

COMMUNICATIONS STRATEGY

INTRODUCTION

The STAR-IDAZ Global Network is a 48 month EU-funded project concerned with the coordination of research activities on the major infectious diseases of animals and zoonoses so as to hasten the delivery of improved control methods. This will be achieved through the establishment of an international forum of R&D programme owners and managers and international organisations to share information, improve collaboration on research activities and work towards common research agendas and coordinated research funding on the major animal diseases and pathogens affecting livestock production and human health. It began on 1 February 2011 involving 22 organisations from 18 countries, including partners from the Americas, Asia and Australasia and Europe, the animal health industry and international organisations.

PURPOSE

To document how information will be disseminated to, and received from, all stakeholders in STAR-IDAZ*

- It identifies the means/medium and frequency of communication between the different parties.
- It provides a framework for coordinating communications and engagement throughout the life of STAR-IDAZ.

OBJECTIVES

- Increase stakeholder awareness of STAR-IDAZ activities so as to facilitate the exchange of information.
- Recruitment of additional Animal Health Research funding organisations or research programme managers from countries not currently involved to STAR-IDAZ activities at either the regional or global level.
- Maximise engagement with and the involvement of the research community in specific activities relating to the coordination of ongoing research efforts.

STAKEHOLDER GROUPS

- 1) Research institutes, including university departments and government laboratories, conducting research on animal diseases and zoonoses.
- 2) Non-STAR-IDAZ Animal Health R&D programme owners and managers.
- 3) Animal Health Policy departments.
- 4) International organisations including animal and public health bodies e.g. OIE, FAO.
- 5) Animal Health Industry.
- 6) Animal Health professional bodies e.g. FVE.
- 7) Livestock Industry Sector bodies.
- 8) Other European and international research initiatives on Animal Health, zoonoses and related topics (Technology Platforms, ERA-NETs and NoE).

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COMMUNICATION MECHANISMS

	STAKEHOLDER GROUPS							
	1	2	3	4	5	6	7	8
Website	•	•	•	•	•	•	•	•
Written reports/documents (including E-reports)	•	•	•	•	•	•	•	•
Talks	•				•	•	•	•
Letters/emails	•	•	•	•	•	•	•	•
E-Newsletters	•	•	•	•	•	•	•	•
Press notices	•	•	•	•	•	•	•	•
Participating in/ attending external meetings	•	•	•	•	•	•	•	•

KEY INFORMATION TO BE DISTRIBUTED BY THE DIFFERENT MECHANISMS

	MECHANISMS & FREQUENCY
Project publicity	Website: Months 6-48 Talks: As requested E-Newsletters: Months 7, 13, 19, 25, 31, 39 Press notices: As required Participating in/attending meetings: As required
Project reports	Written reports (including E-reports): Months 6, 12, 18, 24, 30, 36, 42 and 48
Agendas/minutes of meetings	Website: Agendas - months 4, 18, 30, and 42. Written reports/documents (including E-reports): Agendas & minutes - months 4, 18, 30, and 42.
Coordinated Research calls	Website: As required Talks: As requested E-Newsletters: As required Press notices: As required
Questionnaires	Website: As required Written reports/documents (including E-reports): As required
Response to queries	Letters/emails: As required
Reports of meetings (including presentations)	Website: As required Written reports/documents (including E-reports): As required
Stakeholder opinions	Talks: As required Letters/emails: As required Participating in/attending meetings: As required

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DEVELOPING MECHANISMS

Website

- Research programme information portal

ROLES AND RESPONSIBILITIES OF KEY INDIVIDUALS

Responsible for ensuring communication is adequate / appropriate and timely

- STAR-IDAZ Project Manager
- STAR-IDAZ Project Coordinator

IDENTIFICATION OF HOW UNEXPECTED INFORMATION FROM OTHER PARTIES (INCLUDING STAKEHOLDERS) WILL BE HANDLED WITHIN THE SCOPE OF STAR-IDAZ

- It will be discussed within the Network Management Board in the first instance and escalated to the full consortium if required.

* For dissemination to external parties only. Internal communications within STAR-IDAZ are covered by the Consortium Agreement.