consider social aspects. Feed production will be the mainstream of this change. SUSTAvianFEED presents tangible

¹ <http://prima-med.org/call-for-proposal/farming-system-ia-2020-call/>

² <https://www.ipcc.ch/srcc/>

³ <https://www.un.org/sustainabledevelopment/>

⁴ <http://www.fao.org/gleam/results/en/>



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approaches for a more sustainable livestock sector by focusing on innovative and sustainable poultry feedings programs.

SUSTAvianFEED aims to demonstrate innovative poultry farming systems by the inclusion of sustainable animal feeding. The project will develop a sustainable nutritional formula for poultry farming in which insects will play a key role and which will lead to an innovative poultry farming approach. The project will demonstrate the concept in five pilots to be developed in Spain, Italy, Tunisia (2) and Turkey. Furthermore, SUSTAvianFEED aims to contribute towards the transition to a more sustainable farming system by the implementation of circular economy approaches. Native and local poultry breeds or hybrids, adapted to each ecosystem, will be used in the pilots. These birds will significantly contribute to the reduction of resource consumption regarding basic needs such as energy or water consumption thanks to their natural resilience to the local climate conditions. The km0 approach will be followed and synergies with the agri-food sector will be established.

SUSTAvianFEED presents an interdisciplinary approach in which academia, private sector, citizenship, and public administration will play a key role in its whole implementation. ALIA and ENTOMO represent the private sector of the project along with SLOWFOOD, an association which promotes sustainable food projects worldwide and includes producers, retailers, consumers and all the actors of the food chain. Four universities (UMU, UNITO, EGE and ISA-CM) own the academia role of the partnership. Finally, Rayhana (an NGO) provides the citizenship approach within the consortium. Living Labs methodology will be used to engage different stakeholders, such smallholders, consumers, and other relevant actors in each pilot region, and use their knowledge.

The main objectives of the SUSTAvianFEED project are:

- To develop a sustainable nutritional formula for poultry farming using insects and the substitution of protein sources with high and negative environmental impact (as soybean or fishmeal) in the poultry feeding programs by regional agri-food sector by-products to follow circular economy principles. Life Cycle Assessment (LCA) techniques or similar will be used to determine the sustainability improvements of our approach.
- To reduce the environmental impact of the poultry sector while offering quality, safe and affordable products. The approach offered in SUSTAvianFEED aims to serve as an alternative to intensive poultry farming so the expected population in 2050 can have access to secure and sustainable food.
- To promote local economy, socioeconomic growth, and local resilience of Mediterranean areas. The selection of local and adapted chicken breeds or hybrids, particularly important for small-scale farming and associated with poor and marginalized sectors, will provide subsidiary incomes as well as high-quality meat and eggs, promoting the commercialization of local products and maximizing the incomes. In addition, the productivity and sustainability of small-scale poultry farms will be improved.
- To demonstrate the feasibility and suitability of alternative nutritional formulas in real poultry farming contexts: five pilots will be developed in four different Mediterranean countries (Tunisia, Turkey, Spain, and Italy). Social, environmental, and economic analysis will be developed for each pilot.



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- To improve animal health and welfare. Feeding birds with insects will improve their native behavior and gut health, thus it would reduce the use of medicated feeds, which is related to antibiotic resistance, in One Health's perspective.
- To promote gender equality and empowerment of women. SUSTAvianFEED project will engage rural women in pilot activities so sustainable business models are developed for women socioeconomic growth.

To develop a multi-actor approach in which relevant actors of the whole value chain are involved. By implementing Living Labs activities, each pilot area will engage the relevant stakeholders of the different stages along the whole supply chain, so a co-creation process is followed.

2. STRATEGIC OBJECTIVES OF THE COMMUNICATION AND DISSEMINATION ACTIVITIES

The main objectives of the communication and dissemination activities are:

- to raise awareness about sustainable farming practices based on circular economy principles to mitigate the effects of climate change.
- to disseminate project milestones and results and foster the involvement of relevant stakeholders and target audiences.
- to support the exploitation of project results to various target audiences

SUSTAvianFEED presents a multidisciplinary consortium in which academia, private sector and the citizenship are represented. The different kind of actors will be key for the dissemination and exploitation of the knowledge generated in the project.

All partners will contribute to communication and dissemination activities among identified relevant stakeholders that can take advantage of the project results at regional, national, Mediterranean, and international level. They will be identified considering the specific activities of the project, to disseminate and exploit specific results to the most appropriate target groups.

Furthermore, partners networks will have a key role to maximize the project impact. They will be used with the aim of reaching a large audience in the project activities. Among these networks, SUSTAvianFEED project presents two different levels.

Firstly, the different organizations own members: ALIA (300 farmers), Slow Food (1 million supporters and 100,000 members in the world), RAHYANA (which will involve in a direct and indirect way in the project about 420 women), universities own networks, which combine other universities and departments of the institutions as well as students, and ENTOMO networks, which include companies of the insect's field. Secondly, SUSTAvianFEED partners are also involved in relevant networks from the agri-food supply chain, including agri-food cooperatives, poultry sciences associations, companies and associations from the feed sector or bodies from the public administration.



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These organizations will be key for the engagement of the private sector in the project, as a large audience from the sector will be addressed in disseminating project activities and results engaging actors in the exploitation phase of the project and replication of activities. The communication activities will be focused on the whole project activities but will highlight the sustainable poultry diet developed and the pilot implementation results, clearly explaining the main benefits obtained from it regarding environmental, economic, and social, and the possibilities for implementing the pilot project activities and the alternative poultry diet in other contexts.

The project aims to give high visibility to its activities, so regular communication activities will be conducted. The contents to be communicated during the project implementation are:

- Project general information (topic, consortium description, work plan, expected outcome...)
- Project progress
- Project deliverables
- Project events (conferences, workshops, etc.)
- Other public events related to project topic.
- General information about sustainable agri-food systems

In addition, there will be key moments/milestones to communicate and disseminate more specifically such as:

- Living labs strategy available for implementation (M6)
- Sustainable feeding program developed (M13)
- SUSTAvianFEED pilots completed (M44)
- Exploitation strategy accomplished (M48)
- Final conference organization (M44-M48)

For the elaboration of the dissemination strategy of the project, relevant stakeholders from the quadruple helix and their needs will be identified from the beginning (see section 4). In addition, various ways to disseminate the project will be identified for each target group. Furthermore, the dissemination strategy is trying to adapt its content to different occasions and stakeholders, evolving with the project's course. In this context, we realized that some targets (i.e., policymakers) are particularly complicated to reach in this phase, before the results of project activities, so they will certainly be informed of project outputs and their potential mainly through press releases, but communication efforts will not be particularly focused on them.

3. TOOLS

Since the beginning of project implementation, the Consortium has employed diverse tools to disseminate information regarding project activities, as well as the incremental advancements and outcomes achieved.

During the initial phase of the project, these tools primarily served to raise awareness about the underlying issues that necessitated initiatives like SUSTAvianFEED. They also aimed to cultivate an engaged audience, interested not only on a general level but also from a professional perspective. This first phase was necessary and essential, to be able to achieve the main objective of the communication plan of the second half of the





project, focused on the most relevant outcomes obtained from pilot implementation and its potential adoption by external actors.

In general, communication took place organically, relying on the network of partners itself, both in terms of experience and positioning in the debate related to the topic. Here below the communication tools:

3.1 PROJECT WEBSITE

A project website, in English and with multilingual functionality, was created to centralize the communication and dissemination activities of the whole project. The project website is constantly updated and is linked from social media and partners' websites to increase visits.

In the second part of the project, the website will remain the focus of communication, where all materials produced (including newsletters) and updates on project activities will be uploaded. The editorial calendar will indicatively include one issue per month, referring to relevant project activities. Articles will be shared on the project's social pages and on the individual partners' channels at their discretion.

In addition, after the first half of the project, the website has been updated to satisfy project needs in a better way and maximize project impact, including sections for related projects or improvement of the engagement possibilities with the contact form, among others.

The project website is managed by ALIA with contributions from all partners.

> 1,500 visitors and 4,000 pages view

3.2 SOCIAL MEDIA

The main milestones of the project's activities were communicated through the project's Facebook page and LinkedIn page. The creation of these communal spaces was useful for sharing ideas to promote the project and its initiatives and to facilitate positive changes in the food system and to maximize the impact. The social network accounts are strictly linked to the project website to drive traffic to it and create a constant dialog between the tools.

The editorial calendar indicatively includes one issue per week, referring to relevant project activities, current news on the topic, interesting publications and more.

Considering the time spent in the first half of the project, we found that the Facebook page raised interest in the audience, gradually, continuously (and organically) increasing its followers and having a good engagement rate despite the very sectoral topic. The LinkedIn group, on the other hand, struggled to stand out. It was created from the beginning of the project, at the request of the same partners who appeared interested in the potential of the materials being prepared. The main intention was to create a sharing space for producers and experts in the field (mainly academics), but we believe that the digital approach of these target audiences is not yet that high, so the group proved interesting for engaging new experts in the field but has not yet expressed its full potential. Project partners will increase their efforts to engage academic contacts and producers who have participated in project activities. Should the tool prove not definitely



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adequate, we will direct the audience to the website, where materials will be collected and where it is still possible to contact project partners.

In the second part of the project, as the results and outcomes of the activities take shape, some of the social media posts will be sponsored, primarily targeting the general audience interested in the topic. It will also be requested for the social media channels of the partners to support the communication of the project results, to amplify the reach.

Hashtags to be used continue to be: #SUSTAvianFeed #slowmeat #sustainability #circulareconomy #zerowaste and other emerging ones that may increase visibility. By the number of followers, views, RT we will be able to see the impact of our digital communications.

Slow Food is managing the project FB page with contributions from all partners.

> 300 followers on project Facebook page after the end of the project

3.3 MEDIA RELATIONS AT LOCAL, NATIONAL, AND INTERNATIONAL LEVEL TO SPREAD PROJECT MESSAGES.

In the first part of the project, some useful materials were prepared for event participation and journalists. A press kit was prepared for journalists, uploaded online to the website and available for all partners to disseminate. It explains the objectives of the project and its development, with a focus on the methodology and pilot activities. In case, while attending the events, the media for other stakeholders) requested information about the project, the partners were also able to display the project activities using specific brochures and roll-ups in English, Italian, French and Arabic.

Activity with the media will become more dense with the second part of the project, since press releases are planned from all partners both on the outcome of the work on the ecolabel, which is of interest especially to the target audience of consumers, but also to producers and policymakers, and on the outcome of the pilot activities and the project itself, which are of interest especially to the target audience of academies, producers, and industry professionals.

Press releases will be also distributed among project partners and published on their websites. Instead of organizing specific press conferences, press releases will be sent internationally to a targeted and interested audience in several languages. Journalists will also be directly invited to the physical conference in Turin.

The eight press releases developed by Partners will focus on the main project's milestones, such as the development of the ecolabel and the project's results, presented during the final conference organized at Terra Madre Salone del Gusto 2024, the most important gathering of Slow Food communities in Turin (Italy).

Materials such as videos, press kit, social media pages and the reference to the website will always be mentioned. Moreover, a broader press release will be shared with partners, to be used ahead of any local event or conference they will organize, to reach a coordinated and organic communication of the project.

Experts from different partners will be identified, to reply to any interview request.



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> **At least 8 press releases**

3.4 COMMUNICATION AND DISSEMINATION MATERIALS

Leaflets, brochures, and newsletter were designed and produced to support the dissemination activities of the project. All these materials are available on the website and shared among the targets, as needed. In particular, the newsletter is shared progressively to the targets that participates in the project, and, moreover, in the international Slow Food newsletter.

Some infographics were created during the project and disseminated on social media (a general one on the project, one on Living Lab, etc). Depending on the social media communication plan, other infographics and any other materials will be developed to explain the results achieved and an interesting topic for the issue.

> **A total of 6 project newsletters distributed via website.**

3.5 VIDEOS

The partnership is working on short video clips to illustrate project activities and explain the main steps of the project. The videos will be disseminated both on social channels and to the media as additional material to press releases. They will also be available on the project website. Initially, the opening of a dedicated YouTube channel was considered. Considering the implementation of the first part of the project communication plan, we believe it is more effective for videos to be disseminated through existing project channels and archived on the website. There will in any case exist a playlist on YouTube, also to facilitate the dissemination of the links themselves, in the Slow Food channel, which to date already has 11,900 subscribers.

3.6 PARTICIPATORY ACTIVITIES

The project is communicating its activities and results among its own networks together with the organization of conferences, workshops, participation on external events and the participatory activities to be developed in the framework of Living Labs activities. All participatory activities related to events are in the Annex III.

A roll-up and brochure in English, French, Arabic, and Italian were created for these communication opportunities. They are available also on the website. Both encourage the dissemination of the project's objectives and are the first means by which partners can intrigue new stakeholders.

> **Annex II – Calendar of activities**

3.7 PARTNER WEBSITES

Given the relevance of the partners in the scientific scope of the project, it was felt that dissemination of activities through the partners' own websites, where available, would be an excellent tool for dissemination. The various pages link back to the project website and social media, giving general information about activities and-when relevant-also updating the blog on individual activities.



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- [Slow Food](#)
- [Ege University](#)
- [UMU](#)
- [ISA-CM](#)
- RAYHANA - work in progress
- [ENTOMO](#)
- UNITO work in progress.
- [ALIA](#)

3.8 GUIDELINES FOR FARMERS AND SMALLHOLDERS

They will be developed to promote the replication of activities. They will contain the technical outcomes of the project, however, it will be elaborated in a clear and concise way, so smallholders with no technical knowledge can have a clear idea of the opportunities that SUSTAvianFEED project activities raise for them. The project will develop specific content considering even illiterate women producers for example more picture than writing. Participatory approach will be used for enabling two way[u1] communication. Feedback will be provided from farmers and smallholders regarding project guidelines via interviews and resulting information will be integrated in the improvement of the guidelines to increase the level of acceptance and adaptation.

The guidelines will be:

- sent to all producers and smallholders who participated in the activities
- sent to the network of producers in contact with the various partners
- disseminated on the project website

3.9 SCIENTIFIC PUBLICATIONS

SUSTAvianFEED will guarantee that scientific publications generated resulting from the project will be accessible for end users. Scientific research publications are available on the project website and are published in open access journals. All materials related are also accessible for further research purposes. Since researchers involved in the project are members of scientific research networks, scientific publications of the project work will be accessible on official websites.

3.10 FINAL CONFERENCE OF THE PROJECT

A final conference with international relevance will be organized in the framework of **Terra Madre 2024 event**. Terra Madre is the bi-annual global meeting of food communities launched by Slow Food in 2004 in Turin (Italy). It brings small-scale farmers and food producers together with policy makers, civil society, academics, and consumers to discuss how to improve the food system collaboratively and produce food in a sustainable, good, clean and fair way. Since that first event, meetings have been held at global and national level, resulting in projects that promote the exchange of knowledge around the world. The 2018 edition of Terra Madre brought about 5,000 delegates from 160 countries, over 800 exhibitors, 300 Slow Food Presidia, and 500 food communities from the Terra Madre network. On average, 8,000 participants attend the event, and it attracts more than 1,000,000 visitors.



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In 2022 the event was the venue for one of the partners' Consortium Meetings. On that occasion the project partners not only met for the first time to share current and future activities, but also had the opportunity to meet other project partners on related topics and a network of Slow Food producers interested in animal welfare and sustainable food issues.

> **At least 100 event participants informed about the project.**

4. COMMUNICATION TARGET AUDIENCE

SUSTAVianFEED considers the communication of the results to relevant actors as an important aspect in the whole project implementation. Relevant actors will be defined along the agri-food supply chain as well as consumers and public and private sector during the whole project implementation.

Actors from the whole agri-food supply chain will be considered for dissemination activities, however, smallholders will stand out among others. This is connected with the importance that SUSTAVianFEED gives to the replication of activities, considering smallholders as one of the mainstreams of the transition towards a sustainable agri-food sector.

In the middle of project implementation, we can define that the main targets of the project's activities, in order of priority, are:

- Small-scale producers and other food chain actors
- Academia
- Trade associations and Industry stakeholders from the agri-food supply chain
- Consumers and general public

The partnership network is assuring to reach the different targets identified. Through its wide network of followers, Slow Food joins mainly the public as consumers; ALIA is reaching smallholder farmers and trade associations and Industry stakeholders from the agri-food supply chain; the Universities, through their networks, contribute to reach the scientific community and finally RAHYANA is ensuring the mainstreaming of gender dimension in all communication activities. ENTOMO addresses the private sector more related to the insects' field.

The project will consider **gender dimension** and promote gender equality and women empowerment as a holistic view in the whole project implementation, including dissemination and exploitation of results. In this framework the partnership will seek to inform women working in the production sector about the activities of the project and involve them in raising awareness of the project's themes and in promoting their empowerment.

Furthermore, as a transversal aspect in the whole project implementation, project activities and achievements will be connected to the Sustainable Development Goals (SDGs). Links of the most important project outcomes will be done and explained, indicating how our project is contributing to the international agenda.



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A. SMALLHOLDERS

The communication and dissemination activities focused on the smallholders is vital for project development. They are focused on the access to information regarding the project approach and providing technical support for the implementation activities.

Messages are created in a simple, clear, and pragmatic way, so the approach proposed by the project is followed by as many smallholders as possible.

Once the results are coming, tangible benefits of the new sustainable formula and the whole pilot approach will be highlighted. Smallholders' conditions will be considered, and their feedback and views will be involved in the design of activities to encourage participation and adaptation.

Tools:

- Guidelines
- Participatory Activities
- Dissemination materials during specific meetings and on the website
- Final conference

B. ACADEMIA

Researchers and other experts in the field of poultry feed, circular economy and sustainability are targeted via our communication and dissemination plan. In addition, some communication activities also target the research community. As an example of this kind of activities, the project consortium is working on some targeted publications on the project website and social media to promote the project's research publications when they are published.

Similarly, the project's newsletters include some sections focused on the research/scientific results of the project to target the research audience. Moreover, the participation of universities will contribute to reaching many student seminars.

Tools:

- Website
- Dissemination materials
- Final conference
- Scientific publications
- Student seminars (veterinary, environmental management, etc.)

C. TRADE ASSOCIATIONS AND INDUSTRY STAKEHOLDERS FROM THE AGRI-FOOD SUPPLY CHAIN



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Trade associations and businesses from the agri-food supply chain are another key category to which the project and its outcomes need to be communicated. Networks of the consortium are the first ones to which activities are communicated.

Sector-based Associations and Networks of the agri-food industry (at national and European level) will be addressed during the project implementation. Examples of stakeholders to which the project and its results will be communicated are presented in Annex I.

This list is considered a living document which will be regularly updated by project partners.

Tools:

- Dissemination materials
- Final conference
- Website

D. CONSUMERS AND GENERAL PUBLIC

Communicating to the public about the circular economy is one of the key issues in the success of circular economy implementation. Thus, it is a crucial part of the communication and dissemination activities as well. When using media and social media, key messages are produced in an understandable, clear, and attractive way, so they are relevant and useful for the general public. The produced content explains how the outcomes of the project are relevant to their everyday lives. This is a challenge, as we address some public which are not aware of circular economy and sustainability issues.

Another important focus of the communication is meat production and consumption, to raise awareness among consumers about better, cleaner, fairer consumption habits and promote the work of small- and medium-scale producers who respect animal welfare.

On the other hand, consumers and associations who are open to sustainability products are addressed. The development of the sustainable label for sustainable consumption promotion will be a co-creation activity which will be communicated to different associations and organizations involved in this kind of activities. We are also making some communication materials (e.g., videos or infographics to post on social media/ website) to communicate on the project and its outcomes using a simplified language.

Tools:

- Website (also with video)
- Social Media (also with video)
- Final conference
- Dissemination materials
- Participatory activities

E. PUBLIC SECTOR: DECISION MAKERS



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Polymakers at the European level working on the circular economy/sustainability, but also national experts working in ministries, are an interesting target group for dissemination of the project results. However, since the project activities are very operational and, on the ground, dissemination activities on this target group will take place only at the end of the project, directly but mostly indirectly through the communication that will be carried out to the general public.

The project partners have compiled a list of policy makers at the European, national, regional, and local levels who are concerned with food, waste, environment, circular economy and sustainability, and consumer policies. Annex I already contains a preliminary list of some entities that might be of interest to the project activities and could therefore, directly and indirectly, be involved in the communication and dissemination activities. These actors will be especially addressed in the exploitation strategy of the project.

Tools

- Website
- Social Media
- Final conference
- Media relations

5. METHODS OF CHECKING AND MEASURING THE RESULTS

During the project activities, specific monitoring and evaluation measures are carried out to better manage and evaluate some of the main planned communication and dissemination activities.

The activities are evaluated from a quantitative and qualitative point of view. The sources of information for the quantitative analysis came from project records such as records of publications, press releases, newsletters produced and distributed, web and social media statistics, press review collected, etc. The website, social media pages and the press are constantly monitored in order to take corrective actions as and when needed.

Monitoring progress and success of the activities, especially those that are intended to involve audiences directly are constantly monitored and the audience feedback gathered and collected. Efforts are devoted to gathering not only quantitative data but overall qualitative feedback from the main specific groups involved in the activities, through questionnaires, surveys, semi-structured interviews conducted during workshops and living lab activities.

6. VISIBILITY

6.1 VISUAL IDENTITY OF THE PROJECT

To ensure the Consortium has a coherent visual appearance, a project logo was designed, focusing on 4 issues: poultry farming, research, and innovation in developing a sustainable nutritional formula, social aspects and sustainable farming practices based on circular economy principles. All these elements are connected in a sort of sketchy circle that holds every concept together.

The logo will be used on all the communication tools, including internal communications and reporting templates, and external tools like the website, publications, dissemination material, etc. Templates for



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documents and presentations will be produced and made downloadable for all project members. Templates will also help to save time and effort for the partnership members, since no further design work will be necessary. The coordinated visual identity will help to coherently communicate and promote the project.

6.2 VISIBILITY REQUIREMENTS

Unless the PRIMA Foundation requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) display the PRIMA logo, and (b) display the EU logo

In all communications of the project, it will be mentioned that:

This project (grant number 2015), is part of the PRIMA programme, supported by the European Union

Acknowledgements in publications: This paper is supported by the PRIMA programme under grant agreement No 2015, project SUSTAvianFEED. The PRIMA programme is supported by the European Union.

When displayed together with another logo, the PRIMA logo and the EU emblem must have appropriate prominence.

Positioning of logos in communication materials and publications:

- the PRIMA logo and the EU logo must appear respectively in the upper right and in the upper left corner in a visible bigger size.
- the project logo must appear at the top center
- the partners' logos, when used, must all appear along the bottom line in this order: first the project leader and then the others in alphabetical order.

Disclaimer excluding the PRIMA Foundation responsibility:

Any dissemination of results must indicate that it reflects only the author's view, and that the PRIMA Foundation is not responsible for any use that may be made of the information it contains.

In the case of interviews or participation in radio and television programs, it is essential to name the project and state that it is funded by the European Union.



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Annex I

Italy – UNITO and Slow Food

Slow Food Presidia producers
Slow Food Network of producers

Spain- UMU

Poultry Quality Center for Animal Feed of the Valencian Community
Member of the technical department of INTEGA (Industrial Técnica Ganadera S.L).
Manager of Granja AGAS
Catholic University of Saint Anthony (UCAM) (Murcia)
Technical University of Cartagena (Murcia)
World's Poultry Science Association (WPSA)
Federation of Municipalities of the Region of Murcia (FMRM)
Ministry of Water, Agriculture, Livestock, Fisheries and the Environment of the Region of Murcia
Municipality of Lorca.
Municipality of Murcia.
Regional Development Agency of the Region of Murcia (INFO)
Organization of consumers and users (OCU) (Spain)
Association of Compound Feed Manufacturers of the Southeast of Spain (APICOSE)
CROEM: Confederation of companies of the Region of Murcia
Federation of Agricultural Cooperatives of Murcia (FECOAM)
Food for Life Spain.
Murcia Region Environment Companies Association (AEMA)
Spanish Confederation of Agricultural Cooperatives (CCAIE)
Spanish Confederation of Compound Animal Feed Manufacturers (CESFAC)
"Asociación de Amigos por la gallina murciana". Association of friends of the murcian hen.
Agrarian Association of Young Farmers (ASAJA) (Spain)
Coordinator of Organizations of Farmers and Ranchers-Rural Initiative of Murcia (COAG-IR)
Operative Group "Association of Friends for the Murcian hen" (AGAMUR)
Presidia producers

Tunisia – Rayhana

Association of Agronomic Science of Chott Mariem (ASA-CM)
Institution of Agricultural Research and Higher Education-Ministry of Agriculture,
Hydraulic Resources and Maritime Fisheries-Tunisia
Tunisian Association of Sustainable Agriculture (ATAD)
University of Sousse (USo)
General Direction of Agricultural Production (DGPA)-Ministry of Agriculture, Hydraulic
Resources and Fisheries-Tunisia
Municipality of Jendouba



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Office d'élevage et de pâturage (OEP)
Office of Livestock and Pasture of Sousse-Tunisia
Regional Commissariat of Agriculture of Sousse
Technical Center of Organic Agriculture (CTAB)-Chott Mariem-Sousse-Tunisia
Mutual Societies of Agricultural Services (MSAS)
NextProtein.
NextProtein company-Grombalia-Tunisia
POULINA holding
Sustainable Living Association
TECHNA company
The Tunisian Poultry and Rabbit Association (GIPAC)
Agricultural Development Groups (ADG) in north west of Tunisia
Agricultural Development Groups in The Governorate of Sousse (Rural women)
Operative Group "Association of Friends for The Murcian hen" (AGAMUR)
Presidia Producers
Rayhana short quality and gender chain
Slow Meat Network Producers
Small chicken farmers in north west of Tunisia
Small chicken farmers in north west of Tunisia
Small chicken farmers in Sousse

Turkey - EGE

Poultry Promotion Group
Association of Poultry Meat Producers and Breeders
Ege Fisheries and Animal Products Exporters Association
Egg Producers Association
TÜRKİYEMİR, Turkish Feed Manufacturers Association
World's Poultry Science Association (WPSA)
Animal Nutrition Science Association
Turkish Agricultural Economics Association (TEDER)
Buğday Ecological Life Association
Ankara University, Department of Animal Science
Adnan Menderes University, Department of Animal Science.
Turkish Poultry Meat Producers Association
İzmir Poultry Meat Producers Association
Balıkesir Poultry Meat Producers Association
Manisa Chicken Producers Association
Slow Meat Network producers
Consumer Food Cooperatives and Community Supported Agriculture Groups
Consumers
Sustainable Food Platform
General Directorate of Agricultural Research and Policies
Izmir Agriculture and Forestry Directorate



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Ministry of Agriculture and Forestry
Municipality of Izmir

Tunisia – ISA-CM

Delmon Poultry Company. Department of Poultry production and nutrition

Adisseo Company: Regional technical manager for the North Africa and French-speaking West Africa region

DVM and Head of the Interprofessional Group of Poultry and Rabbit Products (Groupement Interprofessionnel des produits avicoles et cunicoles, GIPAC).

Regional (Sousse) Direction of Livestock and Pasture office (Office de l'Elevage et du Pâturage, OEP)

Center for Organic Agriculture (Centre Technique de l'Agriculture Biologique, CTAB) –Chott Mariem –Sousse-Tunisia

Regional Livestock and Pasture office (Office de l'Elevage et du Pâturage, OEP) of Sousse Ministry of Agriculture, Hydraulic Resources and Fisheries.

Regional Commissariat of Agricultural Development of Sousse (Commissariat Régional au Développement Agricole de Sousse, CRDA

Association of Agronomic Science of Chott Mariem (ASA-CM)

Institution of Agricultural Research and Higher Education-Ministry of Agriculture, Hydraulic Resources and Maritime Fisheries-Tunisia

University of Sousse (USo)

General Direction of Agricultural Production (DGPA)-Ministry of Agriculture, Hydraulic Resources and Fisheries-Tunisia

Central Office of Livestock and Pasture -Tunisia

NextProtein company-Grombalia-Tunisia

POULINA holding

TECHNA company

The Tunisian Poultry and Rabbit Association (GIPAC)

Agricultural Development Groups in The Governorate of Sousse (Rural women) and Small chicken farmers in Sousse



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Annex II



Month	Year	Country	SUSTAvianFEED Partners	Event	Scientific Publication
September	2023	Poland	UMU	XXVth European Symposium on the Quality of Poultry Meat, 7-9 Sept 2023, Poland	
September	2023	Portugal	UMU	ESVCN CONGRESS 2023. 7-9 Sept 2023, Portugal	
September	2023	Poland	EGE	XIXth European Symposium on the Quality of Eggs and Egg products	-
September	2023	Poland	EGE	XXVth European Symposium on the Quality of Poultry Meat, 7-9 Sept 2023, Poland	
October	2023	Spain	ALIA	Participation in SEPOR National Livestock Industrial and Agrifood Trade Fair (Lorca, Spain). date: 23 to 26 October 2023	-
October	2023	Tunisia	Rayhana	Capacity Building for Veterinaries	
October	2023	Spain	UMU	European researchers' night	
November	2023	Spain	UMU	Science and Technology Week (SeCyT)	
November	2023	Tunisia	ISA-CM	17th November 2023 - Conference on the use of BSF larvae in poultry feed	-
November	2023	Tunisia	ISA-CM	Training on insect farming for smallholders & ISA-CM students	-
November	2023	Turkey	EGE		A paper on performance and welfare parameters of local strain
December	2023	Tunisia	Rayhana	Capacity Building on gender	
December	2023	Turkey	EGE		A paper on performance and welfare parameters of commercial strain

2024

January	2024	Spain	UMU	Workshop on sustainable egg production using vegetable alternatives in layer feed	-
January	2024	Turkey	EGE		A paper on meat quality parameters
January	2024	Tunisia	Rayhana	Capacity Building on women empowerment	
February	2024	Turkey	EGE	4th International Animal Nutrition Congress 29th February – 3rd March 2024 , Concorde DeLuxe Resort, Lara-Antalya/Turkiye	-
February	2024	Turkey	all partners	4th International Animal Nutrition Congress 29th February – 3rd March 2024 , Concorde DeLuxe Resort, Lara-Antalya/Turkiye	-
February	2024	Tunisia	ISA-CM	4th International Animal Nutrition Congress -Antalya, Turkey	-
February	2024	Turkey	UNITO	International Animal Nutrition Congress 29 feb-3 mar 2024 (http://www.hayvanbesleme.org.tr/2023/09/03/4th-international-animal-nutrition-congress/ ; Antalya, Turkey)	
February	2024	Turkey	UMU	4th International Animal Nutrition Congress -Antalya, Turkey	
February	2024	Spain	UMU	-	Scientific publication on pilot results submitted to JCR Q1 journal
February	2024	Turkey	EGE		A paper on apparent nutrient digestibility and apparent ileal amino acid digestibility of finisher diets
March	2024	Turkey	UMU	Nutrition Congress	
March	2024	Turkey	EGE	Nutrition Congress	-
March	2024	Turkey	EGE		A paper on results of economic analysis (EGE)
March	2024	Tunisia	Rayhana	Salon de l'agriculture, de l'élevage, de la volaille et des produits laitiers de Konya du 05 au 09 mars 2024 Konya	
March	2024	Tunisia	Rayhana	Salon méditerranéen de la production animale et des produits agricoles à l'export du 02 au 05 mai 2024 Hamamet Tunisie	
March	2024	Turkey	UMU	Nutrition Congress	
March	2024	Spain	UMU	Nutrition Congress	
April	2024	Italy	UNITO	MeaVeaS 22-24 apr 2024 (website not available; Turin, Italy)	
April	2024	Spain	UMU		Article on the website The Conversation organized by the unidd de cultura cinetifica of the University of Murcia.
May	2024	Turkey	UNITO	International poultry conferences 8-11 may 2024 (http://wpsaturkiyecongress.org/?dil=en ; Bursa, Turkey);	
May	2024	Turkey	EGE	WPSA Turkish branch	-
May	2024	Turkey	EGE		A paper on microbiota and intestine health
May	2024	Morocco	Rayhana		
June	2024	Spain	UNITO	European Poultry Conference 24-28 june 2024 (https://epc2024.com/ ; Valencia, Spain)	

June	2024	Turkey	EGE	XVI European Poultry Congress, 24th – 28th June 2024 Spain	-
June	2024	Spain	UMU	XVI European Poultry Congress, 24th – 28th June 2024 Spain	
July	2024	Tunisia	ISA-CM	(ICANS) - Paris, France	
August	2024		-	-	-
September	2024	Ireland	UNITO	ESVCN 11-13 sept 2024 (website not available; Belfast, Ireland)	
September	2024	Spain	UMU	European Researchers' Night	
September	2024	Italy	ALL PARTNERS	Terra Madre Salone del Gusto	
October	2024	Egitto	UNITO	Mediterranean Poultry Summit 21-24 oct 2024 (website not available; Luxor, Egypt)	
October	2024	Spain	UMU	workshop on sustainable egg production using insects as protein source in layer feed	-
October	2024	Spain	UMU	European researchers' night. 29 october	
October	2024	Turkey	EGE	Capacity building activity with smallholders	-
October	2024	Tunisia	ISA-CM	International Conference on Sustainable Poultry Production and Animal Nutrition (ICSPAN) - Rome, Italy	Presentation of the results of the greasing test and preliminary results of the deposition test
October	2024	Tunisia	ISA-CM	International Conference on Animal Nutrition Science (ICANS) - Tunis, Tunisia	-
October	2024	Spain	UMU	-	Scientific publication on pilot results submitted to JCR Q1 journal
October	2024	Spain	ALIA	Participation in SEPOR National Livestock Industrial and Agrifood Trade Fair (Lorca, Spain)	
November	2024	Spain	ALIA	Attendance to CONAMA. Environmental national congress	
November	2024	Spain	UMU	Science and Technology Week (SeCyT)	-
November	2024	Turkey	EGE		Publication about the results of the survey to consumers
December	2024		-		-
2025					
January	2025	Tunisia	ISA-CM	-	Fattening trial results publication (original research article)
February	2025		-	-	
March	2025	Spain	UMU	-	Scientific publication on pilot results submitted to JCR Q1 journal