



Ad hoc action

Development of ERFP Communication tools

Gasan Osojnik, Danijela Bojkovski
ERFP Secretariat

ERFP Assembly in Tallinn, Estonia
26th – 27th August 2017



E R F P

European Regional Focal
Point
for Animal Genetic Resources





Ad hoc action Development of ERFP Communication tools group



Web survey

Web analytics

Experience from WG Documentation & Information

Experience from *Ad hoc* action
EUGENA

External
Communication
Experts

Experience from



NordGen

Group:

Zhivko Duchev (BG)
Sebastian Winkel/Holger Göderz (DE)
Sipke Joost Hiemstra (NL)
Jeanne Bormann (LU)
Christina Ligda (GR)
Eleonore Charvolin-Lemaire (FR)
Gasan Osojnik (ERFP Secretariat)
Danijela Bojkovski (ERFP Secretariat)
Anne Kettunen (NordGen)
Ewa Hermanowicz (EUFORGEN)



University of Ljubljana

Biotechnical Faculty

seventy years



Results of *Ad hoc* action Development of ERFP Communication tools

• Renewed ERFP corporate identity

- ERFP logotype, colour scheme, CID manual
- templates: brochure, documents, PowerPoint

• Drafted communication strategy

- website survey, visitor statistics
- ERFP ToR, experience from EUFORGEN and NordGen

• ERFP website modernisation

- presentation of the mock-up

• Roadmap to completion

European Regional Focal Point for Animal Genetic Resources



Report of the *Ad hoc* action Development of the ERFP Communication tools

14th-15th March 2017, Ljubljana, Slovenia

Chair: Gasan Osojnik

Participants: Zhivko Duchev (BG), Holger Göderz (DE), Sipke Joost Hiemstra (NL), Jeanne Bormann (LU), Eléonore Charvolin-Lemaire (FR), Anne Kettunen (NordGen), Ewa Hermanowicz (EUFORGEN), Gasan Osojnik and Danijela Bojkovski (ERFP Secretariat).

Tuesday, 14th March 2017; 2:00 pm

Chair G. Osojnik welcomed participants, opened the meeting and outlined the agenda. Based on the suggestion of E. Hermanowicz, a timeslot was allocated on the second day of the meeting, for drafting a communication strategy. All Participants approved the amended Agenda (see annex I).

Objectives and Expected outcome (report) of *Ad hoc* action

The Chair presented the background of the ERFP *Ad hoc* action - Development of the ERFP Communication tools. The main objectives are to develop new communication channels and tools of ERFP (website, social media, templates (e.g. letters and ppt), promotional material, etc...).

Planned activities of the *Ad hoc* action:

- Development of the survey to assess the current utilisation of ERFP Website and investigation of possible improvements.
- Defining a communication strategy for ERFP as the Terms of Reference for further development of communication tools.
- Development of the technical specification of the ERFP Website.
- Options and possibilities for modernisation of communication tools (e.g. integration of social media, events management, etc.).
- Development of proposals/drafts for modernisation of ERFP logotype and corresponding colour scheme, template letter, ppt and promotional material.
- Overview of potentially suitable contractors on the market and proposal of the selection.
- Realization of proposed activities in close collaboration with selected companies.

report: tinyurl.com/ERFPCommTools



European Regional Focal Point for Animal Genetic Resources

[www.animalgeneticresource
s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

Renewed ERFP corporate identity

logotype, colour scheme, font, CID manual
brochure, documents and PowerPoint template

Corporate identity
manual





European Regional Focal Point for Animal Genetic Resources

[www.animalgeneticresource
s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

Renewed ERFP logotype



ERFP

Primary



ERFP

Inverted

for dark backgrounds



Colour scheme



A

Pantone: Pantone 540C
RGB: 19, 68, 116
CMYK: 100, 79, 29, 13
Web: #134474



B

Pantone: Pantone 382C
RGB: 202, 220, 88
CMYK: 24, 0, 81, 20
Hex: #CADC57

selected colours ensure replicable
printing

Font

Source Sans Pro

ExtraLight

Light

Semibold

Bold

Black

Source Sans Pro

ExtraLight

Light

Semibold

Bold

Black

wide alphabet compatibility

OpenFont, included in the CID kit
has to be installed (see CID
manual)



European Regional Focal Point for Animal Genetic Resources

c/o ERFP Secretariat
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erfp_secretariat@bf.uni-lj.si

www.animalgeneticresources.net

www.rfp-europe.org

Photo: ERFP archive



LOREM IPSUM

SIT DOLOR

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit.*



brochure template

LOREM IPUSM-NASLOV

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LOREM IPUSM-NASLOV

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European Regional Focal Point for Animal Genetic Resources

[www.animalgeneticresource
s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

PowerPoint template

TITLE

Author, Event, Location, Date

ERFP
European Regional Focal Point
for Animal Genetic Resources

Edit title

- Edit first level
 - Second level
 - Third level
 - Fourth level
 - Fifth level

Author, Title, Location, Date

ERFP
European Regional Focal Point
for Animal Genetic Resources

c/o ERFP Secretariat
University of Ljubljana, Biotechnical faculty
Jamnikarjeva 101, SI-1000 Ljubljana, Slovenia
Phone: +386 1 320 39 95 | Fax: +386 1 724 10 05
erfp_secretariat@bf.uni-lj.si | www.animalgeneticresources.net | www.rfp-europe.org

photos: ERFP archive

document template



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Phone: +386 1 320 39 95 | Fax: +386 1 724 10 05
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Renewed logo and document templates

**Should be used for all ERFP purposes
after this GA meeting Tallinn, 2017.**

**When preparing novel documents,
please consult with the ERFP Secretariat.**



European Regional Focal Point for Animal Genetic Resources

[www.animalgeneticresource
s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

EUGENA

complementary design, use applies to the CID manual



Primary



Inverted

for dark backgrounds



Drafted communication strategy

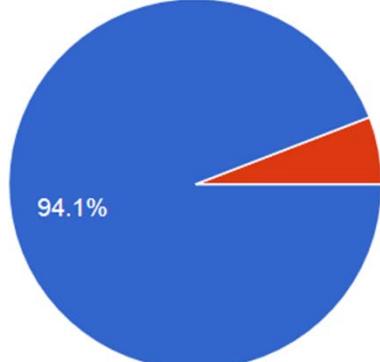
Communication strategy – drafting based on:

- **Website Survey, Visitor Statistics, Web Analytics** 35 responses
 - most of the visitors are internal, >75% NC, >65% WG, etc.
 - the website is mostly accessed through direct links (bookmarks)
 - >90% visitors use a desktop device,
 - >60% visitors use the website at least once a month, typically before meetings or GA

Key feedback:

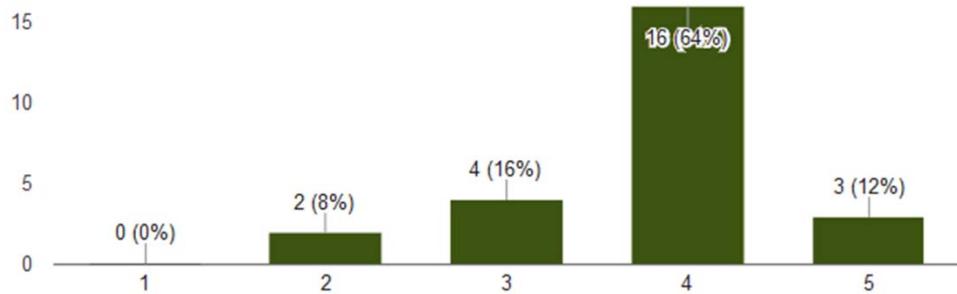
1. Users assessed, that the current website is relatively easy to use and meets their needs.
2. Users agree, that besides enabling efficient work within ERFP, the ERFP website should also be used to showcase its work to the wider public.

9. Do you agree, that besides enabling efficient work and good information exchange within ERFP bodies, the goal of the ERFP website is also to showcase the work of ERFP to the scientific community, policymakers and general public? (25 responses)



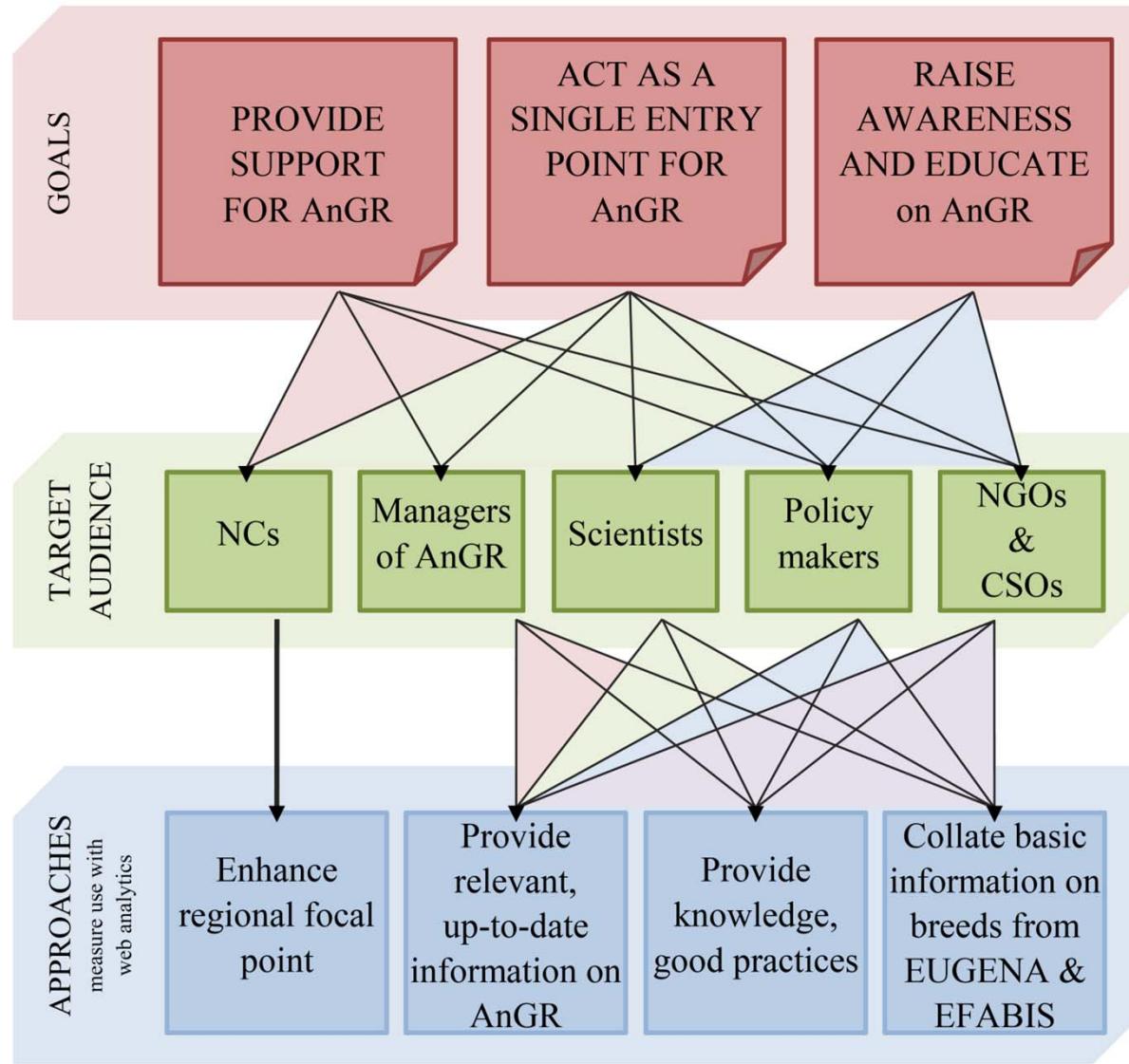
● Yes
● No

7. Overall, how well does the website meet your needs? (25 responses)



for details refer to report: tinyurl.com/ERFPCommTools

Communication strategy



Tools:

- event calendar
- news
- country pages
- integrated search
- documents, publications.
- social media,
- glossary
- cumulative statistics

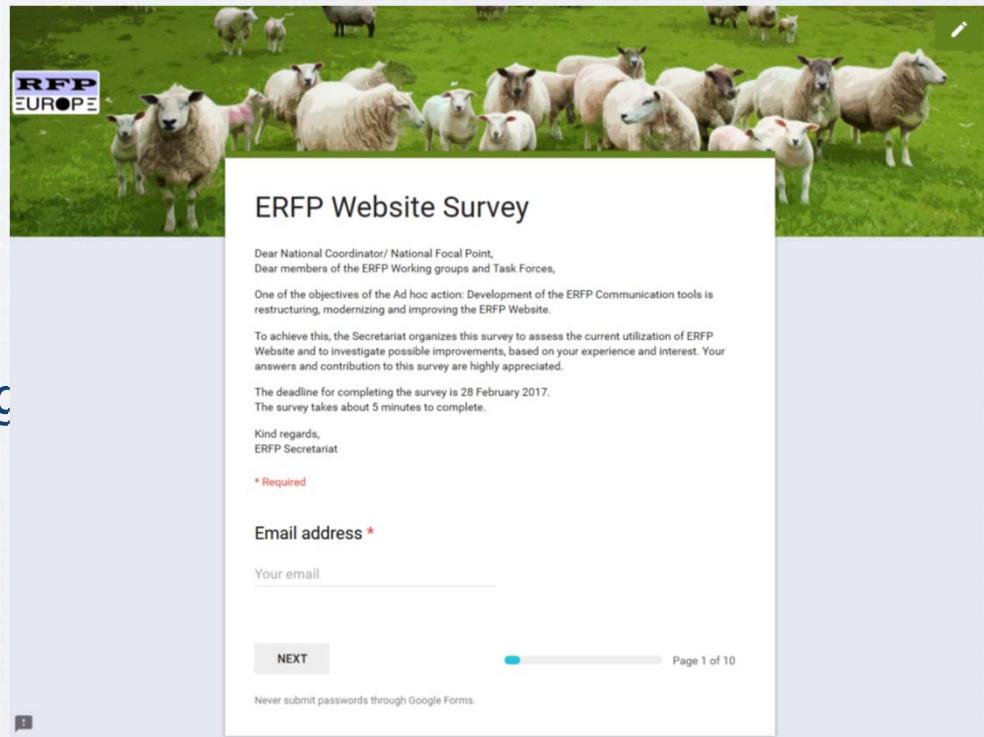
report: tinyurl.com/ERFPCommTools



Website Survey

Feedback on:

1. User structure (internal)
2. Visiting habits
3. Accessibility
4. Perceived website focus
5. Website structure and design
6. Website improvement
7. Communication tools
8. Intranet area



ERFP Website Survey

Dear National Coordinator/ National Focal Point,
Dear members of the ERFP Working groups and Task Forces,

One of the objectives of the Ad hoc action: Development of the ERFP Communication tools is restructuring, modernizing and improving the ERFP Website.

To achieve this, the Secretariat organizes this survey to assess the current utilization of ERFP Website and to investigate possible improvements, based on your experience and interest. Your answers and contribution to this survey are highly appreciated.

The deadline for completing the survey is 28 February 2017.
The survey takes about 5 minutes to complete.

Kind regards,
ERFP Secretariat

* Required

Email address *

Your email

NEXT

Never submit passwords through Google Forms.

Page 1 of 10

In total 26 questions.

Takes about 5 minutes to complete.

report: goo.gl/n784Lv

May 1st 2017 – 35 responses.



Visitor Structure

etracker survey

1. User structure

(internal and external)



ERFP has recently set out to restructure its webpage, therefore we would like to know your affiliation, so we can tailor the site to better suit your needs in the future.

Please check all that apply!

- National Coordinator
- National Focal Point
- Working Group member
- Task Force member
- Ad hoc action participant
- Manager of Animal Genetic Resources

- Policymaker
- Academia
- Student
- Media/Journalist
- Other

>



Welcome to [http://www.rfp-europe.org!](http://www.rfp-europe.org)

Dear visitor of the ERFP website,

ERFP has recently set out to restructure its webpage, therefore we would like to know your affiliation, so we can tailor the site to better suit your needs in the future.

Best regards
ERFP Secretariat

[Yes](#) [No](#)

To participate, please click on 'Yes'. Depending on the browser you are using the survey will open either directly or in the background. Clicking on 'No' will close this window.

Copyright © 2017 etracker GmbH

[Data protection](#)

@ www.rfp-europe.org

Web analytics

etracker tool:

1. Detailed visitor statistics

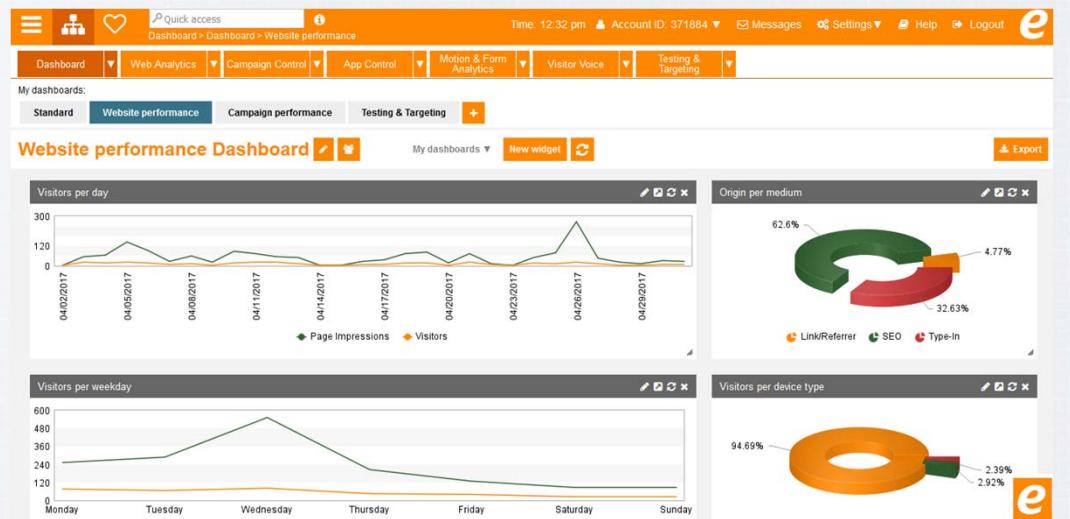
2. Origin per medium (sources)

3. Searched keywords

4. Entry and exit pages

5. Visitor behaviour

and Click paths

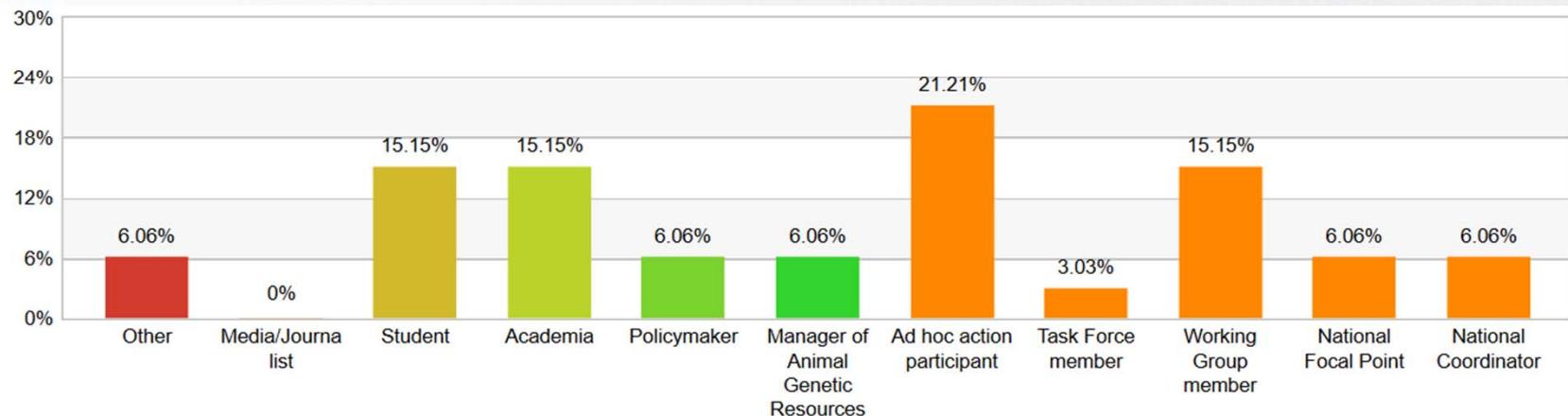


Key feedback

1. User structure

internal: > 75% NC, NFP; > 65% WG; >20% TF; >15 % AhA; >10 % others

external: not a lot of external traffic on the current site



In 2016, 62% of visitors were from Europe, 20% from N America, 9% from Asia and ME.

93% of website visitors accessed the website through a desktop device.

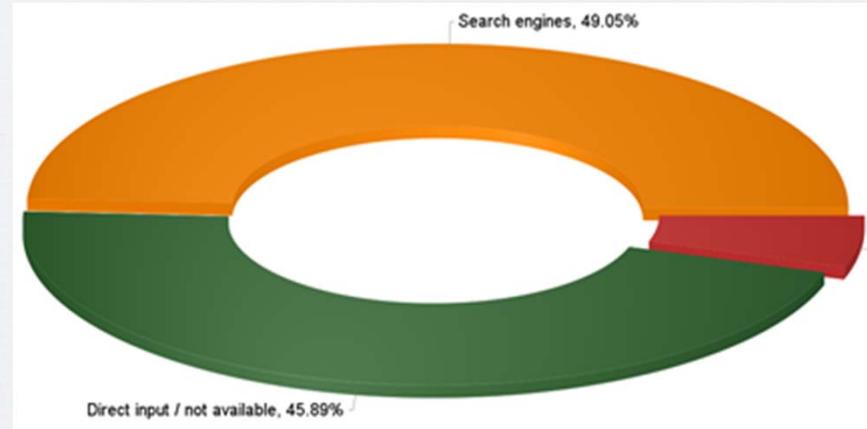
Key feedback

2. Visiting habits

60% of users visit the site at least once a month, mostly before various meetings / GA.

Almost half of users use a direct link for entering the ERFP website (most probably bookmarks).

Google (92%) is the preferred search engine.



Top entry and exit pages are home and List of National Coordinators.

The average viewing time per page on the ERFP website is 55 seconds.

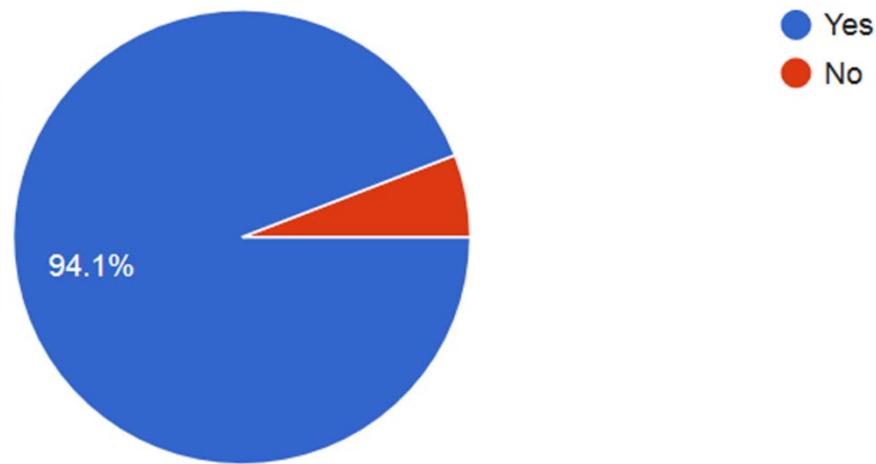
Top searched phrases in 2016: **ERFP (25%) and European Regional Focal Point /+ for Animal Genetic Resources (41.4%)**; from 2011-2016 also: **Animal resources in/of Europe** (last visit through this search was in 2014, however ERFP is still on the second page in Google).

Key feedback

3. Perceived website focus

9. Do you agree, that besides enabling efficient work and good information exchange within ERFP bodies, the goal of the ERFP website is also to showcase the work of ERFP to the scientific community, policymakers and general public?

(25 responses)



Ranked target audience (order of importance):

NCs > WG/TF > Managers of AnGR >
Scientists > Policymakers > Media >
General public

4. Website structure and design

Users assess, that the current website is easy to use and that it meets their needs (70%).

5. Website improvement

Most like to see improved:

63% Design

51% Content

46% Structure

29% Navigation

7. Intranet area

71% respondents do not use the intranet area.



European Regional Focal Point for Animal Genetic Resources

[www.animalgeneticresource
s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

ERFP website modernisation

concept and presentation of the website mock-up



ERFP website modernisation

for details refer to report: tinyurl.com/ERFPCommTools

Inputs

- website survey, visitor structure, web analytics,
- ERFP ToR, AhA EUGENA report, drafted communication strategy
- meetings: AhA Comm Tools (14–15 Mar 2017), WG Doc & Info, WG Ex situ (3–4 May 2017)

Targeted external audiences

- Managers of AnGr
- Scientists
- Policy makers
- NGOs and CSOs

Domain

the modernised website will be available at
animalgeneticresources.net

(old domain will remain active for some time)





ERFP website modernisation goals

for details refer to report: tinyurl.com/ERFPCommTools

Modernise the appearance and technical capability of the website

e.g. multimedia support, search engine optimisation, responsive design

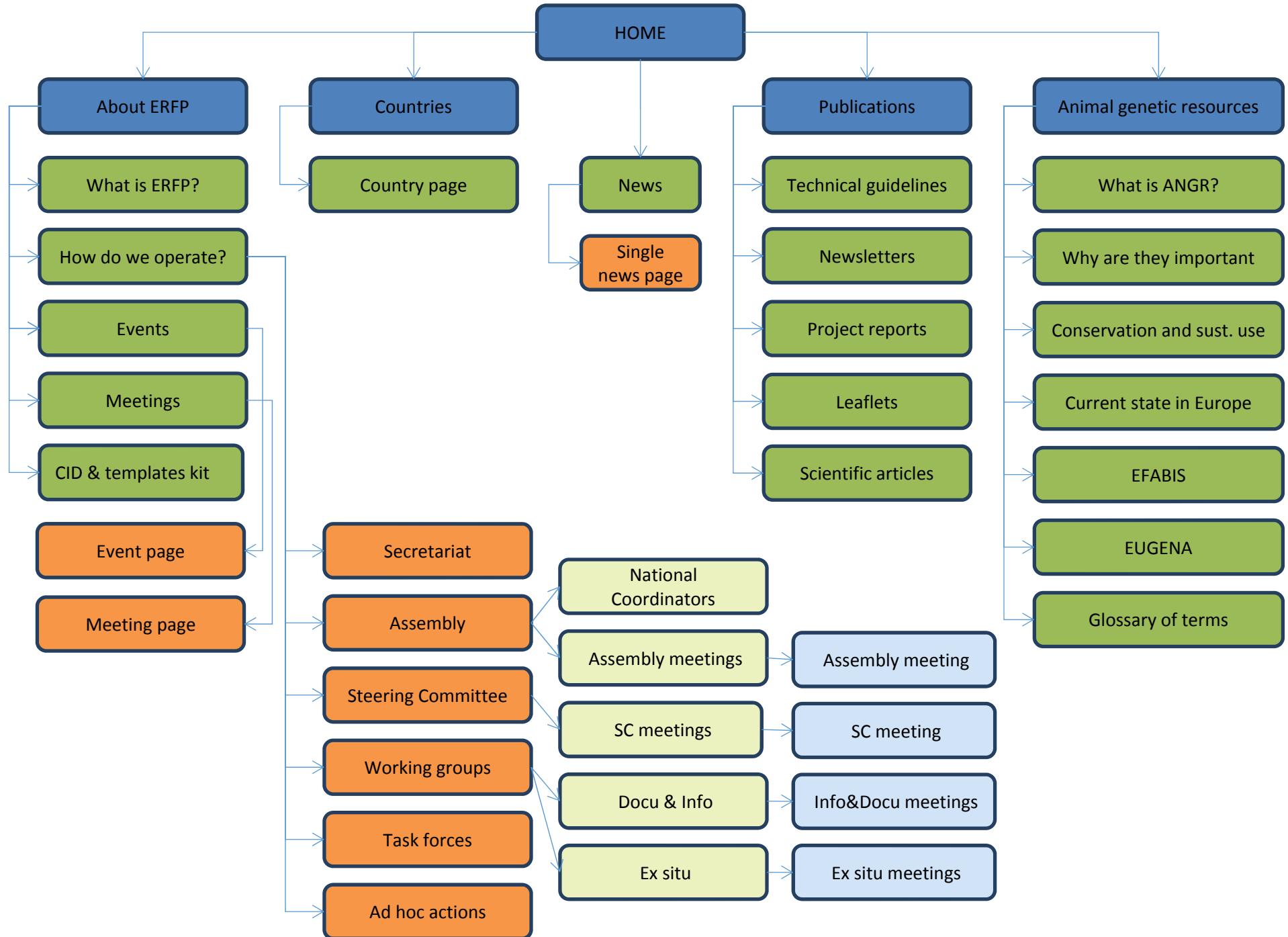
For internal users - maintain the existing structure and enhance functionality

- revise and optimise existing structure
- revise existing content and provide an archive section
- intranet does not appear to be required
- include additional content to support efficient work of ERFP

External visitors - showcase the work of ERFP to the wider public

- new contents (general section on European animal genetic resources).







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[www.animalgeneticresource
s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

Website mockup



European Regional Focal Point for Animal Genetic Resources

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s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

Entry page



European Regional Focal Point for Animal Genetic Resources

Regional platform for the support of management, conservation and sustainable use of animal genetic resources

[About ERFP](#)[Countries](#)[Publications](#)[Animal genetic resources](#)

Topics in focus

[More news](#)

08.08.2017

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus enim justo, pretium vitae bibendum in, tristique eget lectus...

[More >](#)

08.08.2017

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[More >](#)

Events

[Other events](#)**10**
FEB

Nullam rutrum nisl vitae auctor tincidunt.

[More >](#)**10**
FEB

Cras nec accumsan neque.

[More >](#)**10**
FEB

Etiam sodales efficitur finibus. Nulla dictum tincidunt ipsum

[More >](#)**10**
FEB

Nullam rutrum nisl vitae auctor tincidunt.

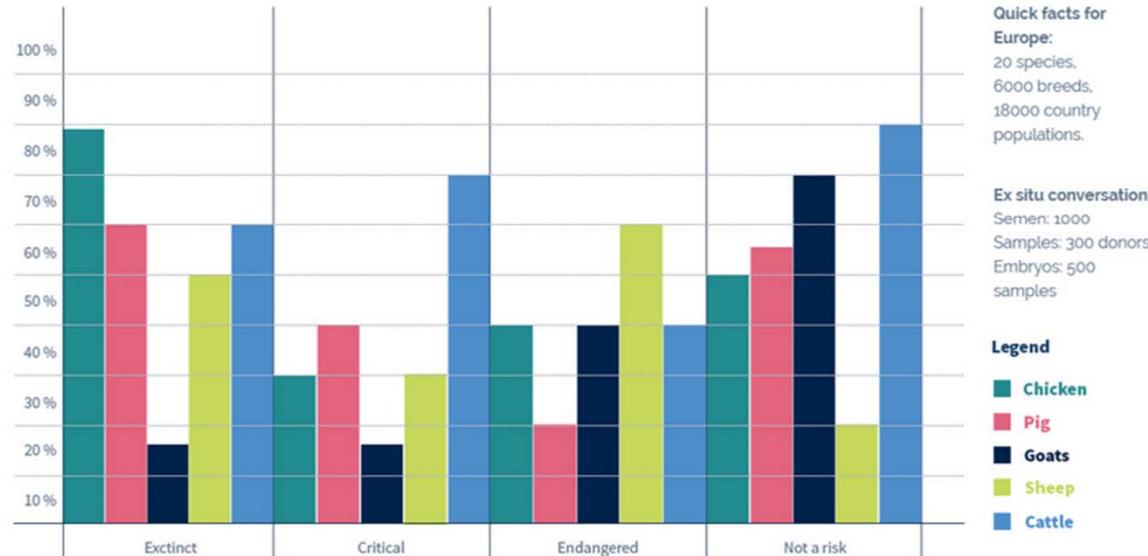
[More >](#)

Featured publications

[See publications >](#)

State of Animal Genetic Resources in Europe

State of Animal Genetic Resources in Europe



Quick facts for Europe:
20 species,
6000 breeds,
18000 country populations.

Ex situ conservation:
Semen: 1000
Samples: 300 donors.
Embryos: 500 samples

Legend

- Chicken
- Pig
- Goats
- Sheep
- Cattle



Eugena

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum condimentum sem molestie, scelerisque lacus in, iaculis nulla. Interdum et malesuada fames ac ante ipsum primis in faucibus. Fusce pulvinar libero leo.

[More >](#)



Efabis

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[More >](#)

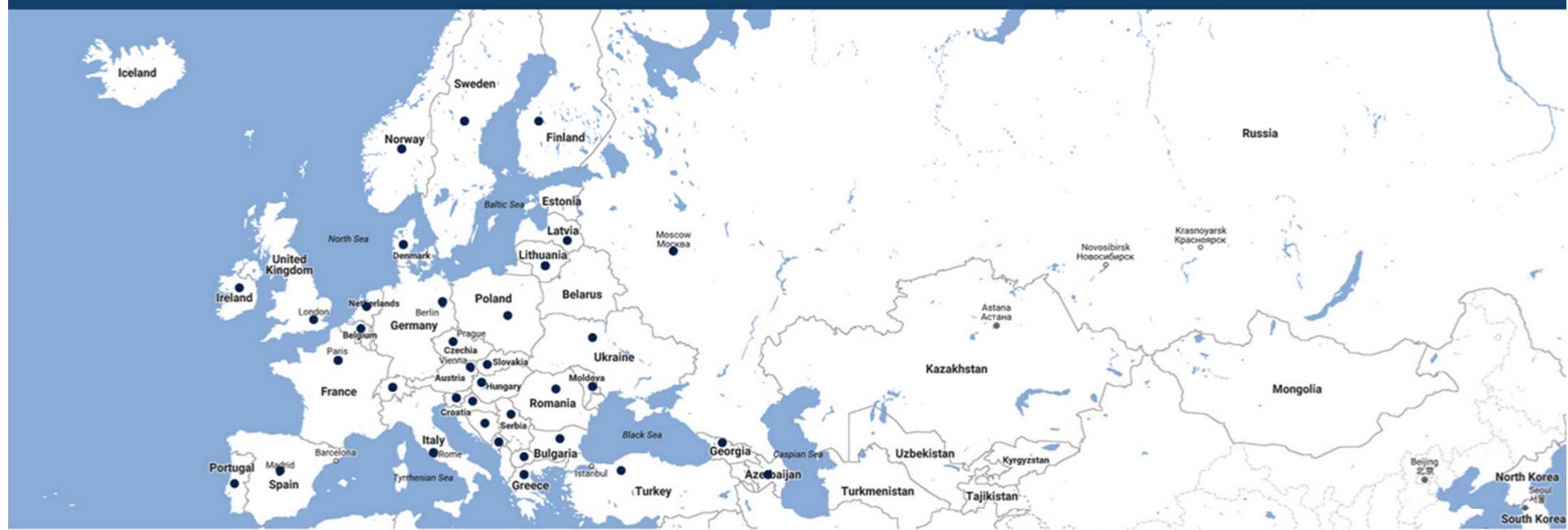
45 Countries - map of National Coordinators

[More >](#)



45 Countries - map of National Coordinators

[More >](#)



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Duis euismod risus lacus, et efficitur sapien cursus id. Aliquam faucibus metus fringilla ante consectetur.

Your e-mail....

[Send >](#)



The European Regional Focal Point for Animal Genetic Resources (ERFP) is the regional platform to support the in situ and ex situ conservation and sustainable use of animal genetic resources (AnGR) and to facilitate the implementation of FAO's Global Plan of Action for AnGR.

QUICK LINKS

- > [ERFP Assembly](#)
- > [Working groups](#)
- > [Task forces](#)
- > [Ad hoc actions](#)

CONTACT

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SLOVENIA
 ERFP_Secretariat@bf.uni-lj.si



European Regional Focal Point for Animal Genetic Resources

[www.animalgeneticresource
s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

Countries



Home > [Countries](#)

Austria

National Coordinator of AUSTRIA
Federal Ministry of Agriculture, Forestry, Environment and Water Management
Institute for Organic Agriculture and Biodiversity
Austrasse 10
AT-4601 Wels-Thalheim
Austria

📞 +43 7242 470 1122

📠 +43 7242 470 1115

✉️ beate.berger(at)raumberg-gumpenstein.at

List of breeds

A total of 280 genetic conservation units have been established in Austria for the following species:

Abies alba (75)	Fraxinus ornus (1)	Prunus avium (1)
Acer pseudoplatanus (22)	Larix decidua (78)	Quercus cerris (2)
Alnus glutinosa (1)	Ostrya carpinifolia (2)	Quercus petraea (12)
Alnus incana (4)	Picea abies (164)	Quercus robur (12)
Betula pubescens (1)	Pinus cembra (32)	Sorbus domestica (1)
Carpinus betulus (4)	Pinus mugo (4)	Sorbus torminalis (3)
Castanea sativa (2)	Pinus mugo (4)	Taxus baccata (30)
Fagus sylvatica (78)	Pinus nigra (3)	Tilia cordata (7)
Fraxinus excelsior (5)	Pinus sylvestris (26)	Tilia platyphyllos (8)
		Ulmus glabra (6)

Last publications



Proper way of supports for endangered livestock breeds - SUBSIBREED

project coordinator: Drago Kompan, NC Slovenia

project duration: 2010-2014

[Project Information >](#)



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[www.animalgeneticresource
s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

Publications



[Home](#) > [Publications](#) > [Project reports](#)

ERFP Projects

Following the decision of the Assembly of National Coordinators during the 15th ERFP Annual Workshop in Barcelona, 2009, the ERFP secretariat launched the 8th and final ERFP Call for Action. Including this 8th Call for Action the ERFP has given a financial support to a total of 24 projects. ERFP will no longer launch a Call for Action but financially support projects as Ad hoc Actions, where appropriate.

Search...



Proper way of supports for endangered livestock breeds - SUBSIBREED

project coordinator: Drago Kompan, NC Slovenia

project duration: 2010-2014

[Project Information >](#)



Characterization of the indigenous and improved Podolic cattle breeds and identification of threats for extinction in global challenge

project coordinator: Tamás Szobolevszki, NC Hungary

project duration: 2009-2011

[Project Information >](#)



Workshop: Monitoring for Future Effective Management of Animal Genetic Resources in the Caucasus Region and Kazakhstan

Publications

[Technical guidelines](#)

[Newsletters](#)

[Project reports](#)

[Leaflets](#)

[Scientific articles](#)

Quick links

- > [Lorem ipsum dolor sit amet](#)
- > [Lorem ipsum dolor sit amet](#)
- > [Morbi luctus lacus a dui consectetur tempor](#)
- > [Lorem ipsum dolor sit amet](#)
- > [Proin eget lorem sed ipsum pretium tempor](#)
- > [Lorem ipsum dolor sit amet](#)



Workshop: Monitoring for Future Effective Management of Animal Genetic Resources in the Caucasus Region and Kazakhstan

project coordinator: Drago Kompan, NC Slovenia

project duration: 2010-2014

[Project Information >](#)



Saving a nearly forgotten breed, the Murinsulaner

project coordinator: Drago Kompan, NC Slovenia

project duration: 2010-2014

[Project Information >](#)



Improvement of the existing ERFP communication and co-ordination infrastructure (ICCI)

project coordinator: Andreas Georgoudis, NC Greece

project duration: since 2006

[Project Information >](#)

1 2 3

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Duis euismod risus lacus, et efficitur sapien cursus id. Aliquam faucibus metus fringilla ante consectetur.

Your e-mail....

[Send >](#)

ERFP

The European Regional Focal Point for Animal Genetic Resources (ERFP) is the regional platform to support the in situ and ex situ conservation and sustainable use of animal genetic resources (AnGR) and to facilitate the

QUICK LINKS

- > [ERFP Assembly](#)
- > [Working groups](#)
- > [Task forces](#)

CONTACT

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Biotechnical Faculty
Department of Animal Science
Jamnikarjeva 101



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www.rfp-europe.org

Joining forces for safeguarding livestock diversity

ERFP slogan proposal



European Regional Focal Point for Animal Genetic Resources

[www.animalgeneticresource
s.net](http://www.animalgeneticresource.s.net)
www.rfp-europe.org

Roadmap to completion

collaboration



Roadmap

*contractor

end of 2017

beginning of 2018

structure & design*

programming*

testing

launch

define data (WG I&D)

revise content (with WG I&D)

ERFP communication group

novel content (editor)

transfer / input





Roles and responsibilities for website maintenance

Collaboration

- Collaboration of NCs, WG, TF and other ERFP bodies – revising and providing content.

Communication group

- It is recommended, that ERFP sets up a small **Communication group** with independent budget:
 - editor/s (native speaker of English, and possibly a Russian speaker)
 - communication expert
 - WG Doc&Info member
 - Secretariat
 - ...
- General editing and such can be provided by basic users.





Contractor	1	2	3	4	5	6	7
Content management system	CUSTOM	CUSTOM	WORDPRESS	TYPO3	TYPO 3	WORDPRESS	SilverStripe
Basic features	responsive design, e-mail address masking, visitor analytics, search optimisation, news						
Included additional features	event calendar, intranet	google maps	editable subpages, mailchimp, event calendar, internal search, google maps, weather	not specified	not specified	not specified	not specified
Logo and document templates			650 €				
Webpage design		197 €	900 €	500-1000 €	250 €	150 €	3.105 €
Basic programming		890 €	1.700 €	500 €	800 €	450 €	3.000 €
Additional programming			1.525 €				375 €
Development – flat rate	1.890 €						
Contents transfer	190 €		12€/h	1.000 €	5.736 €	2.895 €	
Server upload		16 €	150 €				
Hosting / year	150 €	66 €			40 €	40 €	480 €
Maintenance		12 m. guar.		600 €	2.160 €	1.440 €	720 €
Second language			300 €				
Total	2.230 €	1.169 €	5.225 €	2.850 €	8.986 €	4.975 €	7.680 €
with VAT	2.721 €	1.426 €	6.375 €	3.477 €	10.963 €	6.070 €	9.370 €



ERFP

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