

Application for 'Communication Star 2011'

This application concerns the communication achievements performed by the Integrated Project SEAFOODplus as part of FP6 in the period 2004-08. As the project was one of the first projects to be launched as the big, new projects of FP6 we had to invent many of the procedures ourselves for such big enterprises. It will fill too much to copy the full communication plan in this application. Instead, a list of activities having been carried out and achievements obtained are presented below. Challenges and measurements of successes are evident from the listed activities. It should have been illustrated, but the limited space does not allow this as there is so much to present.

We decided to use all channels for dissemination of activities and results obtained. In short, the following is listed here as a summary:

- *Scientific publications* in international, refereed journals, Number of articles >300. Exact number not given, and may increase as several results still to be published.
- *Popular presentation* of results in magazines, of which 'Eurofish' was selected as the magazine for presenting a series of articles drafted by a professional science journalist. More than 25 articles appeared, and in the end we published a collection of all articles in a special soft bound issue for distribution to industry and the public in general. All articles can be downloaded from homepage.
- *Regular presentation of news* on the project homepage www.seafoodplus.org. The site is still working, and it presents the project as well as partners, results, and a series of news articles. We supervised the visits to the homepage, which on a regular basis was visited by an average of 3,000 visitors per day. Occasionally we had more than 5,000 visitors per day. When we monitored the visits we could clearly see an increase after having published news articles. All scientific publications have been listed on the web. Further, we used the website also as an intranet where all important project documents such as deliverables and reports were archived for being accessible by project partners. Further, all presentations from the conferences arranged by the project were also made accessible to the broad public on the website.
- *Open international conferences* were arranged each year in the different European countries where the project had partners. At the conference project results were presented. Actually the project consisted of 20 subprojects clustered in six different areas, each with a coordinator. Each conference was attended by approximately 200 participants, many from the industry. The press coverage was good, and press releases were produced in connection with the conferences. Printed abstracts were produced, and for the latest conferences a CD ROM containing all the slides was also presented to the participants. These slides were later posted on the homepage for access to people not having attended the conferences.
- *Communication training workshops*. At the open international conferences preference were given to young researchers to present their project results, and a special emphasis was put on making presentations that the industry could be interested in listening to. As many of our presenters were unfamiliar with preparing results for industry we arranged training workshops prior to the conferences, where we invited particularly the young researchers whose mother tongue was not English with the purpose of improving the quality of the presentations at the conferences. To further stimulate good presentations we announced that an award would be given to the best presentation. A jury selected the award winner, and a prize was presented during each conference dinner.
- *Video produced*. In collaboration with the press service of the Commission a 10 min video was produced, in which all the different project objectives were presented illustrated with interviews and practical examples of project work. The video was shot by a professional film team in Bilbao, Spain.
- *Targeting the European Parliament*. In order to create interest for the project and our objectives, short articles were printed in the Parliament Magazine and similar press services targeting the European Parliament and the Commission.
- *Contact to industry*. As our target group for implementation of many of the project results was found among the seafood industry producers, we were present at several seafood exhibitions, of which the annual European Seafood Exposition in Brussels was the most important. Here we shared a stand

with the Eurofish organisation in order to reduce costs and to acknowledge the close connection with our main publisher (see above).

- *Associated partners.* Another approach to involve more industries than the companies being partners in the project (mostly SME's), we also established a system where companies could become Associated Partners to the project. We announced the new partners on the homepage, and at the annual open international conferences we presented each company with a special certificate they could post in their office.
- *Media.* Many thematic meetings and workshops were arranged in each member country, and countless interviews were given to the press and the media in general. An overview was given in each Annual Report, where a list only with titles and dates given usually filled more than 15 pages.
- *National Contact Points.* We experienced that an efficient transfer of knowledge to the industry required presence in all member states. In order to achieve this we established a network of National Contact Points, with named representatives who could be contacted for further information, and who had a special obligation to disseminate project information in the member countries. This could be done in the national language making the recipients more comfortable in communicating with us.
- *National Associations.* Through the national seafood associations we succeeded in reaching out to a larger audience in each of the member countries. We were invited to meet with all the national seafood and fisheries organisations, as well as the consumers' organisations in Spain, where we had a presentation meeting at the premises of the Ministry in Madrid. Such events were also arranged in other countries.
- *Press conferences.* Many of the communication activities were made in close cooperation with the Commission, which resulted in invitations to participate in press conferences arranged by the DG RTD, where at one occasion, the Commissioner Potocnick at one such conference presented our project video before the conference started for an audience of about 600 European science journalists.
- *Work with DG RTD.* Even after the project was about to come to an end this collaboration continued, and we were granted permission to exhibit and make presentations at e.g. the EU conference 'Research Connection' in 2009 in Prague, where contacts to the new members in Central and Eastern Europe were sought.
- *Branding.* For the exhibition activities and for presenting gifts to participants at the annual open conferences some merchandise were produced such as mugs, T-shirts, ties, key-straps, etc., all with the SEAFOODplus logo printed on it. That resulted in our name becoming something of a brand both within in the scientific society and among industry people. We even made flags with the logo on, being used at conferences and other occasions.
- *COMMNET.* The project is a member of the COMMNET network for projects within the food area of FP6 and later FP7. Together with colleagues in this network we participated in training workshops for improving our communication skills. Together with colleagues from COMMNET we arranged a roundtable at a Commission organised event for communicators in Brussels, where we also had a stand where we presented our communication activities to other communicators being supported by the Commission. The result of the roundtable was presented as a chapter in the book from the communication conference.
- *Research Platform.* As the commitments from partners were so pronounced, and new partners wanted to join, a research platform with the same name and logo 'brand' has been launched following the project period. The aim of the platform is to encourage more seafood research among European scientists. The platform has >30 members paying their membership and more members are recruited each year. Please consult the www.seafoodplus.org page for documentation of the above.

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