

H2020-SFS-2018-2020

DECIDE

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

## Deliverable 6.3

# First intermediary report on communication and dissemination activities

WP6 – Communication activities and dissemination and exploitation of results

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## Abbreviations

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| Abbreviation | Description  |
|--------------|--|
| CDP          | Communication and dissemination plan   |
| EU           | European Union   |
| GBADs        | Global Burden of Animal Diseases   |
| H2020        | Horizon 2020   |
| ICAHS        | International Conference on Animal Health Surveillance                       |
| ISESSAH      | The International Society for Economics and Social Sciences of Animal Health |
| ISVEE        | International Symposium of Veterinary Epidemiology and Economics             |
| KPI          | Key performance indicator  |
| SEO          | Search engine optimisation   |
| WP           | Work package   |

## Partner short names

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| Short name | Organisation   |
|------------|--|
| UCPH       | Københavns Universitet   |
| ETHZ       | Eidgenössische Technische Hochschule Zürich  |
| SVA        | Statens Veterinärmedicinska Anstalt  |
| INRAE      | Institut National de Recherche pour l’Agriculture, l’Alimentation et l’Environnement |
| NVI        | Veterinærinstituttet – Norwegian Veterinary Institute                                |
| AHI        | Animal Health Ireland Initiative   |
| IfA        | Innovation for Agriculture   |
| GD         | Gezondheidsdienst voor Dieren B.V.   |
| accelCH    | accelopment Schweiz AG   |

## Executive Summary

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### **DECIDE project objectives**

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. Specifically, 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 aim of WP6 - Communication activities and dissemination and exploitation of results, is to communicate about the DECIDE project and to ensure that its results are disseminated widely among the target groups and are effectively exploited.

### **Deliverable objectives**

This deliverable presents the first intermediary report on the communication and dissemination activities implemented during the first 30 months of the DECIDE project. While the Communication and Dissemination plan (CDP – D6.2) defines the activities planned for the entire project duration, not everything can be known and planned. Thus, an evaluation of the activities implemented thus far is necessary to ensure that the CDP remains effective and efficient. This report describes and assesses the impact and effectiveness of the implemented activities against the defined metrics and targets of the CDP. Based on this, we draw conclusions and measures for improvement to creating worthy impact in the implementation of upcoming activities.

## 1 Introduction

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DECIDE is a five-year project aimed at understanding how endemic contagious animal diseases are diagnosed and controlled using data to improve decision-making in the livestock industry. The project is of high societal relevance and thus requires a clear strategy for its communication and dissemination activities, to maximise its impact, as described in detail in the DECIDE multi-stakeholder Communication and Dissemination Plan (CDP – D6.2). The present deliverable, D6.3 – First intermediary report on communication and dissemination activities, evaluates the implemented activities to improve the CDP and, consequently, maximise the impact of the project.

This deliverable presents the implemented activities up until Month 30 of the DECIDE project, evaluating their effectiveness and presenting a way forward in the improvement and/or adaption of activities going forward. The evaluation is based on the KPIs (key performance indicators) and metrics defined in the CDP.

## 2 Goals

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The overall aim of reporting and evaluating the dissemination and communication activities of DECIDE is to keep improving the effectiveness of the CDP and maximise the project’s reach and impact. With the help of this deliverable, the DECIDE partners aim to:

- Report on dissemination and communication activities implemented during the first 30 months of the DECIDE project.
- Present an assessment of the implemented activities based on the metrics defined in the CDP.
- Provide an outlook and suggestions for improvement and adaption of activities where needed.

## 3 Activities and impact assessment

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The dissemination and communication activities planned in DECIDE are crucial to promote research results and gather awareness of the endemic contagious diseases among the scientific community, livestock and agriculture professionals, veterinarians, policymakers, potential new collaborators, and society as a whole. They contribute to increasing the impact of the project and are thus aligned with the project’s objectives and coordinated by a dedicated Work Package (WP6).

In this section, we assess the project’s varied range of communication activities first (Section 3.1), followed by the dissemination activities (Section 3.2). Those activities implemented to date are covered below, whereas those that have yet to start will be described in the next periodic and final reports.

### 3.1 Communication



**Communication** consists of taking measures to promote the action itself and its results to a multitude of audiences, possibly through a two-way exchange, with the main aim to reach out to society to highlight the benefits of the action and how EU funding contributes to tackling societal challenges.

### 3.1.1 Project website and social media

The DECIDE website ([www.decideproject.eu](http://www.decideproject.eu)) serves as the main source of information for all stakeholders on the objectives, progress and results of the project. The information displayed on the website is continuously updated and expanded in order to complement the given content with new findings and results. The website also uses new media (e.g., graphics, dashboards) to enhance outreach to society. Additional information on the project website is available through deliverable D6.1 - Project website.

accelCH regularly reviews the website to update it with new communication material developed for the project, or as new results and output become available to share from the partners. Since the submission of D6.1, the website has been extended with new content:

- The new [Results](#) page lists project-related publications and conferences, updated regularly as these become available.
- The new [Collaborations](#) page has been set up as a subpage to the Network page and provides insights into collaborating projects such as the SOUND control and GBADS.
- The new [Deliverables](#) page lists and links to the project’s public deliverables and makes them available for download. Updated regularly as more deliverables become available.
- The new [Species](#) pages (Figure 1) – [Cattle](#), [Poultry](#), [Pigs](#) and [Salmon](#) – provide detailed information on the objectives, methodologies, roadmaps and tools of each of the species groups. The pages have been set up collaboratively with the DECIDE data leaders and are updated when needed.
- With the launch of the first DECIDE Newsletter, a [Newsletter sign-up](#) has been created which can be accessed through the website.

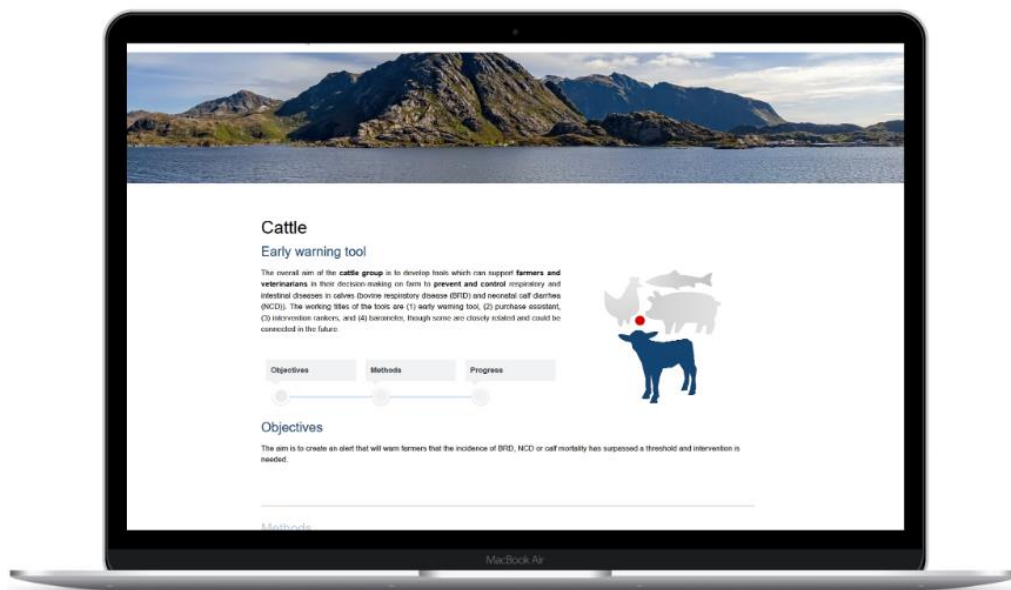


Figure 1: The DECIDE Website - Cattle page.

The DECIDE project has two social media channels (Figure 2) set up to support its outreach efforts and increase the reach of the project:

- **LinkedIn** - @DECIDE H2020  
<https://www.linkedin.com/company/74543980/>
- **X / Twitter** - @Decide\_H2020  
[https://twitter.com/decide\\_H2020](https://twitter.com/decide_H2020)

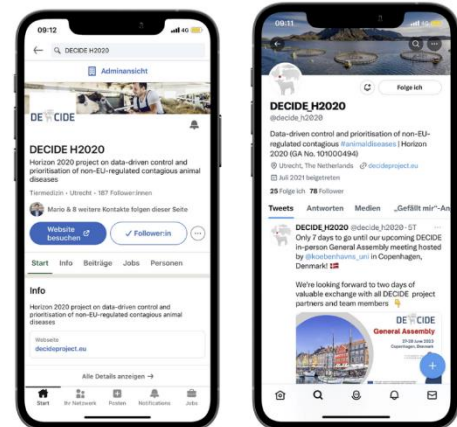


Figure 2: The DECIDE Social Media Channels

Since the submission of both D6.1 – website and D6.2 – communication and dissemination plan (CDP) the project also set up a [GitHub](#) account to host and openly share ontologies and code for tools developed in the project. The social media channels are managed by accelCH with input and support from all partners. The GitHub content is managed and uploaded by the data leaders and DECIDE WP1.

While the website is continuously updated with new results, news and articles about project progress, the social media channels provide platforms for more regular, short-form updates, as well as the opportunity to share posts by consortium members and thus maximise the available networks to communicate about the project.

**Assessment**

Project website and social media channels

**Target:** 500 users per month

The impact and reach of the website are monitored using Google Analytics 4. The website has been set up in July 2021 (M1 of the project), so the first available data covers M1-M3, as of the start of M4, the website has been monitored quarterly (see Figure 3). The social media channels on LinkedIn and X/Twitter are monitored via their built-in analytics platforms, and metrics are available monthly (see Figure 6). The social media channels have been set up following the launch of the website, and the first available data dates to M4.

The website's performance, as illustrated in Figure 3, shows a promising trend of user engagement over the first 30 months. The first year displayed a steady increase in user acquisition, with the number of new users reaching quarterly peaks of 269 users and 301 sessions after the first project year (M13-M15). This growth indicates effective outreach and engagement strategies, as well as a general interest in new and updated content on the website. Transitioning into the second year, the data presents a consistent base of returning users, suggesting a loyal and engaged audience that has stabilised. The average number of users per month hovers around the 200 mark, which, despite falling short of the target, signifies a solid foundation of continuous users. This is a positive signal for the website's relevance and value to its audience. The consistency in user engagement, coupled with a steady amount of page views, suggests that the site has maintained its core user base.

The average session duration circles around the 25 seconds mark, which is slightly below average time on site of ~50 seconds. This raises opportunity for more long-format content (e.g., explainer videos), to keep users engaged for longer on the website. Moving forward, strategies should focus on expanding reach and enhancing user acquisition to meet the initial targets, while nurturing the current user base to maintain the stability observed in the second year.

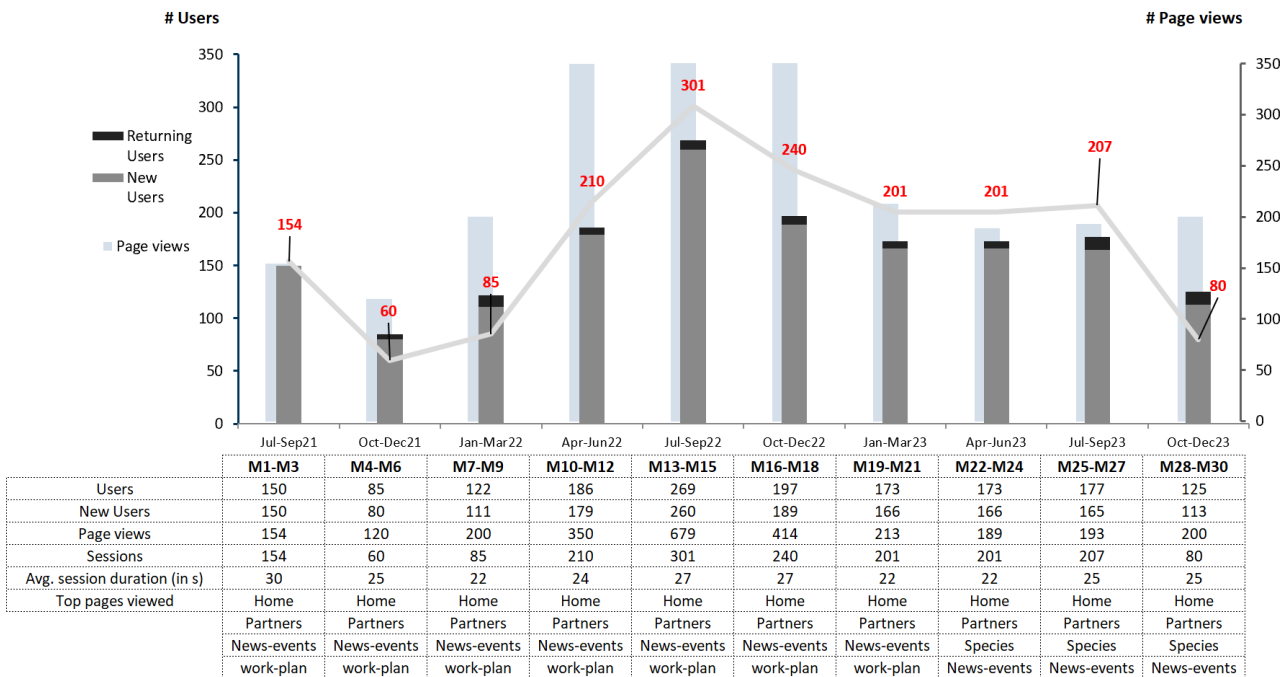


Figure 3: Key metrics from Google Analytics for the DECIDE website; quarterly; M1-M30.

As is to be expected, the top performing page remains the landing page “Home”, as this is the first page users see when visiting the DECIDE website. The top pages viewed overall are the [Partners](#) page and the [News & Events page](#), suggesting an interest in the team behind the project and the progress communicated with news from the partners. It is positive to also observe that newly added content draws visitors: with the launch of the [Species pages](#) in M23, this page became the third most viewed across the website and remains this position. This also shows that promotion measures such as news pieces and social media posts have been successful and that the audience is interested in the content shared.

Looking at the acquisition sources for the website (Figure 4), direct traffic is the largest contributor at 39.4%, suggesting that a significant portion of the audience is familiar with the DECIDE project and accesses the site intentionally. The organic search follows closely at 34.1%, indicating the effectiveness of the website's search engine optimisation (SEO) efforts, which suggests that the site is well-indexed and ranks favourably on search engine results pages. Social media, at 17.8%, also plays a considerable role in directing traffic to the site, highlighting the impact of social media marketing strategies. Referral sources contribute 8.4%.

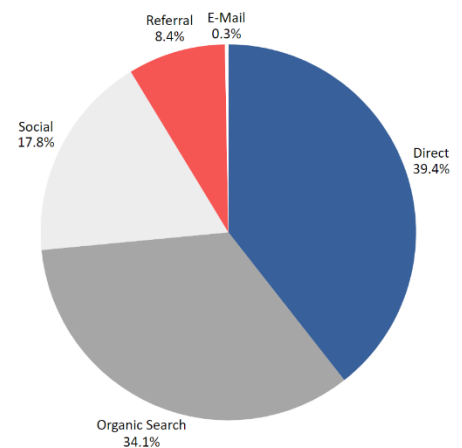


Figure 4: Mode of website traffic acquisition in percentage (M1-M30).

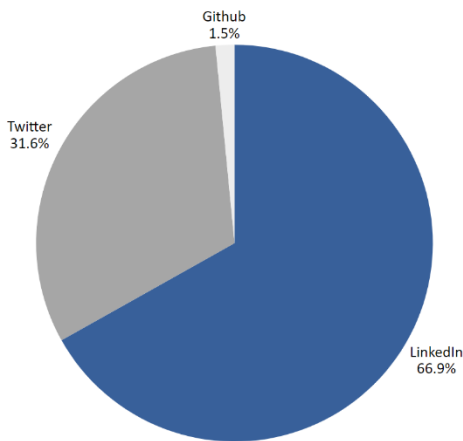


Figure 5: Online follower distribution on the DE-CIDE social media channels in percentage (status: M30).

The DECIDE social media channels have gained a significant following over the past two years, with a total of 321 followers as of M29 (November 2023). With 218 followers, LinkedIn makes up the majority of the project’s social media audience. The DECIDE X / Twitter account has accumulated 103 followers, 5 accounts follow the project’s GitHub (Figure 5).

The social media performance outlined in Figure 6 reflects varying levels of engagement across the different channels, without a clear pattern observed so far. While on both channels the majority of followers was gained within the first months of the project, we can observe stable increase of followers for both, LinkedIn and X / Twitter, however LinkedIn showing overall higher numbers in followers.

We can observe substantial peaks and troughs in impressions for both channels, with the highest peaks monitored between M20-M28, with peak impressions numbers > 900. This is also an indicator for follower engagement in the form of clicks, likes and shares, which lead to high impression numbers. M20-M28 correlate with the use of motion graphics on the social media channels, which has been reported to play a significant role in enhancing social media algorithms' favourability towards content.

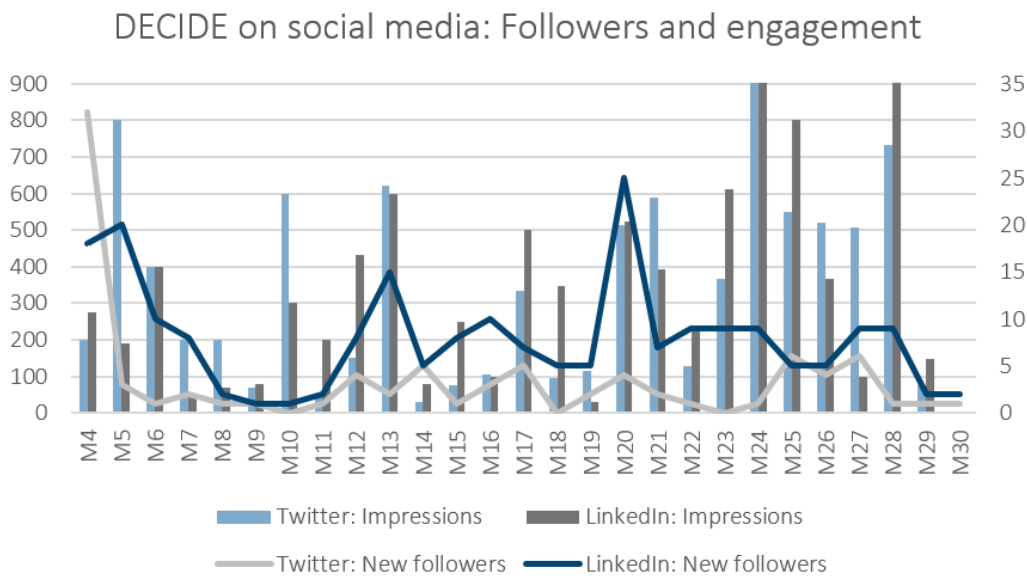


Figure 6: Followes and engagement for the DECIDE social media channels; monthly; M4-M30.

Overall, to reach the desired threshold in both website users and social media performance, a holistic approach involving targeted content strategies, engagement campaigns, and more long-format content could be considered to amplify reach and convert impressions into a following and website visits. Furthermore, leveraging all partner channels of the DECIDE consortium will remain key in growing a stable following of interested stakeholders.

### 3.1.2 Print material: project banner

A DECIDE project banner was created at the start of the project and updated after the second year. The banner is an important print resource to enhance the project’s visibility at meetings and conferences, and to attract potential interested stakeholders. Both banners include a QR code to the project website, the website

URL and social media handle @decide\_h2020. The updated banner also includes the key facts about the project related to the project duration, objectives and consortium.

**Assessment**

Print material: project banner

**Target:** 3-4 events per year

The assessment indicator for the DECIDE print material has been defined via the number of events per year at which the project banner has been displayed. Overall, the consortium partners have put extensive effort in displaying the banner at international conferences: Since the start of the project, the banner has been displayed at [The British Pig & Poultry Fair 2022](#), [SVEPM 2022](#), [ISESSAH 2023](#), [SVEPM 2023](#), [European Buiatrics Congress 2023](#) and [ECVM 2023](#). With this, we consider to be on target with this activity, and foresee to reach our target in the upcoming years.



Figure 7: The DECIDE banners initial (left) and updated (right); and shown at conferences.

3.1.3 Press releases and articles: factsheet

To engage and update all stakeholders on the most noteworthy events and advancements of the project, DECIDE plans to publish press releases and articles. The first press release was created in the form of a factsheet (Figure 8) and distributed among all project partners with the start of the project. The factsheet summarises the background and objectives of the DECIDE project, as well as the workplan and consortium partners. This factsheet also built the foundation for the project description on [CORDIS](#). All project partners were encouraged to circulate the factsheet among their media offices to enable the publication of articles and general media coverage.

Despite being featured in a number of institutional and associated media (see example Figure 8), the goal of 100 media appearances was not reached. The factsheet was effective in capturing the project's essence and

ambitions and provided all necessary informing commonly found in conventional press releases, but it did not sufficiently spark further media uptake. Furthermore, another potential reason for the shortfall in media coverage could be the frequency of press releases needed to maintain momentum and interest.

Recognising the need for a more nuanced approach, we will monitor an additional indicator instead of solely focusing on the number of media appearances. The additional indicator will be media reach and impressions, for which we are aiming for a total of 500 readers reached. This will allow us to measure the potential audience size and impressions generated by each appearance, providing a more comprehensive understanding of our project's impact.

## Assessment

Press release and articles

**Target:** 100 media appearances

**Additional indicator & target:** Media reach and impressions: approx. 500 readers reached.

Thus, we will aim for more regular updates and frequent press releases to capture and sustain media attention. We also foresee an increase of media uptake with the publishing of more results and the implementation of DECIDE tools. We will also aim to make use of the media contacts (journalists, editors) of the DECIDE partners and measure the audience reached.



Figure 8: The DECIDE Factsheet (left) and DECIDE featured in the GD update magazine (right).

### 3.1.4 Audio-visual material

Creating audio-visual material can be an effective tool to supporting the project’s outreach and bringing its results closer to a number of stakeholders through engaging visuals and video formats. In the DECIDE Communication and Dissemination plan the examples of an infographic or a user story explanatory video were listed.

| Assessment            |                       |
|-----------------------|-----------------------|
| Audio-visual material | Target: 500 downloads |

To make most effective use of the creation of infographics for the project, the consortium decided to align the timing of the infographic creation to the launch of the DECIDE tools, foreseeing one infographic per tool. To further enhance accessibility and uptake of the tools by end-users, the infographics will be distributed by partners locally and made available in local languages (e.g. Dutch). This is a strategic decision to optimise the DECIDE resources and create material with value for the DECIDE stakeholders.

An explanatory video featuring project coordinator Gerdien van Schaik was filmed during the last in-person General Assembly (M25) and is planned to be published between M31-33.

Furthermore, more audio-visual material has been implemented in the form of the GBADs and DECIDE Seminar Series (see section 3.2.3) which are made available as video resources on the DECIDE website after each session. A full assessment of the impact of these activities will be integrated into the following reports, once sound numbers are available.



Figure 9: Examples of DECIDE audio-visual material. Screenshot of explainer video (left) and GBADs/DECIDE Seminar Series (right).

## 3.2 Dissemination



**Dissemination** is defined as the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results). It aims to transfer results to the ones who can make best use of them and to maximise the impact of research.

### 3.2.1 Conference presentations

Members of the DECIDE project participated in several conferences to present their latest progress through oral and poster presentations. Table 1 lists the presentations reported by the partners.

Table 1: List of conference participations.

| #  | Title  | Authors   | Conference   | Year | Country     |
|----|--|---|--|------|-------------|
| 1  | Bioeconomic evaluation of different treatment strategies against salmon lice in Norway   | Cecilie S Walde   | 20th International conference on Diseases of fish and shellfish 2021               | 2021 | DE (Online) |
| 2  | The DECIDE project: a data-driven approach for decision support to better manage endemic diseases in cattle, pigs, poultry and salmon          | Gerdien van Schaik  | Webinar series of the COST Action "SOUND control" (COST Action CA17110)            | 2022 | Online      |
| 3  | A multivariate Dynamic Linear Model for monitoring Scottish salmon production  | Carolina Merca  | Precision Livestock Farming workshop   | 2022 | NL          |
| 4  | The DECIDE project: from surveillance data to decision support for farmers and veterinarians   | Gerdien van Schaik  | 4th International Conference on Animal Health Surveillance (ICAHS)                 | 2022 | DK          |
| 5  | Developing an interactive dashboard for monitoring mortality in Norwegian Atlantic salmon farming  | Victor de Oliveira (NVI), Katharine R. Dean (NVI), Fernanda C. Dórea (SVA), Britt Bang Jensen (NVI) | 4th International Conference on Animal Health Surveillance (ICAHS)                 | 2022 | DK          |
| 6  | DECIDE: hacia el desarrollo de herramientas que permitan un mejor control de enfermedades endémicas  | Beatriz Garcia Morante  | XXIV Jornadas de Porcino de la UAB y AVPC (24th Porcine Days of UAB and AVPC)      | 2022 | ES          |
| 7  | How current treatments for salmon lice seriously affects their hosts, Atlantic Salmon (salmon salar)   | Cecilie S Walde   | 16th International Symposium of Veterinary Epidemiology and Economics (ISVEE)      | 2022 | CA          |
| 8  | Only dead fish follow the flow... Shedding light on mortality in salmonid aquaculture  | Annette Boerlage  | 16th International Symposium of Veterinary Epidemiology and Economics (ISVEE)      | 2022 | CA          |
| 9  | Evaluating syndromic surveillance at farm level in aquaculture: outbreak detection of an endemic disease in Norwegian salmon production        | Victor de Oliveira  | 16th International Symposium of Veterinary Epidemiology and Economics (ISVEE)      | 2022 | CA          |
| 10 | The DECIDE project: from surveillance data to decision support for farmers and veterinarians   | Marloes Boeters   | 16th International Symposium of Veterinary Epidemiology and Economics (ISVEE)      | 2022 | CA          |
| 11 | Use of Mortality data to predict disease outbreaks   | Victor de Oliveira  | Frisk Fisk 2022  | 2022 | NO          |
| 12 | Growth reduction after sea lice treatments   | Cecilie S Walde   | Frisk Fisk 2022  | 2022 | NO          |
| 13 | Collecting stakeholder perspectives on animal health and welfare: Needs and challenges related to data use analysis visualisations and sharing | Angela Bearth   | VPHI Webinar   | 2022 | Online      |
| 14 | The DECIDE project: Data-driven control and prioritisation of endemic contagious animal diseases   | Gerdien van Schaik  | European Medicine Authority 2nd Veterinary Big Data stakeholder forum              | 2022 | Online      |
| 15 | Using social practice theory to understand the digital divide: A focus group study of UK cattle farmers  | Charlotte Doidge  | SVEPM Annual Conference and general Meeting  | 2023 | FR          |
| 16 | Modelling pathogen-specific infection dynamics of bovine respiratory disease in a multi-batch fattening farm                                   | Baptiste Sorin  | SVEPM Annual Conference and general Meeting  | 2023 | FR          |
| 17 | Assessing the economic consequence of interventions for controlling salmon lice using a stochastic partial budgeting approach                  | Cecilie S. Walde  | International Society for Economics and Social Sciences of Animal Health (ISESSAH) | 2023 | FI          |

|    |  |                    |  |      |    |
|----|--|--------------------|--|------|----|
| 18 | The economic burden of the porcine respiratory disease complex and related interventions – A systematic review   | Marloes Boeters    | International Society for Economics and Social Sciences of Animal Health (ISESSAH) | 2023 | FI |
| 19 | Marine-based salmon farming – Risk perception and acceptance of sea lice management  | Xiao Zhou          | Society for Risk Analysis Conference   | 2023 | SE |
| 20 | An early warning system for disease outbreaks in aquaculture using unspecific health-related data  | Victor de Oliveira | Green Data Lab Conference  | 2023 | DE |
| 21 | European Veterinary Barometer for Bovine Respiratory Diseases: a tool showing diagnostic test results and geolocation of respiratory tract samples from cattle | Jade Bokma         | European Buiatrics Congress  | 2023 | DE |
| 22 | European Veterinary Barometer for Bovine Respiratory Diseases: a tool showing diagnostic test results and geolocation of respiratory tract samples from cattle | Jade Bokma         | 5th International Conference Of The European College Of Veterinary Microbiology    | 2023 | SI |
| 23 | Data to support health management of maricultured salmonids in Scotland  | Annette Boerlage   | 3rd International Conference on Aquatic Animal Epidemiology                        | 2023 | IN |

### Assessment

Conference presentations

**Target:** 2 conference participations per academic partner

The DECIDE consortium has been very active in disseminating project results at high-level international conferences such as ISVEE, ISESSAH or SVEPM. With 23 conference presentations already delivered halfway through the project, the partners are well on track to reaching the set target of a minimum of two conference participations per academic partner by the end of the project, especially as further results will become available in the later stages of the project.

### 3.2.2 Peer-reviewed publications

All academic partners have been disseminating their specific scientific findings through publications in peer-reviewed journals depending on the domain of their expertise (Table 2).

Table 2: List of published journal articles.

| # | Title  | Authors  | Journal                          | Year | Status, Open access |
|---|--|--|----------------------------------|------|---------------------|
| 1 | The Irish cattle population structured by enterprise type: overview, trade & trends  | Jonas Brock, Martin Lange, Jamie A. Tratalos, Natascha Meunier, Maria Guelbenzu-Gonzalo, Simon J. More, Hans-Hermann Thulke, David A. Graham | Irish Veterinary Journal         | 2022 | Published, Yes      |
| 2 | How delousing affects the short term growth of Atlantic salmon ( <i>Salmo salar</i> )  | Cecilie Sviland Walde, Marit Stormoen, Jostein Mulder Pettersen, David Persson, Magnus Vikan Røsæg, Britt Bang Jensen,                       | AQUACULTURE                      | 2022 | Published, Yes      |
| 3 | Modelling the effects of antimicrobial metaphylaxis and pen size on bovine respiratory disease in high and low risk fattening cattle | Sébastien Picault, Pauline Ezanno, Kristen Smith, David Amrine, Brad White, Sébastien Assié  | Veterinary Research              | 2022 | Published, Yes      |
| 4 | The DECIDE project: from surveillance data to decision support for farmers and veterinarians   | Gerdien van Schaik, Miel M. Hostens, Céline Faverjon, C. Jensen, et al.  | Frontiers in Veterinary Science  | 2022 | Published, Yes      |
| 5 | Exploring the data divide through a social practice lens: A qualitative study of UK cattle farmers                                   | Doidge, C., Palczynski, L., Zhou, X., Bearth, A., van Schaik, G., Kaler, J.  | Preventative Veterinary Medicine | 2023 | Published, Yes      |

|   |   |  |                                 |      |                |
|---|---|--|---------------------------------|------|----------------|
| 6 | The Economics of Preventing, Replacing or Improving Current Methods for Delousing Farmed Atlantic Salmon in Norway        | Cecilie S. Walde, Britt Bang Jensen et al.   | Preprint available at SSRN      | 2023 | Preprint, Yes  |
| 7 | Social and ethical implications of data and technology use on farms: A qualitative study of Swedish dairy and pig farmers | Charlotte Doidge, Jenny Frössling, Fernanda Dorea, Gema Vidal, Jasmeet Kaleer et al. | Frontiers in Veterinary Science | 2023 | Published, Yes |
| 8 | The economic impact of endemic respiratory disease in pigs and related interventions – a systematic review                | Marloes Boeters, Beatrice Garcia-Morante, Gardien van Schaik e al.                   | Porcine Health Management       | 2023 | Published, Yes |

### Assessment

Peer-reviewed scientific publications

**Target:** 2 publications per academic partner

With eight peer-reviewed publications, two additional journal manuscripts and a book chapter currently in review, the partners are on track to reaching the set target of two publications per academic partner by the end of the project, especially considering more publications are expected towards the last two years of the project. Overall, we can observe a proactive approach to publishing an adhering to the EU's [Open Science](#) policy.

### 3.2.3 Stakeholder workshops and webinars

The DECIDE project partners, in particular from WPs 1-5 have been organising participatory stakeholder workshops and focus groups to collect input, feedback, opinions and requirements on the new decision support tool as well as workflows and the acceptance of the tools.

### Assessment

Participatory stakeholder workshops (focus groups) **Target:** 100 participants

Noteworthy are the efforts directed towards the Swedish dairy and pig sectors, where a total of six focus groups—three for dairy and three for pig farming—were conducted, involving a diverse pool of 26 participants, with an average of 4-5 participants per focus group. In parallel, eight focus groups were convened with UK cattle farmers, attracting 34 participants and maintaining a collaborative atmosphere with 2-6 participants per group.

The outcomes of these 14 focus groups have been documented and disseminated through scientific papers, with a specific focus on the agricultural landscapes of Sweden and the UK. This dissemination represents the perspectives and needs of 60 participants collectively. The emphasis during these focus groups was on understanding the needs and desires of farmers. To enhance the depth of our understanding, additional workshops are scheduled for the later stages of the project. These future sessions will specifically target responses to the implemented DECIDE tools, ensuring a comprehensive and inclusive assessment process. With this, we believe we are on target to reach 100 participants in total by the end of the project.

To further engage with stakeholders and disseminate project results and advancements in an interactive manner, with the start of M19, the DECIDE project partners initiated the DECIDE and GBADs Seminar Series. The Seminar Series are implemented as continuous online webinars, each focusing on specific themes and each featuring two researchers from the GBADs and DECIDE networks. The webinars are public and free and no registration is needed. The webinars are advertised via both the GBADs and DECIDE websites, social media channels and via E-Mail invitations.

Three editions of the Seminar Series have been held so far:

- *GBADs and DECIDE – exploring the burden of animal diseases and ranking of disease intervention* (28 February 2023)
- *The burden of endemic respiratory disease in pigs: developing farm-level tools to monitor pig health and improve disease control* (17 May 2023)
- *Estimations of greenhouse gasses emissions and the welfare burden of animal diseases: Exploring sustainability in livestock production* (26 September 2023)

In the first webinar, we reached 60 participants, which is significantly more than expected, given the experience of accelCH in organising similar webinars for EU-funded projects with an average attendance number of 20-30 participants per session. The second and third seminar, equally 51 and 55 participants joined the session. It is likely that the promotion of the webinar on social media with a direct QR code to join (no registration needed), lowered the barrier to join and thus was effective in attracting participants. Webinars remain available to watch on both project websites. Given this, we are confident that 100 participants will be reached in both, in-person stakeholder focus groups and online webinars.



Figure 10: GBADs/DECIDE Seminar Series online promotion and follow-up.

### 3.2.4 Learning

The DECIDE partners UCPH and INRAE have been organising workshops to facilitate understanding and proper use of monitoring and mechanistic models. The workshops concern multilevel dynamic linear models, the EMULSION framework and the epidemiological model prototypes developed.

#### Assessment

Learning (workshops)

**Target:** 4 workshops

With three workshops already organised by M30, we have already almost reached the set goal of 4 workshops held until the end of the project. The first training workshop on the EMULSION framework took place as a mix between an initial online session and a later in-person training at the occasion of the first annual General Assembly meeting (M12) at ETHZ in Zurich, Switzerland. This EMULSION training was organised and performed by INRAE.

The second and third training session covered dynamic linear models and were organised by UCPH in Copenhagen, Denmark (M16; M24). While the first two workshops were directed primarily at DECIDE consortium members, the third as well as the upcoming workshops will be open to the public. We foresee to inform about the upcoming workshops via the DECIDE platforms to specifically target interested stakeholders and make DECIDE knowledge available outside of the immediate network.



Figure 11: Photo of the second DECIDE modelling workshop.

### 3.2.5 Project newsletter

An electronic newsletter was developed to support the consortium in creating a network of interested stakeholders and distributing project outcomes. Following the plan of distributing the newsletter twice per year, the first issue was launched in October 2023, and the next issue is planned for spring 2024. Alongside regular updates on the project’s latest news, events and scientific publications, the newsletters also include articles on the work within the consortium. In this manner, the first issue focused on collaborations within DECIDE, with contributions from several DECIDE project partners. The newsletters are available through the website and were distributed to all project partners and registered communities of stakeholders, as well as promoted via the project’s social media channels.

#### Assessment

Project newsletter

Target: 8 editions, 1000 recipients

The first issue of the newsletter was shared via the project website and social media channels, as well as by direct email to the project partners, who were invited to share it further within their networks. With the launch of this first issue, an option to subscribe to receive the newsletter by direct email was also added to the website and the news post linking to the newsletter, this is a key measure in building up the number of subscribers and interest audience for the upcoming newsletter editions. Given that the subscriber base was yet to be built up for this first edition, the main proportion of recipients were reached directly via E-Mail, using the DECIDE consortium mailing list, which is subscribed by 85 project partners and their institutions. It is likely that this will remain an important distribution tool, making use of already established networks to reach a broad professional community.

The newsletter has been distributed further by GD and resulted in an initial 16 subscribers on the newsletter management platform Mailchimp.

The newsletter was additionally promoted on social media after publication on the project website. With the aim



Figure 12: The DECIDE Newsletter #1.

of directing the readers to the project website, the social media posts contained a link to the website’s Newsletter page. These posts were also shared by DECIDE partners, and accounted for compiled 1017 impressions on X / Twitter, as well as 930 impressions and 30 clicks on LinkedIn.

It is to be noted that at this stage, the overall impact of the activity cannot yet be assessed, however, based on the current recipient, subscriber, and impressions numbers, we assume a general interest in the newsletter and expect an increase of subscribers as more newsletter editions are published. Given the timeline of the project, the initial target of 8 editions was set to 6, resulting from a planned bi-annual distribution between M28-M60. To further promote the newsletter, we aim to communicate about the newsletter on a continuous basis and include call-to-actions in our social media campaigns.

### 3.2.6 Open-source tools and models

The models for monitoring, mechanistic disease spread, and other tools developed in the DECIDE project have been well-documented and made available on common online repositories such as GitHub.

#### Assessment

Open-source tools and models

**Target:** Availability on open-source repositories

As mentioned previously, the DECIDE project partners have successfully set up pages on [GitHub](#) to document and share models, ontologies as well as pilot prototypes and tutorials. This provides a valuable resource for the DECIDE stakeholder and possible end-users of the DECIDE tools. The content available on the GitHub repository is continuously updated and extended wherever possible. Given this, our indicated target has been reached.

## 4 Conclusions and measures for improvement

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Assessing the impact of the of the implemented DECIDE communication and dissemination activities has provided us with insights on what has contributed to the success of some measures so far and how to further improve the measures and their effectiveness.

Throughout our activities, we have aimed and continue to leverage the consortium’s network to maximise the impact of the project. We recognise this as a powerful tool to reach the DECIDE stakeholder groups.

The overall dissemination of the project results through scientific peer-reviewed publications and conference participations is well on track with a significant effort proven by all project partners.

The DECIDE website remains a crucial tool to inform about the project and provide regular updates and document results. Overall, the website has achieved a stable number of recurring users and we have seen that online resources like the Species pages are well received and attract new users to the site. Moving forward, we will aim to further increase the number of users as well aim to prolong their time-on-site.

With the distribution of the DECIDE Factsheet as the inaugural press release, the project laid a solid groundwork for media interactions and establishing a foundational presence on CORDIS. However, we have recognised the need for a more nuanced approach and thus added a new indicator to reflect the media reach and the number of potential readers. We will aim for more frequent and consistent press releases to maintain media engagement and build momentum.

The decision to publish the planned infographics in accordance with the availability of the associated DECIDE tools is a strategic one, anticipating increased user engagement with specific, tool-related content. The filming of an explanatory video and its upcoming release is a step forward, and we expect this to increase the project’s visibility and understanding among stakeholders.

The collaboration with GBADs for joint webinars has already seen significant success, with promising attendance rates. The positive stakeholder feedback and the recordings available on the website are valuable assets for ongoing engagement.

The first DECIDE Newsletter has been received as a valuable resource for the DECIDE audience, and an important tool to build up a subscriber base for the upcoming issues. We see the importance of further measures to expand the reach and grow the subscriber base. Social media has proven to be a significant source of impressions and traffic to the DECIDE website, but there is room to increase engagement and conversions from these channels.

In summary, the assessment of each activity contributed to a number of recommendations for improvement:

- **Increased Press Release Frequency:** To generate consistent media coverage, regular press releases should be scheduled, particularly timed with significant project milestones or the availability of new results.
- **Leverage Existing Networks:** Encourage partners to utilise their networks and media contacts more actively for wider dissemination of press releases and newsletters.
- **Newsletter Promotion:** Introduce regular reminders and calls-to-action across all communication channels to encourage newsletter subscriptions.
- **Audio-Visual Content:** As the explanatory video is released, we will measure its impact and use the insights to inform the production of future audio-visual materials, including the planned infographics.

The measures for improvement are aimed at increasing the DECIDE project's reach and impact, ensuring that the communication and dissemination activities continue to evolve in alignment with the project's progression and stakeholder needs.

## 5 Outlook

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Several activities described in the previous sections are ongoing and will keep being implemented throughout the duration of the project and additional ones are planned for the upcoming months, as detailed in the CDP (D6.2):

- Publishing the DECIDE explainer video by project coordinator Gerdien van Schaik and distribute it via the DECIDE social media channels (see section 3.1.4).
- Collaborate with DECIDE partners on possible project features in their institution's media outlets (ETH Zukunftsblog, AHI Newsheet for Farmers etc.).
- Compile and launch best practice guidelines based on the practice abstracts delivered in deliverable D6.4.
- Develop training materials and organise training sessions as first DECIDE decision support tools are ready to use.
- Organise an animal disease surveillance cluster event.
- Organise the project's final event and share final project results.