Importance of communication and dissemination for the EU Commission
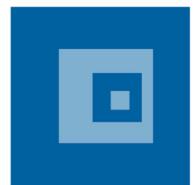
Di Rosa Matteo

Teramo - 02.12.2014

Hai ancora dubbi?

- Stai pensando che poi comunicare e disseminare non è così importante!

Non aver paura!

La Commissione Europea ti aiuta!

ARTICLE 38 — PROMOTING THE ACTION — VISIBILITY OF EU FUNDING

38.1 Communication activities by beneficiaries

38.1.1 General obligation to promote the action and its results

- The beneficiaries **must promote the action and its results**, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

- This does not change the dissemination obligations in Article 29, the confidentiality obligations in Article 36 or the security obligations in Article 37, all of which still apply.

- Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the *[Commission][Agency]* (see Article 52).

ARTICLE 38 — PROMOTING THE ACTION — VISIBILITY OF EU FUNDING

38.1.2 Information on EU funding — Obligation and right to use the EU emblem

- Unless the [Commission][Agency] requests or agrees otherwise or unless it is impossible, **any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure funded by the grant must:**

- **(a) display the EU emblem and**

- **(b) include the following text:**

- **'This project has received funding from the [European Union's Horizon 2020 research and innovation programme][Euratom research and training programme 2014-2018] under grant agreement No [number]'.**

- When displayed together with another logo, the EU emblem must have appropriate prominence.

- For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the [Commission][Agency].

- This does not, however, give them the right to exclusive use.

- Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

- **38.1.3 Disclaimer excluding *[Commission][Agency]* responsibility**

- Any communication activity related to the action must indicate that it **reflects only the author's view and that the *[Commission][Agency]* is not responsible for any use that may be made of the information it contains**.

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1. Promoting the action and its results

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.

Ad hoc efforts or mere dissemination of results are not sufficient. The communication activities[58] must make the research activities known to multiple audiences (in a way that they can be understood by non-specialists) and address the **public policy perspective** of EU research and innovation funding, by considering aspects such as:

- transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible)
- scientific excellence
- contributing to competitiveness and to solving societal challenges
- impact on everyday lives *(e.g. creation of jobs, development of new technologies, better quality products, more convenience, improved life-style, etc.)*
- better use of results and spill-over to policy-makers, industry and the scientific community.

1. Promoting the action and its results

- The communication activities must be planned and implemented from the outset (and continue throughout the entire action), with a **comprehensive communication plan** that defines clear objectives (adapted to various relevant target audiences) and sets out a concrete planning for the communication activities (including a description and timing for each activity).

- The communication activities to be undertaken **during the action's lifetime must already be part of the proposal** (either as a specific work package for communication or by including them in another work package).

- The beneficiaries are free to choose the type of communication activities.

1. Promoting the action and its results

The activities must however:

- be effective (i.e. suited to achieving the action's communication goals)
- be proportionate to the scale of the action *(e.g. activities carried out by a large-scale action with beneficiaries coming from several different countries and a large budget must be more ambitious than those of a sole participant of a mono-beneficiary grant)*
- address audiences that go beyond the action's own community (including the media and the public).
- Information given may **not** cover EU-classified information or information relating to 'classified deliverables' *(see Article 37)*.
- Don't forget that any communication activity that is expected to have a '**major media impact**' (i.e. media coverage (online and printed press, broadcast media, social media, etc.) that will go beyond having a local impact and which could have the potential for national and international outreach) must be first **notified** to the Commission/Agency.
- Dissemination of results *(see Article 29)* cannot replace communication activities (or vice-versa). Both obligations must be complied with.

Other Articles

- Art. 28 EXPLOITATION OF RESULTS

- Art. 29 DISSEMINATION OF RESULTS — OPEN ACCESS — VISIBILITY OF EU FUNDING

- Art. 38 PROMOTING THE ACTION — VISIBILITY OF EU FUNDING

- Art. 39 PROCESSING OF PERSONAL DATA

- Art. 52 COMMUNICATIONS BETWEEN THE PARTIES

Perché per l'EU è così importante?

Tra le tante motivazioni:

- Per valutare l'impatto a livello europeo della ricerca finanziata con i soldi dei contribuenti = GIUSTIFICARE

- Per garantire che vi sia un beneficio per i cittadini europei = CONDIVIDERE

- Per supportare le politiche europee e le decisioni nei diversi settori = AUMENTARE LA CONOSCENZA

In quest'ottica, i partenariati di ricerca nell'ambito delle attività sovvenzionate dal 7PQ hanno il compito di realizzare una serie di iniziative basate sugli stessi principi: **condivisione della conoscenza, educazione e trasparenza.**

WHERE IS THE COMMUNICATION AND DISSEMINATION IN YOUR PROPOSAL?

Communication and dissemination differences

- **<u>Dissemination</u>** is linked **<u>only to the results</u>** of the project which are often disseminated within the action's own community (e.g. presentation at scientific conferences, a peer reviewed publication).

- Promoting the action and its results on the other hand goes beyond that, as it means taking strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Communication and dissemination differences

Examples of communication activities:

- Any activity of "public engagement" that ensures that your research activities are made known to the society at large in such a way that they can be understood by non-specialists. This could be for example a press release for the general public at the start of the project, an interview in the local radio station after a major achievement of your project or an event in a shopping mall that shows how the outcomes of your project are relevant to our everyday lives.

- Local workshops about the project with a target audience(s) for whom your project is of interest. *For example, if a project, which is engaged in research about the preservation of marine environment, organises workshops with coast-guards, fishers and recreational sailors in all Mediterranean countries and also ensures to invite the local press to the workshops.*

- A toolkit/ brochure/ presentation to explain your project to students at schools and universities to show how interesting research can be and to promote your research field or assist teachers/ professors in preparing and delivering teaching materials.

Examples of dissemination actions:

- Publication of an article in a peer reviewed journal;
- Papers presented at a scientific conference;
- Presentation of project results at standard committees;
- Publishing a summary report of your project findings on a public website.

Impact

2.1 Expected impacts

- Describe how your project will contribute to:
  - the expected impacts set out in the work programme, under the relevant topic;
  - improving innovation capacity and the **integration of new knowledge** (strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets; and, where relevant, by delivering such innovations to the markets;
  - any other environmental and socially important impacts (if not already covered above)
- Describe any barriers/obstacles, and any framework conditions (such as regulation and standards), that may determine whether and to what extent the expected impacts will be achieved. (This should not include any risk factors concerning implementation, as covered in section 3.2.)

Impact

2.2 Measures to maximise impact

a) Dissemination and exploitation of results

- Provide a draft 'plan for the dissemination and exploitation of the project's results' (unless the work programme topic explicitly states that such a plan is not required). For innovation actions describe a credible path to deliver the innovations to the market. The plan, which should be proportionate to the scale of the project, should contain measures to be implemented both during and after the project

- Explain how the proposed measures will help to achieve the expected impact of the project. Include a business plan where relevant.

- Where relevant, include information on how the participants will manage the research data generated and/or collected during the project, in particular addressing the following issues:
    - *What types of data will the project generate/collect?*
    - *What standards will be used?*
    - *How will this data be exploited and/or shared/made accessible for verification and re-use? If data cannot be made available, explain why.*
    - *How will this data be curated and preserved?*

- Outline the strategy for knowledge management and protection. Include measures to provide open access (free on-line access, such as the 'green' or 'gold' model) to peer-reviewed scientific publications which might result from the project

Example 2.2 Measures to maximise impact

- A structured Communication and Dissemination Plan will be designed in order to ensure a wider communication of the **XxXXxX** mission and disseminate its results and activities among the beneficiaries as well as among the stakeholders involved in the project.

- The plan will have a double function. On the one hand, the section dedicated to communication will define the communication and business goals, the target audiences, the main messages to be conveyed and the strategy to be adopted to overcome the barriers that could negatively affect the communication of the **XxXXxX Project**. On the other hand, the dissemination section will optimize the visibility of the project results: a spectrum of proper dissemination channels will be used and calibrated to the targeted group. Both channels and groups will be listed in the dissemination plan.

- The purpose of the Communication and Dissemination Plan is aimed to assure that the information and knowledge necessary for taking decisions, making changes, or taking specific actions will be available to those who can most benefit from it.

- Considering that the **XxXXxX** project targets a wide audience and foresees several different communication channels to reach it, the Communication and Dissemination Plan will include disposals on the best allocation of resources (workforce and money) in order to maximize the impact of results.

- Each beneficiary involved in the communication and dissemination activities will be encouraged to adopt a strategy of bidirectional communication. Through such a strategy, they will be able to share information or knowledge with the audience as well as to collect feedbacks about the content they shared in order to calibrate and update the subsequent dissemination activities.

- The main dissemination channels adopted will be web based. This choice is strategic because this type of channels foster a strong public engagement at different levels. In this context the Waste Wiki and the Social media activities will be the core of the communication and dissemination actions. With this instrument **XxXXxX** will be able to establish a strong and durable interaction with the targeted audience correctly spreading the activities and the results of the project**.**

- Together with the web 2.0 channel, other communication and dissemination channels will be used. A promotional kit will be developed as support material to spread information about the project during events and in the media. In this case the communication and dissemination technique adopted to spread the information will be for the project partners to directly take care of the public relations if needed. In fact, in the XxXXxX project there will be several occasions where the interaction face to face will be important to transmit project-related information or results.

Example a) Dissemination and exploitation of results

Once started, dissemination planning will be a continuous process in the **XxXXxX** project. This approach will allow to tackle the dissemination challenges in an efficient way and with prior agreement on the key actions among the project beneficiaries. In particular, the key elements of our dissemination strategy will be:

Goals: to determine and document the goals of the dissemination effort for **XxXXxX** project.
> *Improve the knowledge and metrics of specific waste streams and waste management methods and technologies in Europe*
> *Improve in the knowledge of costs and performances along value chains, informing a pricing policy for waste management in line with the waste hierarchy*
> *Support the EU policies on the waste field.*

Objectives: to associate each goal with one or more objectives that clarifies what we try to accomplish through the dissemination activities.

Users: to describe the scope and characteristics of the "potential users" that dissemination activities are designed to reach for each objectives;
> *Several target group: researchers, policy makings, students, industries, citizens*

Content: to identify, at least, the basic elements of the projected content that will be disseminate to each of the potential user groups identified;
> *Every result provide by the XxXXxX project*

Sources: to identify the primary source or sources that each potential user group is already tied into or most respects as an information source;

Channels: to describe the media through which the content of **XxXXxX** project message can best be best delivered to potential users and describe the capabilities and resources that will be required of potential users to access the content for each medium to be used.

Access: to describe how **XxXXxX** project will promote access to relevant information and how users will archive information that may be requested at a later date .

Barriers: to identify potential barriers that may interfere with the targeted users' access or utilization and develop actions to reduce these barriers.

The success of the **XxXXxX** project dissemination efforts will be evaluated through an iterative process. It is necessary to consider the effect that the dissemination strategies have on getting our message to end users. Dissemination is not a one-time activity; rather, it is a long-term relationship with users that will provide ongoing feedback to help us to improve our message.

Impact

b) Communication activities

- Describe the proposed communication measures for promoting the project and its findings during the period of the grant. Measures should be proportionate to the scale of the project, with clear objectives. They should be tailored to the needs of various audiences, including groups beyond the project's own community. Where relevant, include measures for public/societal engagement on issues related to the project.

Example b) Communication activities

b) Communication activities

The communication activities will aim to improve the brand awareness, share the mission and highlight the European dimension of the **XxXXxX** project. All the communication activities will be regulated throught the Communication and Dissemination Plan developed at the beginning of the project (**task 6.1**). Furthermore, the dissemination and communication plan will manage the knowledge among the beneficiaries and guide the communication of the project activities to the external audience such as stakeholders, policy maker, researchers, industry and citizens interested to the waste challenge.

The Communication and Dissemination Plan will define the communication and business goals, the target audiences, the main messages to be conveyed and the strategy to be adopted to overcome the barriers that could negatively affect the communication of the **XxXXxX** project.

All communication activities will be developed in according of the communication and dissemination plan and with the active participation of all beneficiaries. Very importantly, constant update and feedbacks from the target groups and especially from all beneficiaries involved in the dissemination activities will be collected and taken into account for the further activities.

Promotional Kit (Task 6.2)

In order to raise awareness regarding the project [...].

Web Platform (Task XX)

The "EU stakeholder platform" developed in the task XX will be [...].

Web 2.0 (Task 6.4 and Task 6.5)

The communication activities of **XxXXxX** will be especially focused on Web 2.0. [...].

Multi-stakeholder policy dialogue workshop (task 6.6)

A final event will be realized at the end of the project. This event [...].

WP Dissemination and Communication

VERY IMPORTANT TASK

- Communication and Dissemination Plan (M3)
- Data Managment Plan (M6)
- Website (M3 – 6)
- Promotional Kit (M3-6)