
IMAGE

Innovative Management of Animal Genetic Resources

Grant Agreement Number: 677353

Horizon 2020 FRAMEWORK PROGRAMME

TOPIC: MANAGEMENT AND SUSTAINABLE USE OF GENETIC RESOURCES

Topic identifier: SFS-07b-2015

Type of Action: Research and Innovation Action (RIA)

DELIVERABLE D7.2

Deliverable title: Project flyer n°1

Abstract: A start-up brochure has been produced for distribution at meetings (30 copies are posted to each IMAGE participant and the pdf is sent to Advisory Board members). It contains information on project aims, activities and outcomes.

Due date of deliverable: Month 12

Actual submission date: Month 13

Start date of the project: March 1st, 2016

Duration: 48 months

Organisation name of lead contractor: ULisboa

Contributors: EFFAB

Dissemination level: PU

Revision N°: V1

Table of contents

Executive Summary	2
1. Annex 1: The 1 st Project Flyer.....	3

Executive Summary

<p>Background</p>	<p>This deliverable was aimed at providing the project with the publicity brochure, meant to describe the IMAGE project in terms of background, aims, structure of its components and general methodology, multi-actor approach, main expected outcomes, participating organisations and funding sources. It also informs the stakeholders of the website address and how they can contact the project to obtain further information via other social media channels.</p>
<p>Objectives</p>	<p>This deliverable is designed to disseminate IMAGE strategy and outputs within the EU and globally, in particular to developing countries both in Africa and South America, in the African Mediterranean and South American Partner Countries and additional European countries and the USA using Advisory Board representatives.</p>
<p>Methods</p>	<p>IMAGE's start-up brochure is designed as a tri-fold A4 document (size 21 x 29.7 cm), printed double sided. A specialized designer subcontractor has been appointed by EFFAB to finalize the layout. It will be used as a "presentation card" of the project and widely distributed whenever relevant, e.g. for scientific events, meetings with stakeholders or mass media.</p> <p>The due date of this deliverable was M12, but it was actually finalized in M13. Its submission was delayed because the version ready in M12 did not satisfy all the partners. Therefore we had to design new versions on which the entire Consortium could agree. It must be noted that this delay did not compromise the continuation of other tasks and therefore did not jeopardize further development of the project.</p>
<p>Results & implications</p>	<p>Its final format was decided by successive improvements of an originally proposed draft. The draft was presented and discussed upon during the 1st annual meeting. The brochure is initially printed in 850 copies and distributed to the project partners (each 30 copies). Furthermore, it is mailed to the project partners, Advisory Board and to the IMAGE stakeholder mailing list as a high-quality pdf suitable for commercial printers. This will enable partners to distribute the brochure at national and international events. Each partner is encouraged to identify all relevant targets to distribute the brochure, such as visiting scientists, participants to internal seminars or international events. It is also made available via the IMAGE website (www.imageh2020.eu) and different social media channels of IMAGE, EFFAB, FABRE-TP and other partner organisations in a reduced size pdf suitable for viewing on screen.</p>

1. Annex 1: The 1st Project Flyer

PARTNERS

Research Institutes/Universities

 Institut National de la Recherche Agronomique, France  Animal Production Research Institute, Egypt  Corporación Colombiana de Investigación Agropecuaria, Colombia  Ecole Polytechnique Federale de Lausanne, Switzerland  European Molecular Biology Laboratory, Germany  Friedrich Loeffler Institut, Germany  Georg-August-Universität, Germany  Haszonlat-gemgorzosi Kozpont, Hungary  Institut National de la Recherche Agronomique, Morocco  Scotland's Rural College, UK	 Instituto Nacional de Investigación y Tecnología Agraria y Alimentaria, Spain  Instituto Nacional de Tecnología Agropecuaria, Argentina  Stichting Dienst Landbouwkundig Onderzoek, the Netherlands  Szkola Główna Gospodarstwa Wiejskiego, Poland  Universidad Complutense de Madrid, Spain  Universidade de Lisboa, Portugal  Università Cattolica del Sacro Cuore, Italy  Universität fuer Bodenkultur Wien, Austria  The University of Edinburgh, UK  Wageningen University & Research, the Netherlands
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SME's and International Organisations

 Institut de l'élevage, France  Lohmann Tierzucht GmbH, Germany  Parco Tecnologico Padano S.R.L., Italy  European Forum of Farm Breeders, the Netherlands	 Food and Agriculture Organization (FAO), Italy  Nordiskt Genresurscenter, Sweden  SAVE Foundation, Switzerland  INRA Transfert S.A., France
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For more information on IMAGE visit our website
www.imageh2020.eu


 @imageh2020



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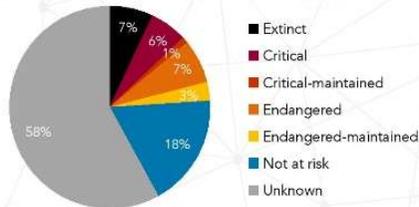



IMAGE aims to enhance the use of genetic collections and to upgrade animal gene bank management by further developing genomic methodologies, biotechnologies, and bioinformatics for a better knowledge and exploitation of animal genetic resources.

BACKGROUND AND AIMS

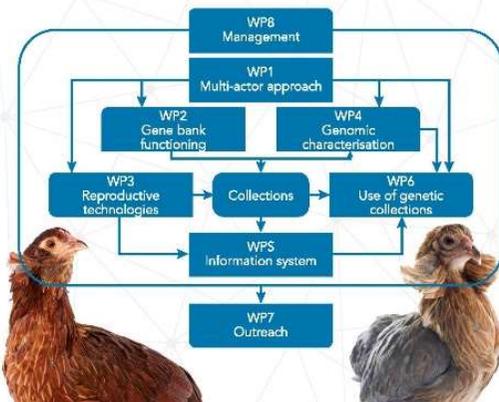
One fourth of domestic animal breeds are considered to be at risk of extinction. The Global Plan of Action for Animal Genetic Resources identified **conservation of animal genetic resources** as a "Strategic Priority Area" to be addressed.

Proportion of the world's breeds by risk status category (Source: FAO 2017)



Farm animal **gene banks** are important sources of genetic variation to ensure breeds' adaptability and capability to fulfil their role in food production under variable circumstances. Yet, cryobanks need to be better evaluated and exploited in breeding plans to face adaptation to climate change, to respond to unanticipated market changes and to improve resilience of farming systems by increasing the range of diversity available to farmers.

PROJECT STRUCTURE



EXPECTED ACHIEVEMENTS



IMAGE AT A GLANCE

"Innovative Management of Animal Genetic Resources" (IMAGE) is a EU-funded project of 4 years (2016-2020).

IMAGE is a comprehensive consortium with 28 partners from 18 countries, including 3 SMEs, 3 NGOs, FAO, 9 research institutions, 11 higher education and research, and INRA Transfert. 13 EU countries are involved, together with Switzerland and 4 non-European countries (Argentina, Colombia, Egypt and Morocco).



DIALOGUE FORUM

The IMAGE Dialogue Forum is a platform designed to involve all stakeholders in the discussion about the future management of farm animal gene banks.

Who should take part in the Dialogue Forum - and why?

