

# Dissemination and Open Access in H2020 and Horizon Europe

Live online course on 7 May 2020

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## AGENDA

- 08:45 – 09:00      Logging into the webinar platform
- 09:00 – 09:15      Event opening and introduction to the course
- 09:15 – 10:00      Dissemination strategy  
Jelena Lazić, Project Manager, Europa Media
- How to approach the dissemination strategy development?
  - How to assess your target groups, what channels and tools to consider, how to ensure proper messages spread with adequate timing?
  - What is the quadruple helix, what is citizen science – how to integrate that into e.g. a nanotechnology project? Different strategies and approaches will be introduced through real-life examples from social and natural science projects.
  - How to approach dissemination during the implementation of your project?
  - How to approach dissemination with an outlook to Horizon Europe?
- 10:00 – 10:15      Technical break
- 10:15 – 11:00      Communication, branding and the power of visuals  
*Evdokia Bairampa, Social Media Manager, Europa Media*
- Stakeholder engagement is key to your success – so what tools and means you can use to ensure that policymakers, citizens, NGOs, researchers as well as the industry will listen to you, hear and understand. We will introduce best practice examples, traditional tools to convince researchers and crazy ideas to engage citizens. Social media will be highlighted, but tools of the European Commission will be also introduced.
- 11:00 – 11:15      Technical break
- 11:15 – 12:00      Open Access and data management  
*Gabriella Lovasz, Managing Director, Europa Media*
- How to handle open access in your EU project?
  - How to take into consideration institutional policies, how to ensure the FAIR principles and what data management plan should be developed by whom for a social science project or a security project?
  - What is the European Open Science Cloud, what is OpenAire, Zenodo etc?
  - What does the European Commission favour?
- 12:00 – 12:45      Technical break
- 12:45 – 15:45      **Workshop**
- Participants will work on a set of exercises. With the help of trainers, the participants will build up a dissemination strategy, face a few challenges

during implementation of that strategy and discuss what to publish openly and how.

For the data management plan participants will discuss what data they will collect or develop, how they will store the data, how they will ensure protection of the data, provide access to it, etc. A checklist for FAIR principles will be followed.

**(14:00 – 14:15 Coffee break)**