

## IRC Communication Plan

### **Deliverable D4.1 (Month 6): Updated STAR-IDAZ Communications Strategy to meet the requirements of the IRC**

#### **KEY INDIVIDUALS**

Responsible for ensuring communication is adequate / appropriate and timely

- SIRCAH Project Manager
- SIRCAH Coordinator
- Work Package 4 Leader

#### **PURPOSE OF THE COMMUNICATION PLAN**

To document how information will be disseminated to, and received from, all stakeholders in the IRC and how the SIRCAH project outputs will be exploited.

- 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 SIRCAH.

#### **OBJECTIVES**

- Increase stakeholder awareness of IRC research activities so as to facilitate the exchange of information and focus resources.
- Increase visibility of the IRC to recruit additional Animal Health Research funding organisations or research programme managers from countries not currently involved in IRC activities at either the regional or global level.
- Maximise engagement with and involvement of the research community in specific activities relating to the coordination of current and future research efforts, particularly the performing of gap analyses and development of research roadmaps through the working groups.

#### **INTERNAL COMMUNICATION WITHIN SIRCAH**

SIRCAH involves five partners who have been working together closely over a number of years. Each has a clear understanding of their specific roles and their relation to others in the overall project and will function as a single team. Regular virtual team meetings of SIRCAH will be held to monitor progress, identify risks, update each other on activities and ensure good communication between partners.

#### **INTERNAL COMMUNICATION WITHIN THE STAR-IDAZ IRC INCLUDING THE SCIENTIFIC COMMITTEE AND WORKING GROUPS**

A password protected members' area on the IRC website will provide a platform for sharing of information between partners and the working groups. Files can be uploaded by any member and access restricted to the target audience. Version control exists to allow members to work on the same document and view previous versions. Members can send direct messages to each other and access a shared calendar with documents attached. All IRC documents and data collected from IRC partners will be available from the members' area with the exception of sensitive industry data.

The Executive Committee of the STAR-IDAZ IRC will meet in physically once a year and will receive overview reports from SIRCAH every six months updating them on the activities of the Scientific Committee (SC), SIRCAH and the working groups (WGs). The WGs will report to the SC through the SC representative involved in that particular WG.

Information will be requested from the ExC by SIRCAH on their current research projects and planned research calls including the content and the timing. This information will be used to identify the topics in the research roadmaps that are not being addressed and coordinate funding towards them. Details of (non-industry) IRC-funded research projects will be stored in a publicly accessible database. The steps in the research roadmaps will link to details of current and planned IRC partners' research projects so as to ensure that all members are updated on developments within other members' research programmes, especially in relation to specific activities that may be important to furthering their own. This is to ensure that no unnecessary duplication of research activities occurs and facilitate the alignment of research programmes.

All consortium members will also utilise their own internal communications vehicles (i.e. newsletters, intranet sites, email announcements, etc.) to disseminate relevant information.

#### **COMMUNICATION TO THE EU**

The SIRCAH Project Coordinator will be the single contact point between SIRCAH and the EC, and will liaise with EC Project Officers to ensure the EC is in receipt of all required information on the due date. The EC will be represented in the IRC ExC as an observer and may join as a full member so will receive communications as per the other members.

#### **EXTERNAL COMMUNICATION**

CABI as a publisher, host of databases, and knowledge transfer and communications specialist is the leader of SIRCAH Work Package 4 – Communication and Dissemination, and therefore responsible for most of the external communications. The activities of the project will be communicated to the wider stakeholder community and the general public to increase interest in the STAR-IDAZ IRC initiative and in science generally. This is also an important part of the advocacy activities designed to mobilise additional or new funding for the research areas. Where possible, all outputs will be published on the STAR-IDAZ IRC website [www.star-idaz.net](http://www.star-idaz.net).

#### **STAKEHOLDER GROUPS**

1. Research institutes, including university departments and government laboratories, conducting research on animal diseases and zoonoses.
2. Non-IRC Animal Health R&D programme owners and managers.
3. Animal Health Policy departments and agencies.
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 e.g. Technology Platforms, ERA-NETs and NoE.



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

WHAT	HOW & WHEN & WHO	WHY
Project publicity	<p><b>Website:</b> Continuous (1-8)</p> <p><b>Talks:</b> Twice per year or as requested (1,5,6,7,8)</p> <p><b>E-Newsletters:</b> Quarterly (1-8)</p> <p><b>Press notices:</b> As required (1-8)</p> <p><b>Participating in/attending meetings:</b> As required (1-8)</p> <p><b>Social media:</b> A twitter account will be opened and will post regular updates on IRC activities and items of interest to the animal health community such as conferences etc. (1-8)</p> <p><b>Webinars:</b> As required (1-8)</p>	Increase visibility of the project and hence enlarging the number of interested parties; increase public awareness about science progresses in the field of AH
Project outputs including reports, research gap analyses and roadmaps (including methodology)	<p><b>Written reports (including E-reports):</b> As per the work plan (1-8)</p> <p><b>Website:</b> Continuous(1-8)</p>	Increase stakeholder awareness of IRC research activities and identified research gaps and roadmaps; Improve focusing/targeting of resources
Agendas/minutes of meetings	<p><b>Website:</b> As required (1-8)</p> <p><b>Written reports/documents (including E-reports):</b> As required (1-8)</p>	Increase awareness about project progresses toward IRC members

Coordinated Research calls	<b>Website:</b> As required (1-8) <b>Talks:</b> As requested (1,5,6,7,8) <b>E-Newsletters:</b> As required (1-8) <b>Press notices:</b> As required (1-8)	Deliver focussed research results to target emerging issues
Questionnaires	<b>Website:</b> As required (1-8) <b>Written reports/documents (including E-reports):</b> As required (1-8)	Collect relevant information so as to perform gap analyses
Response to queries	<b>Letters/emails:</b> As required (1-8)	Provide timely answers to researchers, improving general trust in the IRC and creating networking connection and collaborations
Reports of meetings (including presentations)	<b>Website:</b> As required (1-8) <b>Written reports/documents (including E-reports):</b> As per the work plan (1-8)	Increase awareness about project progresses toward IRC members and other stakeholders
Stakeholder opinions	<b>Talks:</b> As required (1,5,6,7,8) <b>Letters/emails:</b> As required (1-8) <b>Participating in/attending meetings:</b> As required (1-8)	Heighten the stakeholders' sense of ownership of the outcomes and their desire for continued involvement, both being requisites for the uptake of the strategic choices emerging from the project