

Workpackage 4

Exchange of Information & Dissemination

Coordinator: NZ-CFR
Tony Conner





Participants

- **Coordinator: NZ-CFR**
- **RIKILT – the Netherlands**
- **WU – the Netherlands**
- **ATAL - Turkey**
- **SECyT – Argentina**
- **LCFA - Thailand**



Aim of Workpackage 4

To establish a global network for:

- **internal communication within and between Workpackages**
- **exchange of information with associated members, key stakeholders and organisations involved in emerging risk in the food and feed chain.**

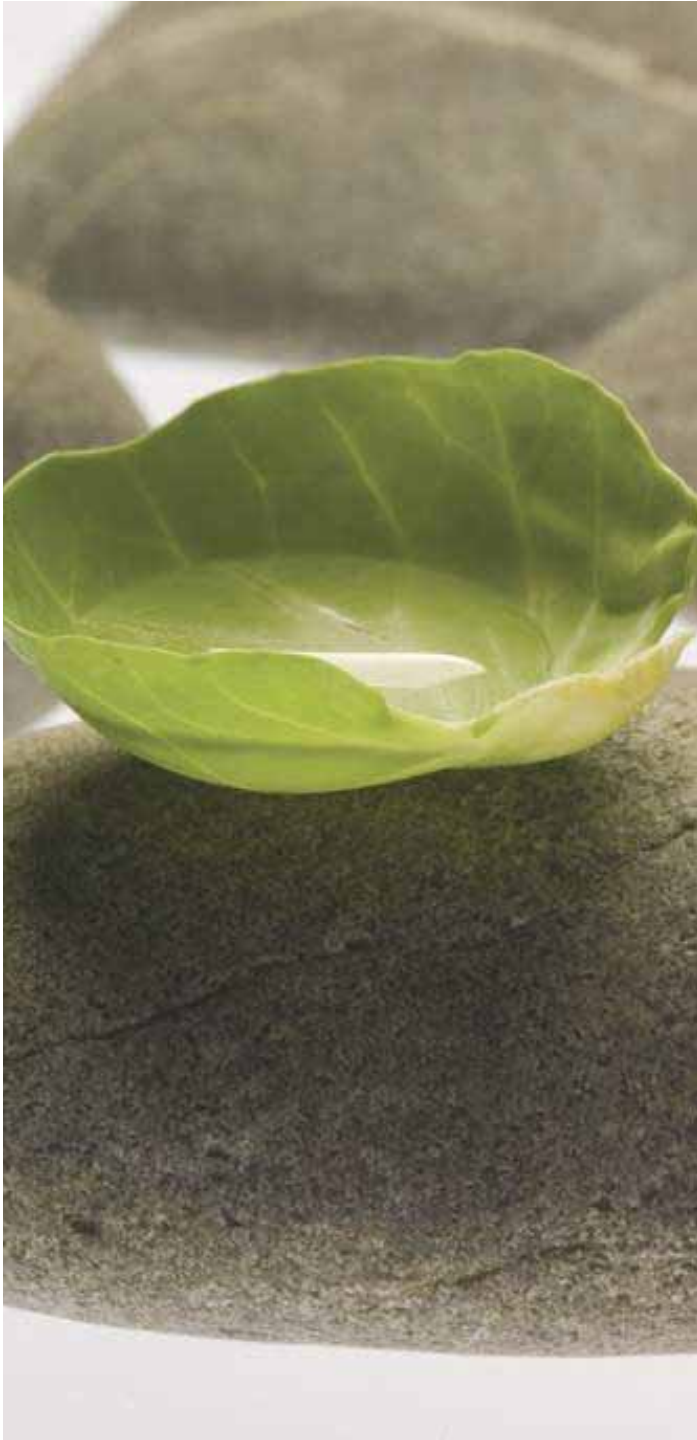


Milestone 4.1

A dynamic GO-GLOBAL internet website for external communication with a password protected intranet site

Centralisation and exchange of information between project partners

Month 3 – end February 2007



Milestone 4.2

Develop an updated database of global experts and stakeholders

Contact list for other WPs and dissemination of results.

Month 6 – end May 2007



Milestone 4.3

An open access database with a ranking of identified emerging food/feed risks

Key “end point” of the current contract

Month 30 – end May 2009



Dissemination officer

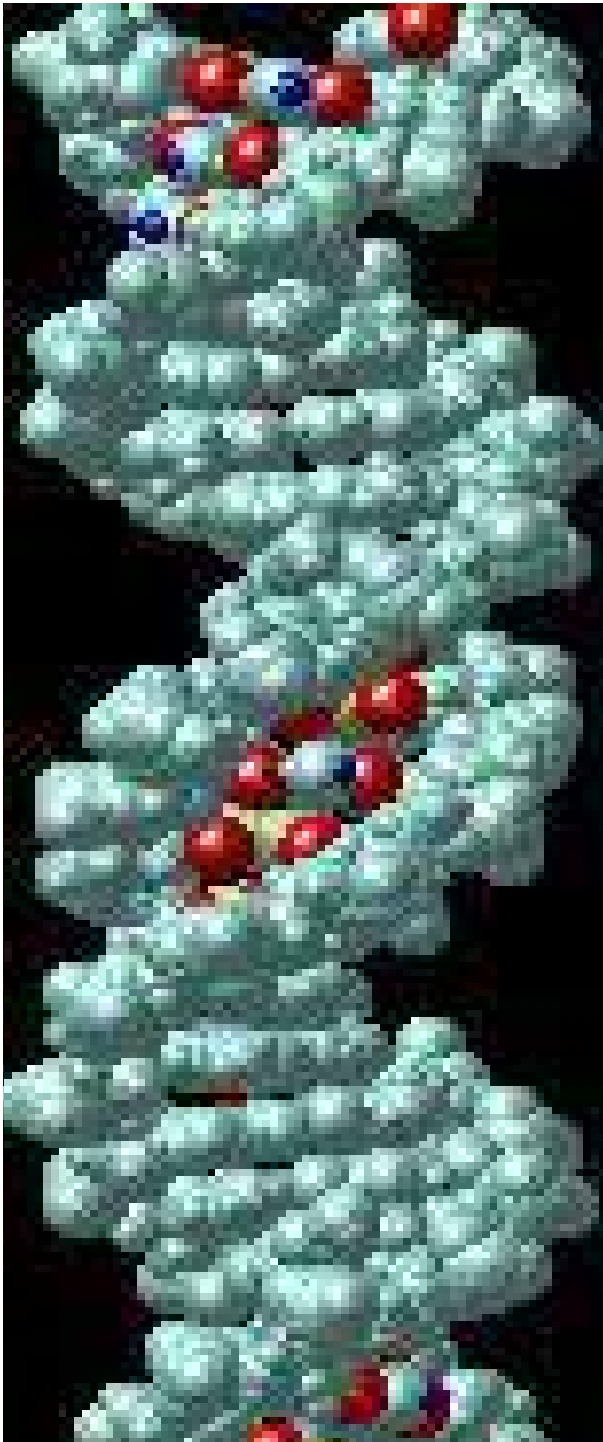
**Dr Filip Cnudde,
Wageningen University**

- **Overall communication plan**
- **Publicity flyers**
- **Website (internet and intranet)**
- **Press releases and press conferences**



Database of experts and stakeholders

- **Developed closely with WP2**
- **Need large representation from all over the globe**
- **Developed via the GO-GLOBAL intranet**
- **Organisation, email contact**
- **BY MAY 2007**
- **200 recruited for WP2 activities**



Deliverable 4.1

A detailed GO-GLOBAL communication plan with strategy for what, when and to whom to communicate

- **Month 3 – end February 2007**
- **Written report**
- **Confidential to consortium members**



Deliverable 4.2

A start-up document explaining the background and goals of GO-GLOBAL in general terms

For dissemination by all partners

- **Month 6 – end May 2007**
- **Written popular article**
- **For public release**

Deliverable 4.3

A flyer with information about the goals and activities of GO-GLOBAL and the project participants

Available in several languages (project partners)

- **Month 18 – end May 2008**
- **Webpage/emailed newsletter etc**
- **For public release**





Deliverable 4.4

A short popular version of the technical WP2 and WP3 reports on emerging risks and future research agenda

For dissemination purposes and press release

- **Month 30 – end May 2009**
- **Written popular article**
- **For public release**



Deliverable 4.5

A popular GO-GLOBAL end-report and set of dissemination materials for post-project activities

Available in several languages (project partners)?

- **Month 30 – end May 2009**
- **Written popular article**
- **For public release**

