

EDEN Dissemination Plan
Version 4.0 – December 2007



Table of contents

EDEN Dissemination plan.....	3
1. Dissemination to the scientific community.....	3
1.1 The goals of dissemination knowledge to the scientific community	3
1.2 The objectives to be reached to disseminate information towards the research community	4
1.3 The key issue of data sharing.....	4
2. Dissemination to the public health decision making community	5
2.1 The goals of dissemination knowledge to the public health community.....	5
2.2 The objectives to be reached to disseminate information towards the public health community.....	5
2.3 The users of public health information	6
2.4 Content of the information to be disseminated	7
2.5 Existing information sources from the public health user community	7
2.6 Media to be used for disseminating information to the public health user community	7
3. Dissemination to the general public.....	7
3.1 Goals of dissemination to the general public	7
3.2 The objectives to be reached to disseminate information to the public.....	7
3.3 What are the basic elements of the content of the information to be disseminated.....	7
Annex 1 – Elements of an effective dissemination plan.....	9
Introduction.....	9
Ten elements of an effective dissemination plan.....	10
Annex 3 – Excerpt of references to ‘DISSEMINATION’ in the EDEN Annex 1 document.....	14

EDEN Dissemination plan

The aim of this document is to provide a basic plan for the dissemination of EDEN outputs. At the end of each (annual) reporting period, this dissemination plan will be adapted and a detailed plan for the next 18-month period will be included. This plan will include a description of the objectives to be reached and the ways to measure and quantify success. Dissemination activities for the first 18-month period have been included in Annex 1 of the EDEN contract.

EDEN has identified four main communities for dissemination of its outputs: (1) the scientific community, (2) the public health decision-making community: national and international, (3) the private sector and industry and (4) the general public. These user groups cover a wide spectrum of society and have distinct needs. Therefore in this document a dissemination plan is proposed focusing on the specific needs of each of these groups.

Various sources have been consulted to write this dissemination plan. The main source used is: "Developing an Effective Dissemination Plan (January 2001)", Southwest Educational Development laboratory – SEDL, National Institute on Disability and Rehabilitation Research (NIDRR). A summary of the basic requirements of a good dissemination plan is given as an annex to this document. These notes should guide any further development of this dissemination plan.

The last annex of this document gives an excerpt of all references to dissemination included in Annex 1 of the EDEN contract.

1. Dissemination to the scientific community

1.1 The goals of dissemination knowledge to the scientific community

The goals of disseminating knowledge to the scientific community are:

1. To disseminate state of the art scientific outputs of EDEN to the international user community such as described in the scientific objectives of EDEN (annex 1 to the EDEN contract).
2. To generate a drive towards strengthening collaborations and networks on health-environment research topics during and beyond EDEN,
3. To contribute to the international scene with scientific facts and figures on issues related to what is generally described as 'global change'.

The EDEN project was built on an open call for research proposals, which have been selected by a scientific committee. At a later stage successful teams were asked to join up with other teams to complement their geographic range and/or expertise. Many of these teams thus have no long-term experience of working with each other. Therefore, EDEN will first have to focus towards strengthening collaboration within the existing teams prior to extending networks outside EDEN. This team-building aspect will clearly be one of the crucial tasks of the Sub-Project (SP) leaders, the Horizontal Integration Team (HIT) leaders and the Central Coordination.

The major benefit to the scientific community will be this strengthening of collaborative links within EDEN teams, between EDEN teams and between EDEN and other scientific teams. It is the main goal pursued by the EU when initiating and co-funding Integrated Projects.

2.2 The objectives to be reached to disseminate information towards the research community

To achieve these goals the following major areas of accomplishment are required:

1. The EDEN strategy document, which aims at proposing an innovative integrated 'trans-disciplinary' health/environment approach for the unified analysis and exploitation of the various EDEN health-environment research outputs. This document will be finalized by the steering committee by the end of the first 18-month period. It is a key element in achieving the scientific integration goals of EDEN.
2. Communication of EDEN's goals, ongoing work and research milestones reached through the EDEN leaflet, poster, web site and quarterly newsletter.
3. Publication of scientific results in peer reviewed scientific journals both 'national' and 'international'.
4. Participation of EDEN scientists to relevant national and international meetings, workshops, symposia and conferences.
5. Organization by EDEN of (a) annual meetings which include one day EDEN partner workshops and one day workshops open to the scientific community, (b) standardization workshops, (c) EDEN-days in existing international conferences (list / selection of potential conferences to be established) and (d) two EDEN international conferences (year 3 and 5). Workshop proceedings will be made available through the EDEN website.
6. Promotion of personnel exchanges between scientific teams such as visiting scientists, PhD exchanges, etc.
7. The EDEN advisory group (AG) will be constituted partly by leading senior scientists. In addition to their advisory tasks (cf. Annex 1 of the EDEN contract) the AG also has an important dissemination role with a particular focus on the international acceptance of the 'EDEN strategy document' as an innovative health-environment research approach and thus as the EDEN consortium as a leading group in its field.
8. The establishment of the EDEN association. Since budget resources are limited, it will be necessary to generate additional resources to enhance the dissemination capacity of EDEN. This is one of the goals of the EDEN association.

1.3 The key issue of data sharing

To achieve these objectives the scientific outputs of EDEN will have to be of the highest possible quality and disseminated to the scientific community at large, both at the national and international level. Data sharing as agreed in the EDEN Consortium Agreement is key to success.

Therefore the following was agreed at the data management, GIS and Remote Sensing workshop:

1. National and international EDEN-publications can be submitted/published simultaneously so do not exclude each other. It is the rule that every publication must have the consent and cooperation of all the contributors. In practice, it is advised to follow the strategy of the ROBO subproject, where all papers of ROBO-team are checked by the 'management team' (3 selected ROBO team members) to assure that all contributors are respected as authors, or in the acknowledgements. Accepted papers should be circulated within the subprojects so that every one knows what is going on in their subproject. To optimize the communication within different subprojects, it is advised to follow the strategy of the LEI subproject, where a newsletter is circulated to all teams of the subproject. These newsletters should also

be sent to the different HITs and/or made available on the EDEN web, where each sub-project has its own reserved pages in the 'partners only' section.

2. Although every team may publish their results independently, the initiative to write PAN-European papers, as required by the EDEN objectives, is never a single person decision, but will be in cooperation with different subprojects, HITs and the steering committee.
3. Every submitted paper will include the following disclaimer in the acknowledgement section (adapted from the original version):

"This research was (partially) funded by EU grant GOCE-2003-010284 EDEN and the paper is catalogued by the EDEN Steering Committee as EDENxxxx (<http://www.eden-fp6project.net/>). The contents of this publication are the responsibility of the authors and don't necessarily reflect the views of the European Commission."

4. The EDEN steering committee reserves the right to refuse to give an EDEN-number to an "unacceptable" (i.e. one that does not conform to EDEN objectives or management requirements) EDEN paper, but can't prevent its "independent" publication.

It is clear that whilst the principle of data sharing is generally accepted, the shared publication issues may generate conflicts. It is the role of the Steering Committee to identify those problems and to solve them in the common interest.

2. Dissemination to the public health decision making community

2.1 The goals of dissemination knowledge to the public health community

The original text of the call for proposals included that the aim of the project should be to identify, evaluate and catalogue European ecosystems and environmental conditions linked to global change, which can influence the spatial and temporal distribution and dynamics of pathogenic agents. This clearly is a public health issue. Dissemination of EDEN outputs towards the public-health decision-making community is, therefore, of prime importance.

EDEN goals in this respect are:

1. To reach scientists within the field of public health through the above described dissemination channels for scientific research. In this respect specific journals and conferences are targeted (list to be established);
2. To reach all key national and international public health institutions and professional medical associations with information regarding EDEN objectives, activities and outputs as stated in Annex 1 of the EDEN contract;
3. To develop, validate and disseminate local, regional and pan-European prevention, early warning, surveillance and monitoring tools and scenarios;
4. To contribute to the discussion on the international scene on the importance of emerging diseases and their impact on public health in a changing global environment.

2.2 The objectives to be reached to disseminate information towards the public health community

To achieve these goals the following major areas of accomplishment are required:

1. In addition to providing scientific guidelines, the EDEN strategy document will include plans to develop and make available to the EDEN and international community a set of generic tools for risk assessment and decision making (maps, risk indicators, scenarios) enabling improved public health decision making at the EU and country

level. This document will be finalized by the steering committee by the end of the first 18-month period.

2. Listing, using Internet, of all public health key players, including medical professional organizations, at the national (i.e. countries where an EDEN partner is active) and international level. EDEN partners will be asked to comment and complement the list of institutions and potential contact persons in their respective countries. Once the list completed, all identified institutions will receive a copy of the EDEN leaflet and the EDEN Newsletter for information. In addition, a questionnaire will be distributed to evaluate the needs of the public health community as EDEN users and highlight areas of common interest.
3. Establishing and maintaining contact with public health institutions showing sustained interest. These contacts are a key towards EDEN's objective of contributing to policies and scenarios. A specific case in this respect is the follow up, through the Swedish team in the EDEN consortium, of the implementation of the ECDC: European Center for Disease Control and Prevention, and the development of channels of communication and information exchange. Given the fact that tools/scenarios will be developed mainly during the second half of the project, the first half of the project will be devoted to developing this contact network.
4. Communication to the wider public health community of EDEN's goals, ongoing work and tools/scenario's milestones reached through the EDEN leaflet, poster, web site and quarterly newsletter.
5. Participation, both active and reactive, of EDEN coordination and steering committee members to relevant meetings, workshops, and conferences. In this respect, it is important to note the following examples:
 - a. At the EU level the importance of EDEN as a component of a more general health-environment policy will gradually increase. The EDEN coordination has been asked by the EDEN scientific officer in Brussels to be available to participate in relevant meetings, e.g. cCASHh and MATISSE.
 - b. The EDEN coordinator is regularly invited in France to national seminars on health-environment topics.
6. During EDEN annual meetings, EDEN-days in existing international conferences (list / selection of potential conferences to be established) and EDEN international conferences, special sessions on public health issues will be held. Notifications will be sent to the public health user community and requests for key note papers may be sent to invited speakers.
7. The EDEN advisory group (AG) includes public health specialists with both national and international experience. They will assist in validating the public health user list, play a major role in advising EDEN on public health issues and introduce EDEN to their own institutional networks.

2.3 The users of public health information

The actors and needs of the public health user community are not well known at the start of EDEN. The establishment of validated potential user lists and the implementation of a user questionnaire, as described in the previous section is therefore crucial. Inputs from public health specialists in the advisory group will further strengthen this approach.

The aim of dissemination activities towards the public health community is not only to disseminate information, but more importantly to have an impact on policy making. This will depend on EDEN's ability to establish itself as a trustworthy source of information. In addition EDEN will have to develop an appropriate media strategy for press, radio and TV coverage, and carefully select dissemination media, formats and language.

2.4 Content of the information to be disseminated

Within the limits of the set objectives of EDEN, it will be crucial to adapt the content of the disseminated information to the needs of the public health user community. These needs will be identified through the user questionnaire.

2.5 Existing information sources from the public health user community

It is important to include this aspect in the public health user questionnaire. After identifying the preferred primary sources that each potential user group is already tied into and most respects as an information source, EDEN may think of using the same pathways to disseminate its information.

Since EDEN is a “new player on the scene”, much of its success will depend on how timely, credible and trustworthy our outputs and “messages” are judged to be. Key elements to achieve this are:

1. Level of scientific publications.
2. Readiness to join the EU health-environment lobby.
3. Ability to create partnerships with existing similar initiatives.
4. Sound and effective advice from public health advisory group members.

2.6 Media to be used for disseminating information to the public health user community

As for the previous topic on sources, these will have to be identified through the questionnaire and taken into consideration. These include: (1) key scientific and professional journals, (2) major conferences, (3) existing networks and, (4) associations.

3. Dissemination to the general public

3.1 Goals of dissemination to the general public

The goal of EDEN is to contribute to raise awareness by the general public on issues related to the emergence of diseases in a changing environment by informing the public on the objectives, activities and outputs of EDEN in a non alarmist way. This should be achieved whilst taking into consideration both the perspective of changing behavioral patterns and the scientific background of what is generally described as ‘global change’. Particular attention should be given to schools and the promotion of girl's education.

3.2 The objectives to be reached to disseminate information to the public

In order to be able to disseminate efficiently information to the general public EDEN has to:

1. Develop an ‘EDEN for kids page’ on the EDEN website.
2. Develop a network of contacts with public media: newspapers, radio and television.
3. Link up with initiatives promoting science to the public in Natural History Museum networks starting with SYNTHESYS and the public lecture program of London NHM.
4. Link up with initiatives promoting science in schools, starting with PENCIL, the European Schools Network of the ECSITE program.

3.3 What are the basic elements of the content of the information to be disseminated

EDEN partners have relatively little experience in disseminating scientific information to the general public. EDEN should, therefore, seek professional advice in the design and content of dissemination media to match the information needs, language and reading/comprehension level of the public in specific regions.



Three distinct categories of users are envisaged: the general public (e.g. articles in the daily press); the informed public (e.g. articles in science popularization journals, public lectures, exhibitions); and schools.

NEW

In 2007 a review of dissemination to the general public was conducted by CIRAD specialists and resulted in a document advising on an improved dissemination strategy available on the EDEN web site:

EDEN_CommunicationPublic_V02_070619.doc.



Annex 1 – Elements of an effective dissemination plan¹

Introduction

To be effective, dissemination systems need the following characteristics:

- * They are oriented toward the needs of the user, incorporating the types and levels of information needed into the forms and language preferred by the user.
- * They use varied dissemination methods, including written information, electronic media, and person-to-person contact.
- * They include both proactive and reactive dissemination channels—that is, they include information that users have identified as important, and they include information that users may not know to request but that they are likely to need.
- * Clear channels are established for users to make their needs and priorities known to the disseminating agency.
- * They recognize and provide for the “natural flow” of the four levels of dissemination that have been identified as leading to utilization: spread, exchange, choice, and implementation.
- * They draw upon existing resources, relationships, and networks to the maximum extent possible while building new resources as needed by users.
- * They include effective quality control mechanisms to assure that information to be included in the system is accurate, relevant, and representative.
- * They include sufficient information so that the user can determine the basic principles underlying specific practices and the settings in which these practices may be used most productively.
- * They establish linkages to resources that may be needed to implement the information—usually referred to as technical assistance.

Dissemination approaches that implement a mechanical, one-way flow of written information have not proven to be effective in encouraging widespread adoption and implementation of new programs, ideas, and strategies. In this document ten basic principles underpinning efficient dissemination planning are highlighted.

¹ Adapted from: “Developing an Effective Dissemination Plan (January 2001)”, Southwest Educational Development laboratory – SEDL, National Institute on Disability and Rehabilitation Research (NIDRR). Available at: <http://www.ncddr.org/du/products/special.html> DEAD LINK

Ten elements of an effective dissemination plan

Goals: Determine and document the goals of your dissemination effort for your proposed project.

- * What effect is your dissemination effort aimed at producing?
- * What group or groups will your efforts benefit?
- * In what ways will the group or groups benefit from your efforts?

Objectives: Associate each goal with one or more objectives that clarifies what you are trying to accomplish through your dissemination activities.

- * In terms of each goal, what major areas of accomplishments will be required?
- * In terms of each major area of accomplishment, what quantity and/or quality will be required for success?

Users: Describe the scope and characteristics of the "potential users" that your dissemination activities are designed to reach for each of your objectives.

- * Is your research design clearly related to specific intended groups of "users" or beneficiaries of your project's results?
- * Do you have different dissemination and utilization outcomes for targeted primary and/or secondary (if applicable) user group(s)?
- * Have you collaborated with identified intended user group(s) to determine dissemination goals and activities?
- * What needs assessment data do you have to identify the extent of motivation or readiness of your intended user group(s) to access information in the project's topical area?
- * Is your dissemination strategy directly targeted to intended users by name?
- * Are your intended user group(s) known well enough for you to describe such dissemination-related characteristics as: Average reading/comprehension level, Dominant language, Level/scope of desired information, and Accessibility requirements?

Possible issues to be anticipated:

- * Limited user readiness to change
- * Widely divergent format and level of information needed
- * Multiple levels of contextual information needed
- * Less than clear relevance to own needs
- * Variety of dissemination media preferred
- * Limited number of information sources trusted

Content: Identify the basic elements of the projected content you have to disseminate to each of the potential user groups identified.

- * Is the reading/comprehension level required to understand your project's information analyzed and matched to the characteristics of your intended user groups?
- * Does the content of project information match the expressed informational needs of the intended user groups?
- * Do you provide examples or demonstrations of how to use, and the implications of use of your research-based information?
- * Is your content reviewed through a quality control mechanism to assure accuracy and relevance?



- * Has your user group(s) been involved in developing content and in field-testing (or other review) and revision of your project information?
- * Is your project information available in languages that are dominant among your intended user group(s)?
- * Does your dissemination plan address factors that may promote use of your information, such as staff time budgetary, or efficiency implications?

Possible issues to anticipate:

- * Low confidence in quality of research and development methodology
- * Limited credibility of outcomes
- * Restricted comprehensiveness of outcomes
- * Unclear utility and relevance for users
- * Non-user friendly format
- * Costs or equipment required to access
- * Lack of statistical power in research design, procedures, and data analyses

Source(s): Identify the primary source or sources that each potential user group is already tied into or most respects as an information source. Consider ways to partner with these sources in your dissemination efforts.

- * Is your project/organization perceived by user groups as an active information dissemination resource?
- * Would collaborating with another project, organization, association, or institution for dissemination purposes, strengthen the credibility and receptivity for your information?
- * Do users regard your project staff as highly knowledgeable resources in the project's topical area?
- * Is your project "partnering" in any way with nationally recognized associations, organizations, institutions of higher education, or other entities in the scientific community?
- * Is your project collaborating with any other organization(s) or association(s) in order to use their current information networks and vehicles reaching one or more of your targeted audiences?

Possible issues to be anticipated:

- * Low level of perceived competence
- * Limited credibility of experience
- * Suspicion regarding motive
- * Lack of sensitivity to user concerns
- * Limited relationships to other sources trusted by users

Medium: Describe the medium or media through which the content of your message can best be best delivered to your potential users and describe the capabilities and resources that will be required of potential users to access the content for each medium to be used.

- * What resources, knowledge, and information are needed by your intended user to understand and apply your message?
- * Does your content include "real world" examples and illustrations that communicate to non-technical user group(s)?
- * Is your information to be delivered through existing networks, communication channels, associations/organizations, meetings/conferences, and other venues?



- * How does each dissemination format and mode you use or plan to use reach your target audience(s)?
- * Are you using media channels that are currently reaching your target audience(s)?

Possible issues to be anticipated:

- * Limited physical capacity to reach intended users
- * Long timeframes required to access
- * Unclear accessibility and ease of use
- * Lack of flexibility
- * Limited reliability
- * Cost effectiveness
- * Limited clarity and attractiveness of the information "package"

Success: Describe how you will know if your dissemination activities have been successful. If data is to be gathered, describe how, when, and who will gather it.

- * Have you sampled your user group(s) regarding information previously received from your project to determine their satisfaction with its communication style, content of message, and accessibility?
- * Does your research or project design clearly describe measurable outcomes to assess impact/use by each user group?
- * Does your project provide technical assistance to facilitate understanding/implementation of your information for each intended user group?
- * Do you, at least annually, evaluate the impact of your dissemination activities in terms of both process and outcome measures?
- * Does your project use past dissemination impact evaluation data to guide new plans for dissemination?

Access: Describe how you will promote access to your information and how you will archive information that may be requested at a later date. Consider that most people will use your project-related information when they perceive a need for it—not necessarily when you have completed your research project.

- * Do you provide your project information in alternate formats that are accessible to all members of the intended user group(s)?
- * Do you share and allow requests for information through multiple means, for example, telephone, fax, mail, e-mail, and other modes upon request?
- * Has your project staff conducted a needs assessment to determine users' general accessibility requirements?
- * Are you providing information to users through channels (visual, auditory, etc.) they are known to prefer?
- * Is your project information delivered directly to intended users?
- * Is your project information available in full-text format through the Internet?
- * How will your disseminated information be evaluated by users in terms of its ease of use?
- * Does your dissemination plan describe a strategy to conduct personal follow-up with users to assess customer satisfaction and usefulness?



Availability: Identify strategies for promoting awareness of the availability of your research-based information and the availability of alternate available formats.

- * Do you have activities planned to inform targeted group(s) about the availability of your information?
- * Are you providing awareness of availability of your information in alternate formats and through a variety of modes or channels?

Barriers: Identify potential barriers that may interfere with the targeted users' access or utilization of your information and develop actions to reduce these barriers.

- * Has a representative sample of your intended user groups been meaningfully involved in planning, implementing, and evaluating the project's activities?
- * Does your plan bring the project's researchers into frequent personal dialogue with members of the intended user group(s)?
- * Do you provide periodic feedback to your user groups regarding your dissemination-related impact evaluation data?
- * Do you measure the cost-effectiveness of various dissemination-related strategies you may have used?
- * Has an assessment been conducted within the last two years of the intended/actual user groups' perceived information needs?
- * Is the amount of technical information included in your research-based materials responsive to expressed technical information needs of your user groups?
- * Do you make information available in any alternate format requested by individual users?
- * Does your dissemination strategy include opportunities for person-to-person contact with users?
- * Does your project periodically sample to determine the manner in which users learn about the availability of your project's information?
- * Does your project staff who engage in discussions with user groups have both technical knowledge and effective communication skills related to your dissemination goals?

Annex 3 – Excerpt of references to ‘DISSEMINATION’ in the EDEN Annex 1 document

(Reference is made to the headings of the various chapters from which the citations are extracted.)

2. Project objectives

2.2 Translation of the goal into project objectives (page 9-10)

...

Dissemination. To promote, through a co-ordinated European approach, the dissemination of information through awareness-raising and communication in line with social demand from the general public, user groups and the scientific community through: website, leaflet, newsletter, workshops and international meetings, articles and papers, collaborative initiatives, etc.

...

Through the integration and dissemination of this information EDEN will trigger the development of more generally applicable scenarios enabling (i) the delimitation of quantified disease risk areas, i.e. ecosystems at risk, (ii) the monitoring of temporal risk windows linked to eco-climatic events, (iii) the quantification of exposure to key epidemiological factors, and (iv) the identification of population groups at risk (behavioural, professional).

...

Finally through its dissemination network EDEN will improve public awareness of emerging disease risks and the rational management.

2. Project objectives

2.6 Measures of success (page 18-19)

The Steering Committee (see 6. 4: Management) will meet at least every six months and will evaluate measures of success. In addition, the Advisory Group including prominent scientists and representatives of EDEN output users will examine EDEN advances and give recommendations for improved EDEN R&D management to reach the expected outputs. It will evaluate EDEN's success in terms of scientific outputs, innovation, applications and dissemination of research procedures including:

- The capacity of EDEN to develop, implement, validate and disseminate an innovative health-environment integration strategy translating knowledge obtained from individual disease risk models developed within EDEN and health-environment outputs from other published sources into more general health-environment risk assessment tools to improve public health and environment management decision making.
- The result of the research process should be a contribution to European policies (including regional policy). The structure of the research process will include risk area identification (patterns and trend analysis), policy impact assessments and tool development (indicators, integration strategies). The success of EDEN will be measured through its real involvement in EU decision chains.
- The number of national and international public health decision making bodies and environmental departments/agencies/initiatives who are willing to test and include the EDEN approach and generic tools into their own strategies.
- EDEN's capacity to connect with other projects and similar initiatives such as the Global Changes and Health program of the WHO or the European Platform for biodiversity network.



The success of EDEN's dissemination towards the scientific community policy will be measured through: (i) the number of requests for partnerships with EDEN, (ii) the participation of EDEN partners to national and international workshops, conferences, (iii) the number of visits to EDEN Website and requests for information and (iv) the number of successful links with other projects.

The successful development and publication in highly ranked peer reviewed scientific journals of validated local and pan-European risk models for each disease under study.

The success of the EDEN training program will be measured through the (i) number of successful PhD's and instructed post-doctoral staff, (ii) the number of external participants attending EDEN workshops.

The success of the EDEN gender plan will be measured through the above average proportion of women participating to the EDEN PhD and training programs.

The success of the EDEN 'raising public participation and awareness' plan will be measured through (i) the number of talks performed by EDEN partners during public events, at school meetings and on radio / television, (ii) the number of articles and citations in the media (press book), (iii) the successful link-up of EDEN with other awareness-building initiatives and projects and (iv) the establishment of an EDEN association and the amount of additional funding raised from sponsors through this association. (v) the number of copies of EDEN newsletters.

5. Potential impact

A. Strategic impact (page 25)

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The greatest potential impact from EDEN will come from the creation and dissemination of a unique set of multi-disease monitoring and early warning tools (see WP7). The networking of laboratories involved in EDEN prefigure the network urged by the creation of the European Centre for Disease Prevention and Control (ECDPC), proposed by the European Commission² and supported by the Swedish Institute for Infectious Disease Control which is one of the partners of the EDEN Robo-Team. EDEN will be well placed to provide scientific opinions and technical assistance to this agency during the Centre's formative years, as well as advice on epidemiological surveillance, early warning and responses to vector-borne diseases.

...

5. Potential impact

C. Description of exploitation, further research and dissemination plans (page 26)

Pharmaceutical and agro-chemical industries have already expressed an interest in the EDEN results as a way to evaluate and target the use of drugs, vaccine, insecticides and pesticides. They will be informed of EDEN results and will also be contacted for the dissemination of information such as maps, leaflets of warning messages and for the organisation of workshops. The tourism and insurance sectors will also be targeted.

Members of the EDEN consortium are committed to the widest possible exploitation, dissemination and application of their findings, as well as the need to establish credibility through peer-reviewed scientific publications. This will be underpinned and supported by a network of representatives from international organisations such as WHO, FAO, OIE, EPBRS and national organisations such as National Public Health Institutes and Health Ministries many of whom will be represented on the EDEN User Group Committee. Collectively these agencies will provide a forum to ensure regular and effective dissemination of research procedures, findings and applications amongst major user groups including: i) scientific community; ii) international organisations; iii) government agencies concerned with risk assessment and management, disaster preparedness, contingency planning, environmental health, disease control etc.; iv) the private sector, including, pharmaceutical, chemical, tourism and insurance sectors; v) the medical profession

² http://europa.eu.int/comm/health/ph_overview/strategy/ecdc/ecdc_en.htm



(through "associations de médecins et conseils de l'ordre"); vi) schools; and vii) the general public. Furthermore, this Forum will also be the catalyst for the post-project sustainability of EDEN research and development activities.

In addition to the above, EDEN will establish its own public Web site for disseminating results and will produce a regular newsletter to keep the scientific community and potential end-users in touch with developments.

EDEN will organise, through the established EDEN association, two international Conferences with open participation. During these conferences, EDEN results will be exposed and discussed. They may also give the opportunity for feedback from the wider community on the EDEN approach. These conferences will be linked to the EDEN annual meetings held in newly associated European States with resident EDEN teams.

EDEN will participate in peripheral, "satellite" meetings of at least two major international conferences, the second of which (towards the end of EDEN) will be run exclusively to demonstrate EDEN outputs.

Public presentations of EDEN will be organised during conferences and through the press, radio and television, as well as on the Internet. EDEN will also link up with three other awareness-building initiatives: the London (UK) Natural History Museum's SYNTHESYS network: (<http://www.nhm.ac.uk/science/rco/sysresource>) and its daily scientist "encounters" for visitors, both adults and children; and the European Collaborative for Science, Industry and Technology Exhibitions (ECSITE: www.ecsite.net).

Information about EDEN will also be disseminated to schools across Europe through ECSITE the European Schools Network (<http://eschoolnet.eun.org/portal/index-en.cfm>) as part of their PENCIL programme, recently approved by the EC, which aims to improve science teaching in schools by promoting demonstration and practical experimentation.

6. Outline implementation plan

General project structure for the integration of the various EDEN components to a coherent project (page 29)

...

Dissemination of results (WP8, bottom of Fig. 6.2) will occur through the normal publication and conference routes plus additionally a project website (? and bulletin board?), project documents and position papers released from EDEN's Public Relations office (in CIRAD) and through the involvement of an external group of experts from the international R&D and Public Health communities (innovation activities, Block 3 in Section 6.1)

...

6. Outline implementation plan

6.A Activities

Work-package 7. Overall integration: tools and scenarios (page 40)

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Such a tool will have a wide variety of potential applications in targeting field surveillance, disease control, environmental management and land use planning. Therefore the EDEN Strategy Document will also address a sustainable plan for training and dissemination.

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6. Outline implementation plan

6.A Activities

Work-package 8: Management, training & dissemination co-ordination (page 43)

...

Dissemination

A dissemination strategy will be completed by month 6 of the project. Specific activities linked to dissemination are based on a threefold approach: (a) the design and implementation of an EDEN Website, (b) the design and implementation of a dissemination plan and (c) the establishment and management of an EDEN association.

The EDEN website is a gateway to inform the general public and various user groups about EDEN, its activities and successes. It hosts the various EDEN publications (EDEN newsletter, technical guidelines, workshop presentations, papers) and is linked to the spatial databases and information systems developed as part of the activities of WP 6.1.

As part of the dissemination plan the members of the Advisory Group will be identified prior to the EDEN inaugural meeting to take place in month 4 of the project. The dissemination plan will also (a) include a project leaflet describing EDEN (as per Annex negotiation guidelines), (b) provide guidelines for the publication of an EDEN newsletter, the workshop proceedings and scientific papers, (c) includes proposals for participation in one or more prestigious International Conferences as EDEN workshop or session (d) include collaboration protocols with existing projects allowing EDEN to engage with actors beyond research, with specific reference to schools and gender issues.

The EDEN association will offer a tool encouraging donations from potential sponsors. The association will have the legal form of a non-profit organisation with its own articles. The association will aim at (i) funding dissemination to specific target groups such as schools and women in science, (ii) supporting the organisation of EDEN workshops and conferences and (iii) organising an annual EDEN award contest for young scientists. The association is expected to be launched officially at the first EDEN annual meeting.

WP 8	CIRAD	ZOOX	FVM	UCL	Euro-Aegis	IRD	IP	METLA	NHM	ISRA	Total
Person-month	36	4	1	1	1	2	1	1	1	1	49

6. Outline implementation plan

6.B Plans

Plan for using and disseminating knowledge (page 43-44)

Dissemination will start early in the project to ensure that the research work is widely disseminated through the environment and health sectors as well as academia.

A detailed dissemination strategy document, under the responsibility of WP 8, will be completed by month 6 of the project – aimed at the scientific community, the environmental health and ecosystems community, public administrations (including EC directorates involved in environment, health and ecosystems), the medical sector and the general public. This five-pronged approach will ensure a wide dissemination of EDEN products and ideas.



Dissemination media will include the project Website (operational within 3 months), a brochure (available within 6 months), a newsletter, papers, workshop proceedings (standardisation workshops and workshops organised by Sub-projects), and EDEN workshops or sessions in two International Conferences during the duration of the project. At the end of the project a final plan for using and disseminating knowledge generated by EDEN will be published.

Most documents will be disseminated via the internet. As requested hard-copies of the EDEN-brochure will also be available in sufficient numbers.

In addition EDEN will also create an "EDEN association" funded by sponsors. Though the output of such an initiative is difficult to quantify at this stage it is nevertheless expected to boost the dissemination capabilities of the EDEN project. The main aim of the EDEN Association will be to offer a tool encouraging donations of potential sponsors. The association will aim at (i) funding dissemination to specific target groups such as schools and girls in science, (ii) supporting the organisation of workshops and conferences and (iii) organising the annual EDEN award for young scientists.

It is important to highlight the matter of intellectual property rights here. Each EDEN partner as a signatory of the contract with the EU is bound by the terms and conditions of the Commission Contractual rules ANNEX II-General Conditions- Point C, entitled "Intellectual Property Rights". The Consortium Agreement details and completes these rules for the particular needs of EDEN in order to motivate the members to cooperate for the common good, and for the productivity of the Project. The CA will identify all intellectual property (IP) brought to the project as pre-existing know-how and organise all the IP issues of management on the following principles: (i) An open list will be added to the CA where contractors will describe the data they agree to share; in addition, the tractability of the data will be guaranteed; (ii) knowledge resulting from EDEN, data, pre-existing and in parallel know-how shall be the property of the contractor generating it; (iii) every EDEN partner enjoys, strictly for EDEN purposes, free access to another participant's knowledge, data and know-how; (iv) EDEN end products will be public and free access and (v) disputes will be resolved by the SC in the best project interest.

6. Outline implementation plan

6.B Plans

Gender Action Plan (page 44)

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During dissemination efforts aimed at the general public and schools, EDEN will particularly target a female audience. To achieve this, EDEN will collaborate with ECSITE and their European Schools Network (<http://eschoolnet.eun.org/portal/index-en.cfm>), part of their PENCIL programme, recently approved by the EC, which aims to improve science teaching in schools.

...

6. Outline implementation plan

6.B Plans

Raising public participation and awareness (page 44-45)

Members of the EDEN consortium are committed to the widest possible dissemination and application of their findings. Their institutional and individual reputations will go some way towards achieving particular effort for public dissemination. General descriptions of the main aims and findings of the project will be made available to the general public in a discrete and sensitive manner, taking the utmost care to avoid scare stories and over-dramatic presentations, with unforeseen consequences. Public presentations of EDEN will be organised during conferences and through the press, radio and television, as well as on the Internet. EDEN will establish (in Work Package 8) its own public Web site for disseminating results and will produce a regular electronic newsletter to keep the public and potential end-user members in touch with current information and EDEN developments.



EDEN will also link up with two other awareness-building initiatives: the London (UK) Natural History Museum's SYNTHESYS network: (<http://www.nhm.ac.uk/science/rco/sysresource>); and the European Collaborative for Science, Industry and Technology Exhibitions (ECSITE: www.ecsite.net).

Also concerning the transfer of science to education, the Natural History Museum (London) has daily scientist "encounters" for visitors, both adults and children, and these often feature international video conferences with experts in biodiversity and environmental change. EDEN will use this interactive medium, and its video archives, to report its aims and findings to the public and media.

Information about EDEN will also be disseminated to schools across Europe through ECSITE the European Schools Network (<http://eschoolnet.eun.org/portal/index-en.cfm>) as part of their PENCIL programme, recently approved by the EC, which aims to improve science teaching in schools by promoting demonstration and practical experimentation.

Other activities like the EDEN association and press releases via the Press departments of many partners in many countries will also efficiently contribute to the aim of raising public awareness beyond research.

7. Management

7.4 The Advisory Group (AG) (page 49)

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The role of the AG is to evaluate EDEN advances and give recommendations for EDEN scientific management to reach expected outputs in general and more specifically to:

...

Examine EDEN advances and give recommendations for improved EDEN R&D management to reach the expected outputs. It will evaluate EDEN's success in terms of scientific outputs, innovation, applications and dissemination of research procedures.

be part of the internal discussions on the outputs of the 'what-if' scenarios based upon the various models developed during the course of EDEN prior to their dissemination at the international level for a wider, informed public discussion.

...

7. Management

7.5 Management of knowledge, other intellectual property and of innovation-related activities (page 49)

The rules concerning the management of knowledge, intellectual property rights and innovation-related activities are described in detail in the Consortium Agreement. Knowledge shall be the property of the partners(s) generating it. If dissemination of knowledge does not adversely affect its protection, the partners shall ensure large dissemination.

All the data for EDEN data Bases will be transmitted to the Coordinator on behalf of the Steering committee with a proposal from the partner providing the data on the classification according to the following categories: confidential data non disseminated; data disseminated to public bodies users; data published and disseminated without restriction to the whole users. The Steering Committee shall decide during its periodic meetings and as often as necessary in which category the data shall be placed.

A partner may publish or disseminate knowledge or pre-existing know-how from another partner only with a prior written approval, even if such knowledge is amalgamated with its own knowledge.

The partners agree that the access rights on the knowledge needed for carrying out the project shall be granted on a royalty-free basis. However a partner may wish to limit the pre-existing know-how to which they may grant access rights and will list its restrictions in Annex 2. When knowledge of any partner consists of Eden database, the Steering Committee shall decide on the rules of using such knowledge.

8. Detailed implementation plan – first 18 months

8.3 Graphical presentation of work packages (page 52)

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Training, Dissemination and Management Co-ordination is provided by Work-Package 8.

8. Detailed implementation plan – first 18 months

8.4 Work package list (18 month plan) (page 55)

...

WP number	WP title	Lead contractor	Person months	Start month	End month	Deliverables
WP 8	Management, training & dissemination co-ordination	CIRAD	49	1	18	D22-29

8. Detailed implementation plan – first 18 months

8.4 Deliverable list (18 month plan) (page 55)

...

Deliverable	Deliverable title	Delivery date	Nature	Dissemination level
D 20	EDEN integration strategy document	12	R	PU
D 22	EDEN public website	3	R	PU
D 24	EDEN dissemination leaflet	4	R	PU
D 26	First issue printed EDEN Newsletter	6	O	PU
D 27	EDEN dissemination plan	6	R	PU
D 28	Articles EDEN association	15	O	PU
D 30	Mandatory report on raising public participation and awareness (partim first 18 months)	18	R	PU

8. Detailed implementation plan – first 18 months

8.6 Work package description (18 month plan)

WP 8. Management, training & dissemination co-ordination



Description of work (page 114-115)

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Specific activities linked to dissemination are based on a fourfold approach: (a) the design and implementation of an EDEN Website, (b) the editing of a printed newsletter, (c) the design and implementation of a dissemination plan and (d) the establishment and management of an EDEN association.

The EDEN website is a gateway to inform the general public and various user groups about EDEN, its activities and successes. It hosts the various EDEN publications (EDEN newsletter electronic format, technical guidelines, workshop presentations, papers) and is linked to the spatial databases and information systems developed as part of the activities of WP 6.1.

The EDEN dissemination plan is the core tool towards disseminating EDEN knowledge and products. As part of the dissemination plan the members of the Advisory Group will be identified prior to the EDEN inaugural meeting to take place in month 4 of the project. The dissemination plan will also (a) include a project leaflet describing EDEN (as per Annex negotiation guidelines), (b) provide guidelines for the publication of an EDEN newsletter, the workshop proceedings and scientific papers, (c) include collaboration protocols with existing projects allowing EDEN to engage with actors beyond research, with specific reference to schools and gender issues. The project coordination team will implement the dissemination plan.

The EDEN association will offer a tool encouraging donations from potential sponsors. The association will have the legal form of a non-profit organisation with its own articles. The association will aim at (i) funding dissemination to specific target groups such as schools and women in science, (ii) supporting the organisation of EDEN workshops and conferences and (iii) organising an annual EDEN award contest for young scientists. The association is expected to be launched officially at the first EDEN annual meeting.

Finally it will be the task of the EDEN coordinator to prepare two mandatory reports which will be updated after every subsequent 18 month period:

- * Report on raising public participation and awareness

...

Milestones and expected result (page 115)

- The EDEN website offers a gateway to the general public and the various users (M3)
- ...
- Dissemination plan is essential to communicate EDEN outputs at all levels (M6)
- EDEN association becomes keystone of EDEN dissemination policy (M15)

Work Planning for co-ordination of management, training and dissemination (First 18 months) (Page 116)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Dissemination coordination																		
EDEN Website	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Establish advisory group	x	x	x	X														
Establish user group	x	x	x	X														
EDEN Leaflet	x	x	x	X														
Produce dissemination plan	x	x	x	x	x	X												
Establish EDEN association								x	x	x	x	x	x	x	X			
Implement dissemination plan								x	x	x	x	x	x	x	x	x	x	x