



ERA-NET **SUSAN**

BPRACTICES. New indicators and on-farm practices to improve honeybee health in the *Aethina Tumida* era in Europe

WP8. Dissemination and sharing

Lead partner 7 - IZSVe

Barbara Tiozzo, Licia Ravarotto

Health awareness and communication department
Istituto Zooprofilattico Sperimentale delle Venezie (IZSVe)



Communication activities

- Definition of a **communication plan**: tailored communication interventions will promote and disseminate the project activities and results to all the actors concerned
- Activities will be organised to span the duration of the project
- The project will be ensured high profile and appropriate visibility both at national and international level
- All project partners will collaborate to the WP8 activities
- WP8 activities will benefit of the involvement of Apimondia and FAO TECA

Communication purposes

- Informational
- Awareness-rising
- Promotional

with respect to the new management method (good beekeeping practices)
and the web application for the new traceability system

ACTIVITIES TASK 1	PARTNERS	TARGET GROUPS
Subtask 1.1. Project website	P1, P3, P4, P5, P7	Beekeepers, researchers, consumers
Subtask 1.2. Production and delivery of GPB guidelines	P1, P3, P4, P5, P7	Researchers
Subtask 1.3. At least two publications in Apimonia International Apicultural Congresses and Symposia related to the projects aims	P1, P3, P4, P5, P7	Researchers
Subtask 1.4. All partners will participate to one event organised by Apimondia and another international event dealing with the project aims.	P1, P3, P4, P5, P7	researchers

ACTIVITIES TASK 1	PARTNERS	TARGET GROUPS
<p>Subtask 1.5. The outcomes of the project will be shared with other international research groups (e.g. COLOSS), also participating to international events</p>	<p>P1, P3, P4, P5, P7</p>	<p>researchers</p>
<p>Subtask 1.6. One open-access publication with the project aims and results</p>	<p>P1, P3, P4, P5, P7</p>	<p>researchers</p>

ACTIVITIES TASK 2	PARTNERS	TARGET GROUPS
Subtask 2.1. Publication of guidelines and the traceability system through social media	P1, P2, P3, P4, P5, P6, P7	Beekeepers
Subtask 2.2. Publication of guidelines and the traceability system through institutional websites	P1, P2, P3, P4, P5, P6, P7	Beekeepers
Subtask 2.3. Publication in the FAO TECA platform of a page dealing with the project	P1, P2, P3, P4, P5, P6, P7	Beekeepers
Subtask 2.4. Publication in an Apimondia International Apicultural Congresses or Symposia of the project aims and results	P1, P2, P3, P4, P5, P6, P7	Beekeepers
Subtask 2.5. Organisation of a specific event by each partner to disseminate the project results	P1, P2, P3, P4, P5, P6, P7	Beekeepers

ACTIVITIES TASK 3	PARTNERS	TARGET GROUPS
Subtask 3.1. Organisation of a popular dissemination event by Apimondia	P1, P4, P5, P7	Consumers
Subtask 3.2. Online publication of a section in the project web site related to consumers	P1, P4, P5, P7	Consumers

Communication activities – proposal

M8.1	Website online	IZSVe
M8.2	Printed GBPs to prevent diseases	
M8.3	Apimondia publications	
M8.4	Open access paper	
M8.5	Publications on institutional websites (guidelines + traceability system)	
M8.6	FAO TECA publication	
M8.7	Beekeepers events	
M8.8	Popular dissemination event	
M8.9	Website section for consumers	IZSVe

Deliverables

D8.1	Intermediate report	18
D8.2	Final report	36

WP8. Team and expertise

NAME	EXPERTISE	TASK
Licia Ravarotto	Communication expert	<ul style="list-style-type: none"> - WP leader - coordination of communication activities
Barbara Tiozzo Claudio Mantovani	Communication expert	<ul style="list-style-type: none"> - Definition and implementation of the communication strategy
Stefania Crovato Giulia Mascarello	Social researcher	<ul style="list-style-type: none"> - Evaluation of the web application (WP 7) - Organisation of an online survey (WP 7)
Mirko Ruzza	Digital specialist	<ul style="list-style-type: none"> - Development of the project website

Budget

Person costs	16.000 €
Travel	6.000 €
Consumables	4.000 €
Subcontracting	4.000 €
Requested funding	33.000 €
Total own contribution	38.000 €
TOTAL COSTS	71.000 €

Thank you