



Executive summary Dissemination Plan

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* a deliverable is a formal output produced by a (EU) project

Content Summary

Dissemination is generally described as the range of actions that make project knowledge available to persons who are not directly involved in a project. Project knowledge is in the first line understood to comprise a full range of elements from pure information and databases to elaborated reports. The dissemination potential can be defined as a combination of three factors: intrinsic innovative value of the output, efficiency and effectiveness of dissemination, size and distribution of potential audience.

The main **objectives** of the Dissemination Plan are to:

- Outline the dissemination strategy for the whole duration of the project
- Provide an indicative timetable of dissemination activities (updated on an annual basis)
- Describe the various types of activities to be implemented and the required actions
- Define responsibilities and allocate them to the project partners
- Summarise the internal monitoring, evaluation and reporting of dissemination
- Provide a guideline for WP leaders to develop dissemination plans at WP level

The following dissemination tools (materials, channels and activities) will be used in the MoniQA:

Websites

The network website (www.moniqua.org) will be a major dissemination channel for the MoniQA Network of Excellence (NoE). Combined with a login area for the project portal, the private areas for partners provide information for all audiences addressed by the project. Thus the MoniQA web-portal will become the primary platform for communication and implementation of activities, and will constitute a dynamic information and communication tool expanding projects activities to include the partners, the EC and beyond. It will gather, promote and communicate project activities and project related information – news, information, links, useful links, reports, etc. In addition to the MoniQA website, partners' websites as well as relevant "external" websites will be used to promote the project and disseminate information.



Knowledge management and internal communication is facilitated by the MoniQA portal incorporating on-line reporting and document management. It is available to the MoniQA partners as a protected area via login.

Mailing Lists / e-newsletter

Creating new and using existing mailing lists is important for a fast and easy distribution of information sent out to a great number of interested partners. An important means of promotion will be the production of the project e-Newsletter. MoniQA newsletter will be published only in English. The e-newsletter will be tailored for three target groups: Industry & SMEs, Science and Research Organisations.

Media relations

This includes press release and – where feasible – press conferences which may be held concurrently with MoniQA events.

Events & Networking

Events and Networking is an important component of the Network of Excellence to give MoniQA project partners the opportunity to meet and network with one another, and experts and stakeholders (including Associates) who are not project partners to promote MoniQA as a network of leading experts and exchange information. Also included are MoniQA training activities.

Academic Publications

Academic publications will be produced by the partners. Depending on the form, content and restrictions, academic publications will be published on the website, portal or disseminated through other channels.

General Dissemination Material

General dissemination material such as flyers, posters and press releases will be used for promoting the project at different events. General material will be in a format for downloading from the MoniQA website. MoniQA partners will be able to adapt some general dissemination material to include their own contribution to the project. Templates in Microsoft Word and PowerPoint have been designed especially to develop the MoniQA brand and for use by the consortium.

The document also clarifies the internal responsibilities of the MoniQA partners.

Dissemination material will be initially produced in English. Some material or parts of it will be translated into other languages e.g. when specific dissemination material is provided for a targeted audience in only one region or country e.g. China, Indonesia or Vietnam, who are represented in the consortium.

Since all partners are to some extent involved in dissemination a reporting tool was developed in order to capture all relevant information about dissemination activities.

The dissemination plan will be further developed into a dissemination strategy as the project progresses.



About MoniQA – www.moniqa.org

MoniQA ("Monitoring and Quality Assurance in the Food Supply Chain") is a Network of Excellence (NoE) funded by the European Commission under the 6th Framework Programme. The Network aims to make food safer by harmonising methods for food analyses. The project is coordinated by the Vienna-based International Association for Cereal Science and Technology (ICC). More than 155 researchers and scientist from 33 international partners from 20 countries are involved in MoniQA.

Join us!

MoniQA offers associated partnerships for interested organisations, SMEs and institutions. For more information see the FAQ section on the MoniQA website (<http://www.moniqa.org/index.php?id=90440&lang=default>) or contact:

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