Horizon 2020 Programme

INFRAIA-02-2017 Integrating Activities for Starting Communities



SmartCow: an integrated infrastructure for increased research capability and innovation in the European cattle sector



an integrated infrastructure for increased research capability and innovation in the European cattle sector

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		Florence MACHEREZ	
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EXECUTIVE SUMMARY

Background	No background
Objectives	The Dissemination and Exploitation Plan (DEP, D4.1) is a strategic document and a guide for all dissemination and exploitation actions. Its objective is to identify and organize the activities to be performed in order to promote the exploitation of projects' results and the widest dissemination and communication of the knowledge obtained within the project. The MS33, foreseen at month 30, but produced at M34 is the second update and an actualization of the D4.1.
Methods	The first version of the DEP has been established by EAAP and IDELE based on a careful analysis of the DoA, and of a consultation of all project partners and of the Stakeholders' platform. This first version was highlighting the key actions for the first 18 months. The updates are based on the same methods and examine if these key actions have been achieved, and which modifications ought eventually to be inserted in the DEP. The DEP will be further updated at month 42.
Results & implications	 Outputs: A communication package, public website, e-newsletters, press release, leaflet, poster; Strong engagement of stakeholders from national and European industry, advisory bodies and farmer's organizations; relevance of priority topics for training, study tours and TNA calls; workshops; Peer-reviewed publications, poster and presentation in European and international conferences; Training courses and study tours. Outcomes: Timely and targeted dissemination of projects results; Exploitation of project results.



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1 Introduction

The dissemination and exploitation plan for SmartCow (D4.1) was agreed by project partners at month 3, updated at month 18, and at month 30 (with the present document) and will be further updated at month 42. The Dissemination and the Exploitation Plan (DEP) is a strategic document and a guide for all dissemination and exploitation actions. Regarding each major project result, the DEP identifies the potential users, the dissemination strategy, the potential use/exploitation and the impacted area. The dissemination and exploitation plans were developed in cooperation with the Stakeholder Platform, being a guide for project partners to contribute to maximizing SmartCow impact. Key actions for the last 12 months are reviewed with the present document to assess if they have been implemented and have achieved the expected results. Moreover, key actions for the period M30-42 have been identified.

2 Objectives of the project

SmartCow integrates key European cattle research infrastructures to promote their coordinated use and development and thereby help the European cattle sector face the challenge of sustainable production. Covering all the relevant scientific fields and the diversity of cattle types and production systems, SmartCow provides the academic and private research communities with easy access to high quality services and resources.

The main objectives of SmartCow are remained unchanged, in a nutshell:

- 1. At the networking level, SmartCow allows better use of existing research infrastructures (RIs) and stimulates collaboration across research fields, production systems and national borders;
- 2. At the joint research level, the project improves the quality, ethics and cost/benefit ratio of experimental services provided by SmartCow RIs;
- 3. At the transnational access level, SmartCow promotes key EU cattle experimental facilities and expertise.

WP4 aims at fostering innovation through ensuring the communication and effective take-up of SmartCow results and new knowledge by stakeholders and the scientific community.

To reach this aim, in D4.1 it was set up a clear strategy for the dissemination and exploitation of project outcomes and developed efficient communication tools adapted to various audiences.

The strategy identified/created:

- A variety of tools used for disseminating and facilitating the exploitation of the results (for further
 information please see a table which in section 2 of the D4.1);
- The type of audiences which are aimed in the dissemination strategy (for further information please see a table which in section 2 of the D4.1);
- A Stakeholders' Platform to foster engagement in TNA activities and knowledge transfer.

Moreover, the objective of the DEP was to identify and organize the activities to be performed in order to promote the exploitation of projects' results and the widest dissemination and communication of the knowledge obtained within the project. The objectives remain unchanged.



3 Report on M18-M30 - Plan M30-M42

Here below are listed the key actions foreseen for months M1-M30 and their relevant status, as well as the key actions planned for the period M30-M42.

More information on results/outputs of M1-M30 activities can be found in the periodic report.

3.1 Task 4.1 Dissemination strategy and tools

Leader: EAAP, Riccardo Carelli and Marlène Sciarretta

Involved partners: IDELE, all partners

Objectives

The objective of task 4.1 is to set up and update regularly the project dissemination and exploitation plan and was to establish efficient communication tools to disseminate SmartCow information and results.

Key actions during the first 30 months and their realization

- Set-up of the DEP: who: EAAP; deadlines: M3 –April 2018; status: Achieved at M4 (See D4.1).
 - o 1st Update of the DEP foreseen at M18 and delivered M21 (October 2019).
- Creation of SmartCow website: who: EAAP (deadline M6, online since July 2018).
 - Maintenance and updating of SmartCow website: who: EAAP, continuously M4-M30;
 - o Total visits 112.580 up to 31st October 2020.
- Development of SmartCow graphic identity and communication package (logo, template for PPT presentations, leaflet and poster): who: EAAP; deadline: M6 –July 2018; status: Achieved at M6 (See D4.2).
- Publication of SmartCow newsletters, **who**: EAAP, all partners; **status**: issues n. 1, 2, 3 and 4 published in September 2018, April and September 2019, and April 2020, with a total of 23 articles provided by partners (Milestones MS35 and MS36).
 - SmartCow Newsletter: 194 subscribers
- Creation of SmartCow accounts on social networks (Twitter, Facebook): who: EAAP; deadline: M6
 July 2018; status: Achieved at M9 (Facebook), M10 (Twitter).
 - Updating of SmartCow accounts on social networks. who: EAAP, continuously M4-M30.
 - Facebook account online since October 2018: 71 posts, 277 Likes (Followers 294)
 - o Twitter account online since November 2018: 61 tweets, 311 Followers
- Create press releases for major SmartCow events and achievements: **who**: inputs from all partners; **status**: Achieved at M5 and M13.
- Active participation to the Common Dissemination Booster Fitter Livestock Farming activities, who: EAAP, IDELE, INRAE and involved partners; status: Achieved:
 - Participation to the elaboration of joint dissemination tools of CDB (poster, leaflet, tweets, and video).
 - Participation to the joint events organized by the CDB (Gent 28th August 2019, Brussels 6th November 2019).





- Contacting the different focus groups of the EIP Agri and promoting SmartCow among them. The
 participants of six focus groups have been contacted as a group, and individually: "Animal
 husbandry", "Dairy production systems", "Genetic resources", "Livestock emissions", Organic
 farming" and "Precision farming".
- Realization of a communication video on SmartCow in September 2020 targeting the general public with a total of 305 visualizations: (see: https://www.youtube.com/watch?v=sMf_VxyASnA&feature=emb_logo&ab_channel=EaapChannel)

Actions during the next twelve months (M30 – M42)

- 2nd update of the DEP Dissemination and Exploitation Plan, due at M30, Delayed to Nov. 2020.
- Publication of SmartCow Newsletters n. 5 (November 2020), 6 (April 2021), 7 (October 2021) and 8 (January 2022);
- Helping to identify new partners in Eastern Europe, Scandinavia et Southern Europe in order both, to extend the project at step 2, and to stimulate new TNA proposals in these countries, in accordance with the reviewers' advices at M18.

3.2 Task 4.2 Stakeholders engagement and technology transfer

Leader: Florence Macherez (IDELE)

Involved partners: All partners

Objectives

The objective of task 4.2 was to install the Stakeholder Platform and extend its setup in the governance structure, coordinate its relationships with the SmartCow consortium and ensure stakeholders' engagement and contribution to the steering of transnational access activities and dissemination of SmartCow methods and results.

The mission of the SP is to:

- Ensure relevance of project activities for stakeholders, notably by expressing their needs in terms of technology development and services and contribute to steering priority topics for the calls for transnational access (link with WP2), dissemination plan, trainings, study tours (link with task 4.4);
- Engage in TNA calls by submitting proposals, in trainings and study tours, thus contributing to project results' uptake among value chains;
- Support the project dissemination, notably by promoting access to the RIs, to harmonized methodologies, results and best practices among European stakeholders.
- Present recommendations and standards to policy makers.

Key actions during the first 30 months and their realization

Installation of the European Stakeholder Platform (List of potential benefits brought by SmartCow for stakeholders, invitation of stakeholders, finalization of the list up to around 15 stakeholders, setting up a standard agenda for meetings, having secrecy agreements filled out, meeting held, report, communication), Three meetings of the European stakeholder platform in Brussels; who: IDELE, all partners; where: Brussels, Brussels, remote meeting; deadline: M5 - June 2018, M17 – June 2019, M29 – June 2020; status: Achieved;





- Production of a database of national stakeholders used to invite stakeholders during stakeholders'
 workshops and to promote application to TNA calls, trainings and study tours; who: IDELE, all
 partners; deadline: M12 -January 2019; status: Achieved;
- Achievement of 3 national stakeholders workshops; **who**: IDELE, SRUC, INIA, all partners; **where**: France, Scotland, Spain, ; **when**: M1, January 2018 at kick off meeting, M12 -January 2019 at first annual meeting, M16 May 2019; **status**: achieved;
- Planning and organization of 7 national stakeholders' workshops; who: Aarhus University, FNB Leibniz, WUR, CRA-W, Teagasc, IDELE; where: Denmark, Germany, Netherlands, Belgium, Ireland, France, France; when: M24 and further; status: on-going;
- Organization of 1 international workshop at EAAP Annual Meeting 2018, Dubrovnik, Croatia, 27th

 31st August 2018; who: INRA & IDELE; when: M7 August 2018; where: Prague, Czech Republic; deadline: M7 August 2018; status: Achieved;
- Introduction of SmartCow to stakeholders during the GenTORE stakeholders' session of the EAAP
 Annual Meeting on Aug. 28th, 2018, Dubrovnik, Croatia; deadline: M7 August 2018; status:
 Achieved;
- Creation and update of content for the Stakeholders section of the website and production of a flyer to be printed for events, entitled: "Get involved as stakeholder"; who: IDELE, EAAP; when: M14 March 2019; M18 July 2019; M24, March 2020; status: Achieved.
- Regular updates of a database of national stakeholders used to invite stakeholders during stakeholders' workshops and to apply to TNA calls; who: IDELE, all partners; deadline: M34 -November 2020;
- Organization of a European Stakeholders workshop jointly with Common Dissemination Booster Fitter Livestock Farming (cluster of 6 projects) and Animal Task Force, on Nov. 6th, 2019, afternoon (half a day) in Brussels; who: IDELE, EAAP, INRA; when: M22 - November 2019; where: Brussels; status: Achieved;

Key actions during the next 12 months (M30 – M42):

- Planning and organization of 7 national stakeholders' workshops; who: Aarhus University, FNB Leibniz, WUR, CRA-W, Teagasc, IDELE; where: Denmark, Germany, Netherlands, Belgium, Ireland, France, France; when: M24 and further; status: on-going;
- Organization of a special stakeholder's workshop with NGOs; **who**: IDELE, INRAE, all partners; **where**: remote; **when**: M24 and further; **status**: on-going;
- Organization of a fourth meeting of the European stakeholder platform in Brussels; who: IDELE, all partners; where: Brussels; deadline: M41 – June 2021; status: on-going

3.3 Task 4.3 Dissemination to the scientific community

Leader: Andrea Rosati supported by Bernard Esmein (EAAP)

Involved partners: All partners

Objectives:

The objective of task 4.3 is to ensure the dissemination of SmartCow results to the scientific community.





Key actions during the first 30 months and their realization

Concerning the dissemination to the scientific community, the **deliverable D4.4 - 1st Report on scientific conferences** (February 2020) can be consulted as an additional information. The detail of the actions is the following:

- Sessions and presentations in international and national congresses
 - 2018:
- Dubrovnik: Organization of several SmartCow interventions during the 69th EAAP Annual Meeting, 27th – 31st August)
- **Clermont-Ferrand:** Participation to the 10th International Symposium on the Nutrition of Herbivores, 2nd 6th September
 - 2019:
- Prague: Participation in the ICAR Annual Conference 2019, Prague, 17th 21st June
- Edinburgh: BSAS annual conference, Edinburgh (April)
- **Ghent:** Several participations in 70th EAAP annual meeting (August)
 - First results of the mapping activities in WP1
 - The phenotyping offers of SmartCow (CDB session)
- Leipzig: ISRP (September), SmartCow's methodological and phenotyping activities
- Belo-Horizonte: Oral communication from WP6.1 at the ISEP (September)
- **Brussels:** SmartCow's results on climate mitigation at CDB & ATF conference: "What R&I can deliver to support climate mitigation and adaptation in livestock farming?" (6th November)
 - 2020

All the congresses planned in 2020 have been postponed or transformed into virtual meetings.

- Posters in international and national conferences
 - 2019
- Zaragoza: National Animal Science Meeting (May)
- Bern: At the 17th International Conference on Production Diseases in Farm Animals (June)
- **Ghent:** "Faecal-NIRS for predicting digestibility and intake in cattle: efficacy of two calibration strategies" (Andueza), EAAP
- Brussels: at CDB-ATF meeting (November)
 - **2020**

All the congresses planned in 2020 have been postponed or transformed into virtual meetings.

- o Booths (poster, flyers, TNA calls, training courses & stakeholders participation)
 - 2019
- **Ghent:** Booth in EAAP 2019 conference
- Prague: Booth at ICAR conference
 - 2020





All the congresses planned in 2020 have been postponed or transformed into virtual meetings.

- o CDB Fitter Livestock Farming (partnership with Gentore, Feed-a-gene, GPlusE, Image and Saphir)
 - 2019
- Setting up 2 workshops:
- **Ghent:** CDB session on "Burning issues in biodiversity: fitter livestock farms from better gene banks" (August)
- **Brussels:** CDB-ATF session on "What R&I can deliver to support climate mitigation and adaptation in livestock farming?" (November)

Key actions during the next 12 months (M30 – M42):

- 2020
- Participation to the 71st EAAP virtual meeting (1-4 December 2020), this meeting ought to have been organized in Porto beginning September 2020, has been transformed into a virtual meeting: for the virtual meeting one contribution of WP6 and a poster are planned, both from INRAE researchers.
 - 2021
- Workshop at "25th Virtual international francophone Congress 3R Rencontres autour des Recherches sur les Ruminants", This meeting ought to have been organized at the beginning of December 2020, and is being postponed to early 2021.
- Preparation of the one-day specific SmartCow session at the 72nd EAAP AM in Davos 30/8–3/9 2021).
 - The program will contain:
 - o Presentations of the main results of the project and the JRA, especially:
 - The inventory of European infrastructures and the interactive map
 - The book of methods
 - The cloud-based data platform
 - A selection of results from the TNA projects developed within SmartCow from the first, the second calls and the third calls.
 - 2022
- Planning of the project final conference which will be held in December 2021 or January 2022.

3.4 Task 4.4 Training and capacity building

Leader: Philippe Dumonthier (IDELE)

Involved partners: IDELE, EAAP, INRA, SRUC, FBN, AU, IRTA, CRA-W, Teagasc

The objective of task 4.4 is to transfer and ensure sustainability of the knowledge generated by the project and foster innovation by the means of e-learning, face-to-face courses and study tours targeting very specific and specialized actors.

Key actions during the first 30 months and their realization

- Catalogue and planning of training courses and study tours who: IDELE, inputs from all partners;
 deadline: M4 May 2018; status: Achieved;
- Organization of 1study tour; who: SRUC; when: M13 –February 2019; status: Achieved;
- Organization of 1study tour; who: INRAE; when: M20; status: Cancelled;





- Updating of the training courses and study tour catalogue, dissemination of this new catalogue; **who**: IDELE, inputs of all partners; **when**: M21; **status**: Achieved;
- Organization of 1 face to face course about "Respiration chamber and methane emission" **who**: IDELE and FBN; **when**: M21 **status**: Achieved;
- Organization of 1 face to face courses about "GSM to assess key phenotypes in ruminant nutrition"; **who**: IDELE and INRAE, **when**: M20 and 21; **status**: Achieved;
- Organization of 5 web conference courses about "Feed efficiency, methane emission and measurement techniques" **who**: IDELE, IRTA and SRUC **when**: M20 to M21; **status**: Achieved;
- Organization of 1 web conference course about "Validation and use of sensor outputs for
- recording animal behavior"; who: IDELE and AU; when: M27; status: Achieved;
- Organization of 2 face to face courses, 7 web conference courses and 1 study-tour; who: IDELE and the concerned partners; when: M19 to M31; status: Achieved

Key actions during the next 12 months (M30 - M42):

- Updating of the training courses and study tour offer on line, dissemination of this information;
 who: IDELE, inputs of all partners; when: M30 to M38, as the courses and study tours are planned
- Organization of 3 web conference courses and 2 real or virtual study-tours; **who**: IDELE and the concerned partners; **when**: M32 to M48.

4 The Management of Intellectual Property Rights (IPR)

Nothing has changed as regards this topic in relation with the initial version on the DEP.

5 Exploitation plan

The exploitation plan presented in the section 6 of the DEP (D4.1) hasn't been modified. As most of the results will appear only during the last year of the project's life, it is too early yet to know what the impact of the project in terms of exploitation will be.

Key actions during the first 30 months and their realization

- Promotion of three TNA calls via the dissemination tools, events, European Stakeholders platform and national stakeholders' database: who: EAAP, IDELE, All partners; deadline: M6 –July 2018; M15 –April 2019; M27 April 2020; status: Achieved;
- Promotion of the "Cloud-base data platform";
- Ethical guidelines for cattle trials to be followed in SmartCow TNA calls; who: SRUC; deadline M6
 April 2018; status: Achieved in September 2018;
- Promotion of an interactive map of national and regional cattle RIs across EU countries, especially
 among partners in Eastern Europe countries (in accordance with the reviewer's advices at M18);
 who: Teagasc, IDELE and EAAP; deadline: M12 –January 2019 for the initial map; status: Achieved;
- Promotion of the 2nd state of the Inventory of animal RIs and interactive map;





• Promotion of common guidelines, standards and experimental; **who**: INRAE; **deadline**: M18 –July 2019; **status**: Not achieved.

Key actions during the next 12 months (M30 - M42):

- Promotion of the fourth TNA call and results of different calls.
- Updating of the interactive map.

Conclusions

Some of the dissemination activities (mainly the participation to conferences) have been impacted by the pandemic, but all key actions highlighted for the first 30 months have been achieved.



Annex 1

Dissemination and stakeholder's engagement roadmap (set up for the 1st annual meeting)

	Tools	Newslet ters	Deliverabl es	Calls	Stakehol ders	Seminars , trainings	Results	Annua I meeti ngs
Februar y 2018					First National workshop February 19 th , 2018			Kick- off meetin g, INRA, Clerm ont- Ferran d, France
March 2018 April 2018			D4.1 Dissem and Expl Plan (M3) D2.1: Procedural Manuals (M3) D8.1 SmartCow manageme nt guidelines (M3)					
May 2018			D4.3 Catalogue & planning of training courses -					



				in cattle sector				T
				study tours (M4)				
June 2018	•	Logo		D8.2 SmartCow collaborati ve platform (M5)		1st European Stakehold ers Platform meeting		
July 2018	•	Webs ite Flyer Poste r		D4.2 Website online, & comm package (M6) ° D3.1 Data Manageme nt Plan (M6)	Launc h 1 st call			
August 2018			1st Newslet ter			SmartCo w Internatio nal Stakehold ers workshop and GenTORE stakehold ers' session at EAAP Annual Meeting, Dubrovni k	Session + booth Dubrovni k EAAP annual meeting	
Septem ber					Deadl ine 1st stage		Session ISNH 2018 Clermont	
2018							-Ferrand	
Octobe r 2018	•	Face book page		D1.1 Constructi on of an exhaustive				
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		e (M10)			
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region cattle across country (M12) D7.1 Guide for validate of sen output (M12) 2nd Newslet	RIS EU ries lines tion sor t			and technique, and interactive map	
ter	call				
		2 nd National workshop Mar. 5-6 th 2019 UK	1st Study tour, SRUC: Innovatio ns to improve feed efficiency, reduce GHG emissions and improve the welfare of beef cattle.		Annual meetin g, SRUC, UK
	Launc h 2 nd call				
		3 rd national stakehold ers workshop			
			national stakehold ers	national stakehold ers workshop	national stakehold ers workshop



				T	T _	T	
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M18							
July							
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M19					EAAP		
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August					ce Ghent		
2019					26-30		
2013					August,		
					joint CDB		
					session		
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Octobe r 2019				4 th National workshop , Oct. 2019, Clermont-Ferrand	2nd Study tour: INRA Herbipôl: A European Research Infrastruc ture on cattle in mountain grassland area. ° Training Course (TC) Resp chamb & methane emission FBN, 7- 8th October ° TC Gold standard methods to assess key phenotyp es in ruminant nutrition, INRA, 15-	



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Decem								
ber								
2019		Newslet	D2.2: TNA					
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lanuami			Evaluation					
January 2020			Report					
2020			(M24)					
			D4.4					
			Report on					
			scientific conference					
			s (M24)					
			D4.5					
			Report on					
			training					
			courses and study					
			tours					
			(M24)					
			D8.3					Annual
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y 2020			the					Germa
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June 2020				platform meeting, Brussels		
July 2020		wslet n°5				
M31						
August 2020						
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Septem ber 2020						
M33 Octobe				6 th National meeting,		
r 2020				WUR, Netherlan		



capability ai	nu innovation in the Europea	in cattle sector		 	
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M34		D7.3 Algorithms	7 th National		
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		algorithms produced)	2020		
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		Algorithms	National	improvemen 	meetin
May		for	meeting,	ts to	g,
2021		phenotypi	Denmark, Feb. 2021	recording of phenotypes	Aarhus
		ng cows (M40:	(back to	prieriotypes	, Denma
		checks of	back to		rk
		their	Annual		
		robustness	Meeting)		
)	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
	Newslet	D7.4			
M42	ter n°7	Relationshi			
July		p between			
2021		phenotype			
		s and			
		health,			
		welfare			



capability and innovation in the Europea	carrie sector	,
	and	
	efficiency	
	(M42)	
	D8.4	Ethical
M46	Report on	guidelines
	the	
Novem		specifically,
ber	progress in	for
2021	the	cattle trials
	implement	
	ation of 3R	
	principles	
	(M46)	
	D8.3	
M47	Review	
Decem	reports of	
	the	
ber 2021	Scientific	
2021	Advisory	
	Board	
	(M47)	
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Newslet	° D3.4	0
		lua a una cana a a
ter n°8	Precised/n	Improvemen
January	ew Animal	t of
2022	traits for	ontologies
	ATOL/EOL:	for bovine
	improvem	phenotypic
	ent of	traits and
	ATOL and	environment
	EOL	conditions
	ontologies	parameters.
	(M48)	
	° D4.4	° Refinement
	Report on	and
	scientific	standardizati
	conference	on of
	s (M48)	optimized
	° D4.5	methods for
	Report on	measuremen
	training	t of
	courses	dietary
	and study	nutrient uses
	tours (M48)	and gas



capability and innovation in the Europea			
	° D4.6		emissions by
	Report on		cattle.
	the		
	organizatio		° Standard
	n of the		guidelines
	final		for using the
	conference		most
	(M48)		promising
	° D5.1		proxies
	Optimised		of feed
	digestion		efficiency
	trial		and its
	protocols		components
	(M48)		in
	° D5.2		beef and
	Optimised		dairy cattle
	N balance		
	procedures		° New
	(M48)		methods
	° D5.3		reducing the
	Optimised		constraints
	methane		in
	emission		animal
	protocols		experimenta
	(M48)		tion
	° D6.1		
	Improvem		0
	ent of		Quantitative
	exiting		methods of
	equations		data analysis
	to predict		for
	animal		phenotyping
	feed		of
	efficiency(cattle based
	M48)		on
	° D6.2		behaviour
	Developme		(WP7)
	nt of new		
	equations		
	to predict		
	animal		
	feed		
	efficiency		
	(M48)		



D6.3			
Publication			
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standard			
guidelines			
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efficiency			
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nts in beef			
and dairy			
cattle			
(M48)			