

## **Communication and dissemination in CORE Organic**



**[Thomas.Alfoeldi@fibl.org](mailto:Thomas.Alfoeldi@fibl.org)**

CORE Organic Cofund Research Seminar, 29 January 2019, CIHEAM Bari, Italy

Communication & Dissemination team: **Karin Ullvén**, EPOK, **Helene Uller-Kristensen**, ICROFS, **Ilse A. Rasmussen**, ICROFS; **Bram Moeskops**, IFOAM EU, **Thomas Alföldi**, FiBL

# Output Analysis – CORE Organic II

Pedersen et al. 2011

## Scientific effect

## Knowledge embedment

## Impact on sector

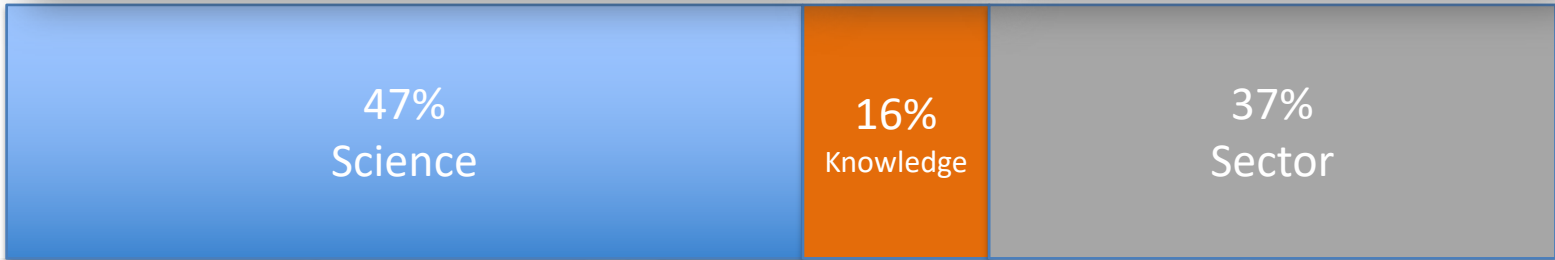


| <b>Scientific effect</b>                      |     |
|---|-----|
| Scientific paper with JIF > 4                 | 120 |
| Scientific paper with 4 > JIF < 2             | 100 |
| Scientific paper with JIF < 2                 | 80  |
| Scientific paper without JIF                  | 30  |
| National language paper without JIF           | 20  |
| Books (chapters)                              | 40  |
| Conference Proceedings and work papers        | 20  |
| Research report                               | 20  |
| Conference presentation (with peer review)    | 20  |
| Conference presentation (without peer review) | 15  |
| Poster presentation                           | 10  |

| <b>Embedment of knowledge</b>                 |     |
|---|-----|
| PhD and post doc                              | 300 |
| Master thesis                                 | 50  |
| Supplementary training (education) per course | 20  |
| Bachelor thesis                               | 10  |
| Guest lectures                                | 10  |
| Patents extermination of novelty              | 20  |
| Patents application                           | 100 |
| Patents approval                              | 40  |
| Development of strategic methods              | 100 |
| Other sort of corner commercialise            | 100 |
| Software programs                             | 100 |

| <b>Impact on industries and society</b>         |     |
|---|-----|
| Publication in subject-specific journal, video  | 50  |
| Procedure for authorities (policy brief)        | 100 |
| Procedure for practitioners (technical note)    | 100 |
| Lecture   | 20  |
| Feature, newspaper article, discussion article  | 20  |
| Interviews to radio, television                 | 20  |
| Subject publications in relation to the project | 20  |
| Subject meeting/workshop                        | 20  |
| Newsletter                                      | 10  |
| Homepage/Website                                | 10  |

# Output of 14 CO II projects (mean value)



0%

20%

40%

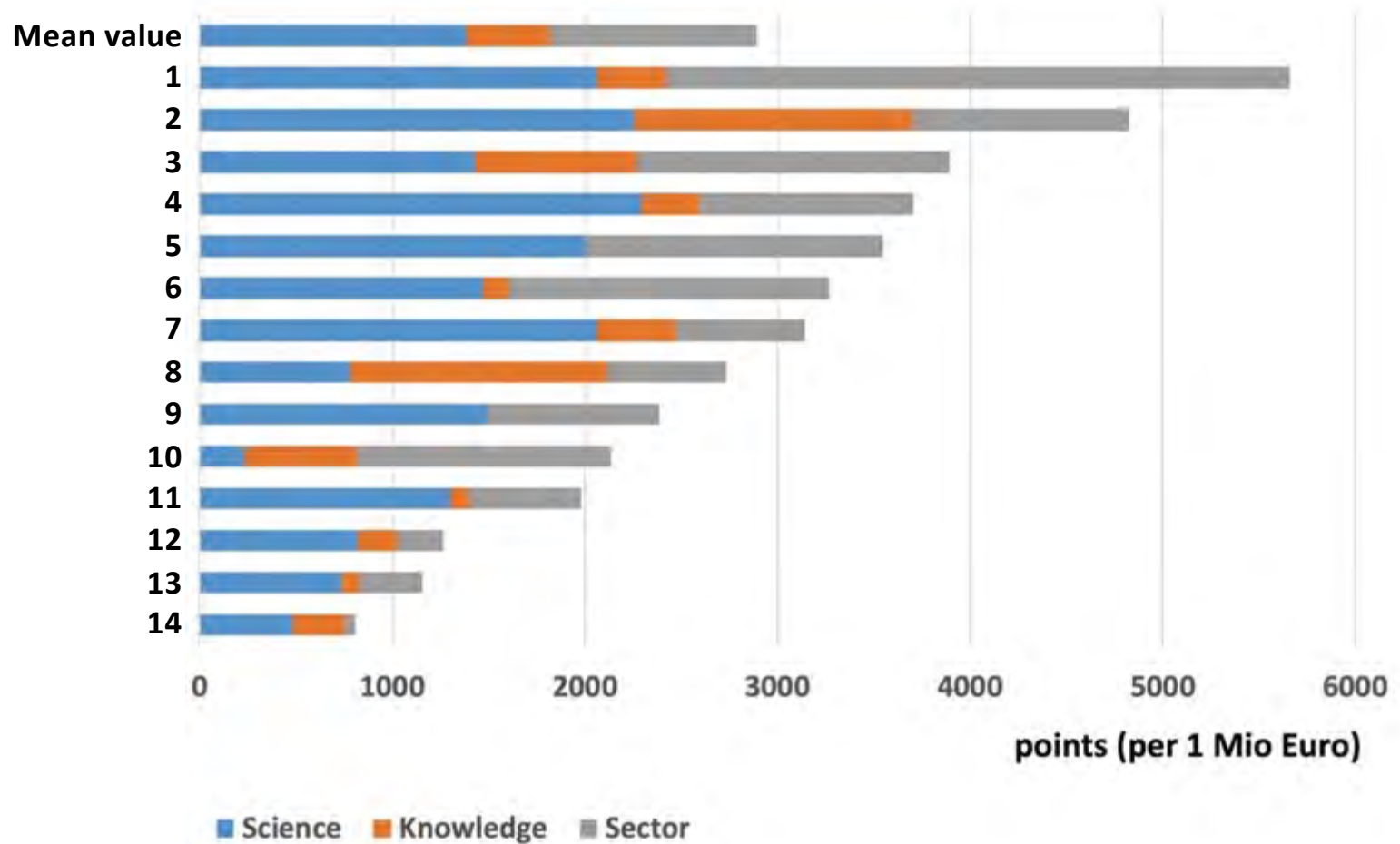
60%

80%

100%

Mean value of 14 projects

# Output per Mio Euro of 14 CO II projects





# How to explain the differences?

- No influence of the budget size
- Relevance of the topic for practitioners
- The size of the target audience
- Complementarity of the consortia
- Coordinator/dissemination manager



# Typical flow of communication and dissemination activities during a research project



# Project activities





# Narrative Tweets

**Mirjam Holinger** @MurielleHoli · 13. Aug. 2018  
Giving pigs access to grass silage reduces occurrence of gastric ulceration. Repeated social stress on the other hand increases such damages in the stomach. @ETH\_en @fiblog @usys\_ethz @Agroscope  
Our new paper in Physiology&Behaviour has been published: [authors.elsevier.com/a/1XVB97Gm-4-ZY](https://authors.elsevier.com/a/1XVB97Gm-4-ZY)

**Remix Int**  
Mega-pot effects of under dro...  
ATK green

**RightLI**  
#FMNR been se...  
#Agroes...  
@BMZ\_...  
@World...  
Tweet

**Thomas**  
Perennia...  
Function...  
Technica...  
#EcoOrg...  
Free do...  
Tweet

**Aggressive and social behaviour**  
Per male manipulations: 1  
Concentration of salivary cortisol: 4

**Entire male pigs vs castrated male pigs**  
Per male manipulations: 1/2  
Concentration of salivary cortisol: 1/4

**Stress changes**  
Play behaviour: 1/2

**Grass availability**  
Per male manipulations: 1/2  
Play behaviour: 1

**Stomach ulceration**  
Feed intake: 1/2

**Photo: World Vision/Silas Koch**  
**Tony Rinaudo**  
225 Aufrufe  
1:12 / 1:33

**FiBL**

**CORE organic**



# Visual story-telling: Slideshow in PPT



- On website
- As mp4 on social media

# Visual story-telling: Slideshow in PPT

- On website
- As mp4 on social media

# In a clip you can say more than in 280 characters



**Thomas Alföldi** @tombas60 · 18. Jan.

Big field trial against small worms: testing alternating grazing with [#sheep](#) and [#cattle](#) to control [#parasites](#) and to avoid [#resistance](#) against [#dewormers](#).

🎥 Video [youtu.be/kdS6lyPA8zQ](https://youtu.be/kdS6lyPA8zQ) 🇬🇧 with subtitles 🇫🇷 🇨🇭 🇩🇪

Research by [#MIXENABLE](#) @fiblorg for @CORE\_Organic

🌐 Tweet übersetzen



💬 1    ↻ 8    ❤️ 9    |||



# Your experiences?



**Continuous communication and exchange with stakeholders**



**Recommendations based on consolidated results**