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PRIMA SCALA-MEDI

PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION IN THE MEDITERRANEAN AREA

Deliverable D9.5

Report on the communication to general public

Due date: 30/09/2025

Lead contractor: PPABIONUT

Partners involved: All SCALA-MEDI partners

Dissemination level: PU (public)

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1. Introduction

Communication with the general public has been a central component of the SCALA-MEDI project strategy. As a PRIMA-funded initiative, the project sought not only to generate high-quality scientific knowledge but also to actively disseminate its results to society, reaching farmers, breeders, students, policy-makers, and citizens throughout the Mediterranean region. Its communication activities were specifically designed to raise awareness about the importance of conserving Mediterranean livestock biodiversity, highlight the role of genomic and epigenomic tools in promoting sustainable breeding practices, emphasize climate change adaptation strategies for local breeds, and underline the socio-economic value of animal genetic resources.

2. Communication Objectives

The main objectives were to make scientific results accessible and understandable to non-specialist audiences, to promote awareness of local sheep and chicken genetic resources, and to highlight the strong Mediterranean collaboration among partner countries involved in the project. Additionally, the initiative aimed to encourage young researchers and students to engage actively in the fields of animal genetics and biodiversity conservation, fostering the next generation of scientists committed to protecting livestock diversity.

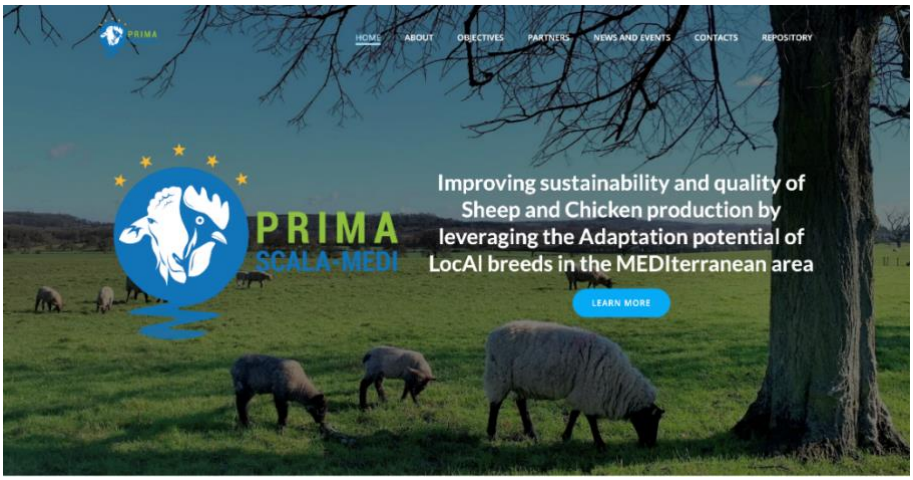
3. Target Audiences

The communication strategy targeted a wide and diverse audience, including farmers and breeders, agricultural cooperatives, and veterinary professionals directly involved in livestock management. It also addressed university students and PhD candidates, aiming to strengthen academic engagement in animal genetics and biodiversity conservation. In addition, the strategy reached policy-makers and local authorities, as well as the broader public with an interest in biodiversity and sustainability, ensuring that the project's messages extended beyond the scientific community.

4. Communication Channels and Activities

4.1 Project Website

A dedicated website https://www.scala-medi.eu/ was developed **Since the first 6th month of the project** in order to present project objectives, partners, news, and publications. The website served as the main public interface of the project.



4.2 Social Media

Project updates, meetings, and scientific highlights were shared via social media platforms like Facebook, Instagram and YouTube to increase visibility and reach a broader audience.

4.3 Press Releases and Media Coverage

A citation for the project was in ANSAit (02/19/2021), a local Italian newsletter.


CLIMA

Clima: Sardegna studia adattamento ovini a stress da caldo

Progetto area del Mediterraneo per agenzia regionale Agris

CAGLIARI, 19 febbraio 2021, 16:07

Redazione ANSA

Another citation for the project was in Quotidien d'Oran (25-03-2021), a local French newsletter in Algeria.



Participation au projet international Prima 2020

Une équipe de chercheurs sélectionnée par l'USTOMB

S. M.

L'équipe de la biodiversité animale sous la direction du Pr Tabet Aoul, du Laboratoire de Génétique Moléculaire et Cellulaire «LGMC», Faculté des Sciences de la Nature et de la Vie de l'Université des Sciences et de la Technologie d'Oran USTOMB, a été sélectionnée pour participer au projet international PRIMA 2020, a-t-on appris hier du responsable de la cellule d'information, de communication et porte-parole de l'Université des sciences et de la technologie d'Oran Mohamed Boudiaf (USTO-MB). Ce projet a pour objectif de garantir l'amélioration de la durabilité et de la qualité des productions ovines et avicoles en valorisant le potentiel adaptatif des races locales méditerranéennes SCALA-MEDI.

«Dix-sept (17) partenaires sont impliqués dans ce projet de 5 différents pays du bassin méditerranéen. Trois du sud du bassin (Algérie, Maroc et Tunisie) et deux du nord (France et Italie). Le coordinateur de ce projet est Pr Ajmone de l'Université du Sacré-Cœur, Milan, Italie. En plus de l'équipe LGMC, USTO-MB, deux autres partenaires algériens font aussi parti de ce projet, l'équipe du laboratoire PPABIONUT de l'Université de Tlemcen et l'Institut Technique d'Elevage ITElv de Tlemcen.

Le projet SCALA-MEDI, PRIMA 2020 vise à mener une étude plus approfondie sur les races locales à travers des analyses génétiques pour la sélection et la conservation des ressources génétiques en utilisant les dernières techniques de génomique et de phénotypage pour caractériser la diversité des populations locales de moutons et de poulets dans des régions agro-écologiques différentes. Les données seront analysées afin de mieux comprendre la structure génétique des populations locales pour concevoir des stratégies d'amélioration de la production et la qualité des produits tout en préservant la biodiversité nécessaire pour s'adapter aux environnements de la région méditerranéenne.

Des stratégies seront élaborées pour améliorer les traits qui sont importants pour l'ensemble des races locales, de l'approvisionnement alimentaire au développement rural», précise la même source.

Another citation for the project was in Regional Autonoma de Sardigna (07/05/2021), a local Italian newsletter in Sardigna.



7/5/2021 Regione Autonoma della Sardegna

REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

Latte ovino e cambiamenti climatici, Agris in prima fila in progetto internazionale. Assessore Murgia: "Importante riconoscimento per i nostri ricercatori"

Cagliari, 19 febbraio 2021 – Importante riconoscimento per Agris Sardegna, l'Agenzia regionale per la ricerca in agricoltura, in prima fila in un progetto internazionale per la valorizzazione delle risorse genetiche di ovini e avicoli nell'area del Mediterraneo in relazione ai cambiamenti climatici in corso. Agris collaborerà con altre istituzioni di diversi Paesi (solo

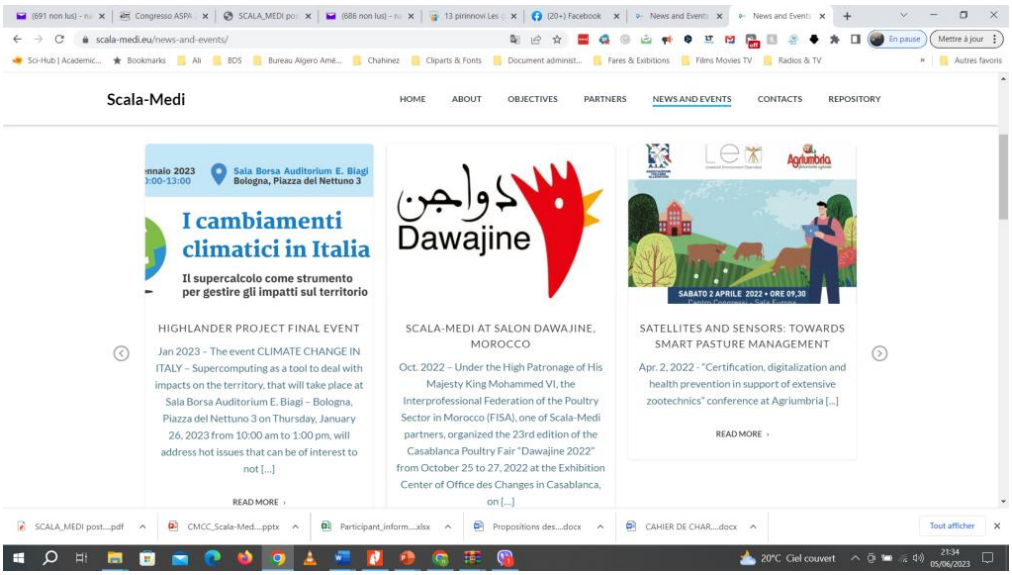
4.4 Public Events and Workshops

Public Events

A video with Prof. Paolo Ajmone Marsan presenting the project was done in italian at the beginning of the project.

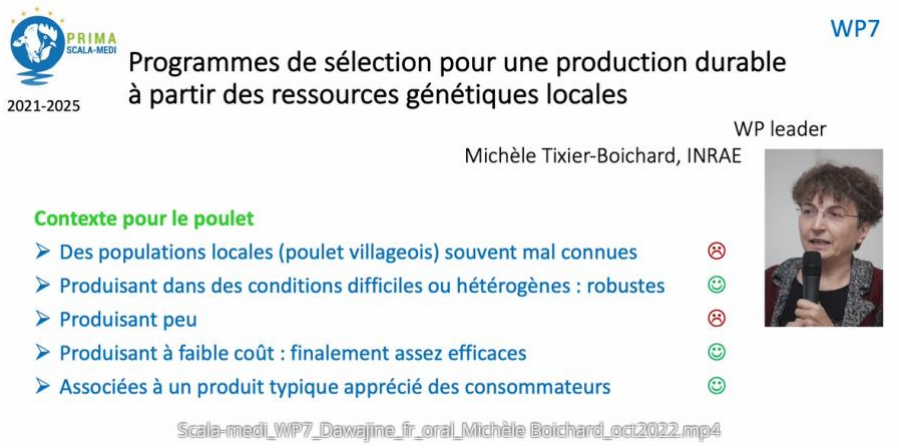


- **Morocco**
- Scala-Medi at Salon Dawajine, Casablabca, October 25-27th, 2022

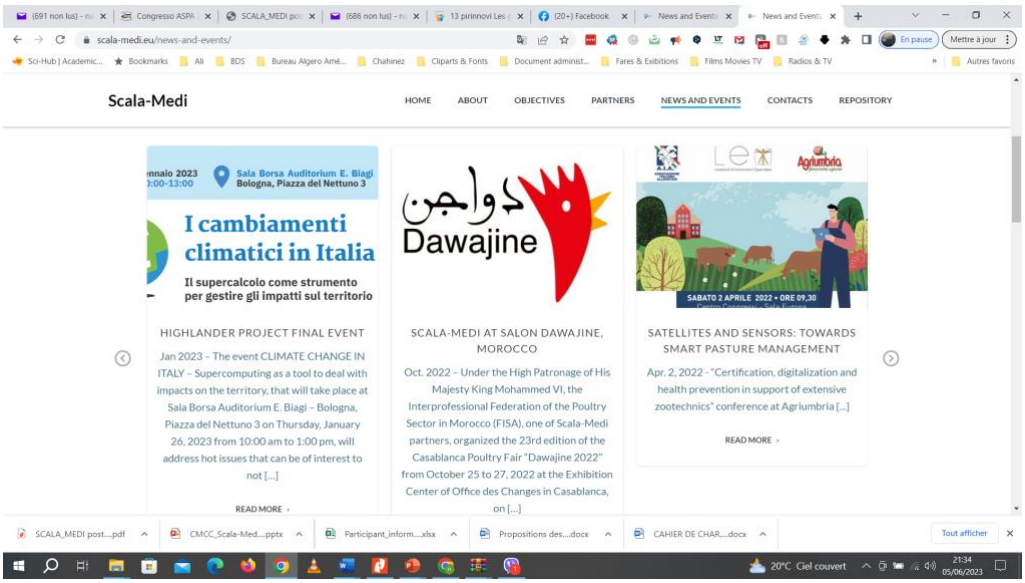


Presentation of the project by Dr. Benjelloun

Participation of Dr Tixier Boichard to present the breeding system in the project



- Scala-Medi at Salon Dawajine, Casablanca, October, 28-30th, 2023.



Tunisia

Meeting with breeders in ESAM, for Creation of a local chicken breeding center, ESA Mateur, March, 06th, 2024









- meeting with decision-makers from the Ministry of Agriculture to present the results of SCALA-MEDI in Tunisia (Mateur , February 18, 2026)

workshop

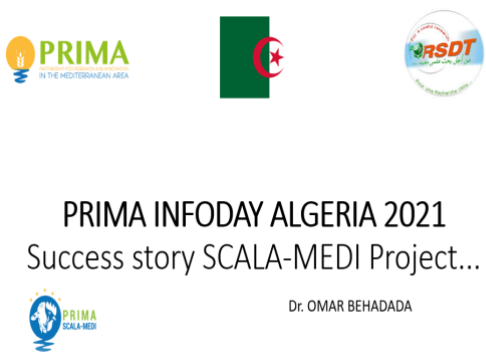
- Presentation of the project in a webinar – Infoday of project- 03/17/2021, Dr. Behadada

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- Presentation - Rendena: biodiversità e adattamento- by Pr. P. Ajmone Marsan to Foundation EDMUND MACH, september 2022

FONDAZIONE EDMUND MACH

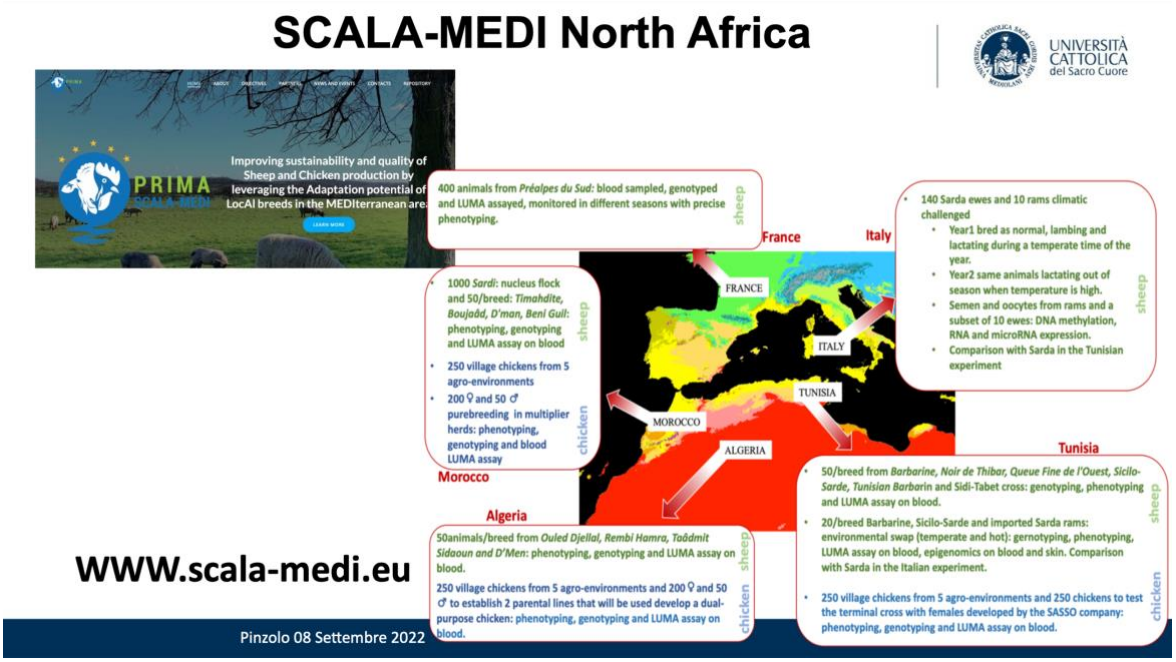
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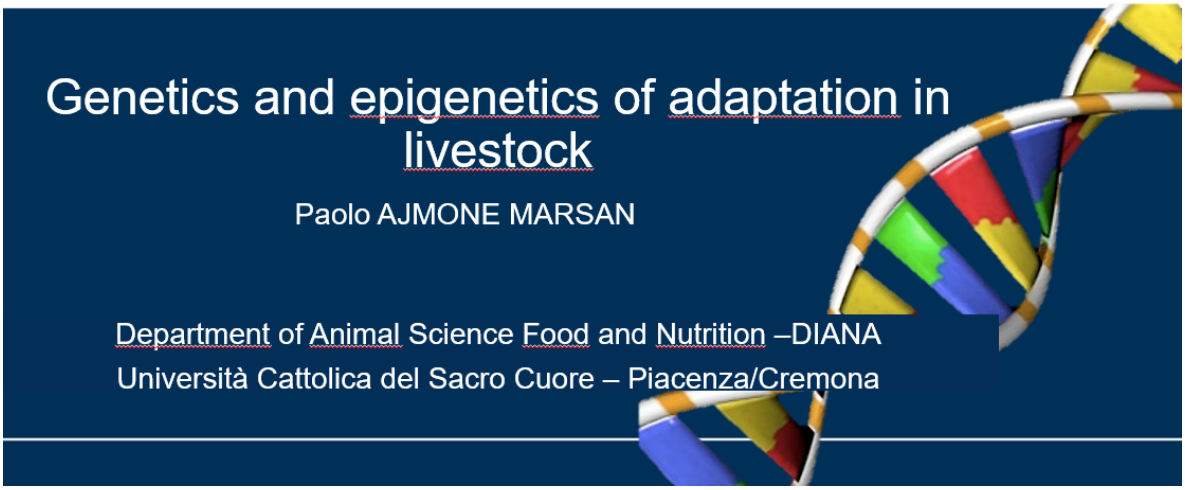
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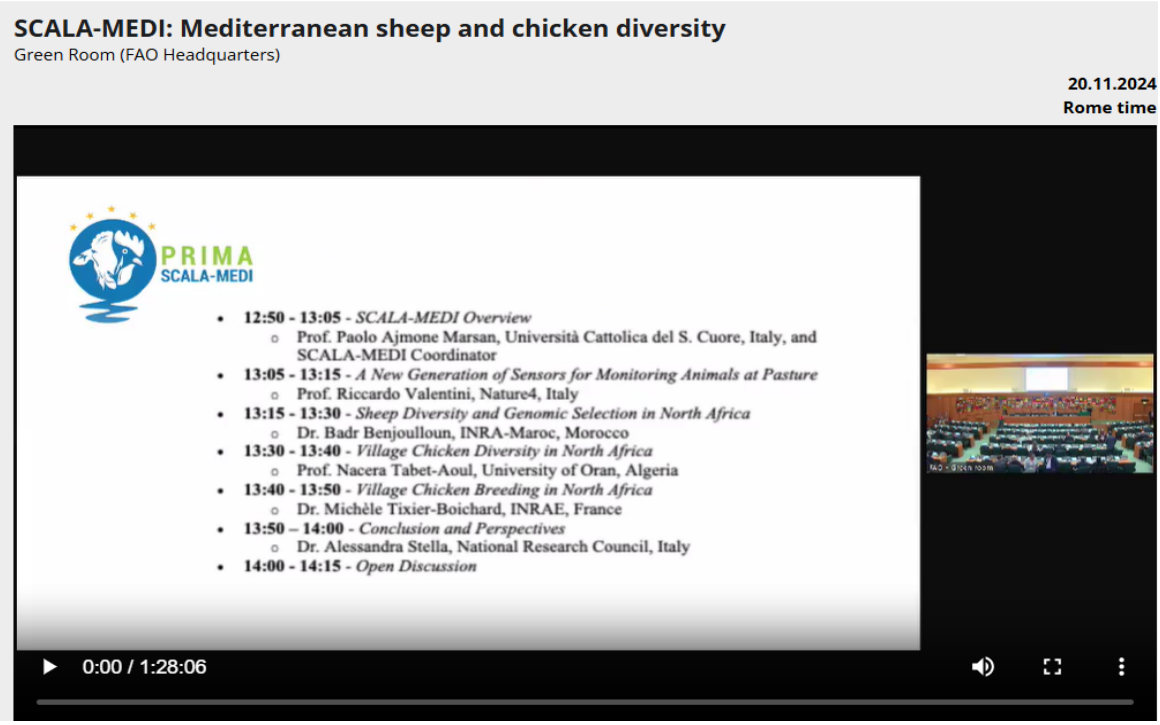
- Presentation - Genetics and epigenetics of adaptation in livestock - by Pr. P. Ajmone Marsan to IAEA organisation

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- Presentation - SCALA-MEDI: Presentation of the results of Scala-Medi project at FAO by Pr P: Ajmone Marsan; Pr. R. Valentini, Dr. B. Benjelloun, Pr. N. Tabet Aoul Dr: M. Tixier Boichard and Dr. Stella. November 20th 2024 - Rome, Italy.

Link: https://www.fao.org/webcast/home/en/item/6898/icode/



On February, 10th, 2026, a workshop held after the final meeting in CNR-IBBA to present the different results obtained in the SCALA-MEDI project,

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SCALA-MEDI Workshop – February 10

Remote connection: https://unitus.zoom.us/j/83710298691?pwd=vFFzKuyEfbTnbmd5L0bRQm5OZF93Ga.1

Event location: CNR-IBBA – via Alfonso Corti 12, 20133, Milan

9h00	Welcome and introduction to the project	*Alessandra Stella Paolo Ajmone Marsan*
9h30	FAO support to the management of livestock genetic diversity	*Paul Boettcher*
10h00	Sheep Farming Systems and Stakeholder Perspectives in North Africa: Evidence from Morocco, Tunisia, and Algeria	*Naceur M'Hamdi*
10h30	Smart Livestock: evolution of sensors and preliminary analysis	*Riccardo Valentini*
11h00	Coffee break	-
11h30	Sheep genetic diversity in northern Africa and genomic selection in Morocco	*Badr Benjelloun*
12h00	Detecting Genomic and Epigenomic Signals of Adaptation in North Africa	*Elisa Somenzi Emanuele Capra*
12:30	Discussion	-
13h00	Lunch	-
14h00	Will we manage to save Mediterranean animal genetic resources?	*Coralie Danchin*
14h30	Overview of Poultry Farming Systems in North Africa	*Manel Ben Larbi*
15h00	Genetic diversity and structure of local chicken populations of North Africa	*Nacera Tabet Aoul*
15h30	Breeding centers for sustainable use of poultry genetic resources: what we learnt in Scala-Medi	*Michèle Tixier-Boichard*
16h00	Integrating landscape phenomics and DNA methylation to explore climatic adaptation of North African local chickens	*Fatima Zohra Mahammi*
16h30	Coffee break	-
17h00	Discussion	-
17h30	Perspectives	*Michèle Tixier-Boichard Paolo Ajmone Marsan*

5. Impact of Communication Activities

The communication strategy contributed to increased public awareness of livestock biodiversity, strengthened collaboration between researchers and breeders, enhanced the visibility of PRIMA-funded research, and fostered the engagement of students and young scientists in animal genetics. Overall, the SCALA-MEDI project successfully bridged scientific research and society by ensuring that its outcomes were communicated in clear, accessible formats, while also reinforcing the broader impact and recognition of PRIMA-funded initiatives across the Mediterranean region.

6. Conclusion

Communication to the general public has been an essential pillar of SCALA-MEDI. Through multiple dissemination channels and inclusive outreach strategies, the project enhanced public understanding of Mediterranean livestock biodiversity and demonstrated the societal relevance of genomic research in sustainable agriculture.

The experience gained provides a strong foundation for future Mediterranean research collaborations under PRIMA and related frameworks.