D5.2. Overview report on toolkit created - Month 18

1. Deliverable Information Sheet

Version	1.0
Grant Agreement Number	101133326
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Project Duration	1 June 2024 - 31 May 2027
Deliverable Number	D5.2
Deliverable Title	Overview report on toolkit created
Deliverable Type	Report
Deliverable Dissemination Level[1]	Public

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[1] **Type** _[1] **R**=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent fillings, videos, etc.; **OTHER**=other_

Work Package	5 - Dissemination, Exploitation, and Communication (DEC)
Lead Partner	FVE
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Official Due Date	M18 (November 2025)
Delivery Date	18/12/2025

1.1. List of Acronyms

AKIS	Agricultural Knowledge and Innovation Systems
ANAFIBJ	Associazione Nazionale Allevatori Della Razza Frisona Bruna E Jersey Italiana
BBC	British Broadcasting Corporation

Dissemination level [1] **PU**=Public, **CO**=Confidential, only for members of the consortium (including the Commission Services), **CI**=Classified

CCC	Cow-Calf Contact
DEC	Dissemination, Exploitation, and Communication
DEL	Deliverable(s)
EFFAB	European Forum Of Farm Animal Breeders
EFI	Ethical Farming Ireland
EKIN	European Knowledge and Innovation Network
ELGO	Ellinikos Georgikos Organismos - Dimitra
EMU	Eesti Maaülikool
EOSC	European Open Source Cloud
EU	European
FiBL	Research Institute of Organic Agriculture
Fig	Figure
FVE	Federation Of Veterinarians Of Europe
GA	General Assembly
GDPR	General Data Protection Regulation

KPI	Key Performance Indicator(s)
LL	Living Lab
M	Month
NIPs	National Innovation Practice Hubs
NMBU	Norges Miljo-Og Biovitenskaplige Universitet
NNFs	National Network Facilitators
NVI	Veterinaerinstituttet
PA	Practice Abstracts
PHY	Phylum
PPT	PowerPoint
PU	Public
RAU	Royal Agricultural University
RDIB	Institutul De Cercetare - Dezvoltare Pentru Cresterea Bovinelor
SM	Social Media
Tab	Table

TDN	TransformDairyNet
THU	Johann Heinrich Von Thünen-Institut
UB	Unibas Universita Degli Studi Della Basilicata
UCD	University College Dublin
UK	United Kingdom
VPI	Vier Pfoten International - Gemeinnützige Privatstiftung
WP	Work Package

1.2. List of Tables

1.3. List of Figures

2. Disclaimer

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3. Table of Contents

4. Executive summary

This deliverable (D5.2) provides an overview of the TransformDairyNet (TDN) Dissemination, Exploitation and Communication (DEC) toolkit created during the first 18 months of the project. It summarises the development, structure, and outputs of Tasks 5.1, 5.2 and 5.3, which aimed to establish the channels, materials, and tools enabling the effective dissemination of Cow-Calf Contact (CCC) knowledge and practices across Europe.

The toolkit is designed to support the communication and knowledge-exchange objectives of TDN by providing partners, National Network Facilitators (NNFs), and other actors with harmonised resources and guidance. These tools ensure visibility, coherence, and accessibility of project outputs while facilitating the broad uptake of CCC systems in dairy farming.

Key components include:

- Development of the DEC Plan as a shared framework for all dissemination, exploitation, and communication activities. An update, based on an Opinion Survey, was produced after 12 months to refine stakeholder analysis, key messages, and communication channels;

- Creation and implementation of DEC channels: website, social media (LinkedIn, Facebook), newsletter, press releases, and media articles;

- Design of TDN-branded templates and visual identity materials;

- Development of user-friendly content formats (practice abstracts, videos, interviews, webinars, workshops);

- Implementation and coordination of farm cross-visits

- Preparation of open-access repositories and links with EU-wide knowledge platforms (EU CAP Network, EU FarmBook, EOSC, ZENODO);

- Initial monitoring of outreach performance (followers, engagement, and reach).

This report also provides placeholders for key metrics, links, and deliverables that will be completed during the second project period (M18-M36).

5. Introduction

Effective communication is at the heart of any successful networking project. For **TransformDairyNet** (TDN), reaching and engaging key end-users and stakeholders - dairy farmers, veterinarians, advisors, and policymakers - is critical to ensure the creation of a powerful European network and that project insights are widely understood and adopted. This report presents the communication toolkit developed under TDN's visual guidelines and provides an overview of the materials and resources designed to support these efforts. Beyond describing the tools, we also highlight how they are already being used in practice, demonstrating its value in real-world stakeholder engagement.

Work Package 5 (WP5) focuses on Communication, Dissemination, and Exploitation (DEC), aiming to maximise the project's visibility and uptake. Its activities are closely intertwined with Work Package 6 (see Fig. 1).
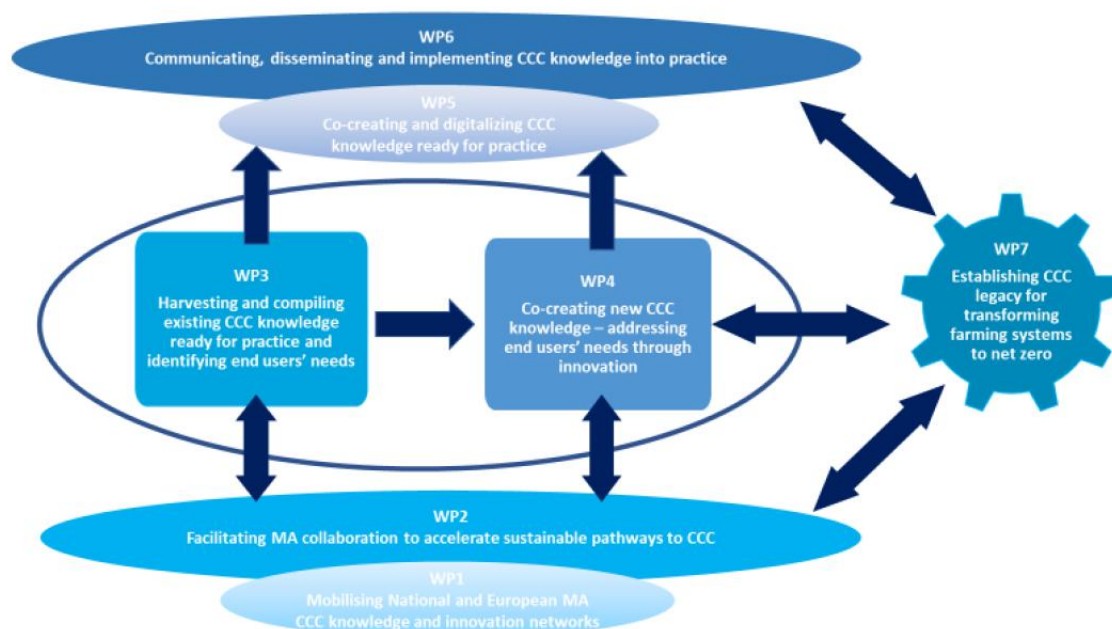
Figure 1.   Relationship of WP5 with WP6 and other Work Packages

Within WP5:

- Task 5.2 established the main communication and dissemination channels and defined key messages to effectively reach stakeholders;

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- Task 5.3 developed a comprehensive toolkit tailored to CCC (Calf-Cow Contact) practices, ensuring that resources are practical, targeted, and user-friendly.

The goal of this report, Deliverable 5.2 is fourfold:

- Summarise all tools and materials created under WP5 up to month 18;

- Explain how these resources support WP5 objectives and contribute to other work packages;

- Provide an overview of DEC channels, formats, and outcomes achieved;

- Serve as a reference for partners' ongoing and future dissemination efforts.

By combining a clear description of the toolkit with examples of its practical application, this report demonstrates not only the breadth of TDN's communication resources, but also how the consortium (see Fig 2) have ensured their tangible impact on stakeholders across the dairy sector.

Figure 2. Consortium participants of the 3rd TDN GA, Thessaloniki Greece

6. Toolkit Overview and Development

6.1. Approach and Design Principles

The TDN communication toolkit was developed through a collaborative effort led by FVE (lead), in close cooperation with Revolve (co-lead), and with valuable contributions from RDIB, EMU, EFFAB, and other project partners. Building on the foundations established in Task 5.1 (DEC Strategy and Plan), the toolkit provides a set of practical, ready-to-use resources designed to support consistent communication and effective engagement across the project.

The development was guided by four key principles:

- **Clarity and accessibility:** ensuring that both scientific knowledge and practical aspects of CCC practices are translated into formats that are easy for stakeholders to understand and use;

- **Visual coherence:** applying the TransformDairyNet visual identity to maintain a recognisable and professional project image across all materials;

- **Flexibility:** creating tools that can be easily adapted and deployed by the National Network Facilitators (NNFs), in the National Innovation Practice hubs (NIPs), for the Living Labs (LLs), and by any other project partner;

- **Inclusiveness:** offering multilingual formats and visually rich content to support communication across Europe's diverse dairy community.

Together, these principles shaped a toolkit that is not only comprehensive but also practical, adaptable, and well-aligned with the communication needs of the project and its stakeholders (see Fig 3 for an example).

Figure 3. Example of TDN Visual used for communication (SM, Newsletter...)

6.2. Toolkit Components

The TransformDairyNet communication toolkit brings together a set of practical materials designed to ensure consistent, professional, and impactful communication across the project (see Tab 1).

Table 1. List of Key Communication Tools

Category	Tool / Material	Status	Reference / Link
DEC Plan	M6	✓	Visible HERE
Opinion Survey	Report	✓	Visible HERE
Updated DEC Plan	M18	✓	Visible HERE

Templates & Guidelines	Completed	✓	See section "branding sources"
Website	Live	✓	https://transformdairynet.eu/
Social Media	Active	✓	Facebook LinkedIn YouTube playlist
Newsletters	2 published	✓	Visible HERE
Press Releases	2 issued	✓	Visible HERE
Media Coverage	> 6 articles	✓	Visible HERE
Recorded Interviews	4 interviews: 3 recorded + 1 recorded and edited, soon to be published	✓	Publication in 2026
Webinars	6 conducted (4 international and 2 national) in 2025 24 planned for 2026-2027	>470 attendees	YouTube (recording)
Brochure	Created	✓	Visible HERE
Info sheet	In progress	In progress	Publication in progress
Roll-up	Created	✓	Visible HERE

Events (e.g. : EKIN)	Ongoing	✓	Recorded Sessions HERE TDN events HERE

These tools can be grouped into the categories outlined below, **each corresponding to a specific section of this report**:

6.2.1. Strategic and Monitoring Tools

The enhanced DEC Plan, updated based on insights from the Opinion Survey, now guides all communication activities and ensures the achievement of deliverables and milestones. In addition, a suite of monitoring tools has been developed to support and streamline DEC tasks, including:

- *Meeting Tracker, tracking WP5&6 meetings*
- *Dissemination Log, for partners to record dissemination activities they have been involved in*
- *Contribution Tracker, to monitor consortium and external participants' contributions to activities to make best use of knowledge and skills and avoid over-burdening individuals*

6.2.2. Branding Resources

Visual identity guidelines, brand templates, and visual assets (backgrounds, banners, email signatures) provide a unified and professional look for all project materials.

6.2.3. Digital Communication Channels

The project website, social media accounts, newsletter, and internal and partner communications form the core outreach channels, sharing updates, events, and resources with a broad audience.

6.2.4. Press and External Channels

In addition to TDN's own digital channels, official press releases, diverse media coverage, and external sources are used to amplify project content.

6.2.5. DEC Materials

Audiovisual and interactive tools, such as videos, webinars, and interviews, along with reading-format materials like practice abstracts, brochures, and roll-ups, support dynamic knowledge sharing and storytelling for diverse audiences.

6.2.6. Event and Stakeholder Materials

Major TDN events, including General Assemblies, workshops, and external dissemination events, provide excellent opportunities to share project outcomes and strengthen the network.

6.2.7. Translation and Accessibility

As TDN is a European project, members of the community have diverse levels of English proficiency. Translation efforts are therefore a key part of TDN's communication work to ensure inclusiveness and accessibility.

6.2.8. Key Performance Indicators (KPIs)

To track communication performance, KPIs are monitored regularly. This allows TDN to evaluate progress and assess its position at the halfway point of the project.

7. Strategic and Management Tools

7.1. Strategic Tools

TDN's strategic tools provide a clear framework for guiding all communication and dissemination activities.

7.1.1. DEC Plan created and updated

At the start of the TransformDairyNet (TDN) project, a comprehensive Dissemination, Exploitation, and Communication (DEC) Plan was developed- Deliverable 5.1 (see Fig 4). It provides a shared framework for consensus-building, information exchange, and coordinated management of all DEC activities among partners.
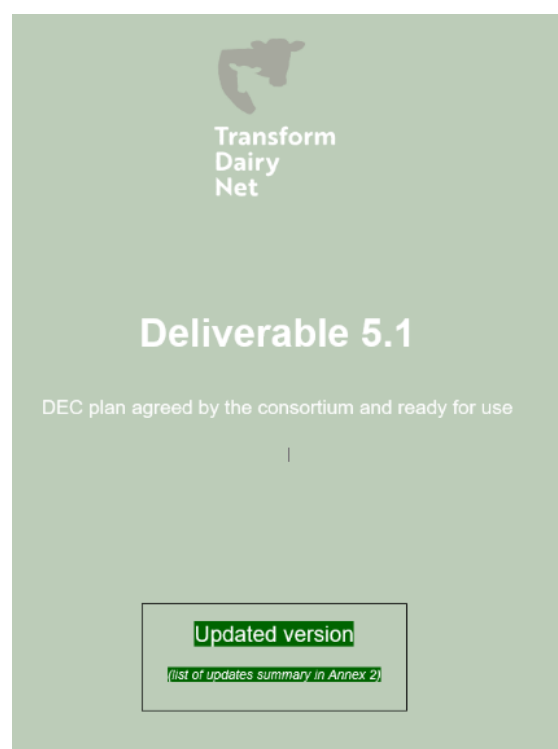
Figure 4. D5.1 DEC plan updated

The plan sets out the overarching strategy and methodological approach guiding the project's external and internal communication efforts. As the project progressed, the DEC Plan was further refined, with enhanced stakeholder

mapping, more targeted communication materials for specific audiences, and an updated evaluation of communication channels and social media use.

Importantly, the updated version finalised in Month 18 also incorporates insights from the DEC Opinion Survey carried out as part of the DEC strategy. Distributed to project partners and end-users via the National Network Facilitators (NNFs) and TDN channels, the survey collected information on stakeholders' preferred knowledge sources and dissemination tools across Europe. The feedback enabled the project to better tailor its DEC materials to users' needs and habits, refine and prioritise communication channels, and ultimately maximise the visibility and impact of TransformDairyNet's outputs.

Link to the DEC plan (updated)

7.1.2. DEC survey

As part of the project's DEC strategy, a DEC Opinion Survey was carried out to gather insights on stakeholders' preferred communication channels, information sources, and training formats across Europe. The survey, translated into ten languages and distributed through the National Network Facilitators (NNFs) and TDN channels, generated 179 responses from a broad range of professional groups including farmers, veterinarians, researchers, policy makers, advisors, and industry representatives. The results revealed clear differences between target audiences: farmers favour visual, practical, and experience-based formats, while veterinarians and researchers prefer structured, written materials and formal training environments (see Fig 5 for example). Policy makers showed a balanced interest across formats. These findings directly informed the DEC Plan update, allowing the project to refine communication channels, prioritise content formats, and better tailor dissemination efforts to the preferences of its diverse stakeholders
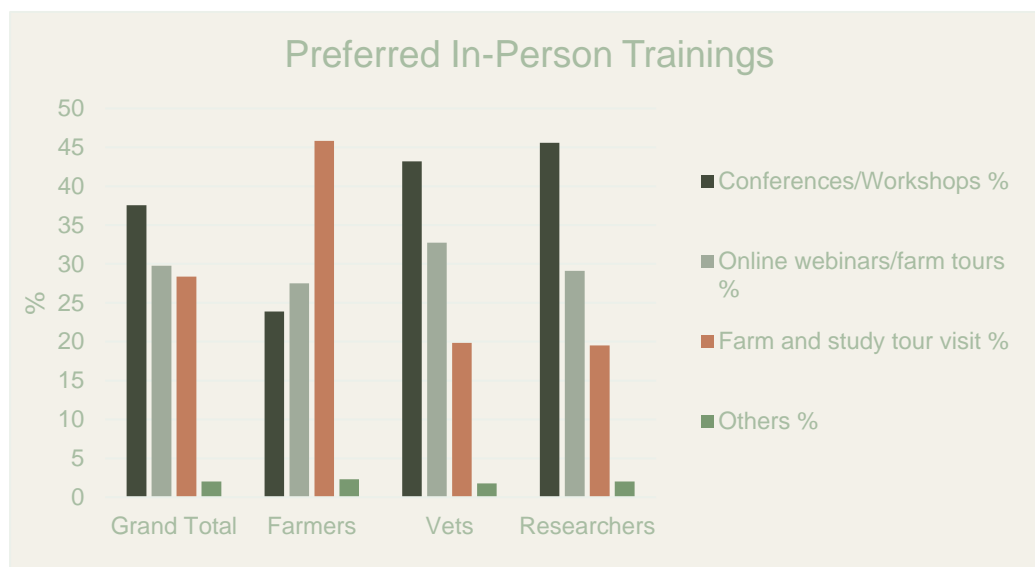
Figure 5. Example of results in the Opinion Survey report (Grand Total, Farmers, Vets, Researchers)

Link to the survey report

7.1.3. DEC WPs (5 & 6) Deliverables and Milestones

As part of TDN's overall DEC strategy, a series of deliverables and milestones have been planned to structure, guide, and monitor communication and dissemination activities across the project. The table below summarises their status. All deadlines have been met so far: several deliverables have been submitted, and upcoming ones are in preparation according to schedule (see Tab 2).

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Table 2.   Deliverables and Milestones of WP5 & WP6

Deliverable No	Lead Beneficiary	Deliverable Name	Dissemination Level	Due Date (month)	WP No	Description	Progress
DEL.5.1	2 - FVE	DEC plan agreed by the consortium	PU - Public	6	WP5	A DEC plan will be produced to outline the main channels for DEC that the consortium will follow. It includes guidelines for practice abstracts and resource formats.	Submitted
DEL.5.2	2 - FVE	Overview report on toolkit created	PU - Public	18	WP5	Overview of the DEC toolkit, including templates for factsheets, abstracts, policy briefs, podcasts, videos, and plans for resource repositories such as EU FarmBook.	This current report
DEL.5.3	2 - FVE	Practice Abstracts - batch 1	PU - Public	18	WP5	This deliverable includes 5 practice abstracts.	Submitted (6 PAs)
DEL.6.1	13 - NMBU	Overview report on DEC activities	PU - Public	36	WP6	A summary report detailing the DEC activities across different countries in the project.	
Milestone No	Lead Beneficiary	Milestone Name		Due Date (month)	WP No	Description	Progress
M10	2 - FVE	Project templates/ material available		6	WP5	Project logo and style templates available for all partners for DEC	Done
M11	2 - FVE	DEC channels and key messages developed		12	WP5	Website, social media, and other DEC channels operational	Done
M12	13 - NMBU	DEC Toolkit developed		30	WP6	Videos, factsheets, podcasts/interviews, practice abstracts, webinars available	Mostly done
M13	13 - NMBU	Key materials DEC Toolkit translated		30	WP6	Materials are available in project languages	In progress

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7.2. DEC Management Activities

To ensure the effective implementation of TDN's communication strategy, a set of monitoring tools has been developed to track activities, facilitate collaboration, evaluate performance, and drive continuous improvement. These tools address both organisational processes and operational tasks.

7.2.1. Meetings Tracker

As the TDN communication team, we collaborate closely with all WPs and meet with relevant partners and collaborators whenever needed. In addition to the regular bi-monthly DEC Team meetings with WP5 and WP6 partners, this includes participation in NNFs meetings, WP-specific discussions (e.g. with WP3 and WP4 on content such as webinars, knowledge or Living Labs communication…), as well as regular meetings with WP leaders and other partners to discuss and align communication activities.

These internal DEC-related meetings (see Tab 3) ensure coordinated planning and implementation of dissemination, communication, and exploitation activities. They align roles and responsibilities, set deadlines, provide progress updates, and facilitate cross-WP coordination. They also serve as a forum for brainstorming new ideas and improving DEC actions.

The meetings oversee key DEC tools, such as Google Forms for activity reporting, KPI trackers, and shared templates. They ensure quality through internal peer review, approval procedures, and checks for ethics, privacy, and branding compliance. Additionally, they coordinate data collection and reporting, manage updates to project communication channels, address communication risks, and ensure GDPR and copyright compliance.

Table 3.   WP5&6 Meetings during the first half of TDN

No	Meeting name	Date	Participants
1	WP5 +WP6	28-Jun	Revolve : Alejandro Rodil Gava (Alex), Dorothya , Emma Finnamore RDIB; Madalina Mincu EFFAB: Ebba Eriksson, Sinead Phillips EMU; Ragnar Leming RAU; Jessica Stokes NMBU: Sabine Ferneborg FVE: Yael Dotan, Catarina Santiago , Goncalo Portela
2	WP5 +WP6	02-Oct-24	Revolve : Alejandro Rodil Gava (Alex), Emma Finnamore RDIB; Madalina Mincu EFFAB: Ebba Eriksson EMU; Ragnar Leming RAU; Jessica Stokes NMBU: Sabine Ferneborg FVE: Yael Dotan, Catarina Santiago ,
3	WP5 +WP6	17-Dec-24	Revolve : Dorottya Kala RDIB; Madalina Mincu EFFAB: Cagla Kaya, Maureen Mc Donald EMU; Ragnar Leming NMBU: Sabine Ferneborg FVE: Yael Dotan
4	WP5 +WP6	03-Mar-25	Revolve : Dorottya Kala RDIB; Madalina Mincu EFFAB: Cagla Kaya, Maureen Mc Donald EMU; Ragnar Leming NMBU: Sabine Ferneborg FVE: Yael Dotan, Mathilde Deville
5	WP5 +WP6	24-Apr-25	Revolve : Dorottya Kala , Daniela Deken RDIB; Madalina Mincu EFFAB: Cagla Kaya, Ebba Eriksson NMBU: Sabine Ferneborg FVE: Yael Dotan, Mathilde Deville
6	WP5 +WP6	01-Jul-25	Revolve : Dorottya Kala RDIB; Dinu Gavojdian EFFAB: Ebba Eriksson, Maureen Mc Donald RAU ; Susan Bullock NMBU: Sabine Ferneborg FVE: Yael Dotan, Mathilde Deville
7	WP5 +WP6	16-Sept-25	RDIB; Dinu Gavojdian, Madalina Mincu EFFAB: Ebba Eriksson, Maureen Mc Donald EMU; Ragnar Leming NMBU: Sabine Ferneborg FVE: Yael Dotan, Mathilde Deville
8	WP5 +WP6	06-Nov-25	RDIB: Madalina Mincu EFFAB: Ebba Eriksson, NMBU: Sabine Ferneborg FVE: Yael Dotan, Mathilde Deville EMU: Ragnar Leming RAU: Susan Bullock Revolve: Daniela Daken, Dorottya Kalo

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7.2.2. Internal DEC Tools

Communication is supported through different tools such shared channels (SharePoint, Teams) and a range of collaboration/collaborative tools. The tools used by the DEC team are continuously and expanded depending on specific communication and coordination needs. Some are listed here, others appear in later sections (Webinars, PAs, Translation).

7.2.3. Dissemination Form

The Google Form **"Dissemination Log"** is a tool designed to collect all dissemination activities carried out by TDN partners beyond the DEC team. It captures in-person events (meetings, conferences, workshops e.g. see Fig 6), media coverage, as well as future outputs such as publications, articles, and theses. Currently, it gathers 29 recorded communication actions (see Tab 4).

Figure 6.   Example of Meeting listed in the Dissemination form

Link of the Dissemination Log Form

Table 4. Extract of the Dissemination Form Submissions

Beneficiary:	Date of the activity/publication	Type of dissemination and communication activities	Please mention the name of the activity or event - if relevant
NVI	05/02/2025	Organisation of a workshop	NVI ongoing projects on Cow-calf-contact
VPI	27/02/2025	Organisation of a workshop	TransformDairyNet online workshop focused on established CowCalf Contact Scheme
RDIB	31/10/2024	Participation to a conference	Annual Scientific Meeting of RDIB
RAU	08/12/2024	Press release	https://www.southwestfarmer.co.uk/news/24776667.royal-agricultural-university-
UCD	12/12/2024	Press release	https://www.dairyglobal.net/health-and-nutrition/new-european-initiative-for-increa
RAU	13/12/2024	Press release	https://www.punchline-gloucester.com/articles/aanews/royal-agricultural-universi
RAU	26/11/2024	Press release	https://www.farminglife.com/country-and-farming/new-project-to-improve-the-we
UCD	12/27/0024	Press release	https://www.farmersjournal.ie/news/news/cow-to-calf-contact-dairy-farming-can-
ANA	20/02/2025	Non-scientific and non-peer reviewed publications (popularized publ	Pubblication of an article about TDN project on our magazine "Bianconero"
ANA	20/12/2024	Press release	Press release to inform all readers of our magazine of our participation in the TDN pro
ELGO	01/03/2025	Non-scientific and non-peer reviewed publications (popularized publ	Publication in popular journal on plant and livestock production.
RDIB	15/05/2025	Participation to a conference	Conference on Sustainable Development - University of Life Sciences Timisoara RO
NVI	06/03/2025	Organisation of a workshop	Organizes together with Four Paws; Sharing information obtained through the TDN CC
UB	23/05/2025	Participation to a conference	AGRIWORLD EXPO 2025
EFFAB	26/06/2025	Participation to a conference, Participation to a workshop	clustering event on Advisory networks, thematic networks and other AKIS-related proje
NMBU	14/12/2024	Press release, Website	
RAU	23/07/2025	Participation to a workshop	Oxfor Real Farming Conference- Event in the Field

7.2.4. Contribution Tracker

This Excel tracks contributions requested from each WP and from every key individual/NIP member, ensuring balanced participation, efficient use of TDN resources, and effective collaboration (see Tab 5).

Table 5. Contribution Tracker

Name	Organisation	Partner	Profession	Type of CCC (small/large farm...)	Language	Contribution 1	Contribution 2

8. Branding Resources

To ensure a consistent and professional visual identity across all communication channels, TDN developed a comprehensive set of branding resources. These include detailed **Visual Identity Guidelines** and a wide range of **ready-to-use communication templates** designed to support uniform, recognisable, and high-quality outreach by all project partners.

8.1. Visual Identity and Guidelines

The *TransformDairyNet Visual Identity Guidelines* (see Fig 7 and Link) provide an overview of the project's branding system. They explain the meaning and construction of the logo, present approved logo variations, and define the project's colour palette, typography, layout rules, and size specifications. These guidelines ensure that all partners apply the brand consistently across their materials.

Figure 7.   TransformDairyNet Visual Identity Guidelines

To establish a unified and easily recognisable identity, TDN created a dedicated project logo (see Fig 8), which is used on all project documents, presentations, reports, and dissemination materials. Two main versions exist - one

with horns and one without- to reflect cultural and regional differences across Europe. An additional version was created specifically for external collaborators. In total, 22 logo variants were produced.

Figure 8. Examples of the diversity of the TDN logos

8.2. Branding Templates and Daily Communication Tools

In line with the guidelines and logo, a full suite of branded templates was developed to ensure consistent communication across all partners. These tools support daily project activities and increase the visibility and recognisability of TDN's outputs.

The collection includes:

- 6 Email signatures (see Fig 9)

- A Deliverable report template (12 pages) (see Fig 10)

- A Document templates (4-page version) (see Fig 11)

- 2 PowerPoint presentation templates (with and without horns; 42 slides each) (see Fig 12 and 13)

- 4 Virtual meeting backgrounds (see Fig 14)
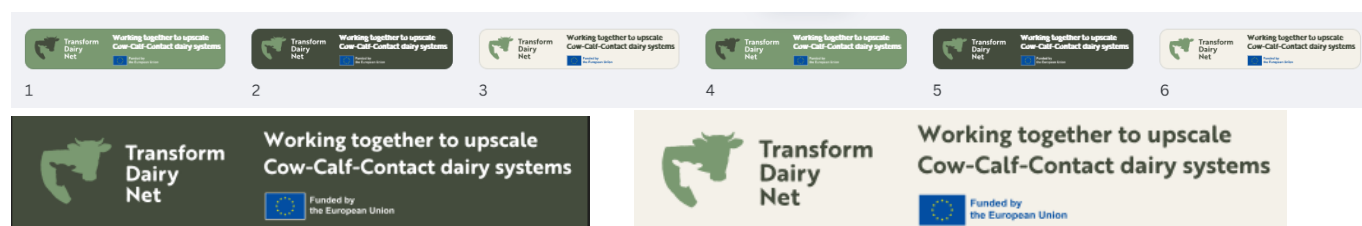
Figure 9. TDN Email Signatures (6)

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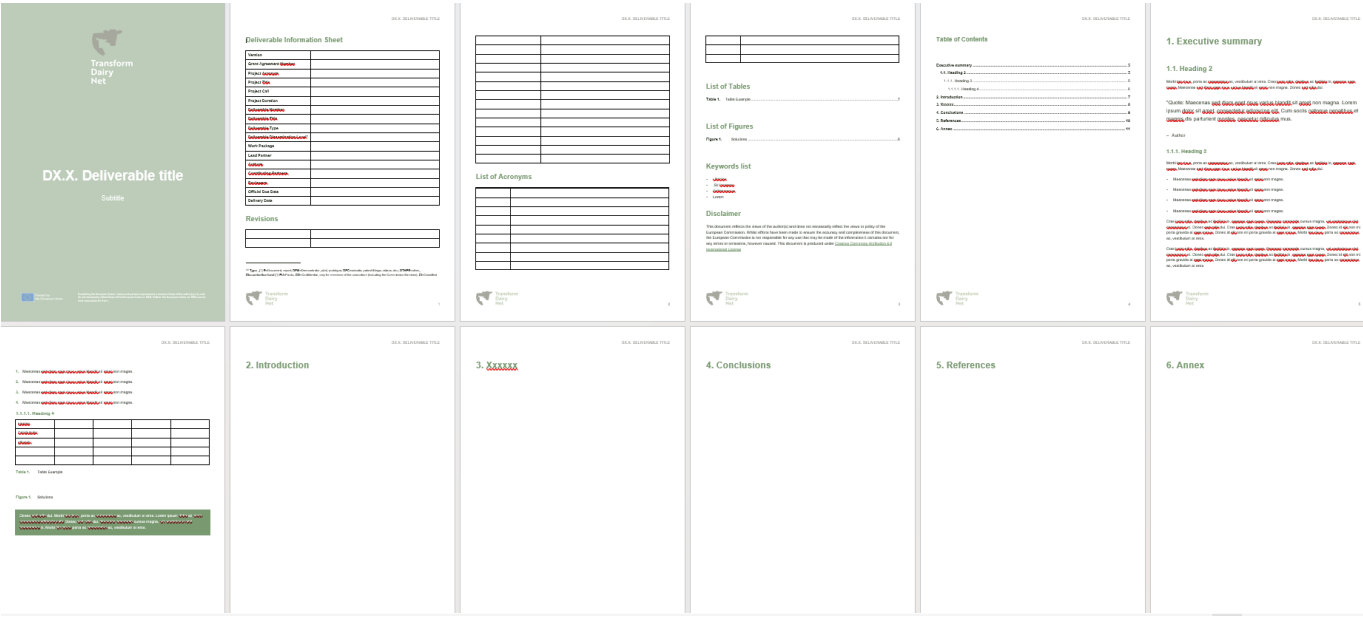
Figure 10. TDN Deliverable Report Template (12 pages)
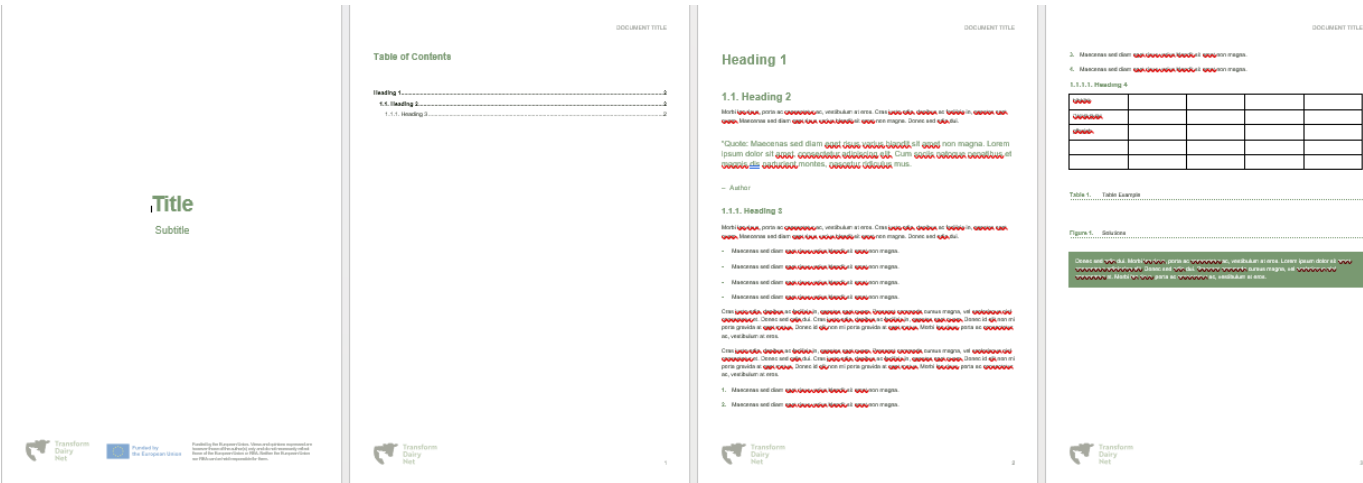
Figure 11. TDN Document Template (4 pages)
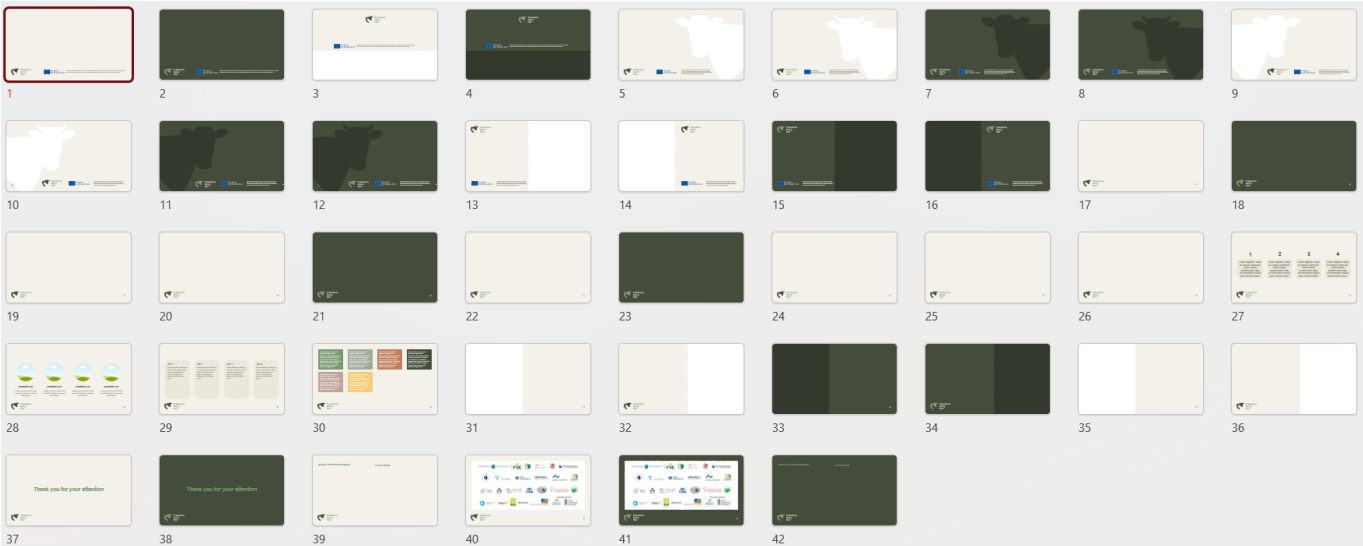
Figure 12. TDN PPT Presentation without horns (42 slides)
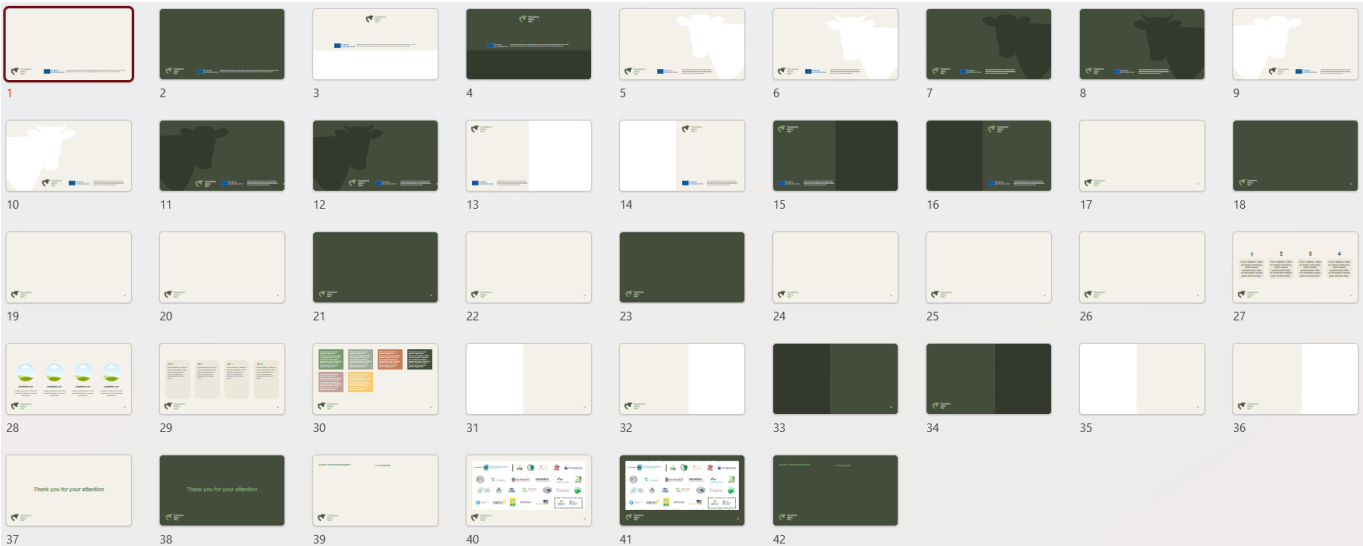
Figure 13. TDN PPT Presentation with horns (42 slides)
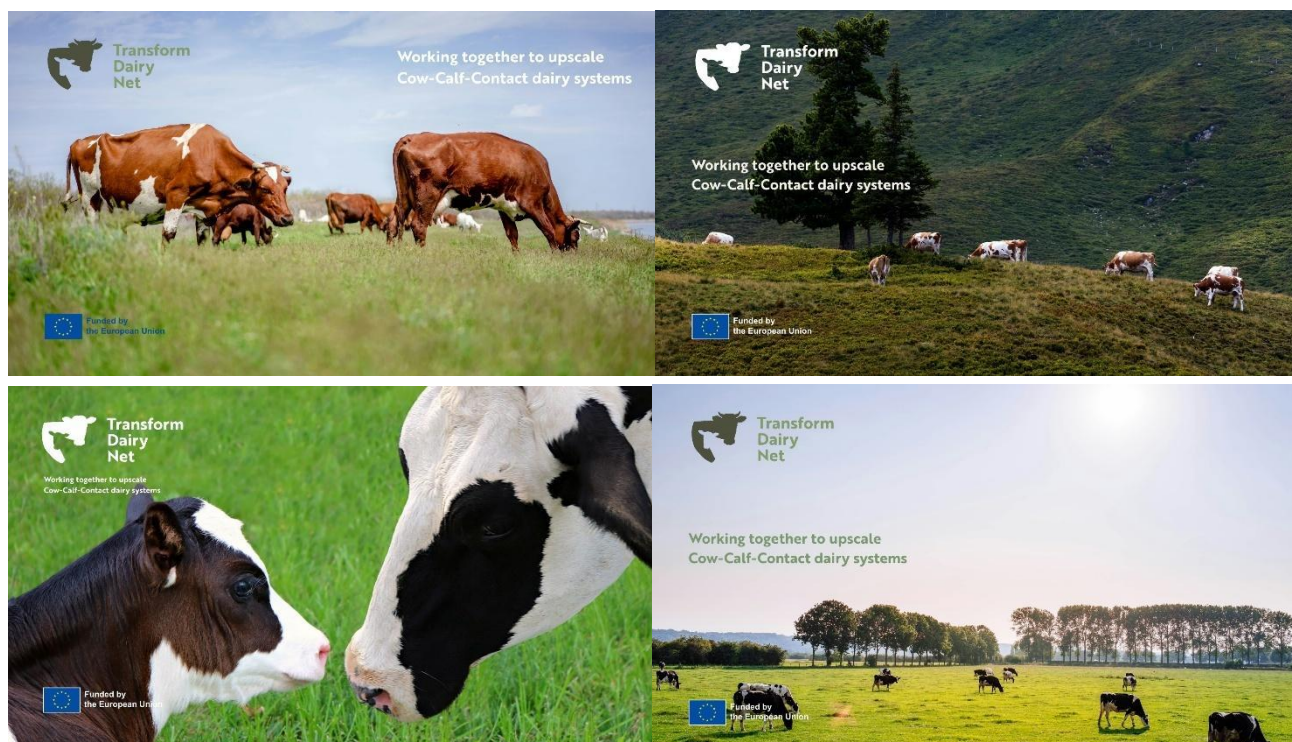
Figure 14. TDN Online meeting Backgrounds (4)

8.3. Social Media and Digital Communication Assets

A comprehensive set of templates was also developed to support coordinated communication on social media and digital platforms. These templates were adapted to platform-specific requirements and are used for all TDN communications to ensure consistent branding.

The collection includes:

- 6 Social media profile pictures (see Fig 15)

- 4 Header banners for LinkedIn and Twitter (see Fig 16 and 17)

- 2 SM post templates (with and without horns; 20 variations each) (see Fig 18 and 19)

- 17 Newsletter communication visuals (see Fig 20)

- 4 YouTube thumbnails (see Fig 21)

- 20 Webinar promotion templates, including speaker visuals and Zoom banners (see Fig 22, 23 and 24)

- 11 "Save the Date" Visuals, especially for TDN events such as EKIN (see Fig 25)

Figure 15. TDN Social Media (SM) Profile Pictures (6)

Figure 16. TDN LinkedIn Headers (2)

Figure 17. TDN Facebook Headers (2)
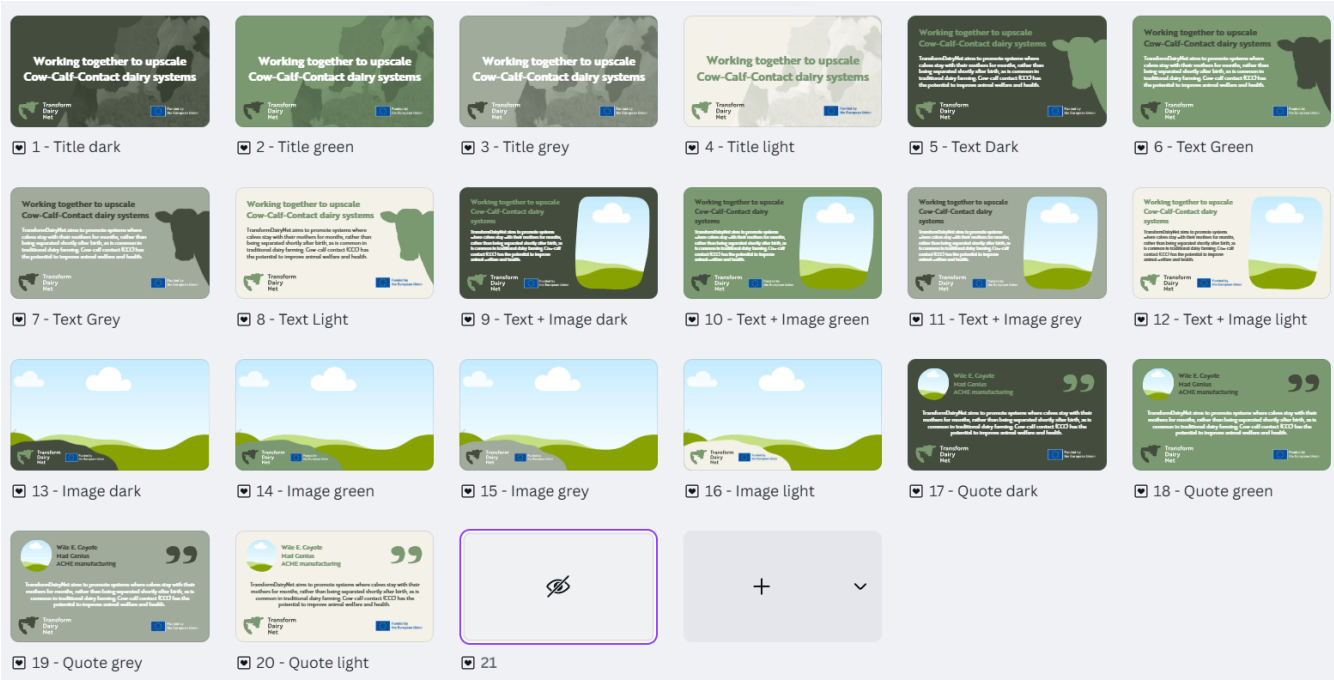
Figure 18. TDN SM Post Templates without horns (20)
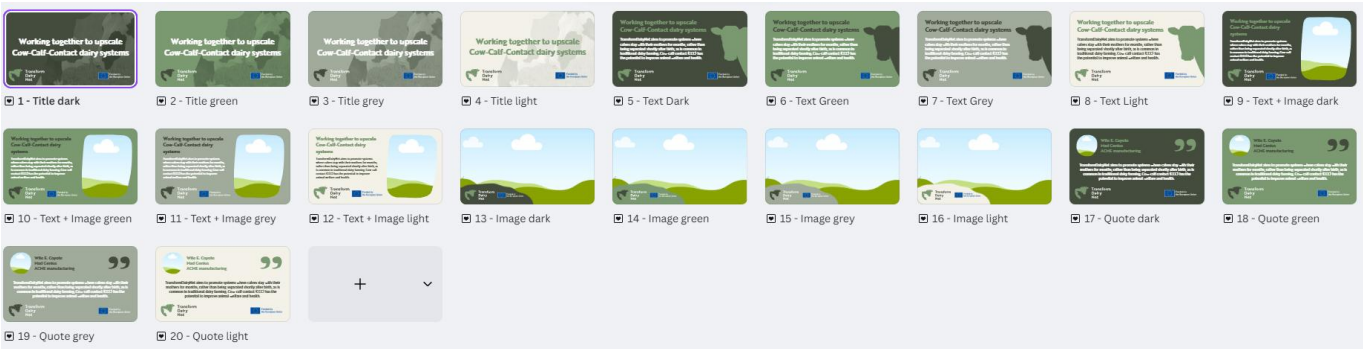
Figure 19. TDN SM Post Templates with horns (20)

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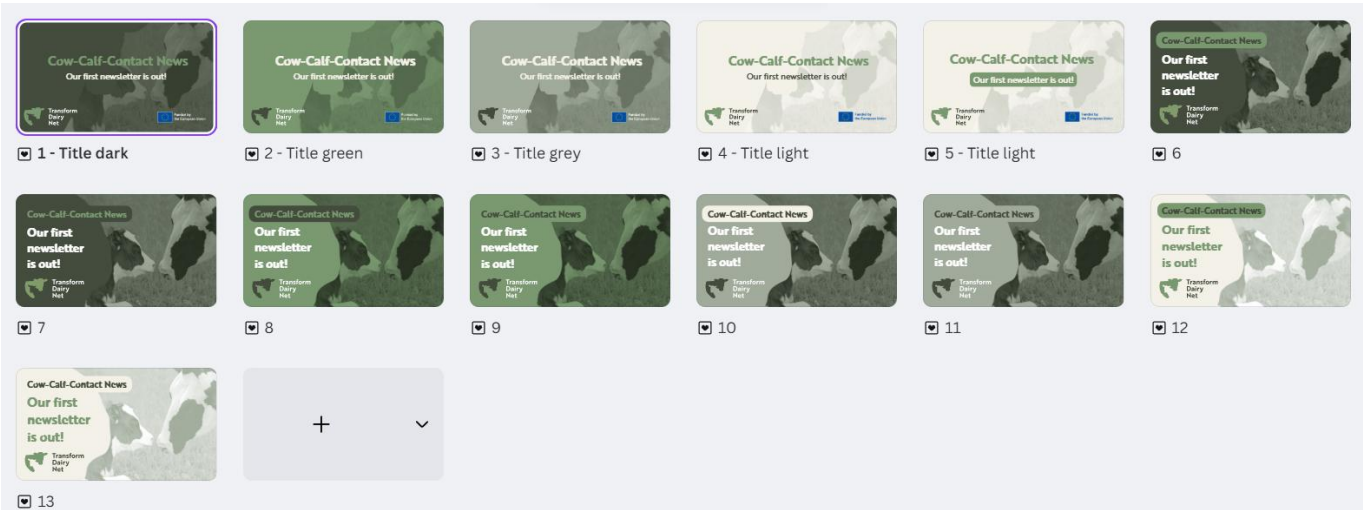
Figure 20. TDN Newsletter Visual Templates (17)
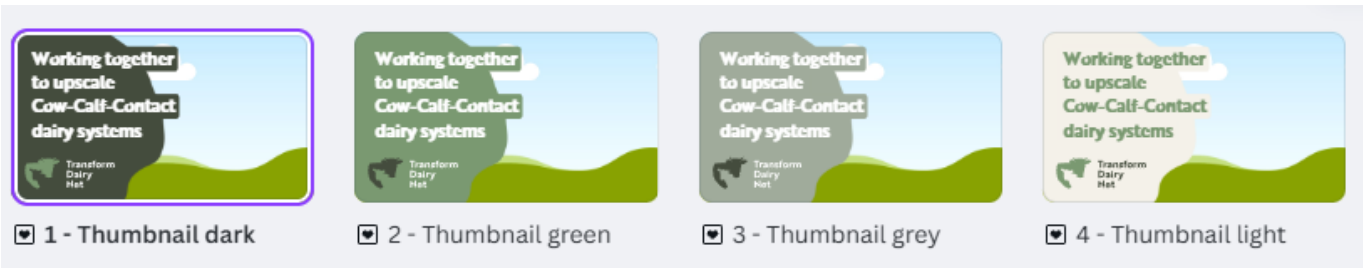
Figure 21. TDN Youtube Thumbnail Templates (4)
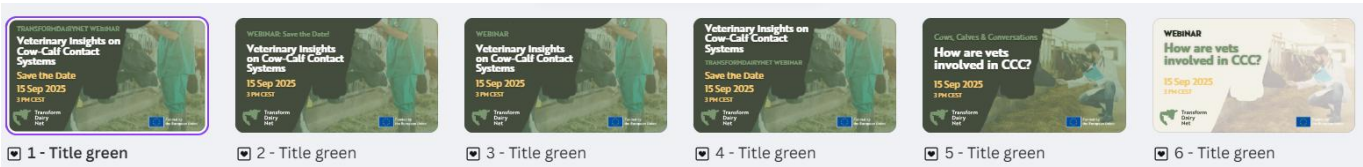
Figure 22. TDN Webinar SM Post Templates (6)
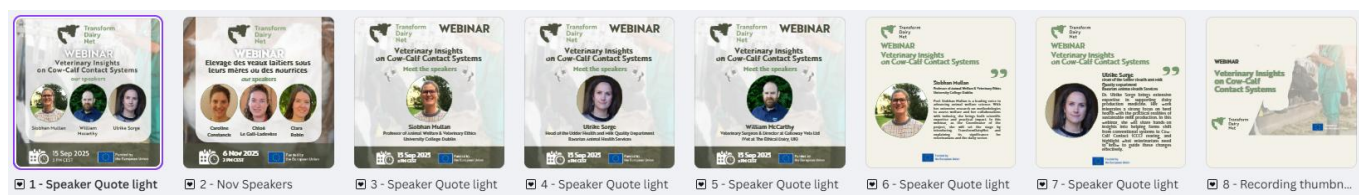
Figure 23. TDN Webinar Speakers Visual Templates (7)
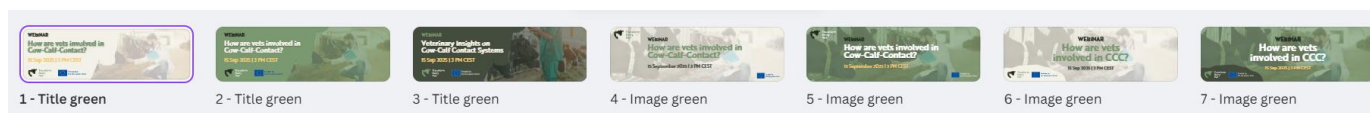
Figure 24. TDN Zoom Webinar Banner Templates (7)
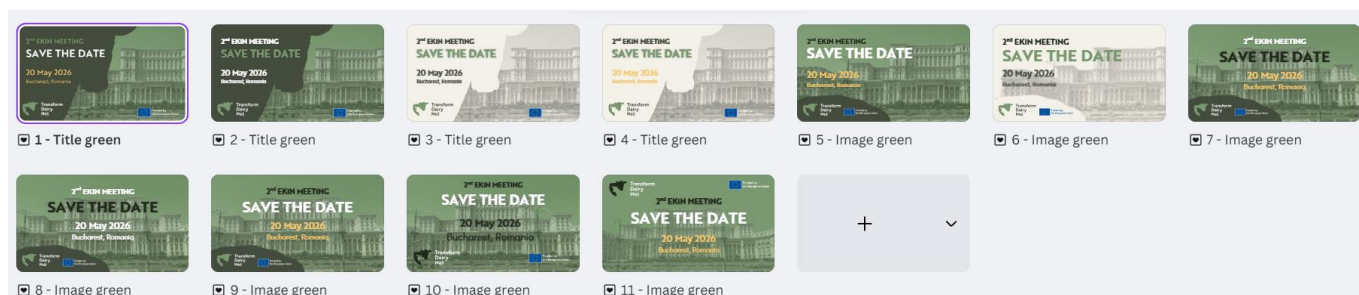
Figure 25. TDN Save the Date Visual Templates (11)

9. Digital Communication Channels

Digital communication plays a central role in ensuring timely, accessible, and wide-reaching dissemination of project activities and results. This section presents the key online platforms and tools used to inform, engage, and interact with stakeholders. From the project website to newsletters and social media, these channels provide dynamic spaces for sharing updates, promoting events, highlighting outcomes, and fostering an active and informed community around the project.

9.1. Project Website

9.1.1. Website Overview

The TransformDairyNet website - https://transformdairynet.eu/ - was launched on **11 March 2025** as the central communication hub of the project (see Fig 26 for homepage). Designed to provide a comprehensive overview of TDN, it presents the project and its various components (NIPs, NNFs, LLs, EKIN), shows how stakeholders can get involved, and offers access to surveys, news, events, media materials, and contact information.

More detailed project information is available through dedicated sections outlining the project's objectives, the work package structure, the Advisory Board, and the partner organisations. The pages on the National Network Facilitators (NNFs), National Innovation Practice hubs (NIPs), Living Labs (LLs), and the European Knowledge and Innovation Network (EKIN) clarify the purpose and role behind these acronyms.

The website also serves as a repository for key project materials and updates. It hosts the two European surveys (with 1,262 responses), a News page containing 17 articles, and an Events page with 11 past or upcoming events. Currently, news articles are published approximately one to two times per month. The growing Resources section includes Publications, Deliverables, Video Hubs, and External Resources. In addition, a dedicated Media Corner brings together Newsletters, Media Coverage, and Press Releases, enhancing visibility and accessibility for external audiences.
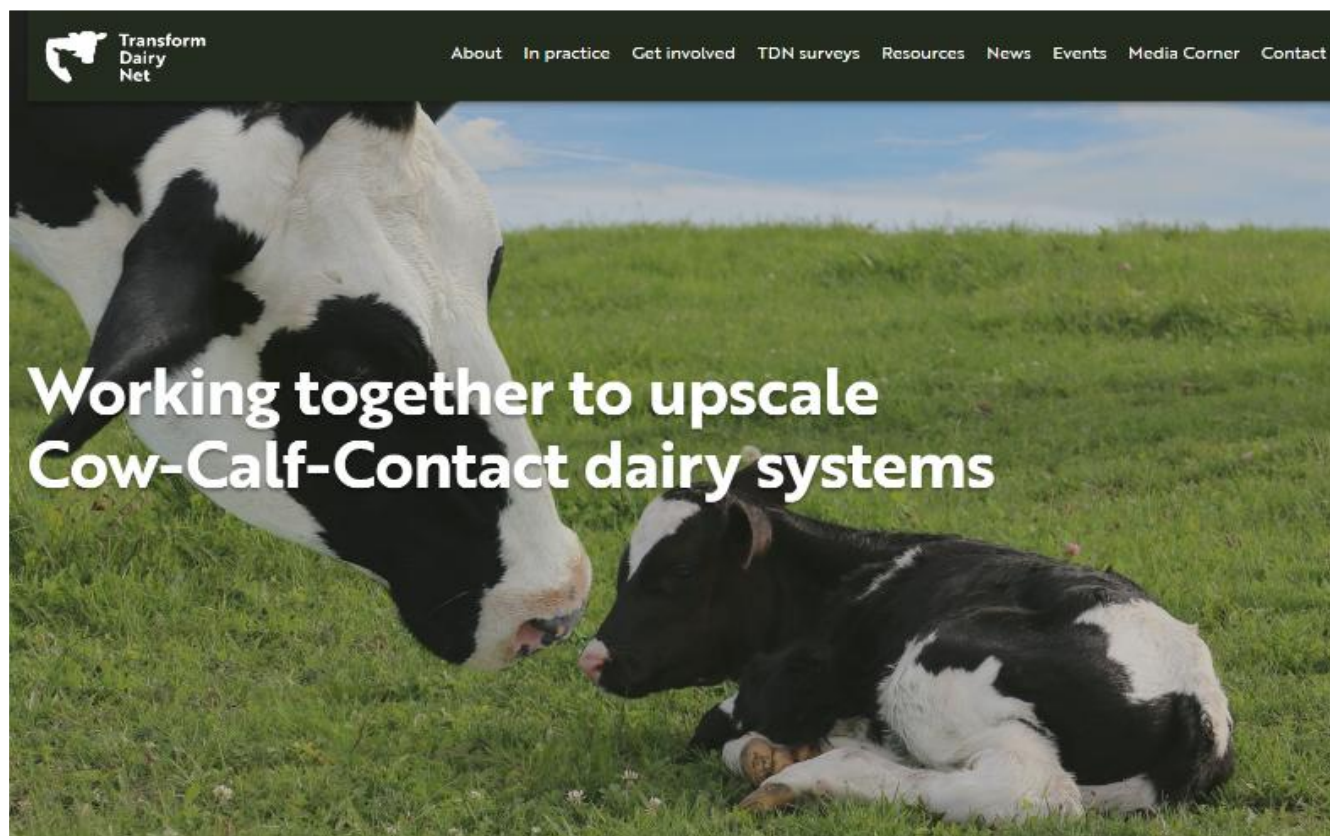
Figure 26. TDN Website Home Page

9.1.2. Website Performance and Analytics

As of **mid-November 2025 (8 months post launch)**, the website demonstrates steady engagement and reach (see Fig 27):

- Total visits: 7,622

- Engagement rate: 45,31%, indicating that nearly half of visitors actively interact with the content.

- Average visit duration: 2.25 minutes

D.5.2 Overview report on toolkit created - Month 18
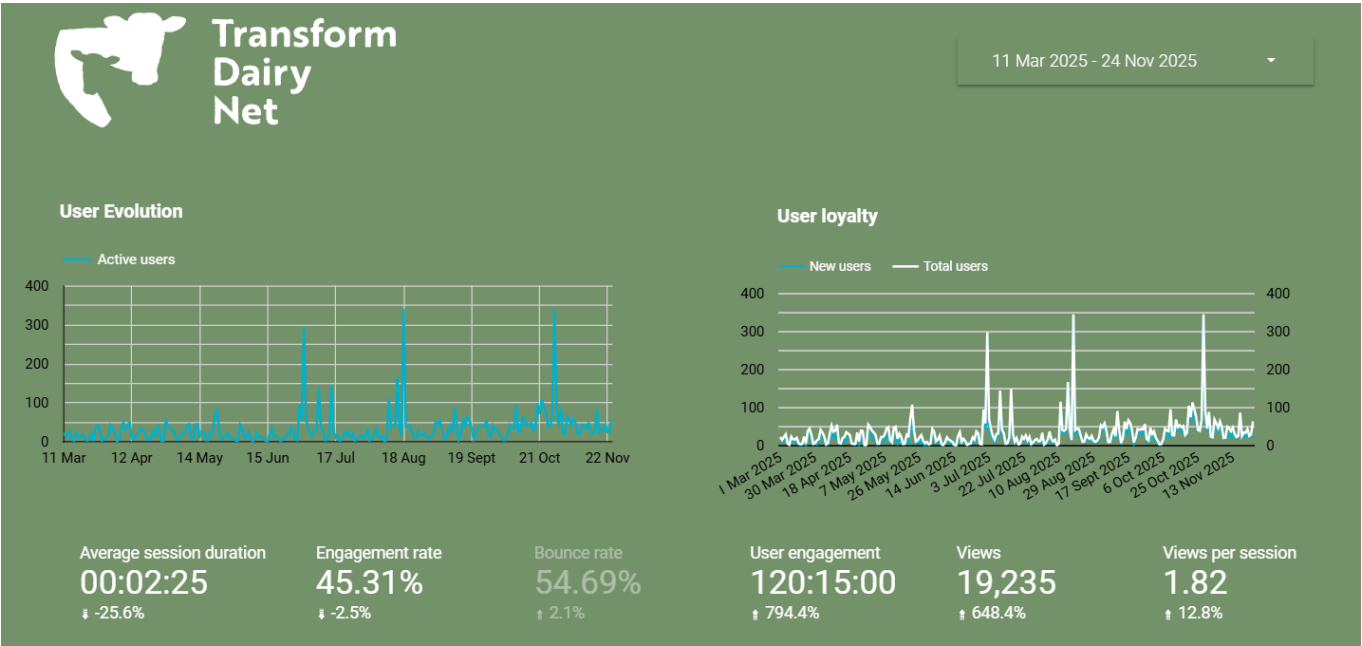
Figure 27. TDN Website Analytics

Top 5 user countries:

1. Norway

2. United Kingdom

3. Germany

4. The Netherlands

5. Ireland

Top 3 indirect traffic sources:

1. Google

2. Facebook

3. medlem.tine.no

Top 3 keywords driving search traffic:

1. dairy net

2. transform network

3. transform dairy net

These figures confirm the website's role as an active communication hub, attracting relevant stakeholders across multiple European countries and effectively supporting the visibility and outreach of the TransformDairyNet project.

9.2. Social Media Channels

To effectively engage a broad range of stakeholders - farmers, veterinarians, agricultural innovators, and policymakers - TDN established and strategically used several social media channels. The project primarily relied on Facebook, LinkedIn, and the YouTube channel of REVOLVE, a TDN partner that hosts a dedicated TransformDairyNet playlist. These platforms serve as key tools for sharing updates, resources, and project results with relevant target groups.

Communication efforts were strengthened through partners' existing networks, while the DEC team regularly monitored content performance and audience reach to ensure continuous improvement. The selection of platforms was informed by the Opinion Survey responses from partners, NNFs, and end-users, who identified the most relevant knowledge sources and dissemination tools in their respective countries. Based on these insights, the following channels were prioritised:

- **Facebook:** Used to reach farmers and agricultural communities through success stories, project milestones, short videos, and practical insights related to Cow-Calf Contact (CCC) practices (see Fig 28).

- **LinkedIn:** Used to share research outputs, formal project updates, and strengthen professional connections among agricultural experts, policymakers, and research organisations.

- **YouTube:** Serves as the main repository for educational materials, including recorded webinars, virtual farm tours, and case study videos, ensuring broad accessibility.

In recent months, communication efforts have intensified (see Fig 29 and Tab 6), with a minimum of one post per week and increased promotional activities linked to the project's webinar series.

Figure 28. TDN Facebook profile
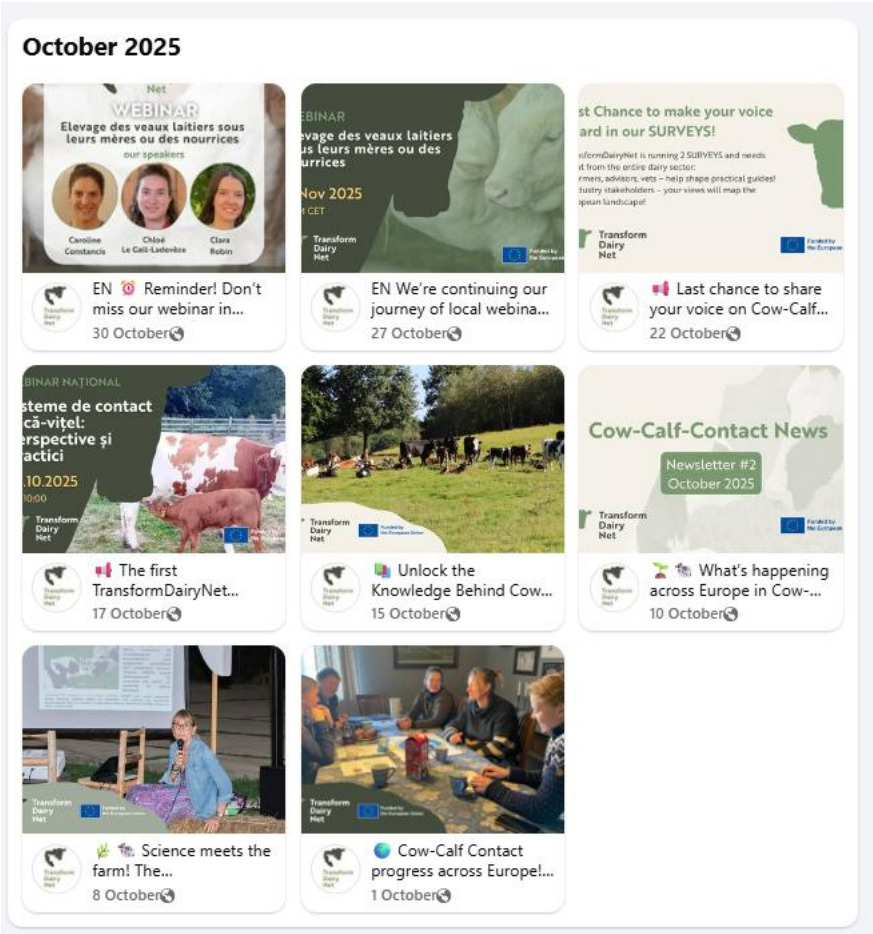
Figure 29. Example of TDN SM Posts published in October 2025

Table 6. TDN SM Metrics and Engagement Summary (M18)

Platform	Followers (M18)	Number of Posts	Views	Engagement Highlights	Link
Facebook	308	39	24460	751	Facebook
LinkedIn	592	39	Impressions 40.206	Reactions 1071	LinkedIn
YouTube	1.29k subscribers to Revolve YT	7 videos	703	8 likes	YouTube

9.3. Newsletter

Two project newsletters have been published to date, serving as key tools to inform stakeholders about project progress, Living Labs, events, and partner activities. They were disseminated through all project channels, the TDN website, partners' networks, National Network Facilitators (NNFs), and relevant EU-level platforms.

Transform Dairy Net

Cow-Calf Contact News

TDN Newsletter #1 April 2025

Working Together to Upscale Cow-Calf Contact Dairy Systems

The TransformDairyNet (TDN) project aims to promote systems where calves stay with their mothers for months, rather than being separated shortly after birth, as is common in traditional dairy farming.

Figure 30. TDN Newsletter #1 (April 2025)

Transform Dairy Net

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- Newsletter 1 (Month 11): Introductory edition presenting the project's aims, structure, and partners (see Fig 30 and Link);

- Newsletter 2 (Month 17): Focused on updates from the Living Labs, EKIN activities, and NNF-led actions (see Fig 31 and Link).

Figure 31. TDN Newsletter #2 (October 2025)

Newsletter Performance (as of November 2025):

- Number of subscribers: 260

- Number of newsletters published: 2

Average performance across both newsletters:

- Open rate: 46.86% (percentage of recipients who opened the email among all successfully delivered emails)

- Click rate: 16.77% (percentage of recipients who clicked at least one link among all successfully delivered emails)

- Click-through rate: 34.39% (percentage of recipients who clicked at least one link among those who opened the newsletter)

These performance indicators show strong engagement, with open and click rates significantly above typical EU-project and industry averages.

9.4. Internal Communication

In addition to external communication efforts aimed at promoting CCC across Europe and beyond, we also maintain regular internal communication within the TDN network to ensure all partners remain informed of key developments.

This includes sharing updates on project milestones, newly released reports, upcoming or past webinars, press coverage, newsletters, and any other relevant resources. These ongoing touchpoints help sustain alignment, foster collaboration, and ensure that all partners can actively contribute to the dissemination and uptake of TransformDairyNet outcomes.

9.5. Partners Communication

All partners actively contribute to the visibility and dissemination of TDN by leveraging their own communication channels and networks. These efforts - although varied in format and intensity - play a crucial role in amplifying the project's reach, ensuring that TDN messages are shared widely across Europe and beyond.

Partners use a broad range of tools, including social media, newsletters, and their institutional websites, to communicate about the project. Together, these actions significantly strengthen TDN's overall dissemination strategy.

9.5.1. Social media

As project partners maintain an active presence on social media, they regularly support TDN's outreach through various means. They not only react to and share official TDN updates but also create and post original content tailored to their respective audiences and contexts.

These autonomous yet aligned communication efforts help:

- Extend the project's visibility beyond TDN's official channels,

- Engage diverse communities and stakeholders,

- Reinforce and diversify the narrative around TDN's key messages.

Below are few illustrative examples of external social media dissemination carried out by partners:

- The Ethical Dairy - Link

- Thünen Institute - Link and Link

- S.Ferneborg from NMBU - Link

- J.Foske Johnsen from Veterinærinstituttet - Link

9.5.2. Newsletters

Newsletters issued by partners are another effective means of disseminating TDN updates (see Fig 32). These regular communications allow project information to reach well-established networks, increase awareness among professionals and the public, and provide recurring visibility throughout the project's timeline.

Examples of newsletter dissemination include:

- Care4Dairy - Link

- Four Paws - Link
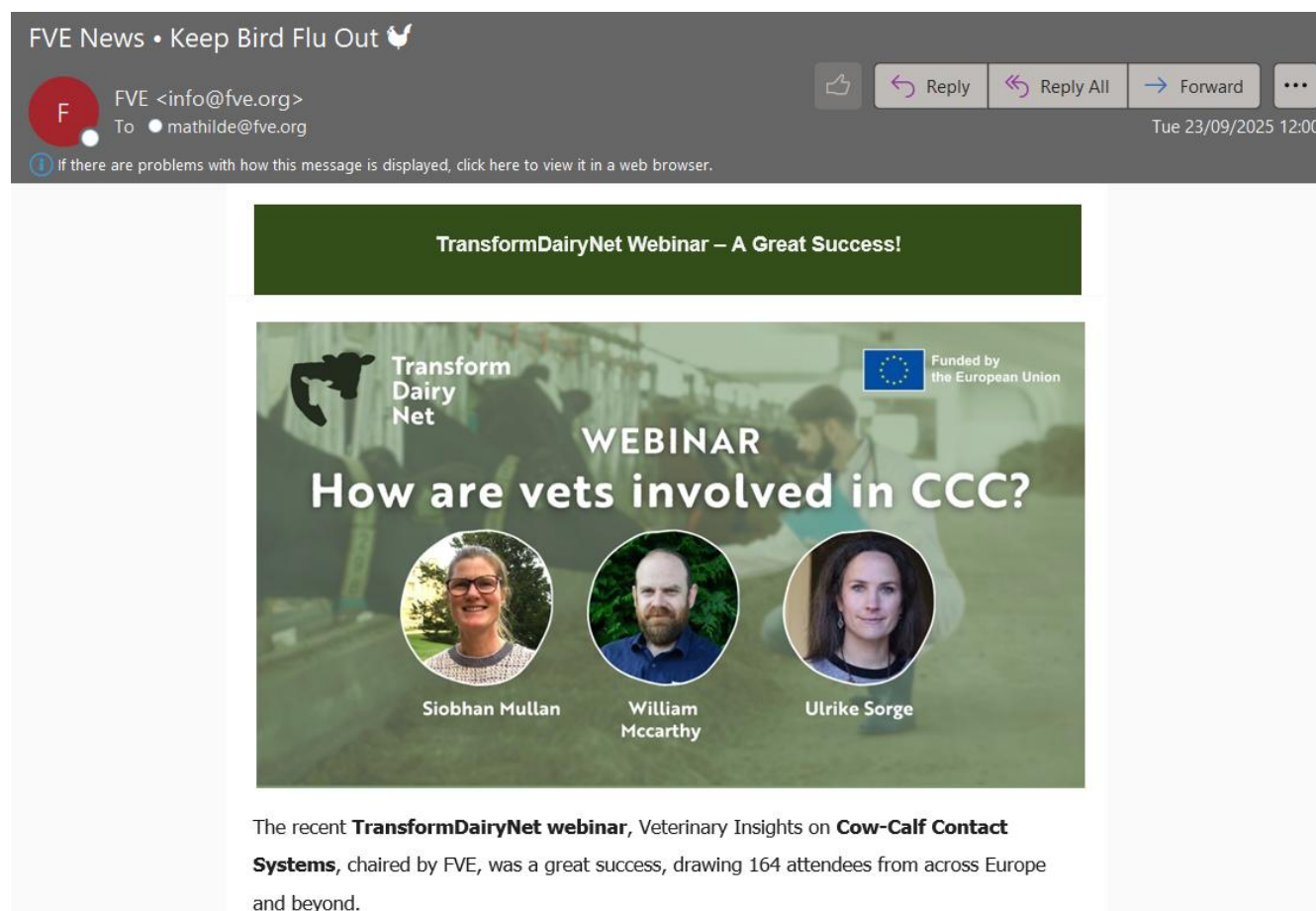
Figure 32. Example of an FVE newsletter featuring an article on a TDN webinar.

9.5.3. Website

Partners' websites also play an essential role in spreading information about TDN. By hosting articles, dedicated pages, or links to project materials and events, these websites act as stable and easily accessible reference points for stakeholders seeking information about TDN.

Examples include:

- Revolve - Link

- UCD - Link

- NMBU - Link

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- RAU - Link

- Veterinaerinstituttet - Link

- FiBL - Link

- EFFAB - Link

- FVE - Link

- Etis - Link

- EMU - Link

10. Enhancing Public Awareness Through Press, Media & External Sources

Effective media and public relations activities are essential to broaden the project's visibility, strengthen its public profile, and ensure that key messages reach a wide and diverse audience. This section outlines the tools and channels used to communicate with external stakeholders, including media outlets, professional networks, and the general public.

10.1. Press Releases

Two official press releases were produced to highlight key milestones of the TDN project and were disseminated through TDN and partners' communication networks to maximize reach and visibility (see Fig 33 and 34).

- *Press Release 1: "TransformDairyNet: A new project to transform the dairy sector" - Link*

TransformDairyNet

A new project to transform the dairy sector

Figure 1. Cow with its calf. J. Felix (Thünen Institute)

June 1st, 2024 marked the launch of **TransformDairyNet**, a Horizon Europe project coordinated by University College Dublin, Ireland.

Figure 33. TDN Press Release #1 (November 2024)

- *Press Release 2: "TransformDairyNet: Uniting Europe for Sustainable Dairy Innovation in Thessaloniki" - Link*

TransformDairyNet

Uniting Europe for Sustainable Dairy Innovation in Thessaloniki

Following its successful launch in 2024, the TransformDairyNet (TDN) project reached another milestone in May 2025 with its first in-person General Assembly and European Knowledge and Innovation Network (EKIN) meeting. Held in Thessaloniki, Greece from 21–23 May, this gathering marked one year of collaborative work to transform dairy farming through support of the wider adoption of Cow-Calf Contact (CCC) systems across Europe.

Nearly 60 in-person participants and 57 online attendees from 14 countries came together to assess progress, share knowledge, and inspire one another in the drive toward more sustainable, ethical, and economically viable dairy practices. In the coming months, TDN will continue to collect insights on best practices for Cow-Calf Contact (CCC) systems. **The stakeholder survey is now open** and will remain available until the end of October — take the survey here.

Figure 34.   TDN Press Release #2 (August 2025)

10.2. Media Coverage

In addition to official press releases, TransformDairyNet has been featured in a variety of media outlets, blogs, newsletters, and online platforms, further increasing the project's visibility and outreach across Europe. These appearances have highlighted key project milestones, events, and innovative approaches in sustainable dairy practices, reaching diverse audiences, including farmers, researchers, policymakers, and industry stakeholders.

Examples of media coverage to date include:

- *Agriland (Nov 2024) - Link*

- *ANAFIBJ - Link*

- *BBC - Link*

- *Bianconero - Link*

- *Dairy Global - Link*

- *DNG 24 News (UK) - Link*

- *EFI - Groundbreaking Project: TransformDairyNet - Link*

- *Farming Life - Link*

- *Irish Farmers Journal - Link*

- *Punchline - [Link](#)*

- *Revolve - Rethinking Dairy - [Link](#)*

- *South West Farmer - [Link](#)*

- *The Ethical Dairy (Blog) - [Link](#) and [Link](#)*

- *The Farmers Club Journal (Spring 2025) - [Link](#)*

- *UCD News - [Link](#)*

- *Γεωργία-Κτηνοτροφία (Greece, March 2025) - [Link](#)*

These media features have been instrumental in promoting the project's objectives, raising awareness about Cow-Calf Contact systems and TDN. Additional coverage continues to be tracked through partner networks and media monitoring, ensuring that TDN's achievements are communicated effectively to a broad and relevant audience.

10.3. Open Access and Repository Tools

To ensure transparency, long-term accessibility, and future exploitation of project results, TDN's communication strategy includes the systematic use of open access and online repositories. These tools not only preserve the project's legacy but also extend its reach to a wider audience, including researchers, farmers, advisors, and policymakers.

Key initiatives include:

- **TDN Website:** All project resources, publications, and outputs are systematically listed and made available on the official TDN website, providing a central point of reference for stakeholders - [Link](#);

- **External Repositories**: To maximize visibility and accessibility, TDN outputs are also uploaded to key external platforms:

  o **ResearchGate:** Hosting publications and scientific outputs to reach the academic and research community - under evaluation, an official account has not yet been created;

  o **European Open Science Cloud (EOSC):** Integration in progress to ensure open data access and alignment with EU Open Science policies - under evaluation, an official account has not yet been created;

D.5.2 Overview report on toolkit created - Month 18

- o **EU FarmBook:** Selected resources are uploaded to support farmers and advisors directly with practical guidance - Link;

- o **EU CAP Network:** Official deliverables and reports are made accessible to policymakers and stakeholders through the CAP Network website - Link.

By leveraging these open access and repository tools, TDN ensures that its knowledge outputs are widely accessible, citable, and ready for exploitation, supporting the long-term impact of the project across Europe and beyond.

11. DEC Materials

The DEC materials engage stakeholders, convey scientific information, and promote project initiatives in a clear, professional, and visually consistent manner. These materials support both internal and external communication, enhancing awareness of Cow-Calf Contact (CCC) systems, sustainable dairy practices, and TDN's activities across Europe.

11.1. Audiovisual and Interactive Tools

Audiovisual and interactive tools are a central component of TDN's communication strategy, enabling the project to engage diverse audiences in a dynamic, visually appealing, and memorable way. These tools help disseminate scientific information, showcase project activities, and enhance stakeholder understanding of Cow-Calf Contact (CCC) systems, sustainable dairy practices, and project initiatives.

11.1.1. Webinars

11.1.1.1. Tools

To effectively plan and organize the webinars, substantial preparation was required, including the use of various planning tools, templates, and visual assets. The key tools supporting these activities are listed below:

- **Content Webinar:** Excel tool to coordinate partner inputs for webinars, including content, speakers, timelines, and responsibilities for both EU-level and local webinars (see Tab 7).

Table 7. Extract of the Content Webinar Excel sheet

Webinar In Process	Webinar Done	Webinar To be Confirmed/Decided (TBC/TBD) / Not a webinar	Next step to start

Series	Topics	Internal Reference	Speakers
Animal Welfare & Animal Health	More vet case studies webinars?		| Phone: +49(0)7904/9433260 | Mobile: +49(0)1715720706 |
Business viability	CCC economics (Cost-benefit, Impact of CCC on performances = of the farm and overview of more specific points, sustainability, Ccc worth does it really worth it?)		Otto Volling (confirmed:)?, Stefan Kirchweger?, Coen VanZyl (k
Business viability	Selling (retails with legislation, direct sells, Marketing opportunities, How CCC adds value, milk industry relationship, How to do business with CCC)		Janina? Charles? Cornelia Buchli or Evelyn Scheidegger (Anina
CCC Implementation (with tips & tricks, mistakes to avoid)	milking in CCC, milk quality, ejection, milking robot (WP3 report, Norway farmers)		Kerstin & Sabine (confirmed); Rupert Bruckmaier?
CCC Implementation (with tips & tricks, mistakes to avoid)	weaning: no stress weaning, nose flap, weaning stress, methods, What happens if we don't separate? weaning in beeef		Anina & Julie (confirmed)
CCC Implementation (with tips & tricks, mistakes to avoid)	Infrastructures: Stable design, barn construction	Kerstin	Iben/Maja from ICEOL (Kirstine/Margit contact)? Uwe Eilers (e Uwe.Eilers@lazbw.bwl.de) , manufacturer (Lely?)
CCC Implementation (with tips & tricks, mistakes to avoid)	Breeding value: Workshop/Panel discussion?		ICOEL (Kirstine contact)?, Cagyla EFFAB?
CCC Implementation (with tips & tricks, mistakes to avoid)	Implementation of foster cow systems (e.g. how to achieve bonding, which cows to select as fosters)	Edna > Kerstin ? + Susanne? Jakob/Kerstin > Stefan?	Edna Hillmann (confirmed), Stefan Kirchweger? Margit (confirm
CCC Implementation (with tips & tricks, mistakes to avoid)	CCC on pastures, Parasites included	Sabine?	Susanne Waiblinger and Stefan Kirchweger (they created a gui Scandinavia english speaker? Caroline (confirmed)
	Positive farmer welfare (mental health, workload, Is the future of dairy welfare going to make farmers		

- **Tracker Webinars:** Excel tracker for the DEC team to monitor webinar planning, responsibilities, key performance indicators, and participant feedback (see Tab 8).

Table 8. Extract of the Tracker Webinars Excel sheet

Key Informations		3	4	5	6
	rinary tact				
Name of the Webinar		Romanian Webinar	Breeding and Reproductive performances in CCC Farms	CCC In America	L'élevage des veaux laitiers sous leurs mères
Topic		TDN + Romanian CCC	Animal breeding (careful: not too much), breeding in CCC, transition, general reproductive performances in CCC		French CCC Webinar / Workshop? TBC
Serie (name or no)		Local Webinars	AH & AW		National
Language		RO	EN		FR
Translation		No	No		No
Moderator		Madalina Mincu	EFFAB	SLU? Sabine?	FIBL FR
Technical moderator		2 co chairs of Madalina	EFFAB	EFFAB?	FIBL FR
Witness attendee?		N/A	EFFAB		FVE
Speakers	IcCarthy cal rike Udder	Dinu Gavojdian + Ludovic	Anna Edvardsson, Raffaella Finocchiaro		Caroline + Clara + Chloé
Format		1 hour (5min intro, Dinu 20-25min, Ludovic 20-25min, rest: Q&A)	4 parts (3 pres + Q&A) : 1h > 5min intro / 2x20min presentations / 15min		2h, 8 parties
	neral ct and vitching				• Les différentes pratiques d'élevage des veau • Les points clés de ces pratiques : adoption, • Les motivations et ressentis des éleveurs ;

- **EU Webinars Check List:** Developed by EFFAB, this checklist ensures smooth planning and execution of EU-level webinars (see Fig 35).

TDN Webinar Series

Event Checklist

Event Details: ADD WEBINAR TITLE HERE

- Date: Time: ADD DATE AND TIME HERE
- Platform: Zoom
- Registration link: ADD ZOOM REGISTRATION LINK HERE

Visual templates:

- General visual: https://www.canva.com/design/DAG4SS7eII4/aE8urQFImEiLdhlWyJGhRw/edit?utm_content=DAG4SS7eII4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- Zoom banners: https://www.canva.com/design/DAG4SXXQaLM/Rh3_vTa_5S1bFxIqAUV5yw/edit?utm_content=DAG4SXXQaLM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

TIMELINE	TASK	RESPONSIBLE	STATUS (Done/In process)
	Finalise webinar topic and confirm date and time with speakers	FVE	
First steps	Create Zoom registration link (personalised/customised per webinar)	EFFAB	
	Email speakers with registration link, PPT template and guidelines, Zoom background, pre-webinar check (30min before webinar starts), headshot, bio and short quote request for SoMe promotion	FVE (cc EFFAB for SoMe material)	
	Create first general visuals and SoMe copy	EFFAB	
	Add webinar to TDN website, with agenda, info and registration link	REVOLVE	
	Add webinar to TDN's LinkedIn page under "Events"	EFFAB	
	Email consortium to forward invitations/promotion of webinar	FVE	
Weeks leading up to webinar	Plan communications calendar (general promotion, speaker promotions, etc) - templates here	EFFAB	
	Create and send email promotion	REVOLVE	
	Create intro and outro slides for the webinar	EFFAB	
	Decide on moderator	FVE/EFFAB	
	Decide on technical moderators/person responsible	EFFAB	
	Send second email promotion	REVOLVE	

Figure 35. Extract of the EU Webinars Check List (1 of 2 pages)

Transform Dairy Net

- **Webinar Registration Template:** Standardised Zoom registration template used for all TDN webinars see Fig 36).

TDN Webinar Zoom Registration Template

First Name:

Last Name:

Email:

Country:

Organisation:

Are you a partner? (Yes/No)

Which stakeholder group do you represent? (chose one)
- Farmer/Farm manager
- Farm Advisor
- Veterinarians
- Animal Health Technicians
- Animal Breeding Sector
- Feed / food sector
- Research/Academia
- Policy & decision maker
- NGO
- Others

I understand that by registering for this webinar, I consent to receive follow-up emails from the organizers, including event updates and related information. (Yes / No)

Figure 36. TDN Webinar Zoom Registration Template

11.1.1.2. Using the tools for Planning

Webinar planning, conducted in cooperation with WP3 during the Summer 2025, allows TDN to target relevant topics, select appropriate speakers, and schedule sessions at optimal times for maximum engagement. Two types of webinars have been implemented:

- **European-level webinars:** Delivered in English to reach a broad, international audience.

- **Local webinars:** Delivered in national languages (e.g., French, Romanian) to engage stakeholders who may not interact with English-language resources, with NNFs leading local efforts.

D.5.2 Overview report on toolkit created - Month 18

Since September 2025, six webinars have been held over four months (see Fig 37):

- European level (English):

  - *TransformDairyNet: Veterinary Insights on Cow-Calf Contact Systems*
  - *Breeding & Reproductive Performances in CCC Farms*
  - *Calf Play in CCC Systems*
  - *Cow-Calf Contact on different continents - lessons learned so far.*

- Local level:

  - *One in Romanian: Sisteme de contact vacă-vițel: perspective și practici*
  - *One in French : Pratiques d'élevage des veaux laitiers sous leurs mères ou des nourrices*

Table 9 is an example of KPIs gathered from webinars.

Table 9.   KPIs of the first TDN Webinar: Veterinary Insights

Webinar	Veterinary Insights
Number of registration	416
Number of attendees	213
Attendance rate	0.512019231
Average watch time (min)	74
Engagement rate: number of questions asked	15
Engagement rate: maximum % answers to the polls	63%
Recording views	196

Satisfaction note	8,6 (8 notes)
Attendees feedback	Need from TDN: Farmers stories, best practices, variety of CCC

These webinars have received strong feedback and high attendance thanks to relevant topics, effective communication efforts, and well-prepared technical resources (for examples see Tab 10). Recorded sessions extend the impact by allowing stakeholders to view content on-demand.

TDN webinars events - Link

Table 10. Feedback collected after the 1st TDN Webinar

Submission Date	How did you hear about this TransformDairyNet webinar?	How would you rate the overall quality of the webinar in terms of content and organization?	How effective was the communication campaign (emails, promotional materials, etc.) in keeping you informed about the event?	How relevant were the topics presented during the webinar to your work or interests in Cow-Calf Contact (CCC) systems?	What kind of information, tools, or materials would you like to receive from TDN regarding CCC?
Oct 7, 2025	Colleague/word of mounth	9	Effective	Relevant	Best practices working with cal
Oct 6, 2025	Email invitation	8	Very effective	Relevant	individual farmers' stories fron
Sep 30, 2025	Social media	9	Not effective	Relevant	
Sep 29, 2025	Colleague/word of mounth	9	Somehow effective	Highly relevant	example housing designs or me
Sep 29, 2025	Social media	10	Very effective	Highly relevant	
Sep 29, 2025	Email invitation	10	Very effective	Highly relevant	An overview on possible CCC s
Sep 29, 2025	Colleague/word of mounth	9	Very effective	Highly relevant	any impact stories, best practic
Sep 29, 2025	Email invitation	7	Somehow effective	Relevant	
Sep 23, 2025	Other	7	Not effective	Relevant	
Sep 16, 2025					
Sep 8, 2025					

Transform
Dairy
Net

Figure 37. One Visual Example per Webinar (6)

11.1.1.3. National Webinars in local languages

As previously mentioned, TDN developed a series of "local" webinars tailored to national contexts. While these webinars were not direct translations of English content, they were designed specifically in national languages to maximise relevance and comprehension among end users.

D.5.2 Overview report on toolkit created - Month 18

The first two webinars were delivered in:

- Romanian

- French

The communication surrounding these events - promotional materials, reminders, and registration information - was also mainly in the respective national languages.

A minimum amount of English communication was maintained for overall visibility, but the strategic priority was to focus communication efforts in languages understood by the target audience.

11.1.2. TDN Videos

Introductory and closing video extracts have been developed to harmonize all TDN audiovisual content. By using these intro/outro elements, all audiovisual content- including recorded webinars, virtual farm tours, and interviews: maintains visual consistency, is immediately recognisable, and aligns with the overall TDN brand identity.

TDN videos - Link

Another important part of the project are videos. Farm visits and Living Lab activities are being documented through dedicated project videos. Collaboration and careful planning ensure efficient recording sessions, capturing the most relevant content while maintaining high production quality.

To ensure consistency and professionalism, TDN has developed video guidelines, which provide instructions on:

- Filming techniques, formats and equipment

- What content to capture on-farm and during events

- Storytelling structure and messaging

- Presentation style, tone, and key messages

11.1.3. Interviews

Following the Opinion Survey results, TDN has prioritised video interviews to highlight expert perspectives and stakeholder experiences. These interviews share the personal experiences of CCC farmers, focusing on their challenges, successes, and the practical benefits of these systems. The content will be widely shared through relevant national and European platforms.

The first 4 interviews were recorded in May 2025 and are scheduled for release in 2026. These interviews will support dissemination by providing authentic, engaging content that complements webinars, videos, and social media posts.

11.2. Reading Format Tools

11.2.1. Practice Abstracts

The project has already completed the first batch of six Practice Abstracts (PAs), which are now published on the EU CAP Network website, providing an initial contribution to knowledge exchange during Reporting Period 1 (see Fig 38).

In line with the project plan, a minimum of 40 PAs will be delivered by Month 36, with the remaining abstracts to be produced and disseminated in subsequent batches. These PAs follow the standard EIP-AGRI format to ensure clarity, practicality, and relevance for farmers and advisors, summarising key findings, innovative solutions, and actionable recommendations emerging from TDN. Responding to insights from the DEC Opinion Survey-where many stakeholders indicated a preference for visual materials-the DEC team will also produce infographic versions of selected PAs to enhance comprehension and outreach. These visuals will present the core messages in a more accessible, engaging format and will be actively disseminated via the project website, social media channels, and partner networks to maximise visibility, uptake, and impact across the AKIS community. The **List of PAs** is an Excel sheet tracking the 40 planned Practice Abstract activities required by the end of the project (see Tab 11).

Table 11. Extract of the List of PAs

Number	Timeline	Topic	Ref	Target	Short summary	Process
1	Dec-25	Farmers' Stories	Sabine	Farmers	Farming system, innovative design + herd management, cow driven system, robotic milking farm, 75 cows	Done
2	Dec-25	Diversity of CCC part 1	Kerstin/Anina	Farmers	Construction kit	Done
3	Dec-25	Diversity of CCC part 2	Kerstin/Anina	Farmers	Half Day Contact	Done
4	Dec-25	Diversity of CCC part 3	Kerstin/Anina	Farmers	Full Day Contact	Done
5	Dec-25	Diversity of CCC part 4	Kerstin/Anina	Farmers	Short time Contact	Done
6	Dec-25	Diversity of CCC part 5	Kerstin/Anina	Farmers	Foster Cows System	Done
7	May-27	Interviews (WP3 report)?				To explore and complete with more content (milking, barns, ...)
8	May-27	Farmers' Stories				To ask Jakob: is it possible to write about a small farm in Austria?
9	May-27	Farmers' Stories				Ask the NNfs : a story about a farm(diversity of them) > Stine too, ...
10	May-27					
11	May-27					
12	May-27					

2. Practice Abstract 1

Principle elements of CCC systems

Since each farm is different, there is no standardised
Instead, there are some principal elements that CCC
and that can be combined flexibly. This way, CCC sy
different preferences of the farmers.

The most important element to consider is if the calf
one or more foster cows (= foster cow rearing system
but is then switched to a foster cow (= mixed or hybr
contact duration between cow and calf must balance
duration can vary from short time contact of, e.g., 2x
whole day contact. This can also change across time
and calf until separation and the type of calves reare
economics. Some farms can allow all calves, includi
farms only a certain part of the calves is reared with

3. Practice Abstract 2

WHOLE DAY CONTACT to the dam

In a WHOLE DAY CONTACT system, cow and calf are ab
possible exception of temporary separation during milking
part of the main milking herd in the cow barn and only dur
they have their own lying area, special feed and water. Th
safety.

The advantages of this system are a natural frequency an
weight gains of calves; cow–calf pairs can live out the who
social behaviours; calves can learn from other adult cows
by consumers.

However, additional space requirements and calf-safety a
risk of higher calf disease incidence (e.g., due to unsuitab
saleable milk is reduced and partially or completely emptie
The high milk supply often results in low solid-feed intake
difficult; and the lack of fixed contact times implies that hu
requires more elaborate animal health checks.

4. Practice Abstract 3

HALF-DAY CONTACT to the dam

In a HALF-DAY CONTACT system, cow and calf are managed with contact only during daytime or only during
nighttime. If the cows and their suckling calves are part of the main dairy herd, the cow-calf pairs could for example
go out to pasture together during the day and be separated overnight into different parts of the barn.

This system allows for one true milking interval during which the udder is not emptied, which can ease milking.
Also, cows and calves are used to separation from each other, which can facilitate nutritional and social
independence of the calf and may ease weaning. Other advantages are that calves show high weight gains, they
are used to daily human handling which can ease health checks; cow–calf pairs can live out the whole repertoire of
highly motivated affiliative, maternal, and social behaviours; calves learn from other adult cows next to their dams;
and finally, there is a slight increase in machine milk yield compared to whole-day contact.

But these systems need additional space and calf-safety adjustments in the cow barn and there is a risk of higher
calf disease incidence (e.g., due to unsuitable barn microclimate for calves). The daily separation and reunion of
cow and calf can be labour-intensive and if there is nighttime contact, monitoring of suckling behaviour can be
difficult. Finally, hungry calves after long separation can harass the cows if cows are released individually to the
calf group.

Figure 38. Examples of 3 TDN PAs submitted in Nov 2025

TDN in EU CAP Network - Link

11.2.2. Roll-up

A dedicated roll-up was created for the first EKIN event to provide a strong visual presence, reinforce the TDN brand, and attract attendees' attention. Designed for high visibility and professional appeal, the roll-up effectively communicated the project's identity and key messages. Its versatile design allows it to be reused at future events, ensuring consistency across TDN's public appearances while maximising the value of the investment (see Fig 39).

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Figure 39. TDN Roll-up design

11.2.3. Brochure

The TDN brochure was created to provide a concise and accessible overview of the project, its objectives, and key activities. Designed to be informative and visually engaging, it serves as a practical resource for partners, stakeholders, and event participants. The brochure's content and layout allow it to be reused for future events and dissemination activities, ensuring consistent communication of TDN's mission and achievements (see Fig 40 and 41).

Figure 40.   TDN Brochure Design page 1

Figure 41. TDN Brochure Design page 2

12. Event and Stakeholder Materials

Throughout the reporting period, TransformDairyNet engaged actively with its partners, stakeholders, and wider audiences through a diverse range of events, workshops, and meetings. These activities strengthened collaboration within the consortium, supported knowledge exchange on Cow-Calf Contact (CCC) systems, and enhanced the project's visibility across Europe.

From large-scale events such as the EKIN meeting, to targeted workshops with National Network Facilitators (NNFs), and participation in high-level international conferences, each engagement contributed to advancing innovation, dissemination, and community building within the dairy sector. The following section summarises all key events and meetings organised or attended by the project.

12.1. Major TransformDairyNet Events

12.1.1. EKIN Meeting - Thessaloniki, Greece (May 2025) and 3rd GA

TransformDairyNet hosted the first European Knowledge and Innovation Network (EKIN) meeting on 22 May 2025 in Thessaloniki, Greece, with hybrid participation both onsite and online (see Fig 42). This event showcased the project's achievements to date and created a platform for cross-pollination of ideas on Cow-Calf Contact (CCC) innovations from practitioners to policy stakeholders.

The meeting included several interactive workshops:

- Vision for Cow-Calf Contact in Europe

- Preferred Outputs of TransformDairyNet

Figure 42. Participants at the EKIN 2025

In addition, the third General Assembly (GA) (the first face-to-face) was held the day before this event, with further workshops:

- Sustainability of CCC Systems

- How long should cows and calves stay together?

- Communication Activities and Practice Abstracts

12.1.2. NNFs Workshop - Cirencester, UK (July 2024)

From 15 to 18 July 2024, TransformDairyNet organised a dedicated workshop for National Network Facilitators (NNFs) at the Royal Agricultural University in Cirencester (see Fig 43). The objective was to reinforce NNF skills and provide practical tools to mobilise National Cow-Calf Contact Innovation Practice Hubs (NIPs).

The workshop included field visits, peer exchanges, and hands-on training sessions - Link.

Figure 43. The Facilitators Training Workshop

12.2. General Assembly (GA) Meetings

TransformDairyNet has held one kick-off meeting and three General Assembly meetings to ensure regular coordination and alignment between partners:

- Kick-off meeting June 2024 (see Fig 44)

- 1st GA December 2024

- 2nd GA May 2025

- 3rd GA November 2025

These meetings provided opportunities to review progress, plan upcoming activities, and encourage cross-WP collaboration.

Figure 44. Kick-off meeting in June 2024

12.3. Workshops

TransformDairyNet (TDN) organised or contributed to several thematic workshops. These sessions helped disseminate knowledge on Cow-Calf Contact (CCC), provided a platform to discuss specific topics such as regulation and labelling, and facilitated networking among stakeholders. Examples include:

- A workshop on "Ongoing projects on Cow-Calf Contact" (Feb 2025, NVI)

- The Labelling Workshop which focused on identifying key CCC criteria, addressing implementation challenges, and discussing potential auditing processes. Key discussions emphasized the need for clear CCC definitions, farm-specific flexibility, and effective strategies for consumer engagement (Feb 2025).

- A follow-up workshop titled "Sharing information obtained through the TDN CCC Labelling workshop to the NNFs" (March 2025, NVI + Four Paws)

- Participation in the Oxford Real Farming Conference - Event in the Field (July 2025, RAU)

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- Participation in the Holoruminant Stakeholder Event and Workshop (Brussels, Nov 2025, FVE)

- TDN GA 3 workshops: "Sustainability of CCC systems", "How long should cows and calves stay together", "DEC brainstorming workshop" (Thessaloniki, May 2025) (see Fig 45)

Figure 45. TDN GA workshop, May 2025

In addition to the thematic workshops listed above, the project also conducted a substantial number of **National Innovation Practice Hub (NIP) workshops**, which is detailed in the dedicated WP2 reports D1.1 and will be detailed in D2.1.

Over the first 18 months of the project, **42 NIP workshops were held**: 12 between May - October 2024, 19 between November 2024 - May 2025, and 11 in the following six-month period. These workshops provided a structured mechanism for national engagement, enabling NNFs and NIPs to exchange practice-oriented solutions and support cross-national alignment within WP3.

12.4. External Dissemination Events

TransformDairyNet partners represented the project at a wide range of international conferences, fairs, and scientific or sectoral gatherings.

12.4.1. Major International Events

- EFFAB Presentation at FAO Headquarters (Rome, Nov 2024, EFFAB)

- Participation in the Clustering Event on Advisory Networks: "Dissemination and exploitation of results: sharing best practices on how to most effectively collect and share new knowledge and innovative solutions among farmers" (Brussels, June 2025, EFFAB)

12.4.2. Scientific Conferences

TDN partners contributed to numerous scientific conferences through presentations, abstracts, and networking activities, including:

- 39th Annual Scientific Conference of the Hellenic Society of Animal Production (Ioannina, Oct 2025, ELGO)

- 7th annual meeting of the European Veterinary Congress of Behavioural Medicine and Animal Welfare (EVCBMAW) (Helsinki, Sept 2025, NMBU)

- Conference on Sustainable Development - University of Life Sciences, Timisoara (Romania, May 2025, RDIB)

- Tech&Bio Exhibition (PHY)

- AGRIWORLD EXPO 2025 (UB)

- SuperScienceMe / European Researchers' Night - Transumana / Uomini al Pascolo (Italy, August 2025, UB)

- Annual Scientific Meeting of RDIB (Oct 2024, RDIB)

- RAU Oxford Real Farming Conference- Event in the Field

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13. Translation & Accessibility

As TransformDairyNet (TDN) is a European project bringing together partners from multiple countries, with diverse linguistic backgrounds and varying levels of English proficiency, ensuring multilingual accessibility is a cornerstone of the project's communication strategy.

Many stakeholders, particularly farmers and practitioners, primarily rely on materials in their native language and are less likely to engage with English-only resources. To maximise reach, inclusiveness, and impact, TDN places strong emphasis on translating its DEC tools into several European languages. The following sections outline the translation tools, processes, and outputs implemented throughout the project.

13.1. Translation Tools

To support efficient and consistent multilingual communication across the consortium, several translation tools were used and remain available to all partners:

- **Google Translate** for rapid translation of documents and quick comprehension of content.

- **Machine Translation Tools** integrated into partners' workflows for initial draft translations.

- **DeepL Pro Account**, offering high-quality, more context-accurate translations for official materials and documents requiring a higher standard of precision.

These tools enable accessibility, reduce translation bottlenecks, and ensure that communication materials can be adapted quickly into local languages. Selected materials are reviewed and translated by partners, particularly NNFs and its collaborators, to ensure accuracy, consistency, and context-appropriate terminology.

13.2. Surveys

To ensure broad participation across Member States, surveys were translated into 10 languages, including the DEC Opinion Survey and the two WP3 surveys:

- English - EN

- Danish - DA

- Estonian - ET

- French - FR

- German - DE

- Greek - EL

- Italian - IT

- Norwegian - NO

- Romanian - RO

- Swedish - SV

This multilingual approach directly supported higher participation rates, improved the quality of responses, and ensured that farmers and local stakeholders could contribute comfortably in their own language.

13.3. Official Documents

Selected key official communication materials were also translated into multiple languages to ensure consistent messaging across all countries.

- Press Release

The two press releases were translated into: EN, DA, ET, FR, DE, EL, IT, NO, RO, SV.

Link to the translations Press Release #1

Link to the translations Press Release #2

- Newsletters

Newsletter #1 and Newsletter #2 were translated into: EN, DA, ET, FR, DE, EL, IT, NO, RO, SV.

Link to the translations Newsletter #1

Link to the translations Newsletter #2

These translations are essential for ensuring that project updates were accessible to the broadest audience possible, including stakeholders with limited English proficiency.

14. Communication KPI Check point

DEC Key Performance Indicators (KPIs), as defined in the Grant Agreement, are used to measure the effectiveness and reach of the project's dissemination, engagement, and communication activities. They help assess progress towards achieving TDN's communication objectives, stakeholder engagement, and knowledge transfer.

The Table 12 summarises the planned KPIs and the progress achieved to date.

Table 12. TDN KPIs [with Existing and Emerging CCC Farmers (F), Future Farmers (FF), Veterinarians (V), Advisors (A), Processors (P), Breeding organisations (B), Farm Assurance Schemes (FA), Consumers and Citizens (C), Policymakers (Po), Academics (Ac), Non-governmental Organisations (NGOs)]

Measure	Type of Activity	Key Performance Indicators (Minimum)	Primary Target	Progress to Date (as of Month 18)
Project website	C, D	100 unique visits/month of >1 min total duration	All	7,622 total visits (approx. 847 visit/month) 2.25 min average session duration
Project's social media	C, D	3 channels, 1000 total followers	F, FF, V, A, C	Follower numbers: Facebook: 308 LinkedIn: 592 YouTube: 1.29K subscribers (revolve channel)
Project Newsletter	C, D	Biannual e-newsletters delivered to 800 email addresses	F, FF, V, A, B	Subscriptions: 260

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Measure	Type of Activity	Key Performance Indicators (Minimum)	Primary Target	Progress to Date (as of Month 18)
Direct communications	C	5 direct communication events with interested organisations	P, FA, Po, NGO	In planning for 2026-2027
Targeted press releases	C, D	5 press releases at key project milestones	All	2 press release
Practice abstracts	D, E	40 practice abstracts/fact sheets (EIP-AGRI format)	F, FF, V, A	6 Practice abstracts submitted
Virtual farm visits	D	11 virtual farm visit videos	F, FF, V, A, C	In planning for 2026-2027
Farm exchange visits	D, E	33 farm exchange/cross visits across NNF regions	F, FF, V	In planning for 2026-2027
Podcasts / Interviews *(updated)*	D	10 podcast episodes, ≥3 downloads/month	F, FF, V, A	1 interview edited, ready 3 more interviews recorded Publication planned in 2026
Living lab videos	D	3 case-study/living-lab videos	F, FF, V, A	In planning for 2026
Webinars	D	30 webinars on existing CCC knowledge	F, FF, V, A	6 webinars conducted by December 2025

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Measure	Type of Activity	Key Performance Indicators (Minimum)	Primary Target	Progress to Date (as of Month 18)
National workshops	D, E	66 biannual national workshops (NNFs and WP leaders)	F, V, A	42 NIP workshops 6 Other workshops
European workshops	C, D, E	3 pan-European EKIN workshops	All	1 EKIN (2025)
Farmer Share Fair event	D	1 European farmer-focused CCC knowledge fair	F, FF	In 2027
Farm/veterinary events	D, E	33 events with network member participation	F, V, A	8 events
Public-facing events	C, D	Participation in 11 national public-facing events	C	4 events
Publications	D, E	3 open access, peer-reviewed publications	Po, Ac, NGO	In 2027
Continued MA network	E	3 further years secured for EKIN post-project	All	

15. Conclusion

By Month 18, TransformDairyNet has successfully established a comprehensive communication and dissemination framework, enabling wide-reaching and effective engagement across Europe. The DEC toolkit offers a full set of materials, templates, and guidance, ensuring consistency, clarity, and impact in all external communications.

Key outcomes include:

- The establishment of a multi-channel communication system, including a website, social media platforms, and newsletters.

- The creation and deployment of harmonised visual and content templates.

- The production and dissemination of early-stage media materials to raise awareness of Cow-Calf Contact (CCC) practices, including the first webinars, conferences, digital content…

- Support for collaboration among NNFs, NIPs, and Living Labs to facilitate the exchange of practical CCC knowledge.

- Preparation for further exploitation and open-access dissemination activities planned for Month 36.

Future activities will focus on:

- Expanding multilingual resources and multimedia outputs.

- Publishing recorded interviews and Living Lab videos.

- Increasing visibility through platforms such as EU FarmBook and EOSC.

- Continuing the communication work (webinars, digital content, events, …)

- Updating communication performance metrics and analytics in preparation for the final DEC report.

Overall, the project has laid a strong foundation for continued knowledge sharing, stakeholder engagement, and the long-term dissemination of best practices in Cow-Calf Contact systems.