PROteINSECT
INSECTS AS SUSTAINABLE SOURCES OF PROTEIN

DISSEMINATION PLAN

Deliverable No.	PROteINSECT D 6.1
Scope	This document reports the dissemination plan for the FP7 PROteINSECT project.
Revision	Final
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PROteINSECT is co-financed by the European Commission's KBBE programme in Framework Programme 7.

Title: Enabling the exploitation of Insects as a Sustainable Source of Protein for Animal Feed and Human Nutrition.

Acronym: PROteINSECT

Grant Agreement Number: 312084

SEVENTH FRAMEWORK PROGRAMME

Deliverable	**D6.1 Dissemination Plan with indicators**
Associated WP	WP6 Dissemination
Associated Task	Task 6.1 Dissemination Plan
Due Date	31/07/2013
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Prepared by (Lead Partner)	eutema
Partners Involved	Eutema, Minerva
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Dissemination Level	PU

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Introduction

This deliverable provides the overview of the objectives, methods, materials and activities to achieve the dissemination and communication required to support the success of the PROteINSECT project as laid down in the project's "Description of Work".

It describes the framework for all anticipated PROteINSECT dissemination activities, starting from the project's overall objectives and vision. Dissemination activity will in the main be driven by the production of results and collateral (materials) from all work packages as they emerge from the production, animal feeding, safety and quality trials, life cycle assessment work and policy engagement activities. This collateral will include for example deliverables suitable for public circulation, results of surveys, project meetings, attendance at conferences, and production of project videos.

Each result or piece of 'collateral' will be assessed for its relevance to the identified key stakeholder groups and disseminated to those groups in a timely way, through the channels identified as the most effective.
The Dissemination Work Package will itself initiate and also co-ordinate partner activity to assess perception of the use of insects in animal feed and human food during the first and third years of the project. Events open to the public, as well as those organised for specific target audiences such as feed producers and farmers, are expected in all member countries in order to raise awareness of the topic, record reactions and perceptions and to improve knowledge and understanding.

Media communications will be instigated, utilising specific project collateral and events as appropriate, to raise awareness and increase knowledge and understanding amongst both specialist audiences as well as the general public.

Evaluation of Dissemination Activity will be recorded utilising both quantitative (e.g. growth in number of hits on and unique visitors to the website, press articles with reports including feedback) and qualitative indicators such as feedback and personal testimonies. The Dissemination Strategy will itself be reviewed at the mid-point of the project.

This deliverable is divided into seven sections:

Section 1: Dissemination Objectives

Section 2: Dissemination Strategy Overall

Section 3: Stakeholder Groups

Section 4: Channels and Tools

Section 5: Collateral (Materials)

Section 6: Activity Plan (Overview)

Section 7: Evaluation Strategy

Dissemination Activity and progress against the objectives set will be updated at the end of each reporting period in the Periodic Reports.

Abbreviations list

DP – Dissemination Plan

EC – European Commission

EU – European Union

GA – General Agreement

R&D – Research and Development

RTD – Research and Technological Development

Short Project Overview

Livestock industry is the industrial sector with one of the lowest budgets for R&D in Europe. What counts first is production – the readiness to test innovations like new processes, products and technologies is limited. Introducing novel research findings and technologies into new markets or even existing markets in the livestock area is therefore always a challenge for research and technology providers.

PROteINSECT will target various stakeholders and address them in the optimal way.

PROteINSECT will analyse methods for knowledge and technology transfer and define Best Practice. PROteINSECT focuses on maggot production from Flies, as they are the most versatile protein source for animal feed in two respects. Firstly fly maggots grow on various substrates ranging from vegetable wastes to manure. Secondly the protein composition of fly maggots is likely to be an efficient feed source for various monogastrics, such as fish, poultry and pigs.

PROteINSECT will be involving various players in the process; RTD providers (Research centres, Universities, Industry, etc.), Policy Makers, Farmers and Consumers (End Users). More information can be found on the PROteINSECT website: www.proteinsect.eu

Table of Content

1. Dissemination aims and objectives

Dissemination activities will support the project objectives of facilitating the exploitation of insects (household fly and black soldier fly) as an alternative protein source for animal and human nutrition. This will be achieved by demonstrating feasibility of use of insect-derived protein in feeding trials with pigs, poultry and fish. To enable an industrial take-up it will be necessary to evaluate the quality and safety of insect protein in the food chain as well as examining possible uses of waste streams for insect rearing. This will be part of the life cycle analysis on the benefits of using insects for protein production

Dissemination plays a major role through WP5 and WP6 in Communicating the possibilities and benefits of insect derived protein to legislators, regulators and policy-makers. This aims to drive a supportive regulatory framework to enable adoption of the technology by demonstrating its profitability, feasibility and acceptability. In parallel PROteINSECT will be developing a pro-insect platform across Europe to increase acceptance among consumers and other key stakeholders, and to develop the market for food (pork, chicken and fish) for human consumption raised on insect protein

2. Dissemination Strategy Overall

An integrated dissemination strategy is fundamental to communicating the benefits and positive impact of the uptake of PROteINSECT to stakeholders. The PROteINSECT project has a strong dissemination dimension as a substantial part of its key activities are concerned with spreading research results and bringing new knowledge about and acceptance of the innovation processes across the spectrum of knowledge sources (research centres, RTD intensive companies and universities) to end users (farmers and Consumers). Last but not least, public dissemination of the project results is important for gaining the understanding and sustained support of tax payers for publicly funded research and technology development in Europe.

The specific objectives of the Dissemination Strategy are to build awareness for the project and its results. The Dissemination plan lays down the foundations for an effective and diverse communication of potential benefits to interested stakeholders beyond the projects partners. The market and regulatory framework are likely to change during the course of the project. It is therefore necessary to make adaptions as the project progresses. The Overall Dissemination Strategy therefor encompasses a broad range of activities and goals:

- Raise awareness of the project itself through developing its 'brand' via a logo and project website
- Create a platform and mechanism for all partners to communicate effectively with each other and across work packages
- Produce appropriate materials for use in dissemination activities (leaflet, bookmark)
- Identify all appropriate external stakeholders (national, EU and global) and the channels through which those stakeholders can be reached effectively
- Promote and disseminate all the project materials appropriate for public dissemination to key stakeholders (since the objective of PROteINSECT is to develop novel technologies for feed and feed additive producers, some results will remain confidential)

- Inform decision-makers at policy and legislative levels and regulatory bodies of the research and development work of the PROteINSECT Consortium
- Provide a framework of ideas and concepts that can evolve in parallel to project development
- As far as is feasible represent the various and potentially contradictory interests of all project partners.

3. Stakeholder Groups

The stakeholder groups identified in the table below (work in progress) are critical dissemination and communications contacts to secure first awareness, then understanding and finally knowledge transfer about the potential and feasibility of the use of insect protein. Priority and primary policy targets are based at a European level as these will drive eventual legislative and regulation change, although national policy organisations (not only in Europe but also in ICPC countries) are also important as they influence debate and discussion. It is vital to raise awareness of pig, poultry and fish producers and also feed producers at an early stage.

The core messages to be communicated cover:

- engineering and economic feasibility
- safety of the process
- good taste and quality of the feed product
- acceptability among consumers of the final product for human consumption

Work in progress - table of stakeholders

Stakeholder Group	Example organisations EU	UK	China	Africa	Global
Legislators	European Parliament (EP)	House of Commons	Central People's Government of the People's Republic of China		
Regulators /Policy-makers	European Food Safety Agency (EFSA)	Food Safety Agency (FSA)	National Institute of Nutrition and Food Safety		International Food Safety Authorities Network (INFOSAN)
	(ENVI) Environment, Public Health and Food Safety EP Committee	Department for Environment, Food, and Rural Affairs (DEFRA) & FERA			World Health Organisation (WHO) http://www.who.int/en/
	(PECH) Fisheries EP Committee	Science and Technology: Commons Select Committee			Food & Agriculture Organisation (FAO) http://www.fao.org/home/en/
	(AGRI) Agriculture and Rural Development EP Committee	Environment, Food, and Rural Affairs: Commons Select Committee			
	DG SANCO Health and Consumers http://ec.europa.eu/dgs/health_consumer/index_en.htm	Health: Commons Select Committee			

	DG AGRI Agriculture and Rural Development http://ec.europa.eu/dgs/agriculture/index_en.htm	House of Lords: Agriculture, Fisheries, Environment and Energy			
	DG ENVI http://ec.europa.eu/dgs/environment/index_en.htm				
	(SCFCAH) EU Standing Committee on the Food Chain and Animal Health http://ec.europa.eu/food/fs/rc/scfcah/index_en.html				
Political influencing groups	EP - Political groupings	APPG on Science and Technology in Agriculture http://www.appg-agscience.org.uk/		Forum for Agricultural Research in Africa (FARA) http://www.fara-africa.org African Food and Agricultural Policy Platform (AFAPP) http://www.fara-africa.org/our-programmes/advocacy/afapp-workshop-2013/	International Food Policy Research Institute http://www.ifpri.org
		APPG on Agriculture and Food for Development http://www.appg-agdev.co.uk/			

Feed producers	European Feed Manufacturers' Federation (FEFAC) http://www.fefac.eu/ http://www.fefac.eu/file.pdf?FileID=42994	Associated British Agriculture http://www.abagri.com/page2.cfm?pageid=852	China Feed Industry Association (CFIA) http://english.chinafeed.org.cn/	Animal Feed Manufacturers Association South Africa http://www.afma.co.za/	International Feed Industry Federation http://www.ifif.org/
	FEFANA (EU Association of Specialty Feed Ingredients and their Mixtures) http://www.fefana.org/home.aspx	AIC Animal Feed http://www.agindustries.org.uk/sectors/animal-feed/			
		Pet Food Manufacturers Association http://www.pfma.org.uk/			
Industry organisations	FoodDrinkEurope http://www.fooddrinkeurope.eu	Food and Drink Federation http://www.fdf.org.uk			
		Scottish Food and Drink Federation http://www.sfdf.org.uk/sfdf/home.aspx			
		Agriculture Industries Confederation http://aic-dev.dbt.co.uk/content.template/30/30/Home/Home/Home.mspx			
Farmers	Copa-Cogeca (European	National Farmers Union		Pan-Africa Farmers	

	Farmers and Agri-Cooperatives) http://www.copa-cogeca.be/Menu.aspx	(NFU) nfuonline.com		Organisation http://pafo-africa.net/	
	European Council of Young Farmers http://www.ceja.eu/	NFU Scotland nfus.org.uk		East African Farmers' Federation http://eaffu.org/eaffu/	
	European Pig Selection and Production Association http://www.epspa.eu/organisation.html	Feed Adviser Register http://www.feedadviserregister.org.uk/home/		South African Confederation of Agricultural Unions http://www.sacau.org/	
	Association of Poultry Processors and Poultry Trade in the EU http://www.avec-poultry.eu/	National Federation of Young Farmers' Clubs http://www.nfyfc.org.uk/		Farm Africa http://www.farmafrica.org/	
Aquaculture	The European Fisheries and Aquaculture Research Organisation http://www.efaro.eu/	Centre for Environment, Fisheries, and Aquaculture Science (CEFAS) http://www.cefas.defra.gov.uk/		Committee on Inland Fisheries and Aquaculture of Africa (CIFAA) http://www.fao.org/fishery/rfb/cifaa/en	World Aquaculture Society https://www.was.org/view/Organization.aspx
		Centre for Sustainable Aquaculture Research (CSAR) http://www.aquaculturewales.com/		Aquaculture Association of Southern Africa http://www.aasa-aqua.co.za/	The Fish Site http://www.thefishsite.com/

Animal Welfare	EU Animal Welfare Strategy 2012-2015 http://ec.europa.eu/food/animal/welfare/index_en.htm	British Veterinary Association http://www.bva.co.uk/Animalwelfare.aspx			Compassion in World Farming http://www.ciwf.org.uk/
	European Animal Welfare Platform http://www.animalwelfareplatform.eu/	Animal Health and Welfare Board for England http://www.defra.gov.uk/ahwbe/			
Special Interest Groups		Friends of the Earth http://www.foe.co.uk/ http://www.foe.co.uk/resource/briefings/livestock_impacts.pdf			Compassion in World Farming http://www.ciwf.org.uk/?gclid=CL3jh7bfsbgCFaTItAod5mIAPg
		Soil Association http://www.soilassociation.org/			
Academic and research groups	Wagenigen UR				

Table 1.3 Stakeholder Table

4. Channels and Tools

a. Website

- The PROteINSECT website iscrucial for wider dissemination, both by providing the public deliverables of the project as well as by providing annotated references, i.e. documents and links.

- The public section covers non-confidential information and updates on the project, its objectives, project partners, as well as providing contact details for the interested parties to get in touch with the consortium. To increase traffic to the PROteINSECT website, all project partners will create links between the PROteINSECT website and their company websites.

Phase I	Basic website	Within 4 months after Kick off[1]
Phase II	Website re-launch and update	After annual meeting
Phase III	Maintenance and additional functionality	Future meetings

Figure 4.1: phased development of the project website

- In phase I an initial basic structure, which has the objective of providing information and a contact point for PROteINSECT project, has is online.

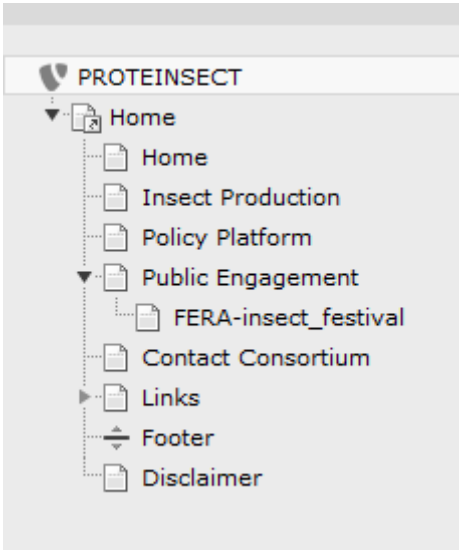


Figure 4.2: PROteINSECT website basic structure

[1] In accordance with the DoW

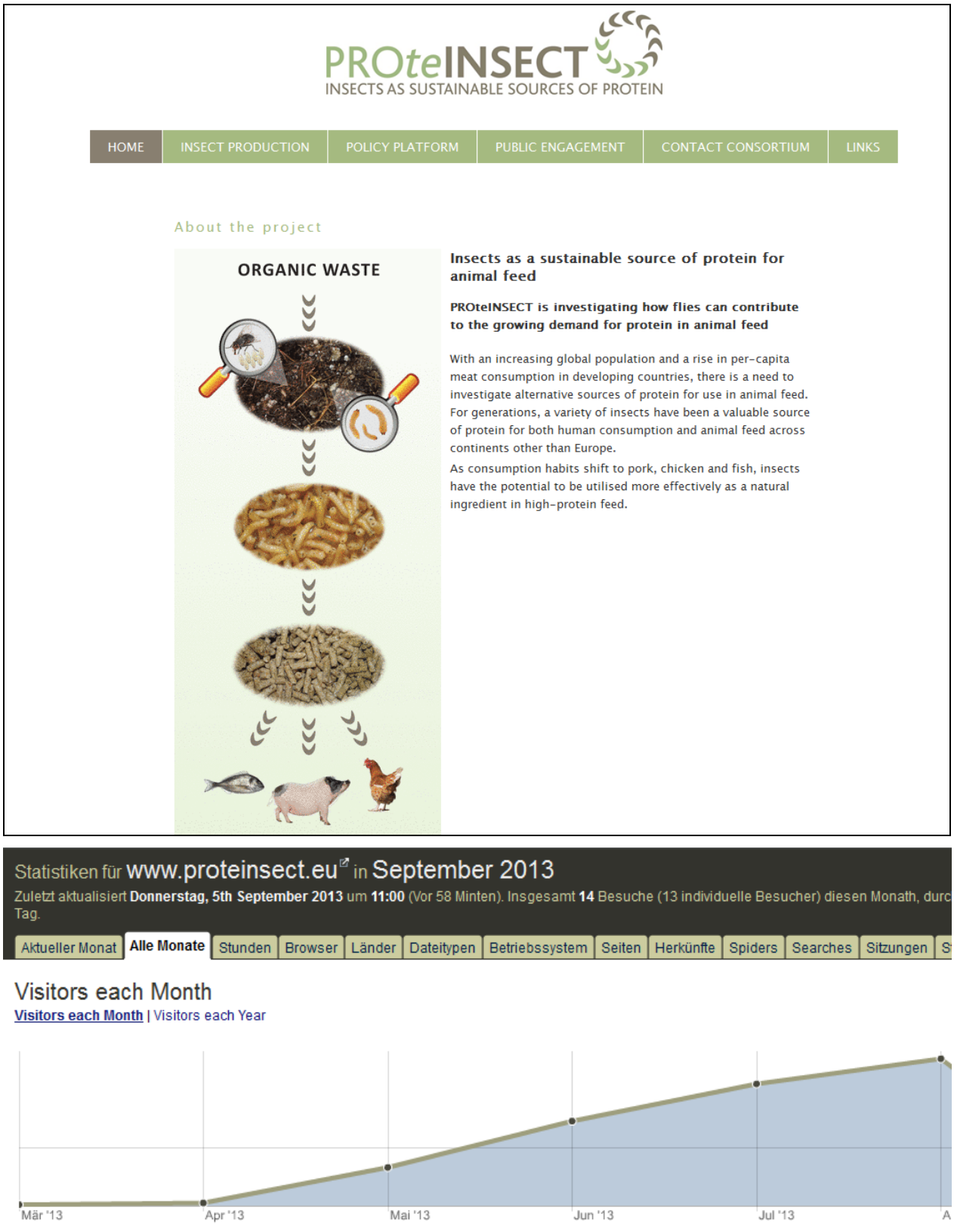
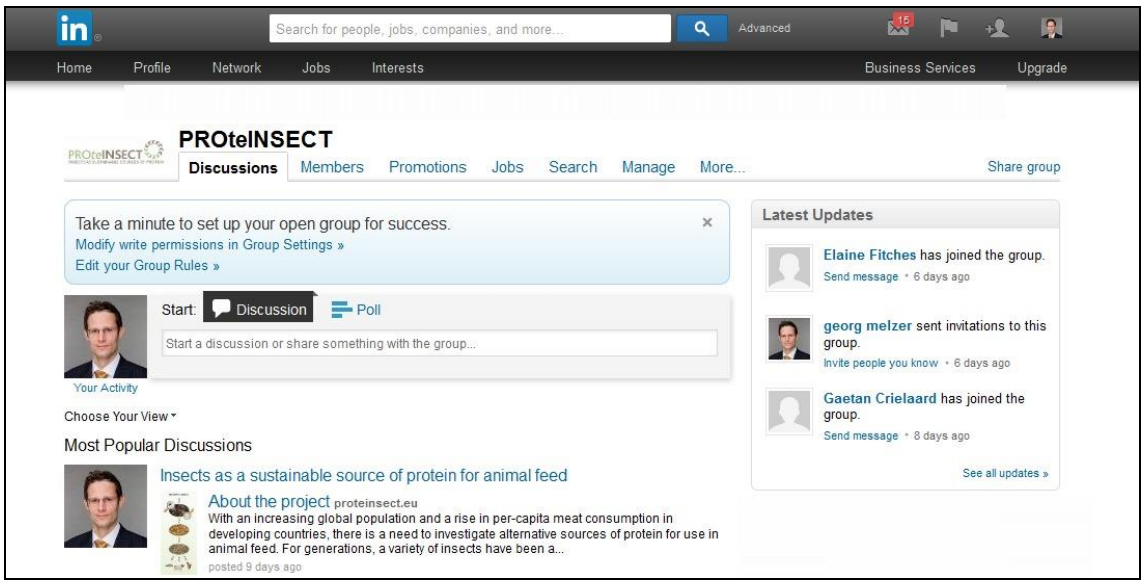


Figure 4.3: PROteINSECT website Home screen and # of Visitors

b. Online forum/discussions

- The discussion Forum will be based on existing Networks and Infrastructures, such as LinkedIn, which provides optimal tools, and a large user-base.



c. Networks

- PROteINSECT will build on the project partners and Stakeholder Advisory Board (SAB) members existing professional networks, to maximise its reach, for example, CommNet (www.commnet.eu) for the research community.

d**. PROteINSECT own events:**

- Expert Seminar with key stakeholders to develop the Business Case
- Public Engagement Events/Demonstrations
    - All WP5&6 PROteINSECT partners will contribute at promotional events towards the stakeholders and multipliers. The aim is to create awareness about the role of knowledge-exchange, to promote the project within the context of European policies on the subjects involved and to present the project findings.
      European Conferences with a relevant focus to the project are most suited for the dissemination of the projects results and also for initiating the dialog with experts. The announcements, the programmes and the expected audience of those conferences will be continuously monitored for possible relevance to the project. Depending on this the respective measures (attendance, submission of abstracts and (co-) organisation of workshops) will be performed and a liaison to the organisers established.

Consortium members will be continually looking for opportunities to present PROteINSECT to industry and research stakeholders via attendance at conferences and tradeshows. Ideas for conference attendance will be discussed and detailed regarding the location, date and type of event.

- Final Conference
  - An international PROteINSECT Conference will be held for the Feed Industry as well as for the public authorities. A special effort will be made to encourage participation from those member states which are not involved as partners. A link to the Global Food and Feed Congress (GFFC) has been established, and a participation of PROteINSECT is being arranged. The benefit being that this event already draws several important stakeholders from around the world.
- External Scientific Conferences
  - PROteINSECT results will be documented. Furthermore, the project consortium is committed to submitting papers for publication in international journals and presentation at suitable conferences. These publications aim at broad dissemination of the PROteINSECT activities serving poultry, fish and pig producers, scientists and policy makers.
- Attendance at other Public Engagement Events/Demonstrations as appropriate

e. Media Communications

Project press releases, targeted to priority media outlets and stakeholder groups, will be issued as project activity, collateral and progress reports appropriate for wider dissemination become available. Releases will be issued first in English with project partners encouraged to also adapt and issue in their own languages for local dissemination. A media contact list will be built up over the life of the project.

5. Collateral (Materials)

The PROteINSECT project is strategic from a socioeconomic viewpoint. The project therefore needs to have a strong image, which helps readers, participants to meetings and conferences to immediately identify the project and to understand its scope. Core elements of this visual identity are:

• A logo to be used for printing purposes and as well for branding implementation (e.g. PowerPoint), electronic publications and the PROteINSECT website;
• A comprehensive information leaflet including the project vision;
• A presentation template including the logos of PROteINSECT and FP7;
• Poster with visual and textual elements, which will highlight the key messages of the project and establish the visual identity;
• The project website

a. Logo

b. Presentation template - created at the start of the project and to be amended if required as the project progresses.

c. Poster (below)

PROteINSECT
INSECTS AS A SUSTAINABLE SOURCE OF PROTEIN

Enabling the Exploitation of Insects as a Sustainable Source of Protein for Animal Feed and Human Nutrition

Food security is a global challenge. Within the overall increased demand for food, and particularly meat production, there is also an urgent need to increase the supply of protein from sustainable sources. Currently more than 80% of the protein required for livestock rearing in the European Union is currently imported from non-EU countries. The European Parliament has recently adopted an 'own initiative' resolution with respect to the EU's protein deficit and the EU resolution indicates that urgent action is needed to replace much of the imported protein crops with alternative European sources.

The PROteINSECT project seeks to facilitate the exploitation of insects as an alternative source of protein, with focus on incorporation of insect protein into the human food chain via utilisation as a component of animal feed. Advances have been made in rearing of insects for incorporation in animal feed in countries including China and Mali. The consortium brings together expertise in these countries together with European insect breeders and feed production companies in order to optimise systems and set up pilot scale production facilities in the EU.

Enabling the Exploitation of Insects as a Sustainable Source of Protein for Animal Feed and Human Nutrition

Aims

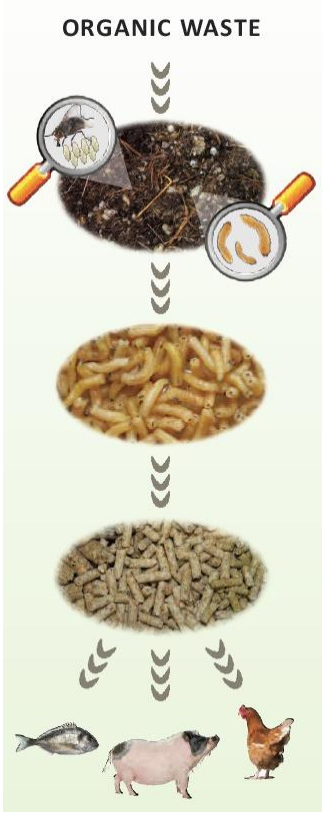
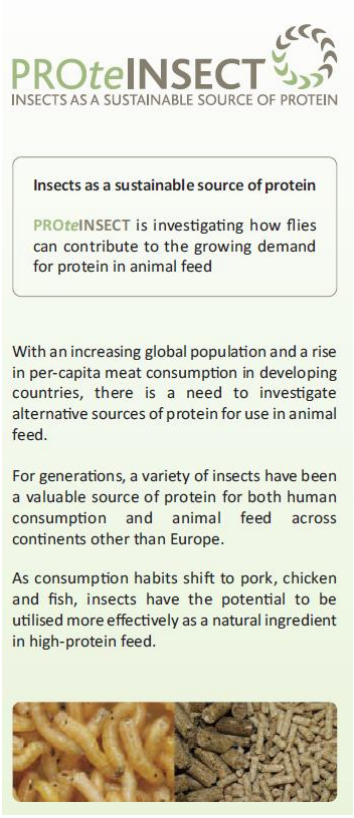
- The co-ordinated development and optimisation of fly production methods for animal feed production in EU and ICPC countries
- Determination of safety and quality criteria for substrate and insect protein products
- The evaluation of crude and refined insect protein extracts in fish and monogastric (poultry and pig) animal feeding trials.
- The determination of optimal design(s) of insect-based animal feed production systems for both EU and ICPC countries through comprehensive ILCD assessments
- To build a Pro-insect platform in Europe to encourage a holistic adoption of sustainable protein production technologies in order to reduce the reliance of the feed industry on plant/fish derived proteins in the short term, and to encourage the acceptance of insect protein as a direct component of human food in the longer term.

www.proteinsect.eu

d. Project Flyer

A project Flyer (below) has been designed and printed. It will be disseminated during the on-site visits and at conferences. Consortium members will present the PROteINSECT project via leaflets, posters and presentations disseminated at a number of conferences and workshops in Europe.

e. Bookmark - a cost effective and easy to transport and circulate 'leave piece' for all project partners

(FRONT	(BACK)
	

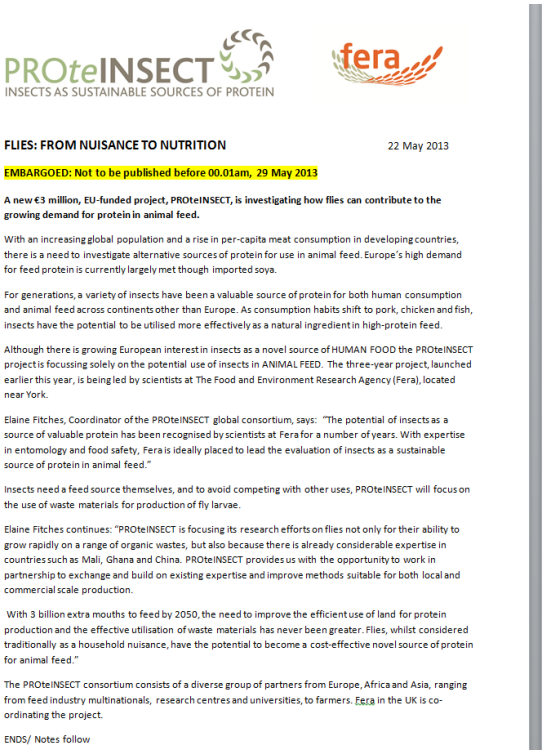
f. Peer reviewed publications - as PROteINSECT articles are accepted and published (online and in print) news of the publication will be disseminated appropriately via networks and press releases

g. Project Deliverables available for public dissemination cascading as appropriate via media communications

- Mapping of current legislation/regulation
- Environmental, social and economic life cycle assessment
- Insect rearing stations recommendations
- Business case and Agribusiness toolkit
- Expert seminar results
- Position papers and 'White paper'

h. Survey results - reports of consumer and other stakeholder group perception and opinion regarding the use of insect (and particularly fly larvae) protein in animal feed.

i. Press releases



PROteINSECT
INSECTS AS SUSTAINABLE SOURCES OF PROTEIN

fera

FLIES: FROM NUISANCE TO NUTRITION 22 May 2013

EMBARGOED: Not to be published before 00.01am, 29 May 2013

A new €3 million, EU-funded project, PROteINSECT, is investigating how flies can contribute to the growing demand for protein in animal feed.

With an increasing global population and a rise in per-capita meat consumption in developing countries, there is a need to investigate alternative sources of protein for use in animal feed. Europe's high demand for feed protein is currently largely met though imported soya.

For generations, a variety of insects have been a valuable source of protein for both human consumption and animal feed across continents other than Europe. As consumption habits shift to pork, chicken and fish, insects have the potential to be utilised more effectively as a natural ingredient in high-protein feed.

Although there is growing European interest in insects as a novel source of HUMAN FOOD the PROteINSECT project is focussing solely on the potential use of insects in ANIMAL FEED. The three-year project, launched earlier this year, is being led by scientists at The Food and Environment Research Agency (Fera), located near York.

Elaine Fitches, Coordinator of the PROteINSECT global consortium, says: "The potential of insects as a source of valuable protein has been recognised by scientists at Fera for a number of years. With expertise in entomology and food safety, Fera is ideally placed to lead the evaluation of insects as a sustainable source of protein in animal feed."

Insects need a feed source themselves, and to avoid competing with other uses, PROteINSECT will focus on the use of waste materials for production of fly larvae.

Elaine Fitches continues: "PROteINSECT is focusing its research efforts on flies not only for their ability to grow rapidly on a range of organic wastes, but also because there is already considerable expertise in countries such as Mali, Ghana and China. PROteINSECT provides us with the opportunity to work in partnership to exchange and build on existing expertise and improve methods suitable for both local and commercial scale production.

With 3 billion extra mouths to feed by 2050, the need to improve the efficient use of land for protein production and the effective utilisation of waste materials has never been greater. Flies, whilst considered traditionally as a household nuisance, have the potential to become a cost-effective novel source of protein for animal feed."

The PROteINSECT consortium consists of a diverse group of partners from Europe, Africa and Asia, ranging from feed industry multinationals, research centres and universities, to farmers. Fera in the UK is co-ordinating the project.

ENDS/ Notes follow

Notes for Editors:

1. **PROteINSECT** combines expertise in insect breeding, animal feed production and food safety together with life cycle analysis. The project will demonstrate the feasibility of the use of insect-derived proteins in animal feed through trials with fish, poultry and pigs. It will also evaluate quality and safety along the food chain from insect protein itself, to incorporation into feed and ultimately human consumption of insect-protein-reared livestock. The use of organic waste for insect rearing will be examined.

2. **The Food and Environment Research Agency (Fera)** is acting as co-ordinator of the PROteINSECT project. In addition Fera are lead scientists for WP3 (see below) and are also participating in WP1 (Insect Production methods) with focus on housefly (*Musca domestica*) rearing methodologies. Fera is an Executive Agency of the UK Government's Department for Environment, Food and Rural Affairs (Defra). Its remit is to provide robust evidence, rigorous analysis and expert professional advice to government, international organisations and the private sector, in order to support and develop a sustainable and secure food chain, a healthy natural environment, and to protect the global community from biological and chemical risks.

3. **WP3 Quality and safety**. PROteINSECT will carry out a comprehensive assessment of the quality and safety of insect derived extracts (both crude and processed) and their suitability for incorporation into animal and fish feed, ensuring that they comply with current regulations that limit undesirable substances in foodstuffs (EC Directive 2002/32). WP3 will study the nutritional composition (e.g. amino acids, fats), safety (chemical and biological), allergenicity and quality (e.g. taints) of insects and insect protein for dietary use. This WP will also identify other high value products such as vitamins, minerals and chitin as by-products of the protein production process.

Further information from:

Media Officer: Alison Wilson, Tel: 01904 462380,

Email: alison.wilson@fera.gsi.gov.uk

The Food and Environment Research Agency, Sand Hutton, York, YO41 1LZ

The activities leading to these results has received funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement nr. 312084. This publication reflects the views only of the author, and the European Union cannot be held responsible for any use which may be made of the information contained therein.

The first Press Release (see Annex I), sent out in mid-May, and embargoed until the 29.5., resulted in publications throughout the EU and beyond. A comprehensive list of links to relevant publications is also on the PROteINSECT homepage.

PROteINSECT Press Articles (English)

- http://www.independent.co.uk
- http://www.farminguk.com
- http://www.fishnewseu.com
- http://www.thescottishfarmer.co.uk
- http://www.heraldscotland.com
- http://www.mauritiustimes.com
- thtp://www.allaboutfeed.net/

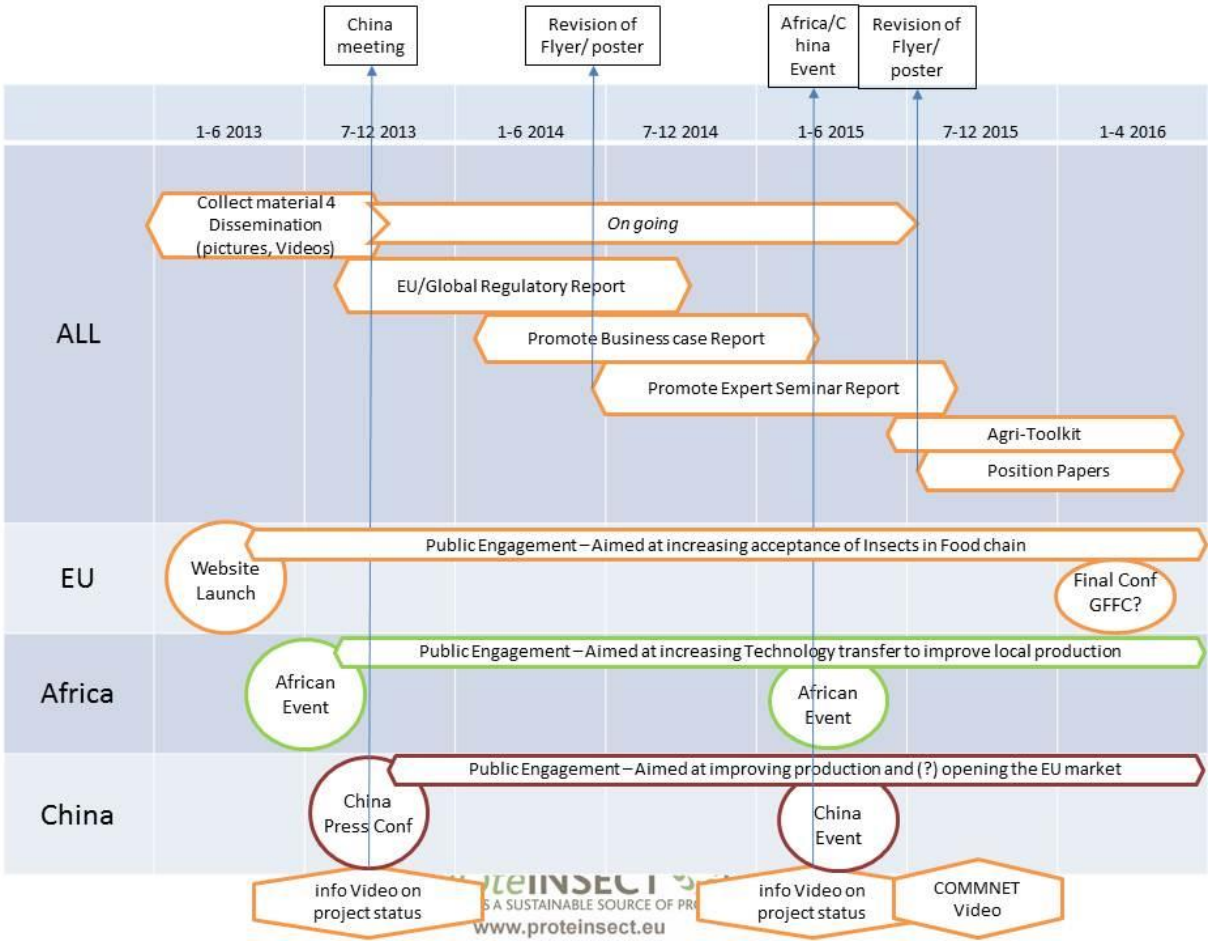
PROteINSECT Press Articles (German)

- http://diepresse.com

PROteINSECT on Air

http://www.bbc.co.uk/ (English) http://www.radio1.be (Dutch)

6. Activity Plan (Overview)



The Overview Activity Plan covers activities that are relevant to all project participants, as well as activities that are relevant at a certain time in a certain region. The plan accounts for the difference in activities necessary per geographical area. For example the acceptance of insects in the food chain is more established in Asia. Therefore it may not be necessary to engage the general public in this specific aspect. In the EU, on the other hand, this will require a substantial amount of information campaigning and dissemination activities. This plan will evolve over time, especially as new insight from project partners and stakeholders are integrated. Regular updates will keep this planning tool developing and adapting as the project progresses.

Several stakeholder activities have already been completed ed. FERA participated in the Royal Entomological Society's (RES) Insect Festival 2013, and UOS and FfA presented the project at the 18th Biennale of the Ghana Society of Animal Production (GSAP)

	
FEAR @ YORK Insect Festival	UOS and FfA @ 18th Biennale of the Ghana Society of Animal Production (GSAP)

The envisioned future activities are drafted in the following table.

Engagement Events: General Public & Scientific & Policy

	1	2	2	3	4	5	6	7	8	9	10	11	12	12
	FERA	CABI	CABI	NS	KUL	Mi	eutema	GBL	GEI	hzau	FfA	IER	UOS	UOS
	UK	CN	CN	BE	BE	UK	AT	UK	CN	CN	GH	ML	UK	UK
2013Q4	http://www.royensoc.co.uk/events/insectfestival.htm York Insect Festival 7th July 2012	The fifth forum on food technology in Beijing,23th-24th Sep.2013.	The 11th China(Beijing) International Nutrition and Health Industry Expo,2013 25th-27th Nov.2013	www.space.fr, 10-13 september, Rennes, France									World Aquaculture Society Conference HCMC Vietnam December	International Symposium on Tilapia Aquaculture Tel Aviv Israel Sept 13
2014Q1														
2014Q2				www.viveurope.nl, 20-22 May, Utrecht, The Netherlands			Long night of Science							
2014Q3				Rotterdam Food Festival			Vienna Children University							
2014Q4				www.eurotier.com, 11-14 November, Hannover, Germany										
2015Q1														
2015Q2														
2015Q3														
2015Q4														
2016Q1						EP reception	INT: GFFC2016							

www.proteinsect.eu

7. Evaluation Strategy

In line with the strategic impacts described in the Annex I "Description of Work", of the Grant Agreement, the DP provides a series of indicators of the dissemination performance of the PROteINSECT project. These have been created to provide a check on how successful the project is disseminating knowledge to identified key stakeholders, together with engagement with the wider public to raise awareness and drive positive perception of the use of insect protein.

Evaluating the success of dissemination efforts is an iterative process as dissemination is not a one-time activity; rather, it is a long-term relationship with our target interested parties that will deliver impact and implementation. However, indicators will help keep track of the project's progress.

Indicators	Method	Success rate
Number of unique visitors to the project website	Collection of data including time on site, pages visited	1,000 by month 12 5,000 by month 36
Number of participants in project Surveys		250 - 500 base number in consumer 100 in specialised groups
Number of own public engagement events organised	Numbers attending Detailed reporting with quotes and photos Feedback received	10 events 100 participants at each event positive feedback
Number of external events attended	Numbers involved Feedback received	10 500 overall positive feedback received
Press releases issued in English	Circulation reports Coverage achieved - articles/online	No of releases - 8 in total positive tone and supportive content Use of quotes and photos
Press releases translated in other languages	Circulation reports Coverage achieved - articles/online	No of releases positive tone and supportive content No of languages covered
Number of participants at final conference	Registration procedure + attendance control	200 attendees positive feedback

8 Resource Reallocations

For the detailed planning of the work for WP6 a minor budget shift is planned.

To make the best possible case for changing animal feed regulations in the EU (to enable the use of insect protein) we need to make sure that communications (both in WP5 & 6) are very tightly managed, particularly for regulators and policy makers. Minerva is in a better bridging position between the various media channels and the work within the project and will be able to highlight what to communicate and to whom, especially given the high level of UK involvement in the project.

On this basis Minerva will take responsibility for external media communications, in particular this will include the development of a strategy for media communications specifically & supporting its implementation:

- Working in partnership with all partners to achieve that – briefing, managing, supporting all partners, liaising with web master etc
- Drafting all materials for the media & finalising with Co-ordinator and partners
- Encouraging translations of all appropriate media materials & supporting its dissemination in other languages to include linking with Communications Team of partner institutes/organisations where appropriate
- Managing all media enquiries – first port of call – English & directing to partners as appropriate
- Acting as spokesperson as and when appropriate (if Co-ordinator not available)
- Encouraging submission of reports from all partners on media activity & coverage (in preparation for reports & reviews)
- Creating a warm list of media contacts (world-wide) to create 'PROteINSECT watchers'
- Liaising with EC communicationss teams and other Europe communications channels as appropriate e.g. Cordis, European Parliament

This work schedule cuts across the Objectives, Tasks & Deliverables in WP6
Eutema will transfer 3PM to Minerva. In terms of budget this means a budget transfer for € 30.000 (incl. Indirect Costs) from eutema to Minerva

- This reallocation will have no impact on the tasks/work to be performed in WP6 or any other WP as described in the DoW, the quality of the work to be performed, nor on the submission date of the deliverables;
- This reallocation will improve the external communication management of the project and is therefore in the interest of the impact PROteINSECT might have;
- Eutema, Minerva and the management committee agreed with this reallocation of budget.

ANNEX I

Press Release 22.05.2013

FLIES: FROM NUISANCE TO NUTRITION 22 May 2013

EMBARGOED: Not to be published before 00.01am, 29 May 2013

A new €3 million, EU-funded project, PROteINSECT, is investigating how flies can contribute to the growing demand for protein in animal feed.

With an increasing global population and a rise in per-capita meat consumption in developing countries, there is a need to investigate alternative sources of protein for use in animal feed. Europe's high demand for feed protein is currently largely met though imported soya.

For generations, a variety of insects have been a valuable source of protein for both human consumption and animal feed across continents other than Europe. As consumption habits shift to pork, chicken and fish, insects have the potential to be utilized more effectively as a natural ingredient in high-protein feed.

Although there is growing European interest in insects as a novel source of HUMAN FOOD the PROteINSECT project is focusing solely on the potential use of insects in ANIMAL FEED. The three-year project, launched earlier this year, is being led by scientists at The Food and Environment Research Agency (Fera), located near York.

Elaine Fitches, Coordinator of the PROteINSECT global consortium, says: "The potential of insects as a source of valuable protein has been recognized by scientists at Fera for a number of years. With expertise in entomology and food safety, Fera is ideally placed to lead the evaluation of insects as a sustainable source of protein in animal feed."

Insects need a feed source themselves, and to avoid competing with other uses, PROteINSECT will focus on the use of waste materials for production of fly larvae.

Elaine Fitches continues: "PROteINSECT is focusing its research efforts on flies not only for their ability to grow rapidly on a range of organic wastes, but also because there is already considerable expertise in countries such as Mali, Ghana and China. PROteINSECT provides us with the opportunity to work in partnership to exchange and build on existing expertise and improve methods suitable for both local and commercial scale production.

With 3 billion extra mouths to feed by 2050, the need to improve the efficient use of land for protein production and the effective utilization of waste materials has never been greater. Flies, whilst considered traditionally as a household nuisance, have the potential to become a cost-effective novel source of protein for animal feed."

The PROteINSECT consortium consists of a diverse group of partners from Europe, Africa and Asia, ranging from feed industry multinationals, research centers and universities, to farmers. Fera in the UK is coordinating the project.

ENDS/ Notes follow

Notes for Editors:

1. PROteINSECT combines expertise in insect breeding; animal feed production and food safety together with life cycle analysis. The project will demonstrate the feasibility of the use of insect-derived proteins in animal feed through trials with fish, poultry and pigs. It will also evaluate quality and safety along the food chain from insect protein itself, to incorporation into feed and ultimately human consumption of insect-protein-reared livestock. The use of organic waste for insect rearing will be examined.

2. The Food and Environment Research Agency (Fera) is acting as coordinator of the PROteINSECT project. In addition Fera are lead scientists for WP3 (see below) and are also participating in WP1 (Insect Production methods) with focus on housefly (Musca domestica) rearing methodologies. Fera is an Executive Agency of the UK Government's Department for Environment, Food and Rural Affairs (Defra). Its remit is to provide robust evidence, rigorous analysis and expert professional advice to government, international organizations and the private sector, in order to support and develop a sustainable and secure food chain, a healthy natural environment, and to protect the global community from biological and chemical risks.

3. WP3 Quality and safety. PROteINSECT will carry out a comprehensive assessment of the quality and safety of insect derived extracts (both crude and processed) and their suitability for incorporation into animal and fish feed, ensuring that they comply with current regulations that limit undesirable substances in foodstuffs (EC Directive 2002/32). WP3 will study the nutritional composition (e.g. amino acids, fats), safety (chemical and biological), allergenicity and quality (e.g. taints) of insects and insect protein for dietary use. This WP will also identify other high value products such as vitamins, minerals and chitin as by-products of the protein production process.

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