



VETBIONET

Veterinary Biocontained facility Network for excellence in animal infectiology research and experimentation

Deliverable D5.1

Creation of the website and communication package

Due date of deliverable: M3

Actual submission date: M4

Start date of the project: March 1st, 2017

Duration: 60 months

Organisation name of lead contractor: EAAP

Revision: V1

Dissemination level	
Public	X
Confidential, only for members of the consortium (including Commission Services)	
Classified, as referred to in Commission Decision 2001/844/EC	

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1. Summary

Objectives

Deliverable 5.1 is mainly related to the development of the project's public website (www.VetBioNet.eu), which will be used as the main instrument to present the project objectives/structure and its consortium. The website will be the predominant tool for disseminating project activities and achievements, transnational access offers, scientific publications and other resources, events of interest, newsletters and press releases, etc.

The VetBioNet website will include links to the project accounts on social networks (Twitter and Facebook), that will be soon created by EAAP to facilitate and increase dissemination activities.

Deliverable 5.1 also entails the creation of a communication package, in line with the graphic identity of the project. The VetBioNet communication package is composed of a poster and a leaflet presenting the project as a whole. Due to a delayed development of relevant texts, the project poster was available at the end of M3 and the leaflet was released during M4 of the project.

Rationale: In order to carry out Deliverable 5.1, a close collaboration was established between EAAP (WP5 leader), INRA and WBVR. Weekly teleconferences were organized by EAAP in order to: 1. make INRA and WBVR representatives aware of the progress achieved in the development of the website and communication package; 2. receive from INRA and WBVR specific inputs, comments and contributions such as texts and images.

Despite the close interaction established between EAAP, INRA and WBVR, the completion of Deliverable 5.1 required more time and effort than expected, and couldn't be entirely achieved by the established deadline (M3 of the project). The reason behind this delay is mainly linked with the complexity of VetBioNet website development. Actually, the website has been already structured in such a way that it will facilitate the implementation of related project deliverables, namely: D1.1 (Web-based interface for TNA application management) and D5.7 (Establishment of the database accessible to partners of the project).

Teams involved: EAAP, INRA, WBVR

2. Introduction

The VetBioNet website and communication package are part of task 5.2 to be carried out in Workpackage (WP) 5 of the project, which is led by EAAP.

The VetBioNet website (www.VetBioNet.eu) is the major dissemination tool of the project, intended to facilitate the spread of project information to different stakeholder groups, such as: scientists outside VetBioNet consortium working on animal infectious diseases; NGOs; policy makers; pharmaceutical companies and animal breeders that have an interest in animal infectious diseases research; general public in need of information about animal health, food safety and food security.

The purpose of the VetBioNet website is to disseminate project outputs in order to:

- Raise awareness about the project activities;
- Inform about the aims, the ongoing research, the findings, the achievements and the resources created;
- Encourage feedback from the scientific community;
- Promote the exploitation of project results.

Moreover, the VetBioNet website will host:

1. A portal which will advertise calls for transnational access to VetBioNet infrastructure resources, including BSL3 animal experimental facilities and laboratories, technological platforms, and sample collections (Deliverable 1.1);
2. A specific database containing data generated by the project activities, as a repository for future research needs. These data include all data generated by the project partners' Joint Research Activities as well as, unless precluded for confidentiality reasons, data stemming from Transnational Access projects results (Deliverable 5.7).

The VetBioNet poster and leaflet were developed as tools which easily allow the reader to identify the project aims, partners, expected outcomes and main contacts. Both documents will be exploited for dissemination activities during European and international conferences/events related to animal infectiology.

3. Results

3.1 Website

The VetBioNet website has been prepared by EAAP - who provided technical support in the hosting and development of the website - in close interaction with INRA and WBVR.

The official registration of the domain name is: <http://www.vetbionet.eu/>.

Prior to the development phase, a benchmark of similar project websites was made to gather helpful ideas, optimize the selection of the information to be highlighted, its presentation and its spatial organization. Useful inputs were also taken from the website of NADIR (<https://www.nadir-project.eu/>), that has been the FP7-funded infrastructure project the VetBioNet consortium and activities build upon.

The structure, design and functionalities of the web interface were identified and agreed by EAAP, INRA and WBVR through regular teleconferences. The website was launched at the end of May 2017. All partners have agreed to actively collaborate to update the information displayed in the website. The deliverable leader and the contact points from each work package will liaise in order to regularly update the website content.

The website is structured according to the following sections (see Figure 1 in Annexes for a screenshot of the home page):

Item	Content
Home Page	Summary of project aims and activities; navigation tabs; links to social media (to be added); access to INRA transfer Sharepoint (i.e.: restricted collaborative workspace for project partners); Activity News box; link to events calendar; info boxes (max 4)
Project	Project challenge, objectives, expected impact, structure
Consortium	List of project partners
Resources	Project logo and poster. Further resources (scientific publications, public deliverables, webinars, etc.) will be uploaded in this section as soon as available. The Database with JRA and TNA results will be created likewise under the Resources section
TNA Calls	Section under construction. It will serve as the web-based portal to advertise Calls for Transnational Access to VetBioNet infrastructure resources, and will provide

	research groups with forms and instructions related to the application process
Events	Display of future project events and other events of interest
News	Project newsletters (including subscription form) and press releases
Contacts	Form to address messages to VetBioNet coordinator

3.2 Poster and leaflet

The VetBioNet poster presents the project as a whole, providing information on the overall aim of the action, its specific objectives and the composition of the project consortium. The text of the poster was drafted by EAAP in close collaboration with INRA. EAAP finally collected logos of all project partners, selected suitable pictures and designed the final version of the poster, which is shown in the Annexes section (Figure 2). References to the project website and funding received from the Horizon 2020 programme are highlighted in the footer of the poster. The VetBionet leaflet equally acknowledges H2020 funding and was developed by EAAP with INRA support, so as to provide the reader with a general overview of the project and useful contacts to interact with the VetBioNet consortium (see Figure 3 in the Annexes section).

Both documents are available for downloads on the VetBioNet website: <http://www.vetbionet.eu/resources/communication-package/>.

4. Conclusions

The on-line VetBioNet public web site is a key element of the project's dissemination strategy.

This site will:

- Ensure the visibility of the project and its TNA Calls;
- Detail the TNA offers;
- Provide access to the infrastructure activities, more particularly to the TNA calls and to Network meetings, trainings and discussions;
- Facilitate the diffusion of project results;
- Promote the exploitation of project results.

The website provides a basic set of information about the project and will be regularly updated with upcoming events and scientific results, findings and achievements.

The information presented in the VetBioNet website will be valuable even after the completion of the project. Therefore, the website and its domain will be maintained by EAAP after the life of the project.

5. Annexes

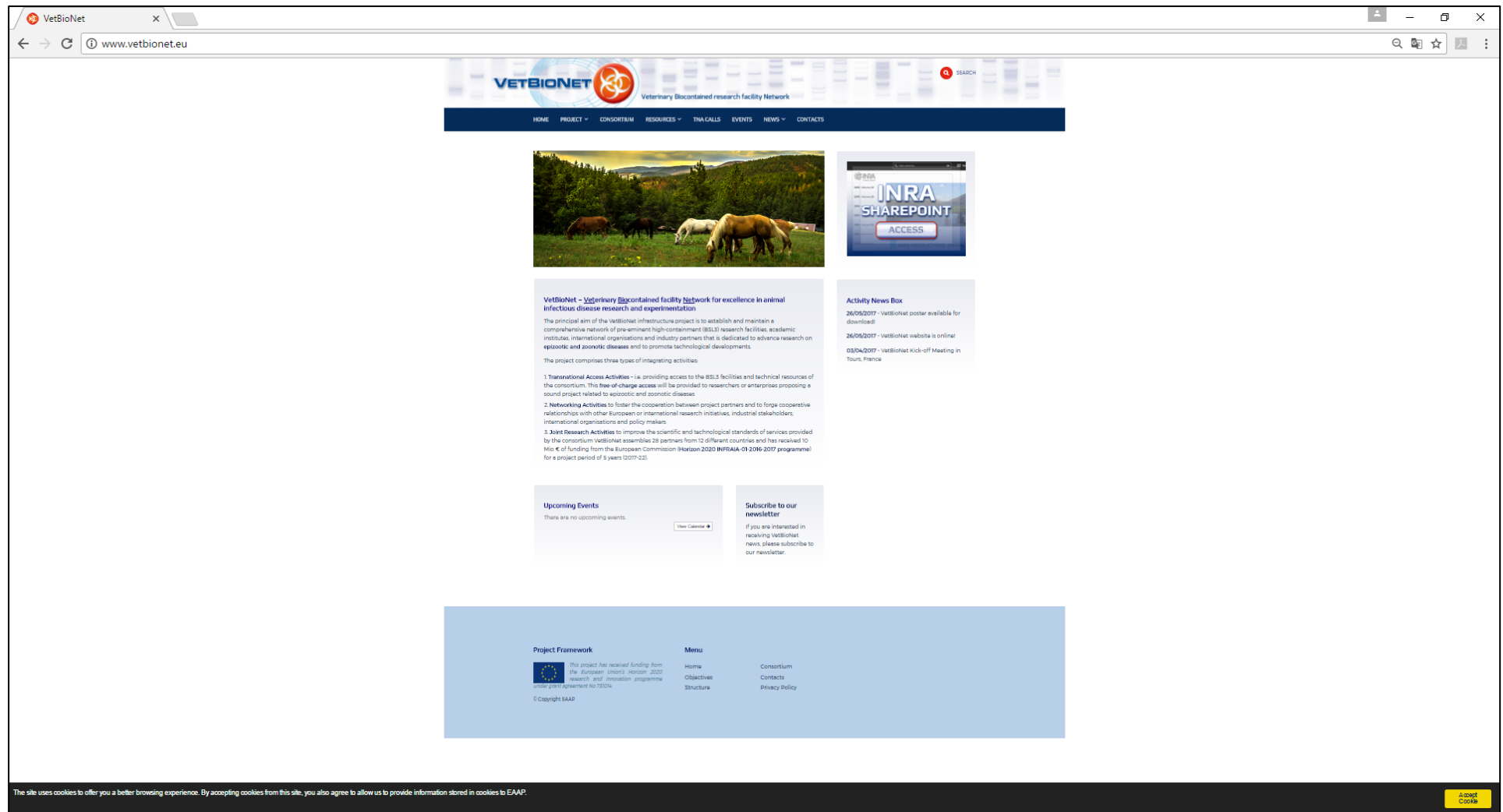


Figure 1 – Homepage of the VetBioNet website



VETBIONET

Veterinary Biocontained facility Network for excellence in animal infectiology research and experimentation

AIM: VetBioNet seeks to strengthen European capacity and competence to meet the challenges of emerging infectious diseases by establishing a comprehensive network of European BSL3 infrastructures, international organizations and industries.

VetBioNet is dedicated to advance research on epizootic and zoonotic diseases and to promote technological developments.

Specific objectives:

- Promote and facilitate Transnational Access to VetBioNet Infrastructure resources, including BSL3 animal experimental facilities and laboratories, technological platforms, and sample collections.
- Promote scientific and technological development.
- Enhance the preparedness of the major European BSL3 research infrastructures to accelerate the respond to (re)emerging epizootic and zoonotic threats.
- Harmonise best practices and promote the use of global standards in European BSL3 infrastructures.
- Ensure high ethical standards and clarify the social impact of VetBioNet activities.
- Develop and implement a sustainability plan for offering services beyond the project length.
- Carry out joint research activities to improve scientific and technological standards of services provided by the network infrastructure.

CONSORTIUM: VetBioNet gathers 28 partners from 12 countries across Europe, Africa, and Oceania:












This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731014.

www.vetbionet.eu

Fig. 2 – VetBioNet Poster

VetBioNet seeks to strengthen European capacity and competence to meet the challenges of emerging infectious diseases by establishing a comprehensive network of European BSL3 infrastructures, international organizations and industries.

VetBioNet is dedicated to advance research on epizootic and zoonotic diseases and to promote technological developments.



- Promote and facilitate Transnational Access to VetBioNet Infrastructure resources, including BSL3 animal experimental facilities and laboratories, technological platforms, and sample collections.
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To date, **VetBioNet** gathers a total of **28 academic and private partners** from nine EU Member States (FR, NL, DE, GB, ES, PL, DK, IE, and IT) and three Associated/Third Countries (CH, KE, and AU). Together, the 28 VetBioNet consortium partners form a comprehensive, multidisciplinary network of European BSL3 infrastructures, research institutions, and private companies, as well as international organizations and research infrastructures from Associated Countries and other Third Countries that offer complementary services, expertise and competencies.



PARTNERS: INSTITUTIONAL NATIONAL DE LA RECHERCHE AGRICOLIQUE – STICHTING WAGENINGEN RESEARCH – FRIEDRICH-LOFFER INSTITUT FÜR FORSCHUNGSANALYSEN INSTITUT FÜR FERGESUNDIGHEIT – THE PIRbright INSTITUTE Ltd. – THE SECRETARY OF STATE FOR ENVIRONMENT, FOOD AND RURAL AFFAIRS – MOREUX RESEARCH INSTITUTE – INSTITUTO NACIONAL DE INVESTIGACION Y TECNOLOGIA AGRARIA Y ALIMENTARIA – INSTITUT DE RECERCA I TECNOLOGIA AGRARIEN – EIDGENÖSSISCHES DEPARTEMENT DES INNERN (ED-IV) – PANSTWOYNIY INSTITUT WETERYNARNYIY – MARINE SCOTLAND – AARHUS UNIVERSITET – AGENCE NATIONALE DE LA SECURITE SANITAIRE DE L'ALIMENTATION DE L'ENVIRONNEMENT ET DU TRAVAIL – ROSLIN INSTITUTE UNIVERSITY OF EDINBURGH – ERASMUS UNIVERSITEIT ARNHEM MEDISCH CENTRUM ROTTERDAM – ISTITUTO ZOOPIROLATTICO SPERIMENTALE DELLE VALLI – THE UNIVERSITY OF NOTTINGHAM – UNIVERSITY COLLEGE DUBLIN, NATIONAL UNIVERSITY OF IRELAND, DUBLIN – INTERNATIONAL LIVESOURCE RESEARCH INSTITUTE – COMMONWEALTH SCIENTIFIC AND INDUSTRIAL RESEARCH ORGANISATION – EUROPEAN COMMISSION – THE UNIVERSITY OF GUELPH – THE UNIVERSITY OF GUELPH – THE UNIVERSITY OF GUELPH – THE UNIVERSITY OF GUELPH – THE UNIVERSITY OF GUELPH – VERBETERE ANTROPOGENE LEEF – IMMUNOLOGIE Y GENETICA APLICADA SA – INRA TRANSVERT.

Frederic Lantier
VetBioNet European Infrastructure
project Coordinator

INRA, Infectiology and Public Health (ISP)
INRA Val de Loire Centre (Tours branch)

Tel: +33 (0)2 47 42 78 68
Email: frederic.lantier@inra.fr

Sascha Trapp
VetBioNet European infrastructure
project deputy Coordinator

INRA, Infectiology and Public Health (ISP)
INRA Val de Loire Centre (Tours branch)

Tel: +33 (0)2 47 42 77 47
Email: sascha.trapp@inra.fr

Project website:

www.vetbionet.eu



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