

AgriFoodResults

Survey on the dissemination activities implemented in food research projects

Introduction

This survey is part of the FP7 Support Action "European initiative for a better use of the results of agri-food research" - *AgriFoodResults* (May 2009 to June 2011, grant agreement 226927, coordination by ACTIA - France).

The objective of this survey is to gather information about the dissemination activities implemented in research projects relevant to the food sector. The questionnaire is addressed to 100 coordinators and dissemination managers of FP6 and FP7 projects ([see the list in annex](#)).

The results will be used for the preparation of a report titled "*Dissemination of scientific results in the food sector: an assessment of current practices*", where we intend to describe the dissemination activities implemented in food research projects.

Why should you answer another survey?

The project is an opportunity to facilitate exchange of practices and experiences between people in charge of dissemination in food research projects. The agrifoodresults.eu website will contain a directory of dissemination managers: those who answer the survey will have access to useful services & tools such as lists of food science magazines, newsletters database, contact details of other dissemination managers, etc. A number of researchers will also be invited to present the results of their activities at *AgriFoodResults* workshops with travel expenses covered by *AgriFoodResults*.

Access to these services will be restricted to those contributing to *AgriFoodResults* by completing this survey.

Who can answer?

The survey is designed for:

- FP6 and FP7 research projects.
- Projects relevant to the food sector only
- Current and previous research projects.

FP6 or FP7 Support Actions, research projects focused on the agricultural sector (having farmers and rural communities as main users of results) and national research projects are not relevant.

The questionnaire can be completed by the project coordinator, the project manager or any person who has been involved in dissemination or technology transfer activities.

How long does it take?

It has been estimated that a maximum of 15 minutes is needed to answer the questionnaire.

When and where to send your answers?

Answers should be sent before Friday 26th June 2009. If you prefer to complete the questionnaire in Microsoft Word format instead of replying via the web survey, please send the completed document to Olivier.chartier@euroquality.fr before the aforementioned deadline.

How will the answers be treated?

The answers will be treated anonymously. Only the acronyms of the projects that participated in the survey will be mentioned in the report.

What will happen next?

Results will be discussed at a workshop that will be organised in Rome on 15th September 2009. The final outcomes will be used in the "*Dissemination of scientific results in the food sector: an assessment of current practices*" report which will be published before the end of 2009.

Respondents will receive a login and a password to access restricted sections on www.agrifoodresults.eu. Do not expect to receive your login and password before September 2009 (*AgriFoodResults* started in May 2009!).

Information on your project & contact details

The project

Project Acronym	
Website	

Project duration

Start date: month year	End date: month year
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Sector concerned

Does the project concern a specific food chain?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
If yes, please indicate which sector		

Main users of the project results: please rank the main users of the project results from the most important (1) to the less important (4)

Researchers	Industry	Consumers	Policy makers and regulatory bodies
Please rank	Please rank	Please rank	Please rank

Respondent's contact details

Role in the project		Phone	
Full name		Email	

A. Resources and dissemination strategy

A1. Resources

	Yes	No	Don't Know
Is/was there a person responsible for dissemination activities in the project (other than the project coordinator/ manager)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If Yes: Is this person a specialist in communication?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A2. Strategy

	Yes	No	Don't Know
Besides the information included in the DoW (Description of Work), did you prepare a specific document describing your dissemination strategy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A4. Timing:

	Yes	No	Don't Know
Will/did you organise an information campaign before results are/were available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will/did you continue dissemination after the end of the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If Yes,

Please estimate for how long	months after the end of the project
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B. Overview of dissemination activities implemented

B1.1 Indicate whether the following activities have been or will be implemented during your project

	Yes	No	Don't Know
Project website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussion forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video(s) on the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video(s) on the results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-newsletter(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed newsletter(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the results for scientists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the practical results for the industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the results for other audience (consumers, policy makers etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B1.2 Indicate whether the following activities have been or will be implemented during your project

	Yes	No	Don't Know
Distribution of press release(s) on the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Distribution of press release(s) on the results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of press conference(s) on the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of press conference(s) on the results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interview(s) by journalist (press, TV or radio) on the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interview(s) by journalist (press, TV or radio) on the results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No	Don't Know	If Yes, approximate number
Publication of articles in peer-reviewed scientific journals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Publication of industry best practice guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Publication of articles in specialised (food) media (national language, magazines, web)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Publication of articles in European media (English language – European journal, web)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Publication of articles in non-specialist media (website, newspaper)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Yes	No	Don't Know	If Yes, approximate number
Organisation of scientific conference(s) -only open to project partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Organisation of scientific conference(s) -open to other scientists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Participation in scientific conference(s) organised outside the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Organisation of training(s) for scientists and/or regulatory bodies (EFSA, food agencies, ministries etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Organisation of workshop(s) for scientists and/or regulatory bodies (EFSA, food agencies, ministries etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sponsoring of events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Yes	No	Don't Know	If Yes, approximate number
Organisation of events (workshop, conference) dedicated to companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Participation in events (workshop, conference) dedicated to companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Organisation of training(s) for food companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Active dissemination/marketing by visiting companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

B1.3 Other : please indicate other activities with indication on the audience targeted (policy-makers, consumers, non specialist audience etc.)

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B2. Indicate the language used for:

	English only	English and at least one other language	Not applicable
Project website	<input type="checkbox"/>	<input type="checkbox"/> How many languages?	<input type="checkbox"/>
Newsletter	<input type="checkbox"/>	<input type="checkbox"/> How many languages?	<input type="checkbox"/>
Leaflet	<input type="checkbox"/>	<input type="checkbox"/> How many languages?	<input type="checkbox"/>
Video	<input type="checkbox"/>	<input type="checkbox"/> How many languages?	<input type="checkbox"/>
Final report or synthesis	<input type="checkbox"/>	<input type="checkbox"/> How many languages?	<input type="checkbox"/>

C. Your opinion on the best ways to disseminate the results of food research projects

C1. According to you, which are the most effective activities to communicate scientific results to food companies? Why?

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C2. According to you, which are the most effective activities to communicate scientific results to policy-makers and regulatory bodies (Ministry, food agency etc.)? Why?

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C3. According to you, which are the most effective activities to communicate scientific results to consumers? Why?

C4. According to you, which dissemination activities of your project were not effective? Why?

C5. According to you, which dissemination activities of your project were most successful? Why?

D. Performance

D1. Please mark your opinion on the following statements

	Strongly agree	Agree	Disagree	Strongly disagree	No opinion
It is difficult to communicate the results of scientific projects to :					
Large food companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food SMEs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy makers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non specialised audience (general public)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly agree	Agree	Disagree	Strongly disagree	No opinion
The dissemination was very successful, I consider that it ensured a good exploitation of the project results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is necessary to continue dissemination after the end of the project in order to ensure a good exploitation of the results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D2. Please estimate the number of companies outside the project consortium that:

	<5	5-15	>15	No idea
Have been in contact with the project team along the duration of the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will develop new products or services as a direct outcome of the project activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will use the project results to introduce changes in their methods / process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D3. Please estimate the percentage of these companies

Food SME	Large food companies	SME providing equipment or services to the food sector	Large company providing equipment or services to the food sector
%	%	%	%

Optional: a study on the cost effectiveness of dissemination activities is being implemented in parallel. If you wish to contribute, please indicate the name and email of a person to whom we could send the relevant questionnaire

Name of the contact	
E-mail	

THANK YOU VERY MUCH !