

ERFP Communication activities


Coralie Danchin
ERFP
2023 Joint WG




European Regional Focal Point
for Animal Genetic Resources



1



European Regional Focal Point for Animal Genetic Resources

www.animalgeneticresources.net

Logistic issues

Reimbursement rules

- Travel reimbursement only for WG experts or their replacement notified by the National Coordinator
- Reimbursements are following ToR to be found on the ERFP website
- Observers participate at their own expenses
- Monday and Tuesday lunches paid by ERFP (= no other meals can be reimbursed)


Group picture: before lunch break

Afternoon joint session with H2020 SMARTER project

Late open session: AnGR strategy, EURC EAB + INTERBULL

ERFP Secretariat

2



European Regional Focal Point for Animal Genetic Resources


www.animalgeneticresources.net


Communication


Collaboration with Alcandora

since July 1st 2019

- Facebook, Instagram and Twitter

[@EFPAnGR](#)  12,995 followers

[@ERFPAnGR](#)  About 200 followers


[erfp_animalgenetics](#)  261 followers

Input = **your** information + research from the secretariat

Social media report by Alcandora presented at the GA

- [Flyer](#) / [Short video](#)

ERFP Secretariat



3



European Regional Focal Point for Animal Genetic Resources

www.animalgeneticresources.net

Communication

GENRES journal

<https://www.genresj.org/>

- Outcome of the H2020 GenRes Bridge project
- Management by the ECPGR Secretariat
- Open access and Peer reviewed
- **Since 2019 =20 Articles relevant for AnGR , including 4 cross domain**

Including authors from the ERFP network:

Christina Ligda (Greece)

Mervi Honkatukia (Nordgen)

Jan Tomka (Slovakia)

Nina Svartedal (Norway)

Peer Berg (Norway)

ERFP Secretariat



4



European Regional Focal Point for Animal Genetic Resources

www.animalgeneticresources.net

Communication

GENRES journal



Genetic Resources

Editorial team AnGR:

- Peer Berg ([Norwegian University of Life Sciences](#), Norway)
- Grégoire Leroy ([Animal Genetics, FAO](#), Italy)
- Richard Osei-Amponsah ([University of Ghana](#), Ghana)
- Enrico Sturaro ([University of Padova](#), Italy)
- Etienne Verrier ([AgroParisTech](#), France)

ERFP involvement

- Finding editor board members => **anyone interested ?**
- Funding in 2023 = 10,000 €

ERFP Secretariat

5



European Regional Focal Point for Animal Genetic Resources

www.animalgeneticresources.net

Communication


GENRES journal



WANTED ! Articles

ERFP Secretariat

6



European Regional Focal Point for Animal Genetic Resources

www.animalgeneticresources.net

Communication

Node manager – Zhivko Ducheve

Proper functioning of European Information Systems related to the conservation and sustainable use of AnGR

- European Farm Animal Biodiversity Information System (EFABIS) and its direct link to DAD-IS (FAO)
- Gene bank databases / TF
- Website of the European Genebank Network for Animal Genetic Resources (EUGENA) - <https://eugena-erfp.net/en/>
- Database and portal developed by the EU Horizon 2020 project IMAGE

ERFP Secretariat

7



European Regional Focal Point for Animal Genetic Resources


www.animalgeneticresources.net

Communication

- **ERFP website -**
<https://www.animalgeneticresources.net/>
Tips / Events
On the front page = events to come
Passed events: click on « Other events »
- **ERFP Newsletter**
First edition in 10 years released last December

ERFP Secretariat

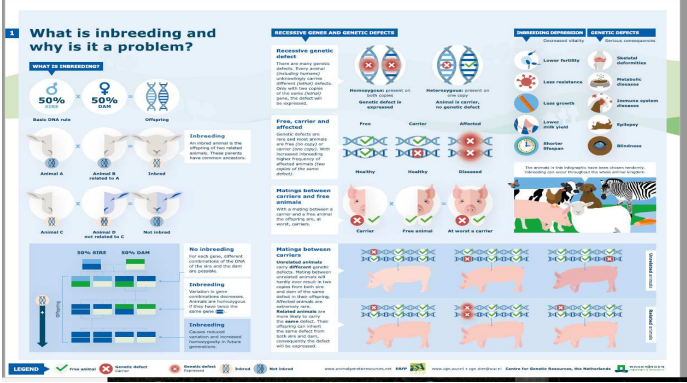
8




European Regional Focal Point for Animal Genetic Resources

www.animalgeneticresources.net

Communication Infographics AHA



ERFP Secretariat



European Regional Focal Point for Animal Genetic Resources

www.animalgeneticresources.net

We have an orphan... AD HOC ACTION FOR COMMUNICATION

- **GENERAL GOAL:**
IMPROVEMENT OF THE COMMUNICATION STRATEGY
- **Specific objectives**
 - ✓ Analysis and assessment of the the current communication activities and follow up the strategy according to the MYPOW
 - ✓ Proposal of actions and contents for website and social media (flyer, newsletter, brochures)
 - ✓ Proposal of tools and networking activities looking for stakeholders, influencers and entities of interest for synergies and engagement

ERFP Secretariat