



## Executive summary

### Report of Period 2 Dissemination Activities

<b>Deliverable Number*</b>	<b>D8.10</b>
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\* a deliverable is a formal output produced by a (EU) project

## Content Summary

The "Report of Period 2 Dissemination Activities" provides a summary of all dissemination activities undertaken by the 33 MoniQA partners during the second 12 months of the project. The report provides the following information for each dissemination activity:

- Date on which the activity took place
- Type of activity
- Type of the addressed audience
- Countries addressed
- Partner responsible and other involved partners
- Short comment
- Detailed information on the activities

In order to allocate the reported activities to different types of dissemination as well as identifying the audience addressed, categories were defined that conform to those described in the Dissemination Plan and the Dissemination and Media Strategy (Deliverables D8.2 and D.8.8). The Dissemination Activities were divided into the following categories:

-Website / e-newsletter: contributions made for content, efforts to improve distribution / access

-Media relations: press releases, press conferences, interview and other media activities

-Events & Networking: MoniQA public conferences, workshops and seminars, partner organisations' own events, presented MoniQA at relevant conferences, networking and synergies with other projects etc.

-Academic publications: conference proceedings (electronic and hard copies), scientific magazines and journals, online journals, course books, training material

-General dissemination material: leaflets and brochures, newsletters, posters (scientific/non-scientific), translations, factsheets, other dissemination material

**The audiences addressed is allocated according to the primary stakeholder group(s):**

-Consumers: consumer, consumer organisations, the press and media

-Science & research: universities, research institutes, PhD students, young scientists

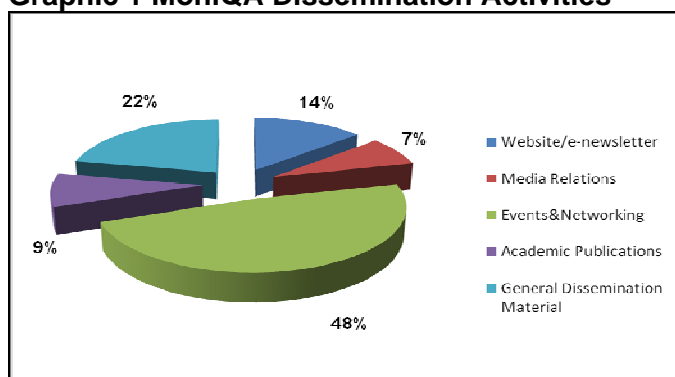
-Industry & SMEs: food manufacturers, method Providers, test kit providers, other industry

-Organisations: authorities, policy makers, European Commission, standardisation bodies, regulatory bodies

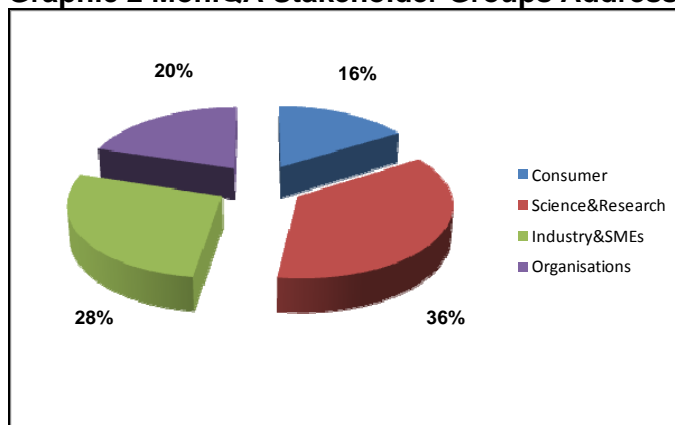
A total of 275 dissemination activities were undertaken by the consortium during the second period; 48% of these activities fall in the category *Events&Networking* followed by *General Dissemination Material* (22%). More details are shown in Figure 1 below. The science and research community was the main audience addressed (36% of all activities), followed by industry and SMEs (28%) (see Figure 2 below). Exploitable knowledge is dealt with in WP3, Deliverable 3.6 - Sustainability.

Compared with the first reporting period, the project has increased its dissemination activities, as tangible results of the work within MoniQA become available. The overall number of activities rose from 199 in Period 1 to 275 in Period 2. More effort has been spent on the website and the newsletters, media relations, academic publications and general dissemination material (e.g. the factsheets), as shown in Figure 3.

**Graphic 1 MoniQA Dissemination Activities**

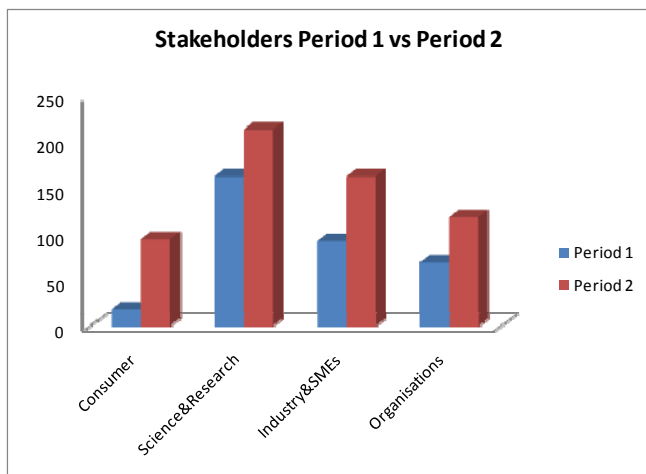


**Graphic 2 MoniQA Stakeholder Groups Addressed**



**Graphic 3**

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The full-length report first provides an overview of all dissemination activities conducted (chapter 1) and the publishable results of the project (chapter 2). These publishable results are provided in full in an annex.

## About MoniQA – [www.moniqa.org](http://www.moniqa.org)

MoniQA ("Monitoring and Quality Assurance in the Food Supply Chain") is a Network of Excellence (NoE) funded by the European Commission under the 6th Framework Programme. The Network aims to make food safer by harmonising methods for food analyses. The project is coordinated by the Vienna-based International Association for Cereal Science and Technology (ICC). More than 155 researchers and scientist from 33 international partners from 20 countries are involved in MoniQA.

### Join us!

MoniQA offers associated partnerships for interested organisations, SMEs and institutions. For more information see <http://www.moniqa.org/associates> or contact:  
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