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FP7 Proposals:
New Communication Strategies

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1. Why disseminate and communicate

2. Communication strategy

3. FEEM's outcomes

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Dissemination is the way through which research results are presented to the public

Disseminate means promote the results as **swiflty** and **effectively** as possible

Communication ≠ Advertising

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Why disseminate and communicate

For the research community
- avoid duplication of R&D efforts
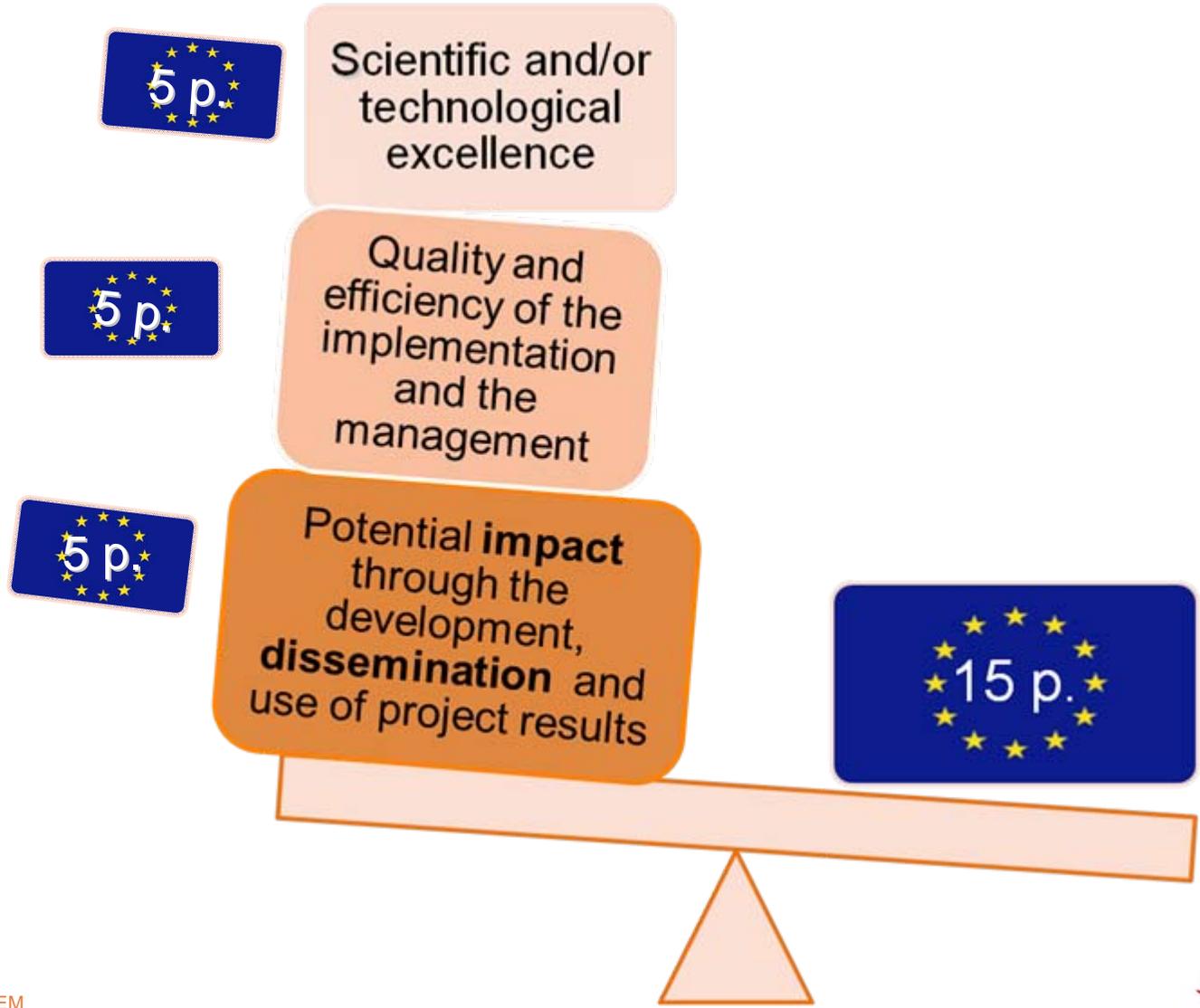- simplify the research of partners
- build the European Research Area

For the society
- people's information and education
- bridge the gap between scientists and the public
- support to Policy makers
- improve the quality of life

For you and your organisation
- multiply the research's value
- increase the awareness in your institution and its credibility
- networking and marketing of the consortium
- achieve successful integration with stakeholders
- increase the success rate of your proposal

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Why disseminate and communicate

5 p. — Scientific and/or technological excellence

5 p. — Quality and efficiency of the implementation and the management

5 p. — Potential **impact** through the development, **dissemination** and use of project results

15 p.

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Impact: Section 3 of Part B

3.1 Expected impacts listed in the work programme

Describe how your project will contribute towards the expected impacts listed in the work programme in relation to the topic or topics in question. Mention the steps that will be needed to bring about these impacts. Explain why this contribution requires a European (rather than a national or local) approach. Indicate how account is taken of other national or international research activities. Mention any assumptions and external factors that may determine whether the impacts will be achieved.

3.2 Dissemination and/or exploitation of project results, and management of intellectual property

Elaborate a comprehensive dissemination plan. Describe the measures you propose and how these will increase the impact of the project. In designing these measures, you should take into account a variety of communication means and target groups as appropriate (e.g. policy-makers, interest groups, media and the public at large).

10 pages

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Impact: Evaluation Criteria

3.1 Contribution, at the European/International level, to the expected impacts listed in the work programma under the relevant topic/activity

3.2 Appropriateness of measures for spreading excellence, exploiting results, and disseminating knowledge, through engagement with stakeholders, and the public at large, and management of intellectual property

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Why disseminate and communicate

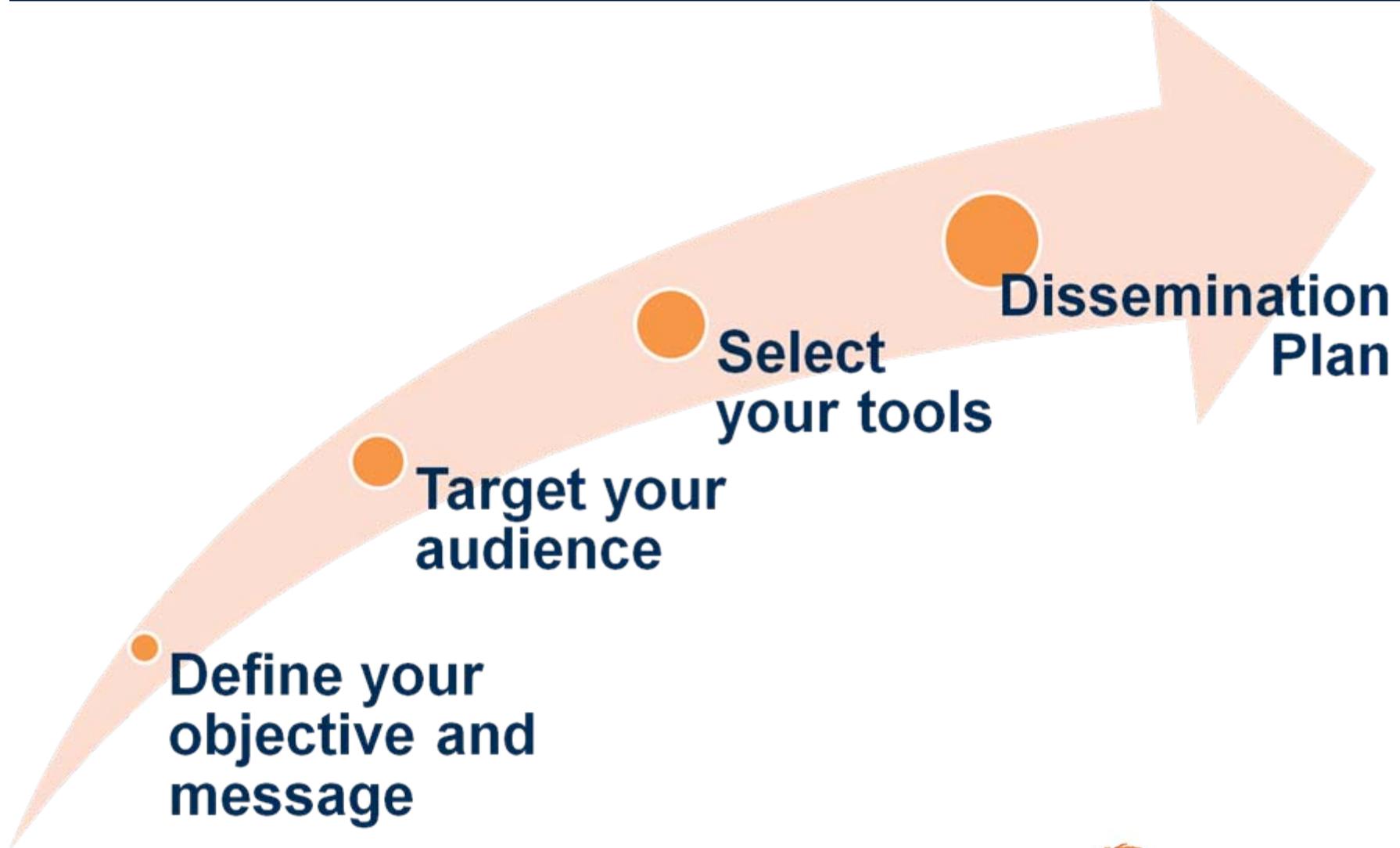Grant agreement, Annex II, General conditions

II.12. Information and communication

The beneficiaries shall, throughout the duration of the project, take appropriate measures to engage with the public and the media about the project aims and results and to highlight the Community financial support.

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Objective SSH Programme:

MAKE POLICY-RELEVANT PROJECTS

1. Stimulating a debate on research policy issues
- enabling researchers to share the objectives of the projects with stakeholders
- providing a forum in which a variety of stakeholders can participate in a dialogue

2. Stimulating a wider public interest
- getting issues raised by research on the policy agendas at local, regional, national and European levels
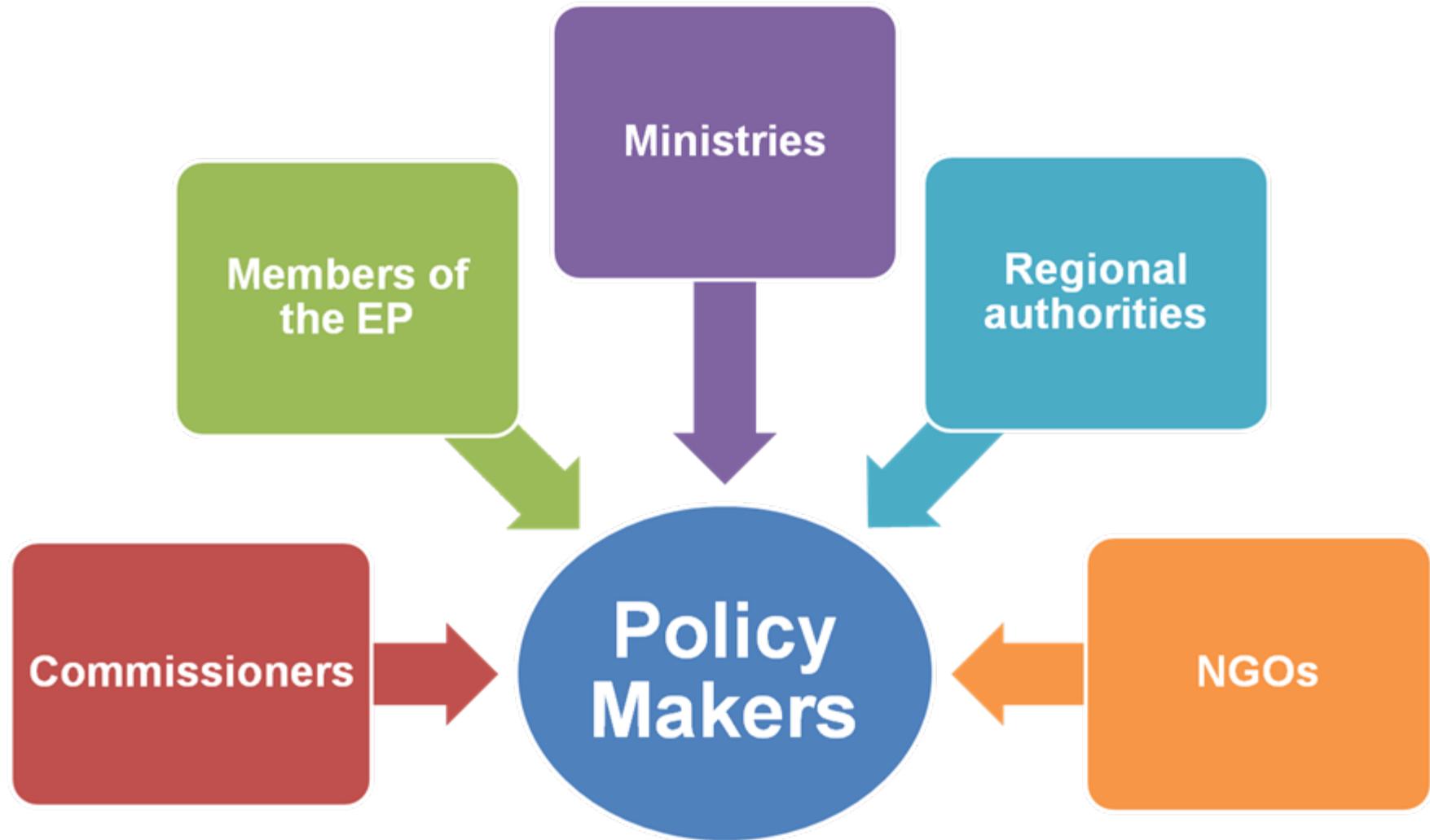
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- Define **KEY MESSAGES** tailored to the different target groups

- **Select** contents

- **Focus on positive** achievements and the benefits

- Clear agreement and careful **coordination** among all parties who may act as spokespersons or information sources

- **Avoid inconsistent** facts, figures, emphases and viewpoints

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Define your objective and message

Target your audience

Select your tools

Dissemination Plan

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Target your audience

Research community

Business

Policy makers

Main targets

Institutions

Governme nts

Secondary target

Public at large

Tailor-made communication

The right language and tools for the right target

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Well balanced communication mix

Research community
- Peer-reviewed publications
- Books, special issues
- Working papers
- Specialist websites
- Scientific semirars, workshops, conferences
- Training

Policy Makers
- Policy briefs
- Website
- Workshops, conferences
- Publications
- Round-table discussions
- Videos

Public at large
- TV
- Newspapers
- Magazines
- Radio
- Internet
- Events and exhibitions
- Opinion makers
- Videos

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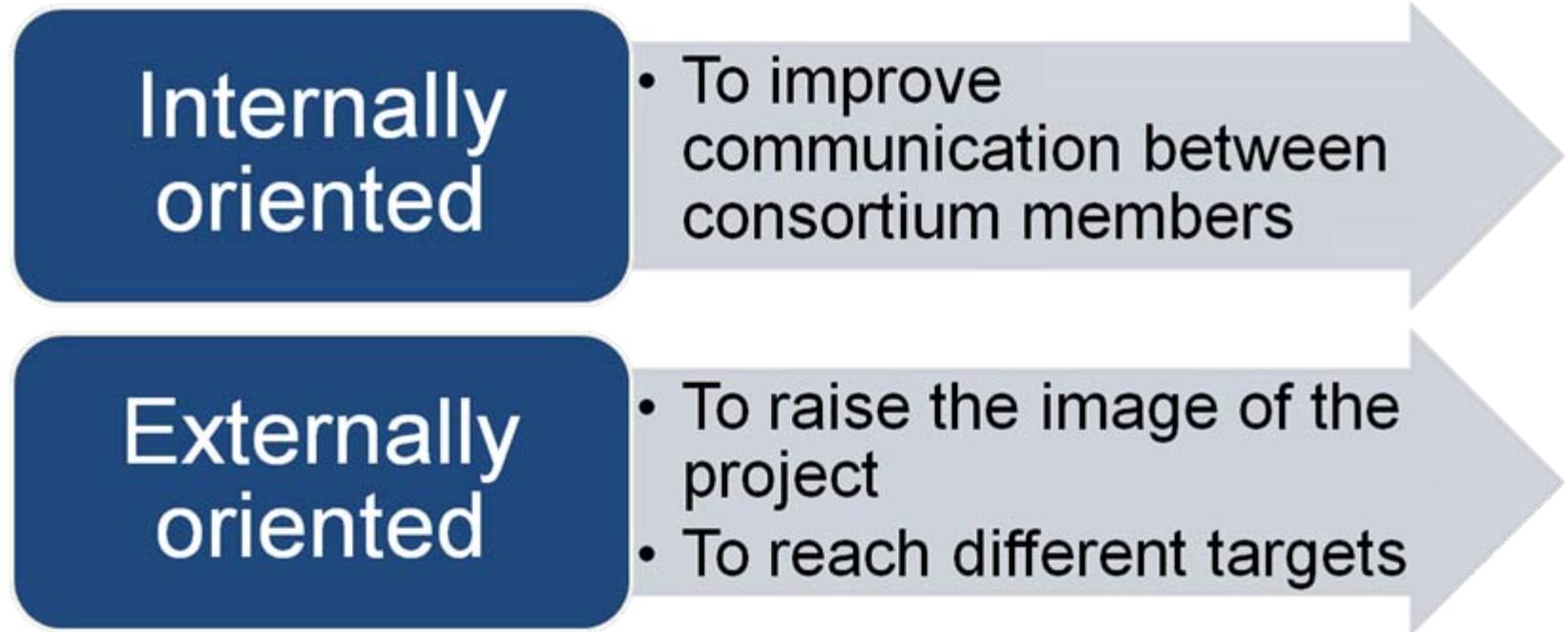ENRICO MATTEI

Select your tools : Policy briefs

Policy briefs should contain:

1. Title of the project and its acronym

2. Introduction of the policy problem and the main issues addressed

3. Key observations on the new knowledge, new concepts and European added value

4. Recommandations

5. Research parameters: objectives scientific approach

6. Project at a glance / project identity

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Select your tools - Website

- Available at the beginning of the project

- Specific and visible area for **policy makers**

- **News/Events** section

- Indicators

- Regular upload

- Deliverables should be uploaded to the website

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Select your tools - Website

- Internally oriented → To improve communication between consortium members
- Externally oriented → To raise the image of the project; To reach different targets

A website must meet both internal (Intranet) and external needs

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❖ Building good relationships with journalists

❖ Key messages

❖ Regular flow of information

❖ Preparing and supplying information to the press

❖ Spokespersons able to deal with particular aspects of your project or network

❖ No individual initiatives, but coordinated actions

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Challenges in communication include **new technologies**:
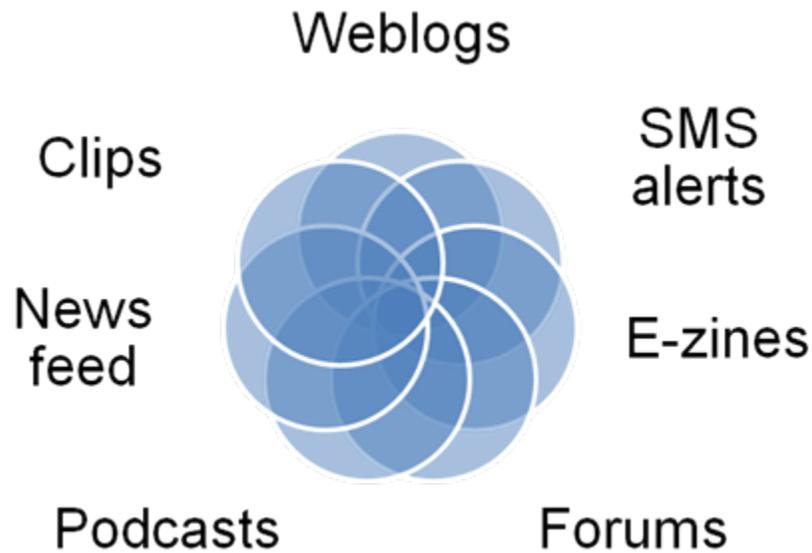
2.0 communication, beyond "mass media": initiatives should aim at a 2-way communication, not just providing information

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Any publicity, including at a conference or seminar or any type of information or promotional material (brochure, leaflet, poster, presentation etc), must specify that the project has received Community research funding and display the **European emblem**

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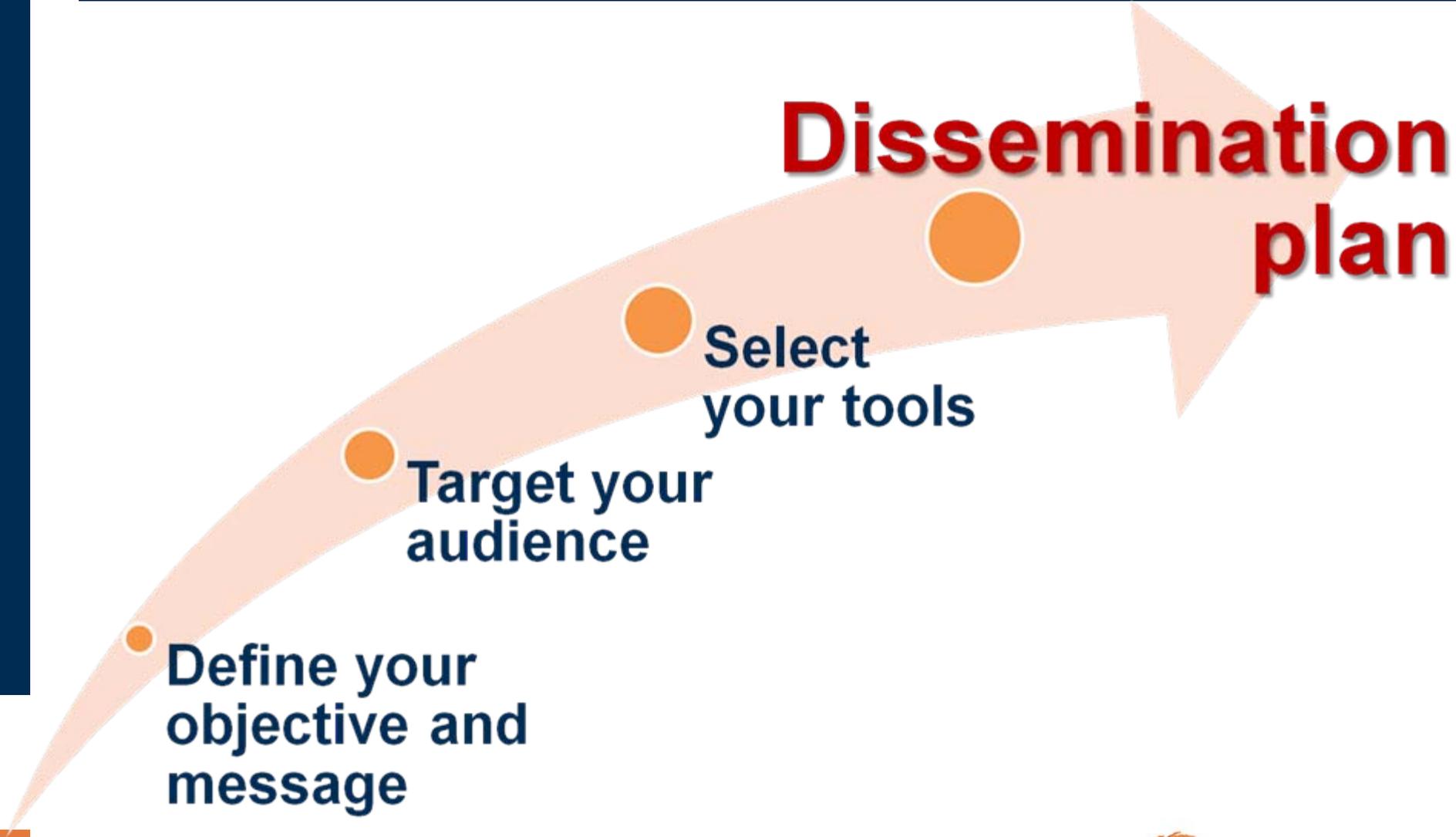**Select your tools: suggestions from EC**

Try to make a difference: **originality** pays!

Work and **coordinate** at European level

Focus on results and background, not just methodology

Knowledge transfer: commit the dissemination of the financed project to communication experts

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Dissemination plan

Identify **goals** and **Key messages** (Forward looking)

Identify tools for **evaluating results**

Define **Gantt** and **Pert Diagrams**

Structure of the stakeholder engagement

Refer to the **state of the art** of the research

Refer to the possible effects in a **long term** view

Dedicated **budget (EC Grant 100%)**

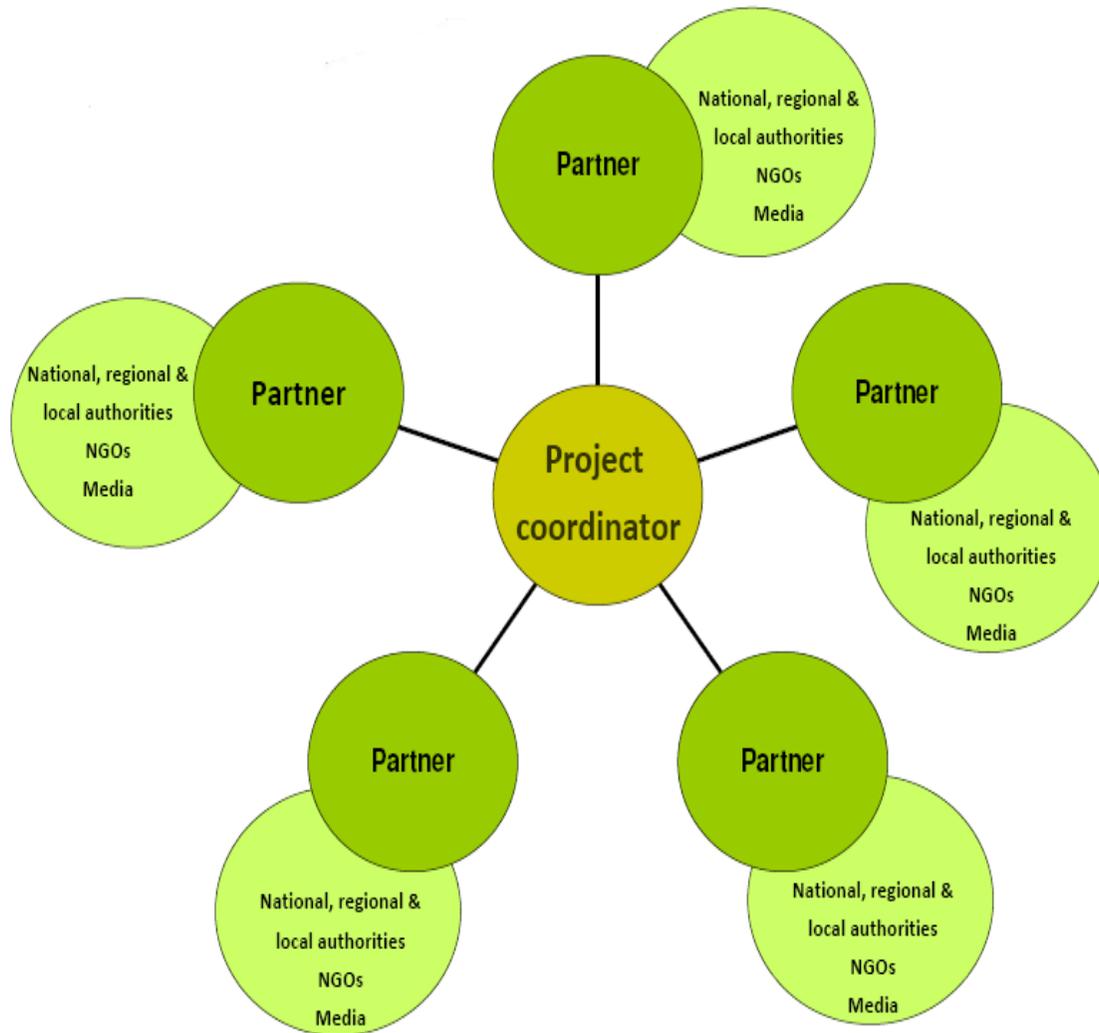Define the **role** of the coordinator and the role of the partners

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Budget for dissemination:

5-6% of the project's budget, depending on the medias used

Dedicate budget to dissemination **from the beginning of the project** (from the second month)

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Roles of the consortium

Starting from the communication skills and resources of all partners of the consortium

Save time and budget

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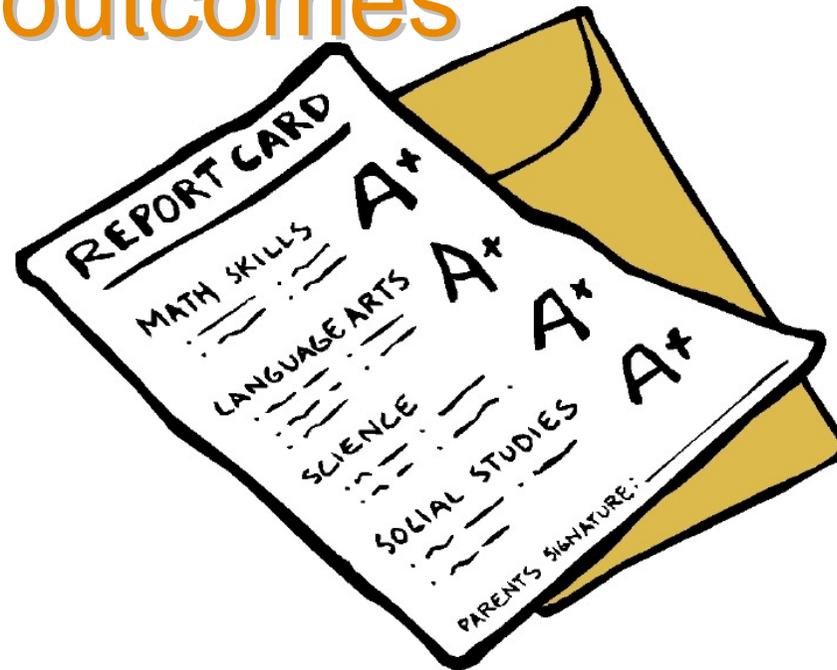
Positive evaluations

"this is a clear contribution to the European as well as the international level"

"special attention is given to cooperation with different **stakeholders** and also private companies"

"**engagement** with stakeholders is strong "

"Dissemination is an **integral part** of the project"

"very useful for assessment, decisions, and **monitoring of the impacts** of decisions and instruments"

"**structured dialogue** between the research community and policy makers"

"provides tools, which can be used by a **broad audience**"

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The **translation** of the final conference leaflet and newsletters into EN, AR GR, ES, IT is also a positive point

"the concept of **virtual knowledge** communities, based on **open source** principles and enabled by **interactivity** is timely, innovative, ambitious and **user-centric**, aiming at transforming the traditional role of the end-user **from information consumer to creator**"

"the **training** of post-graduate students is considered to be a strenght"

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Negative evaluations

"this part of the proposal could have been developed in **more detail**"

"one important dissemination tool is **solely Internet-based**, which might not be the most appropriate way to interact with stakeholders"

"the project proposes **standard** dissemination tools"

"the applicant **does not** convincingly outline a potential **contribution to European excellence and Competitiveness**"

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"the arguments regarding the potential for creating **long terms collaborations** are weakly presented"

"the **national authorities** are not enough taken into consideration"

"the extent of the project deliverables uptake and their potential resulting impacts on **triggering further actions** is not explored, as well as the intended audience reach"

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Useful link

Please visit the EC website dedicated to the dissemination of research projects:

http://ec.europa.eu/research/science-society/science-communication/index_en.htm

THANKS FOR YOUR ATTENTION

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