

H2020-SFS-2018-2020

DECIDE

Data-driven control and prioritisation of
non-EU-regulated contagious animal diseases

Deliverable 6.1

DECIDE Website

WP6 – Communication activities and dissemination and exploitation of results

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Abbreviations

Abbreviation	Description
EU	European Union
WP	Work Package

Partner short names

Short name	Organisation
accelCH	accelopment Schweiz AG
UU	Utrecht University

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Executive Summary

This deliverable presents the DECIDE project website, describing the main structure of the website, how it is set up and how it will be maintained throughout the project's duration and for the five years following its completion. The project website serves as a powerful tool to communicate, inform and raise awareness on the endeavours and progress of the project, enabling the DECIDE consortium to easily reach out to all its stakeholders. Tailored to the DECIDE stakeholders, the website provides up-to-date, consistent and comprehensive information on the project.

1 Key facts

The DECIDE website has the main purpose of raising awareness of the project's endeavours as well as to function as a central online portal to disseminate its results to the scientific community and to communicate its outcomes to the general public and wider audience of non-experts.

- The DECIDE website address is www.decideproject.eu.
- The website was first launched on 12 July 2021 (Month 1).
- accelCH created and currently maintains the website using WordPress.
- The project website is securely hosted on accelCH's webserver.

2 Aims and objectives

The main aims of the project website are to raise awareness of the DECIDE project and its network, to maintain an open and wide-reaching means of communication with the DECIDE stakeholder groups and to keep an updated platform informing on the most current project developments, key results and outcomes.

The specific objectives are to not only provide a source of information but to also create an interactive platform for exchange with the various stakeholder groups including the scientific community, the livestock sector, veterinarians, policymakers and the general public as well as within the project's network. This is achieved by including engaging audio-visual material that clearly and effectively communicates the project vision, endeavours and results to a wide public and by providing educational material, news, and continuously updated content.

3 Strategy

The website functions as a focal point for all stakeholder groups to find information on the partners involved in the project, on the technological and scientific details behind the research being conducted and all updates concerning the project progress as well as events and key achievements.

The DECIDE website aims to keep all its stakeholder groups involved and interested in the project throughout its entire duration. This will be achieved by prompt communication of the project's newest results, regular and timely updates on news and events and the enhancement of engagement opportunities through event registration functions, when appropriate.

All of the website functionality is provided in an intuitive and user-friendly manner. Moreover, it has a responsive design, i.e. an adapted interface when viewed on mobile devices or tablets, which makes it easy to navigate on a small screen and guarantees convenient access to the website from any device.

4 Technical implementation

The DECIDE website created with WordPress is implemented in a way that allows easy maintenance and provides an appealing experience to its users.

4.1 WordPress

The website was created with the online website design tool [WordPress](#). This tool offers flexible and professional layouts, a user-friendly interface for ease of editing and numerous additional plugins to integrate interactive features and adjust the website to the project's needs. As a default feature, WordPress offers responsive designs, i.e. website layouts that adapt to different screen sizes. Posts are displayed in reverse chronological order, so that the most recent news entry is shown at the top of the page and on the DECIDE website's homepage.

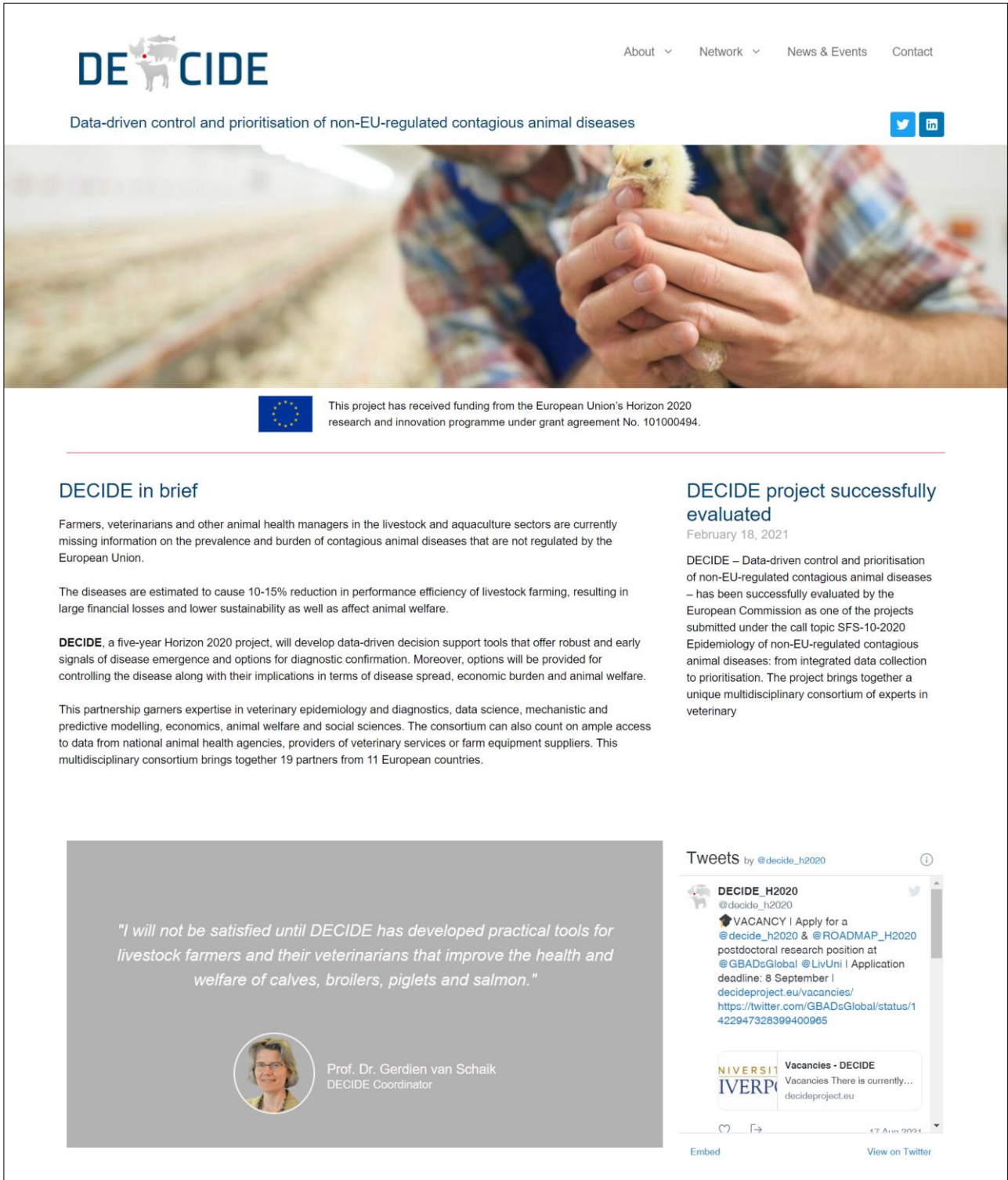
4.2 Website structure

The website is currently structured as described in the following sub-sections, in line with the strategy, aims and objectives described above. However, this structure and the individual web pages are subject to evolve over time and will be adapted as the project develops, notably to include the Results page. The main navigation menu allows the viewer to easily reach the key pages of the website, currently including 'About', 'Network', 'News & Events' and 'Contact'. The EU flag and acknowledgement are displayed below the banner image of the homepage and a footer displayed on all pages includes the copyright and links to 'Contact', 'Cookie Policy' and 'Privacy Policy'.

4.2.1 Homepage

The [homepage](#) is the landing page for first time access to the website through entering the URL ([decideproject.eu](#)) in an internet browser (e.g., Firefox), a search engine (e.g., Google) or through a link on a different website (e.g., partner websites). When browsing through the DECIDE website, users can easily return to the homepage by clicking on the DECIDE logo in the header, as is common practice for many modern websites.

The homepage enables the viewer to immediately gather an overview of the project, through an opening summary of the project, a news section, a quote from the project coordinator, and the DECIDE latest tweets. The homepage is well linked to all its other current pages, where the viewer can find more information on the project, the research conducted and the latest news and events. When new pages will be added to the main navigation menu, care will be taken to link these within the homepage main text as well. Social media icons linking to the DECIDE [Twitter account](#) and [LinkedIn page](#) are displayed in the top-right margin of the homepage.



The screenshot shows the DECIDE website interface. At the top left is the DECIDE logo. To the right are navigation links: About, Network, News & Events, and Contact. Below the logo is the tagline: "Data-driven control and prioritisation of non-EU-regulated contagious animal diseases". There are social media icons for Twitter and LinkedIn. A large image shows a person's hands holding a small yellow chick. Below this image is a European Union flag and text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000494." The main content area is divided into two columns. The left column is titled "DECIDE in brief" and contains three paragraphs of text. The right column is titled "DECIDE project successfully evaluated" and contains a date "February 18, 2021" and a paragraph of text. At the bottom left, there is a quote in a grey box: "I will not be satisfied until DECIDE has developed practical tools for livestock farmers and their veterinarians that improve the health and welfare of calves, broilers, piglets and salmon." Below the quote is a circular profile picture of Prof. Dr. Gerdien van Schaik, DECIDE Coordinator. At the bottom right, there is a Twitter feed showing a tweet from @decide_h2020 about a vacancy for a postdoctoral research position. The tweet includes the text: "VACANCY | Apply for a @decide_h2020 & @ROADMAP_H2020 postdoctoral research position at @GBADsGlobal @LivUni | Application deadline: 8 September | decideproject.eu/vacancies/ https://twitter.com/GBADsGlobal/status/1422947328399400965". Below the tweet is a "NIVERSIT IVERP" logo and a "Vacancies - DECIDE" banner.

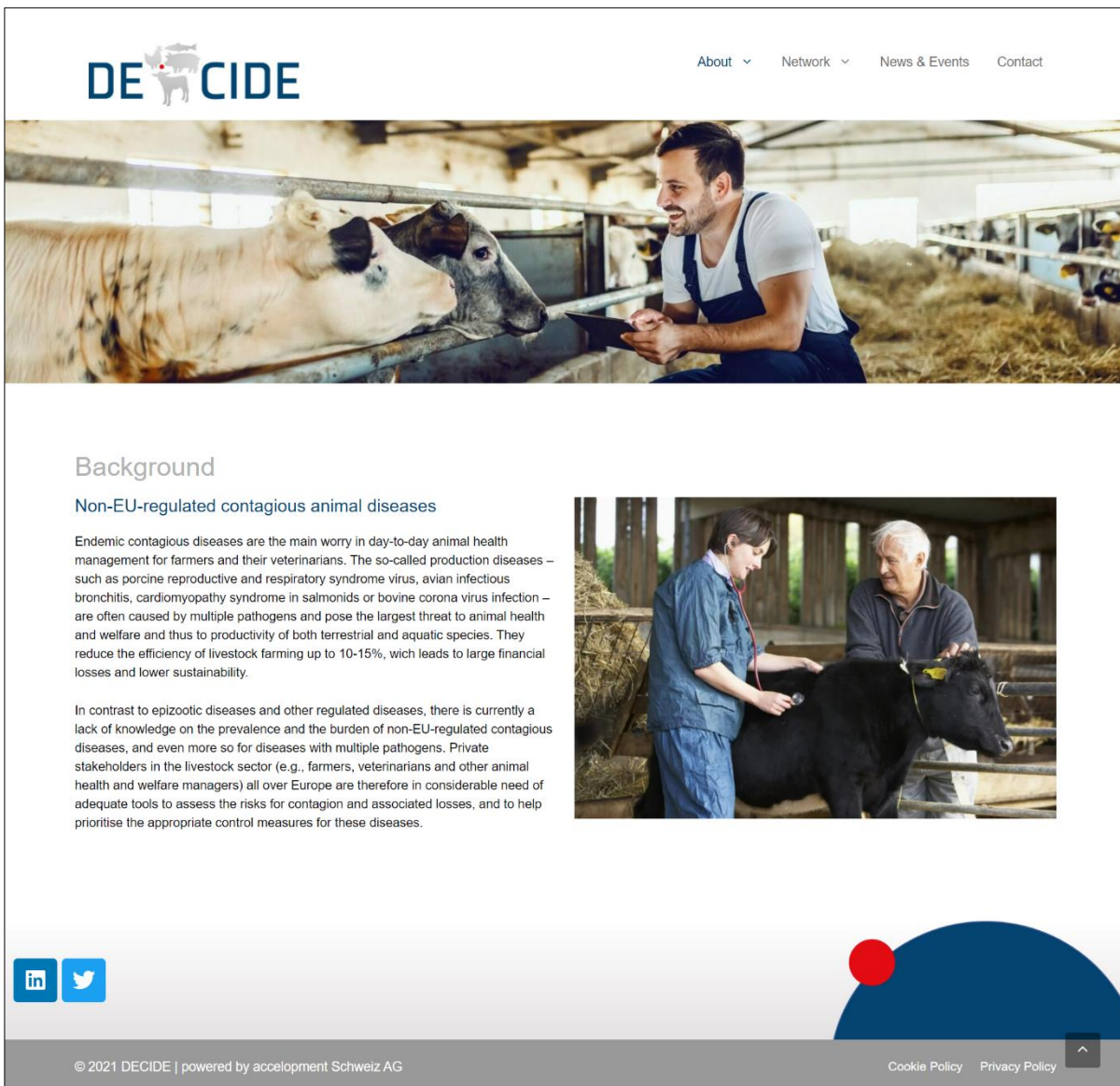
4.2.2. About the project

When hovering over the ‘About’ main navigation menu item, its submenu with the three related pages ‘Background’, ‘Objectives’, and ‘Work plan’ is accessible.

Background: provides an explanation of the issue of non-EU-regulated contagious animal diseases in the European Union, which is central to the project, and introduces the motivation behind the DECIDE project itself. The page can be reached via the corresponding item in the navigation menu.

Objectives: provides a brief overview of the project and its main objectives. The page can be reached via the navigation menu.

Work plan: provides a schematic overview of the various work packages with their descriptions and lead partner. The top image describes how the work packages are interrelated.



The screenshot shows the DECIDE website's 'Background' page. At the top, there is a navigation bar with the DECIDE logo and menu items: 'About', 'Network', 'News & Events', and 'Contact'. Below the navigation bar is a large hero image of a man in a white shirt and blue overalls smiling and talking to a cow in a barn. The main heading is 'Background', followed by the sub-heading 'Non-EU-regulated contagious animal diseases'. The text explains that endemic contagious diseases are a major concern for farmers and veterinarians, listing examples like porcine reproductive and respiratory syndrome virus, avian infectious bronchitis, and bovine corona virus infection. It notes that these diseases reduce livestock efficiency by 10-15%, leading to financial losses. A second paragraph highlights the lack of knowledge about the prevalence and burden of these diseases, emphasizing the need for tools to assess risks and control measures. To the right of the text is an image of a veterinarian in blue scrubs examining a black cow, with an older man in a blue jacket assisting. At the bottom left, there are social media icons for LinkedIn and Twitter. At the bottom right, there are links for 'Cookie Policy' and 'Privacy Policy', and a small upward-pointing arrow icon. The footer contains the copyright notice: '© 2021 DECIDE | powered by accelopment Schweiz AG'.



Objectives

Developing data-driven decision support tools



DECIDE will focus on the three most important meat-producing terrestrial species (pigs, poultry and cattle) and the most important aquatic species family, salmonids. The main aim of DECIDE is to develop and evaluate data-driven decision support tools that will allow stakeholders in animal health and welfare management to take improved decisions on controlling animal diseases. When disease syndromes are noted, farmers, veterinarians or other animal health managers need to decide on actions to prevent further spread, diagnose, treat, vaccinate, or take preventive actions for the next round of production.

The key components of such a decision support consist of:

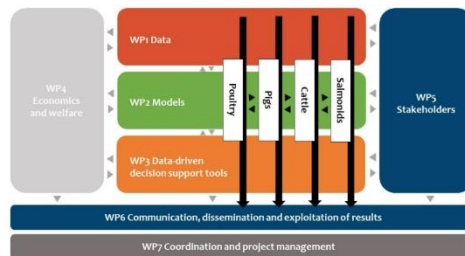
1. A clear view on the stakeholder needs, barriers and drivers
2. Availability of and access to relevant data
3. Early warning systems that can detect signals of potential disease emergence or spread
4. A set of potential control measures, along with associated costs
5. An understanding of the disease burden in terms of economic and welfare impact





Work Plan

The DECIDE project consists of 7 work packages. **WP1-WP3** cover all data-oriented research and tool development regarding animal health and disease control decision-making. **WP4** is dedicated to determine the economic and welfare burden of contagious production diseases and to generate cost-effective disease control measures. For stakeholder input, **WP5** looks at behavioural patterns of decision-makers in animal disease management and how they respond to data-driven decision tool implementations. The dissemination, communication and exploitation of the scientific research results is organized in **WP6**. The smooth management and coordination of the project is overseen by **WP7**.



▶ WP1 - Data identification, characterisation and acquisition

Lead: Ghent University

The main objective of this work package is to explore the different approaches for data access and data usage to support animal health by harvesting the currently underused potential that lies in a clever combination of existing and new data and data streams.

▶ WP2 - Methods for data analysis and modelling

Lead: University of Copenhagen

The overall objective of WP2 is to develop the methods for data analysis and modelling.

▶ WP3 - Integration of data tools in disease control programs

Lead: Swedish National Veterinary Institute

The overall objective of WP3 is to develop decision support tools for implementation in practice. Within the overall DECIDE framework, these tools constitute the bridge between the "data-driven" models and actual process of "decision making" by stakeholders involved with disease prioritisation, prevention, detection and control in different capacities and at different population levels.

▶ WP4 - Multidimensional burden of disease metric and prioritisation of interventions

▶ WP5 - Implementation and behavioural strategies for animal disease management

▶ WP6 - Communication activities and dissemination and exploitation of results

▶ WP7 - Coordination and management



4.2.2 Network overview

The [Network overview](#) page provides a listing of all partners forming the DECIDE consortium, with a map depicting the locations in Europe where these partners are based using their logos.

Project Partnership

- Utrecht University, NL (Coordinator)
- University of Copenhagen, DK
- Ghent University, BE
- The University of Liverpool, UK
- ETH Zurich, CH
- The University of Nottingham, UK
- Swedish National Veterinary Institute (SVA), SE
- National Research Institute for Agriculture, Food and Environment (INRAE), FR
- Norwegian Veterinary Institute, NO
- Institute for Agrifood Research and Technology – Animal Health Research Center (IRTA-CReSA), ES
- Scotland's Rural College (SRUC), UK
- Animal Health Ireland Initiative, IE
- French Livestock Institute, FR
- Innovation for Agriculture, UK
- Royal GD – Animal Health Service, NL
- Ausvet Europe, FR
- SLW Biolab s.c., PL
- Lely Industries N.V., NL
- accelopment Schweiz AG, CH

Map Locations and Logos:

- UK:** ahim, SRUC, The University of Nottingham, IA, UNIVERSITEIT GENT
- NL:** LELY, accelopment
- DK:** University of Copenhagen
- SE:** SVA
- FR:** INRAE, SLW BIOLAB, CD
- CH:** ETH zürich
- ES:** IRTA CReSA, AUSVET Europe
- NO:** Norwegian Veterinary Institute
- PL:** IDELE

4.2.3 Partners

The [Partners](#) page provides details of all partners forming the DECIDE consortium with brief descriptions of each partner highlighting their expertise and role in the project. Profile pictures and names of the team members involved in DECIDE are also to be inserted.



Scotland's Rural College - SRUC
United Kingdom

Scotland's Rural College (SRUC) vision is to sustainably grow the natural economy through education, research, and consultancy. SRUC research spans from discovery to applied and industry-led research and includes collaborative knowledge exchange activities with academic, industry, policy, and public stakeholders.

The SRUC DECIDE team is based at the Epidemiology Research Unit in Inverness, Scotland. The unit is focused on improving and maintaining animal population health by integrating a range of sciences to develop our understanding of animal disease control. The team is recognised for its expertise in animal disease surveillance; the conduct of extensive field studies investigating the epidemiology of infectious diseases; and addressing large-scale, intensely data-driven problems in population health of terrestrial and aquatic species.



Animal Health Ireland Initiative
Ireland

Animal Health Ireland (AHI) was established in 2009 and functions as a private/public partnership, with a wide range of stakeholders across the agri-food sector, including dairy and beef processors, farm and veterinary representative organisations, AI companies, service providers, pig farmers and the department of Agriculture, Food and the Marine (DAFM) of the Irish government. Its mission is to "To contribute to a profitable and sustainable farming and agri-food sector through improved animal health", with a focus on those diseases not regulated at EU level. AHI is providing key contributions to WP3 for supporting the pilot implementation of decision support tools in Ireland (Tasks 3.1 and 3.3). They also facilitate data access from Irish stakeholders in WP1 (Task 1.1) and support economic analyses in WP4 (Tasks 4.1 and 4.2) and stakeholder studies in WP5 (Task 5.4). In addition, they play a key role in communication and dissemination activities in WP6 (Tasks 6.1, 6.2 and 6.3).



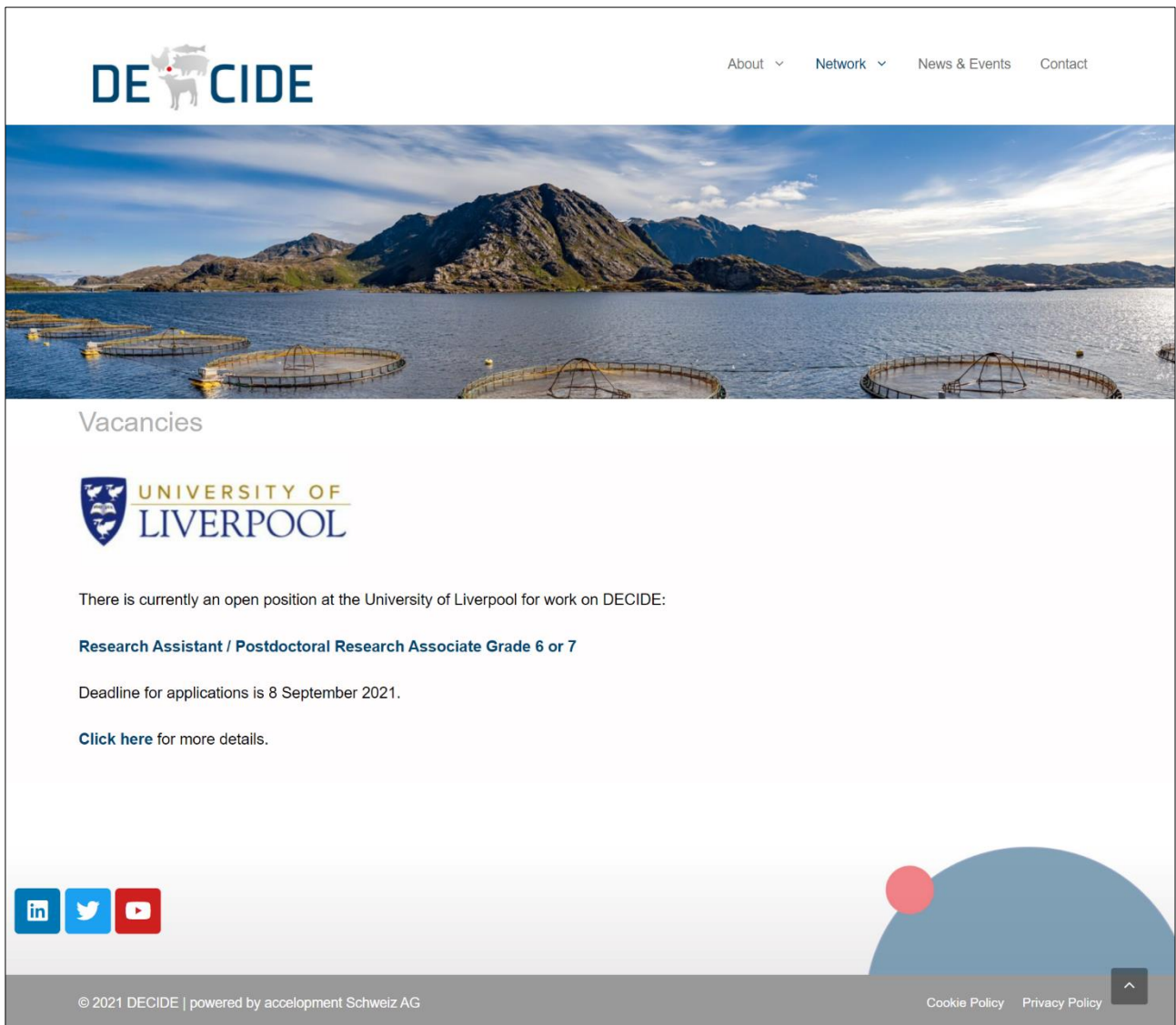
Institut de l'Elevage
France

Idele is an applied research and transfer institute dealing with cattle, sheep, goats and equine farming. It is a non-profit, non-governmental R&D organization, managed by the professional livestock federations.

Improving the competitiveness of herbivore farming and related value chains, while taking into account the diversity of national territories and livestock systems. Our R&D activities generate technical solutions to cattle, sheep, goat and equine livestock farmers, to value chains economic actors, complying with social issues such as animal welfare, traceability, environmental footprint.

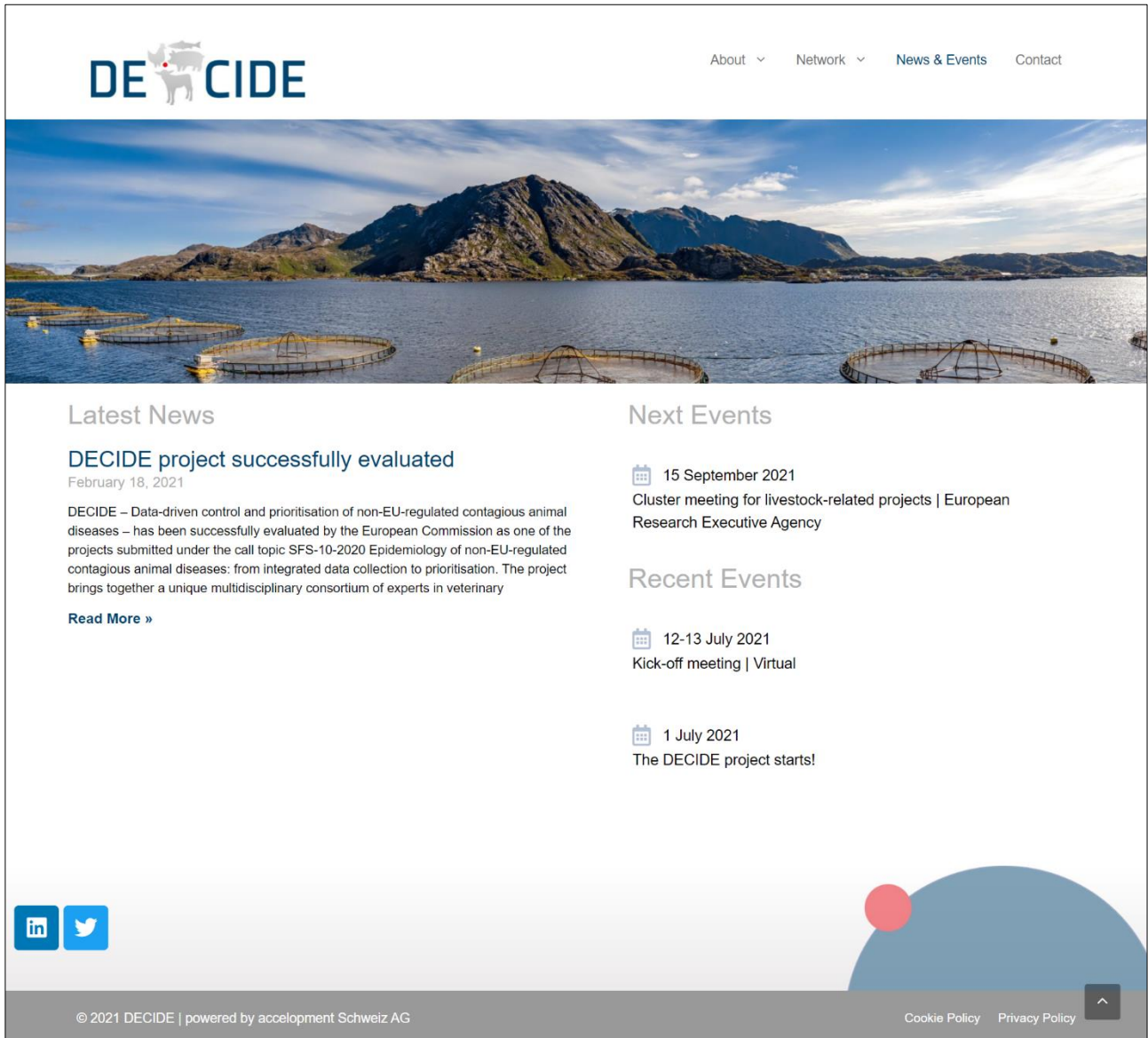
4.2.4 Vacancies

The [Vacancies](#) page collects the open positions available at DECIDE partner institutions. The advertised positions will be contributing to the project activities.

The screenshot shows the DECIDE website's "Vacancies" page. At the top left is the DECIDE logo. To the right is a navigation menu with "About", "Network", "News & Events", and "Contact". Below the navigation is a large banner image of a lake with several circular fish farms in the foreground and mountains in the background. The word "Vacancies" is centered below the banner. Underneath is the University of Liverpool logo, which consists of a shield with three birds and the text "UNIVERSITY OF LIVERPOOL". The main text on the page reads: "There is currently an open position at the University of Liverpool for work on DECIDE: **Research Assistant / Postdoctoral Research Associate Grade 6 or 7**. Deadline for applications is 8 September 2021. [Click here](#) for more details." At the bottom left are social media icons for LinkedIn, Twitter, and YouTube. At the bottom right are "Cookie Policy" and "Privacy Policy" links, and a small square button with an upward-pointing arrow. The footer at the very bottom contains the text "© 2021 DECIDE | powered by accelopment Schweiz AG".

4.2.5 News and events

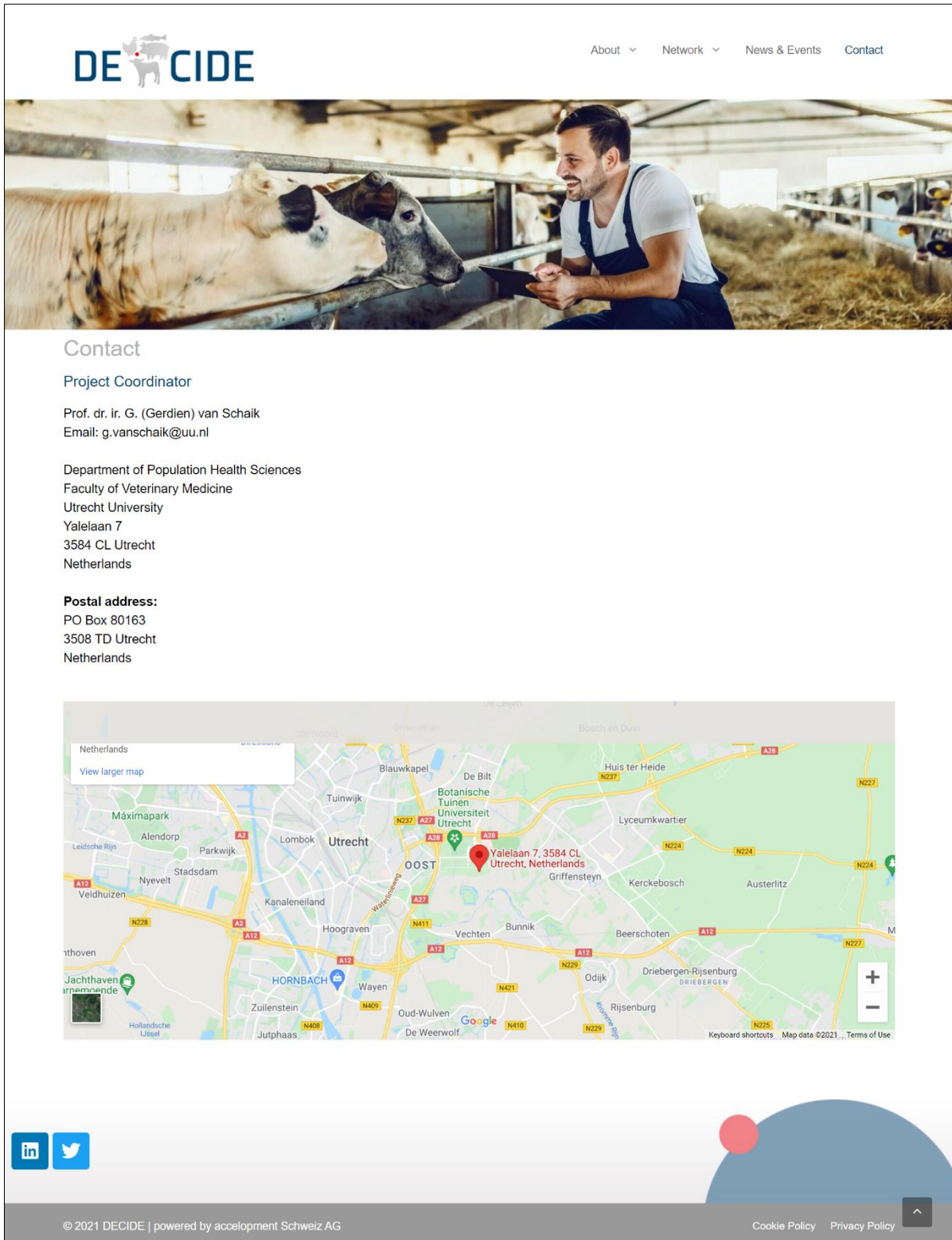
The [News & Events](#) page features the latest news items concerning the project, along with date listings of recent and upcoming events.



The screenshot shows the DECIDE website's 'News & Events' page. At the top, there is a navigation menu with 'About', 'Network', 'News & Events', and 'Contact'. Below the menu is a large banner image of a coastal landscape with mountains and a body of water containing several circular fish farms. The main content area is divided into two columns. The left column is titled 'Latest News' and features a news item: 'DECIDE project successfully evaluated' dated February 18, 2021. The text describes the project's successful evaluation by the European Commission and mentions a multidisciplinary consortium of experts. A 'Read More »' link is provided. The right column is titled 'Next Events' and lists two upcoming events: a cluster meeting on September 15, 2021, and a kick-off meeting on July 12-13, 2021. Below these is a 'Recent Events' section listing the project's start on July 1, 2021. At the bottom left, there are social media icons for LinkedIn and Twitter. The footer contains the copyright notice '© 2021 DECIDE | powered by accelopment Schweiz AG', links to 'Cookie Policy' and 'Privacy Policy', and a small upward-pointing arrow icon.

4.2.6 Contact

The Contact page lists the contact details of the project coordinator based at Utrecht University in The Netherlands.



The screenshot shows the contact page for DE DECIDE. At the top left is the DE DECIDE logo. To the right are navigation links: About, Network, News & Events, and Contact. Below the navigation is a large photograph of a man in a white shirt and blue overalls kneeling in a barn, looking at a tablet while a cow looks on. Below the photo is the heading "Contact" and the text "Project Coordinator". The contact details listed are: Prof. dr. ir. G. (Gerdien) van Schaik, Email: g.vanschaik@uu.nl. The address is: Department of Population Health Sciences, Faculty of Veterinary Medicine, Utrecht University, Yalelaan 7, 3584 CL Utrecht, Netherlands. The postal address is: PO Box 80163, 3508 TD Utrecht, Netherlands. Below the text is a map of Utrecht, Netherlands, with a red pin marking the location at Yalelaan 7, 3584 CL. At the bottom left are social media icons for LinkedIn and Twitter. At the bottom right are links for Cookie Policy and Privacy Policy, and a small upward arrow icon. The footer text reads: © 2021 DECIDE | powered by accelopment Schweiz AG.

5 Outlook

The next steps in the development of the DECIDE website will involve populating webpages about the DECIDE consortium with partner-specific descriptions and pictures of staff involved in the project. The various partners have already been asked to contribute with their content.

Day-to-day activities will require updating the website with news and results. When the first results become available a dedicated webpage will be created to accommodate for the corresponding deliverables and reports.