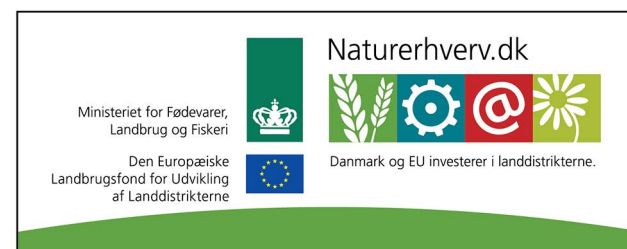


SUGGESTION	DESCRIPTION	RESOURCES
<p><b>Efficacy and evaluation</b></p>	<p>Denmark has conducted a user survey through farmer panel, where they have asked about user satisfaction with the amount of information. Today, 90% of those surveyed (115 respondents) stated they received the necessary information. The same study should be conducted in Finland and Sweden, and the study should be repeated in mid-2014, where the goal could be that 95% of respondents get the necessary information.</p> <p>Stories, experiences, best practise etc. told by farmers and advisors via weblogs, meetings etc. are published on the NAV webpage, in research materiale and in selected media (see below no. ). This could be done as longer case based stories or as short statements eg. used on webpage and marketing material.</p> <p>Remember to collect and use stories from dairy farmers and colleagues who you meet at internal meetings, conventions, trade shows, etc.</p> <p>Discuss topics at the monthly communication group meetings to decide which to publish and how. Use selected topics as discussion topics in among others webinars.</p>	<p>Communication group: 4 hours a week</p>
<p><b>Ambassadors</b> <b>Involvement</b></p>	<p>The most effective way to spread knowledge and understanding of the project and the message is via ambassadors. It is therefore advisable to inform heavily on results and other relevant messages to both colleagues, farmers, advisors and opinion leaders e.g via the press and the involvement of users.</p> <p><b>Intranet, internal magazines etc.:</b> Present figures, results and invite to webinars, etc. on the Intranet and other internal communication channels. Encourage colleagues to share experiences by starting debates on internal weblogs and other media. Colleagues' posts are used subsequently for case stories, project materials, web news, etc.</p> <p><b>Internal speed meetings (5 min of fame):</b> Join formal and informal departmental meetings for 5 min to brief colleagues on stories, results etc. - bring written material if relevant.</p> <p><b>Facebook agricultural media / Facebook of organization:</b> In connection with the publication of relevant articles in national agricultural media (DK Landbrugsavisen) debate about relevant issues on the newspaper's Facebook page could be invited for. E.g by providing relevant (and provocative) follow-up questions concerning the subject to farmers.</p> <p><b>Posts in various media due to published articles:</b> Standby and respond if appropriate</p> <p><b>Farmers weblogs (DK erfaland.dk):</b> Involve farmers and advisors and their experiences through weblogs (DK erfaland.dk or dlbr.dk) and remember to act on questions / debate themes issued in order to create ownership and enhance credibility of the group.</p>	<p><b>Intranet / internal magazines:</b> Campaign: Planning: 2 hours Follow up: 1/2 hour a day</p> <p><b>Speed meetings:</b> Planning / implementation: 1/2 hour</p> <p><b>Facebook campaign fx 21 days:</b> Planning: around 16 hours Implementation: around 1 hour a day Conclusion/Follow-up: 4 hours</p> <p><b>Posts in various media:</b> Around 15 min a day</p> <p><b>Farmers weblogs:</b> around 1 hour a week</p>



SUGGESTION	DESCRIPTION	RESOURCES
<p><b>Ambassadors</b></p> <p><b>Publishing / press</b></p>	<p>So far the group has mainly published stories via Viking Genetics. The stories are often produced close to deadline by the communication group and the length of the stories is typically around 1 1/2 to 2 pages. The group's experiences of using a journalist to produce stories are bad due to the lack of professional know-how of the journalist.</p> <p><b>Recommendations communication group:</b></p> <ol style="list-style-type: none"> <li>1. Grammatical and linguistic proofread is ALWAYS made by communication advisor / journalist, so the stories will be more readable and suitable for other agricultural media (print and electronic)</li> <li>2. The essence of the individual story is extracted and produced as a short Web news item with regard to the final history. For agricultural media and/or internal (ind Denmark vfl.dk, intranet)</li> <li>3. Communication advisor and / or communication group consider whether the story should be followed by a brief Press Release including factual material. In this way the journalist of the selected media gets the opportunity to produce his own story. For agricultural media and national media if relevant. Background material and case (farmer or others) should be considered. Photo material is ALWAYS included.</li> <li>4. Make list with relevant media for each country (see app). Communication group decides what media(s) to inform</li> <li>5. Set realistic goals for the number of of published stories in media other than Viking Genetics - eg. 2 stories are published in print and electronic media in each country per month</li> </ol>	
<p><b>Oral presentations</b></p>	<p>Information can be usefully shared orally supported by written material (often powerpoint presentation). But there is a tendency to make presentations very info intensive and text heavy, and the lecturer/expert is often introvert and unable to make the message attractive. This means loss or reduced understanding of sender and message.</p> <p><b>Recommendations communication group:</b></p> <ol style="list-style-type: none"> <li>1. Powerpoint or other presentations are produced with common logo and in national laanguage. External receiver (fx farmer/national opinion leader).</li> <li>2. Presentations are produced with common logo and in English. Internal receiver (communication group/colleagues) or international opinion leader.</li> <li>3. Presentations are made available on website - eventually with explanatory comments. Include short teaser text.</li> <li>4. Lecturer is briefed on recipient and message and his material reviewed by the communications person before being published during the meeting and elsewhere</li> <li>5. Lecturer and his material is evaluated face to face by communication employee after meeting 1. After meeting 2 - to which the speaker has prepared new material - the lecturer is evaluated again. Lectureris evaluated on body language, voice, his material etc.</li> </ol> <p>A small advice: In order to avoid that lecturer is becoming too depentent on his material, the number of slides and words on each slide should be low. Only few or none long sentences</p>	<ol style="list-style-type: none"> <li>1 and 2. Translation is needed</li> <li>3. 5 - 30 min depends on comments and teaser text</li> <li>4. Communication person: 15-30 min Lecturer: depends on changes</li> <li>5. Communication person: 4 hours Lecturer: depends on changes</li> </ol>

SUGGESTION	DESCRIPTION	RESOURCES
<p><b>Webinars</b></p>	<p>The group wants to implement a series of webinars throughout the year, so there will be the opportunity to meet farmers and advisors more than just the one time a year as would be the case today.</p> <p><b>Recommendations communication group:</b></p> <ol style="list-style-type: none"> <li>1. Group/lecturer is planning program and presentations in English - moderator in each country appointed (incl technical knowledge)</li> <li>2. Each country implements the respective national language and implements the webinar</li> <li>3. Invitation for webinar is distributed via in- og external webpages, press etc.</li> <li>3. Webinar is implemented with a fixed date range e.g every 3rd month. Preferably at the same time and day of the week, so recipient knows what to expect and plan accordingly</li> <li>4. Lecturers must be briefed and coached intensively before seminar to achieve good understanding, value and benefits to recipient</li> <li>5. Evaluation of program and presentations at subsequent editorial meeting</li> <li>6. Participants are involved (dicussions, questions) via weblog during seminar</li> <li>7. The webinar is taped and forwarded participants after session - video should also be broadcasted on YouTube (remember SEO)</li> <li>8. Invite participants to log on in due time (15 min before start) to be able to check connection etc.</li> </ol>	<p>Communication group</p> <p>Lecturer</p> <p>Communication employee</p> <p>Technicians</p> <p>Could this be facilitated by project VI &amp; DI (VFL) ??</p>
<p><b>NAV webpage</b></p>	<p>The website is now quite inactive, causing a risk of reduced credibility of NAV among Nordic dairy farmers. It is therefore essential that a decision on whether the page should continue or close completely is made asap. The NAV website has no editor today, thus the countries prefer to use national webpages.</p> <p><b>Recommendations communication group:</b></p> <p>IF THE SITE CONTINUES:</p> <ol style="list-style-type: none"> <li>1. Website needs to allocate a communication employee who cleans up the site and ensure that it becomes active.</li> <li>2. The website has a clear and efficient structure today - is missing, however, explanatory teaser texts on the pages.</li> <li>3. The website needs to get a more attractive look to users, why some help from graphic personel should be expected.</li> <li>4. Advantageously there may also be added reference to YouTube, where webinars in future are promoted. Latest Webinar highlightes.</li> <li>5. Latest news, publications, R &amp; D projects, etc. are always listed at the top of the respective sites.</li> <li>6. In order to increase the number of users the website should be promoted: <ul style="list-style-type: none"> <li>- Through presentation materials for meetings, etc.</li> <li>- Possible. through a small M65 flyer that tells about NAV cooperation and website. The flyer is handed out at in- and external meetings</li> <li>- Increased visibility of NAV due to increased focus on stories in other media, will also promote the website, as it should be mentioned in all publications (including PR)</li> </ul> </li> </ol> <p>IF THE NAV WEBSITE IS CLOSED DOWN:</p> <ol style="list-style-type: none"> <li>1. The national websites need to allocate a communication employee.</li> <li>2. Each national website is connected clearly with the other national websites In order not to express a lack of cooperation!</li> <li>3. Advantageously there may also be added reference to YouTube on each national website, where webinars in future are promoted. Latest Webinar highlightes.</li> <li>4. In order to increase the number of users and show the Nordic cooperation the websites should be promoted: <ul style="list-style-type: none"> <li>- Through presentation materials for meetings, etc.</li> <li>- Possible. through a small M65 flyer that tells about NAV cooperation and each national website. The flyer is handed out at in- and external meetings.</li> </ul> </li> </ol>	

SUGGESTION	DESCRIPTION	RESOURCES
<p><b>Information sessions Colleagues and Advisors</b></p>	<p>One or more information meetings (DK at VFL) - fx in connection with the publication of annual report - is implemented.</p> <p>Recommendations communication group:</p> <ol style="list-style-type: none"> <li>1. All advisors (DK DLBR) are invited via their directors to yearly information session(s) on new, relevant results and statistics.</li> <li>2. Collect relevant comments from advisors and colleagues in order to incorporate in the protocols, which are subsequently distributed to participants and other relevant stakeholders.</li> <li>3. To create ownership of the various DLBR managements, invitations to information meetings, subsequent protocols and relevant material are distributed via DLBR directors to advisors.</li> <li>4. Colleagues are invited to meetings via the intranet, staff meetings, etc.</li> <li>5. Presenters should be briefed and guided, and presentations aligned (see x and x). The meetings are evaluated</li> </ol>	<p>Communication group: Planning Implementation Evaluation</p> <p>Lecturer</p>
<p><b>Flyer to hand out</b></p>	<p>The NAV cooperation should be promoted at every possible opportunity. This could be done by publishing more stories at various media (see above) and by producing a flyer handed out to meetings, fair trades, etc..</p> <p>Recommendations communication group:</p> <ol style="list-style-type: none"> <li>1. M65 flyer is produced in English</li> <li>2. In flyer the NAV cooperation is described and purpose, value for receiver, etc. are stated</li> <li>3. The website(s) is promoted</li> <li>4. The webinars are promoted</li> <li>5. Contacts</li> </ol>	<p>Communication employee: Text and structure around 8 hours</p> <p>Graphic: Around 4 hours</p> <p>Print: Depends of numbers</p>
<p><b>Communication</b></p>	<p>You communicate with many different people every day - perhaps family, employees and colleagues. Do you remember to pay attention to the many factors that influence how much understanding gained of your message?</p> <p>Recommendation communication group:</p> <ol style="list-style-type: none"> <li>1. A 4 long meeting - facilitated by a communications advisor - is conducted in order to increase common understanding of communication</li> <li>2. The factors and pitfalls one should take into account when you communicate are discussed.</li> <li>3. The various communication channels and their relevance for the NAV project are examined</li> <li>4. Nice to know about each relevant communication channel is discussed</li> </ol>	<p>Communication group: 4 hours a member</p> <p>Communication employee: Planning: around 8 hours Implementation: 4 hours Follow up: 2 hours</p>