



Europa Media webinar

How to Set Up a Communication and Dissemination Strategy at Proposal Stage

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Welcome!

- 10:00– 10:45 | Presentation
- 10:45 – 11:00 | Q&A session



SPEAKER

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Agenda

1. D&C: what and why
2. D&C in the Proposal
3. Strategic Level
4. Operational Level

What is Dissemination and Communication?

What is the difference between Dissemination and Communication?

PROJECT LEVEL COMMUNICATION

- About the project objectives, progress, European added value, results and impact on citizens' everyday lives and obtain feedback, demonstrating how Eu funding contributes to tackling societal challenges
- Audience: general public, media
- Style: layman terms

PROJECT RESULTS LEVEL DISSEMINATION

- About new knowledge, findings, methodologies, results to interested parties
- Audience: scientific community, industry players, policy makers
- Style: rather technical, demonstrating scientific excellence



LET'S PRACTICE!

Dissemination or Communication?

Raising awareness on biodiversity conservation strategies and how its loss can affect the emergence of new pathogens.

COMMUNICATION

Through engaging local communities in co-creation activities, national authorities will create innovative biodiversity conservation strategies.

DISSEMINATION



Why is dissemination important?

Why disseminate?

Public investment in research and innovation projects must be converted into **socio-economic benefits** for society as a whole, in a **transparent** and **accountable** way.

Any other reasons?



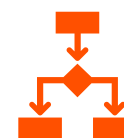
Dissemination and Communication in the Proposal

Dissemination and Communication in the Proposal



Strategy

Section 2.2 – Measures to maximise impact
Dissemination, exploitation and communication
[e.g. 5 pages]



Operational level (will be binding!)

Work Package on Dissemination and
Communication (and Exploitation)

2.2 Measures to maximise impact - Dissemination, exploitation and communication [e.g. 5 pages, including section 2.3]

- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).

[Horizon Europe proposal template](#)

3.1 Work plan and resources [e.g. 14 pages – including tables]

Please provide the following:

- brief presentation of the overall structure of the work plan;
- timing of the different work packages and their components (Gantt chart or similar);
- graphical presentation of the components showing how they inter-relate (Pert chart or similar).
- detailed work description, i.e.:

Strategic level

Drafting your Dissemination and Communication Plan



Project Actions and Objectives

Objectives

What is the impact/reaction/change expected in the audience?

Project Objectives

- More people engaged in **EOC activities**
- Construct understanding about **scientific citizenship**, developing the skills needed to make informed decisions
- Increase the **collaboration** among different science learning providers, civil society and non-usual stakeholders and achieving the European objective of **Lifelong learning**
- Help increase the **uptake of science** at different levels of society regardless of gender or geographical differences
- Encourage the uptake of science subjects related to **reducing levels of plastic waste**
- Contribute to the shaping of **accreditation schemes** for Science Education Outside the Classroom in Europe and to assurance of quality contents



D&C Objectives

- **Raising awareness** about the project's objectives, consortium, progress and benefits for stakeholders;
- **Maximising the visibility** of the project's results and achievements;
- **Engaging stakeholders** and optimising final uptake of the project's main results;
- **Sharing improved knowledge on the role of EOC for science learning**, its impact on students' knowledge and transferable skills, on the role it plays in acquiring **scientific citizenship** and sophisticated consumption competences, **policy recommendations** and new strategic research lines for future improvements;
- Supporting the **creation of novel synergies**, collaboration agreements with schools.

Project Objectives

What is the impact/reaction/change expected in the audience?

Horizon Europe CASE STUDY

GIANT LEAPS

Project Objectives

- Maximised **safe use of alternative protein** sources in foods and diets
- **Increased number of available alternative proteins** in the future by speeding up and improving risk assessments and by clarifying pathways, improved methods and necessary data
- **Optimised selection** of alternative protein sources and blends to meet protein requirements and **optimise product design**
- **Optimised future diets** in which alternative protein sources substitute traditional animal proteins [...]



D&C Objectives

- **Engaging all target groups** for proper communication and dissemination, for further **uptake of project results** and best practices
- **Disseminating results to key stakeholders** active and related to the food supply chain from farm to fork, e.g. primary producers, food and ingredients producers, [...]
- Ensuring **geographical coverage** thanks to consortium members and their networks
- Main focus: dissemination of results to **policy makers** via dedicated policy briefs
- **Collaboration with other food-related projects** and the use of national contacts: joint media campaigns, communication actions, events.

Target Audiences

Target Audience: Quadruple Helix Model

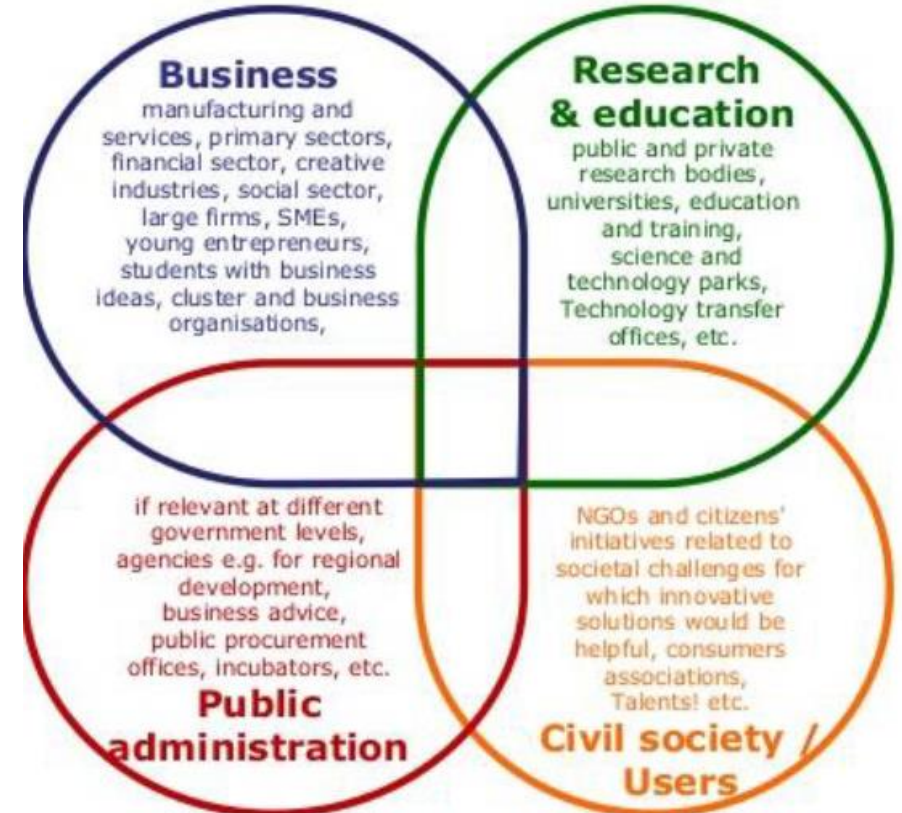
Creating innovation – Focus on Social Sciences

Four major actors in the Innovation ecosystem:

- POLICY: Government, Policy makers
- SCIENCE: Academia & researchers,
- INDUSTRY: Businesses, startups, SMEs,
- SOCIETY: Citizens, citizen initiatives, CSOs, NGOs,

Why?

- Interaction amongst these four groups leads to **more impactful solutions**
- It matches with the Horizon Europe principles of **co-creation and co-design**
- It channels **research results** into what the **public needs**
- Provides access to more **diverse** and **applicable knowledge**



Helixes can overlap

Example: self-REGULaiTE

C&D Work Package

2.1, Pathway towards impact

Task 7.3 Joint and individual dissemination and communication actions. Task Leader: EM. Contributors:all partners. [M1-M36].

A Dissemination and Communication Team (DCT) will be established, meeting online every second month. Partners will proactively carry out actions to disseminate the project results to **quadruple helix stakeholders** jointly and on a national level in their own language.

The **target groups** that would benefit from the above research results and their contribution to the expected outcomes cover the whole spectrum of stakeholders in the integration of emerging technologies in education: school education staff (teachers, headteachers), school students, school students' parents/guardians, educational research and innovation and teacher training experts, emerging technologies research and innovation experts, educational technology business community members, educational and technology-related policy makers at various levels (local to European), third sector organization members and citizens. These target groups will benefit from the results of self-REGULaiTE because they will have a stake in utilizing these results at the level of both practice and policymaking in an array of concrete ways, as summarised in Table 2.2.

Table 2.2 Use of the results by target groups (stakeholders) in practice and policymaking

Use of results to develop:	At the level of practice	At the level of policymaking
a) innovative learning interventions integrating uses of emerging technologies for the development of students' 21 st century skills;	Teachers renew their teaching methods and the learning processes, content, and materials in their classrooms and schools Headteachers lead organizational change to accommodate and facilitate these innovations and maximise their positive impact Students are empowered as autonomous and flexible collaborative learners, developing	Policymakers re-design school curricula, school teaching practice specifications, specifications for learning processes, content and materials, teacher training curriculum and practice specifications, as well as educational technology

Definition: Multi-actor Approach

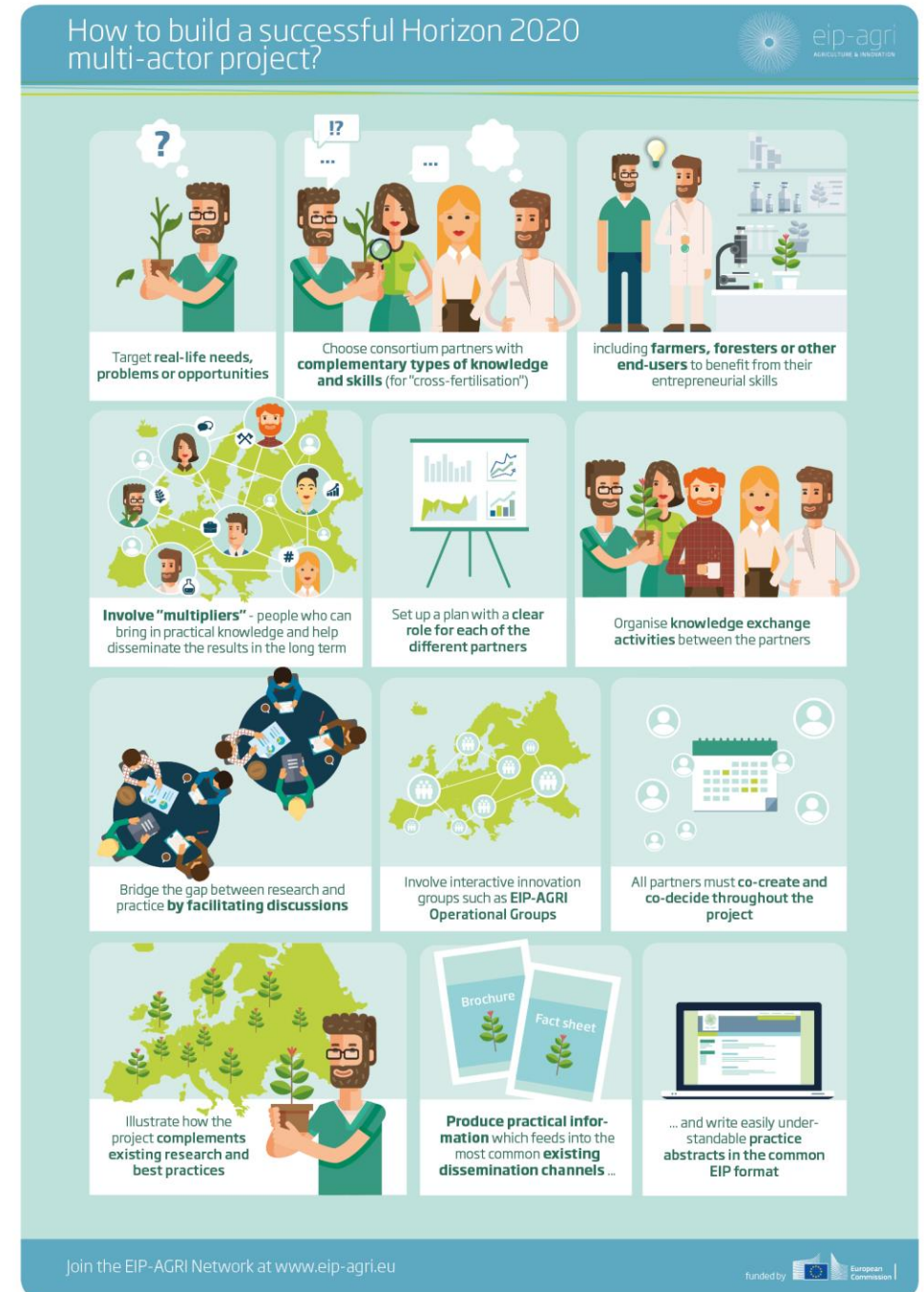

Focus on Agriculture

Why applying a multi-actor approach to your project:

- It will help you focus on **end-users' real problems** and needs
- By bringing together **partners with complementary types of knowledge** (scientific, practical and other) project activities will be more impactful
- By **involving target audience in the generation of results**, they may be more likely to use those results: co-ownership of the solutions generated
- More widely used than quadruple helix

Source: [EIP AGRI Brochure](#)


How to build a successful Horizon 2020 multi-actor project?



The infographic is a 4x3 grid of 12 panels, each with an illustration and a text box. The panels describe the following steps:

- Target real-life needs, problems or opportunities
- Choose consortium partners with complementary types of knowledge and skills (for "cross-fertilisation") including farmers, foresters or other end-users to benefit from their entrepreneurial skills
- Involve "multipliers" - people who can bring in practical knowledge and help disseminate the results in the long term
- Set up a plan with a clear role for each of the different partners
- Organise knowledge exchange activities between the partners
- Bridge the gap between research and practice by facilitating discussions
- Involve interactive innovation groups such as EIP-AGRI Operational Groups
- All partners must co-create and co-decide throughout the project
- Illustrate how the project complements existing research and best practices
- Produce practical information which feeds into the most common existing dissemination channels ...
- ... and write easily understandable practice abstracts in the common EIP format

Join the EIP-AGRI Network at www.eip-agri.eu

funded by  European Commission

Example: GIANT LEAPS

(Accelerating the transition from animal-based to alternative dietary proteins)

Topic description:

- [...] implement the **multi-actor approach** by involving a **wide range of food system actors** and conducting **inter-disciplinary research**. [...]
- They should participate in **joint activities**, workshops, focus groups or social labs, and common communication and dissemination activities, and show potential for upscaling. Applicants should plan the necessary budget to cover these activities. [...]

In the proposal: highlights

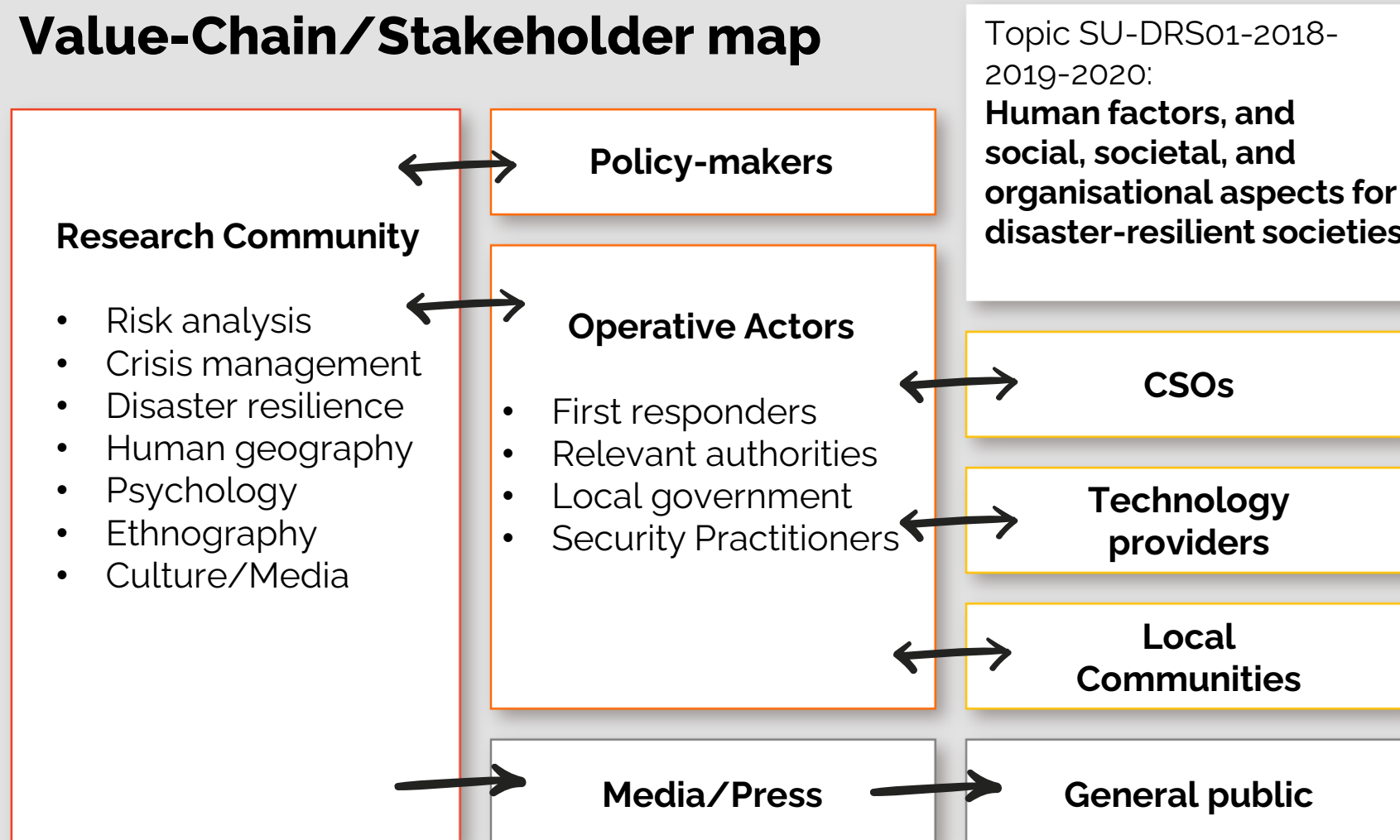
- **Co-creation, transdisciplinary and inclusive approach** across the full range of supply chain actors (mentioning also the health and safety of consumers and vulnerable groups: e.g. people with food allergies, senior citizens or young children).
- **Including citizens and consumers as valid contributors to achieving the scientific aims of the project (co-design, co-creation)** > dedicated Work package for multi-actor workshops, and surveys (that are key to other Work Packages)
- Engage with a **wide range of stakeholders** (e.g. policymakers, regulators, producers, businesses and networks, NGOs, consumers and consumer organisations) to ensure the GIANT LEAPS solutions will be taken up and exploited by relevant end-users, empowering them to progress the dietary shift.
- In the **Specific Objectives**: mention engagement, co-creation with different types of stakeholders (strong focus on consumers' culture and behaviour)
- Showcased the variety of the **Giant Leaps consortium** (from SMEs, to food industry, to not-for-profit organisations, to knowledge institutes)

Stakeholder Map - BuildERS

What type of stakeholders/actors are you targeting?

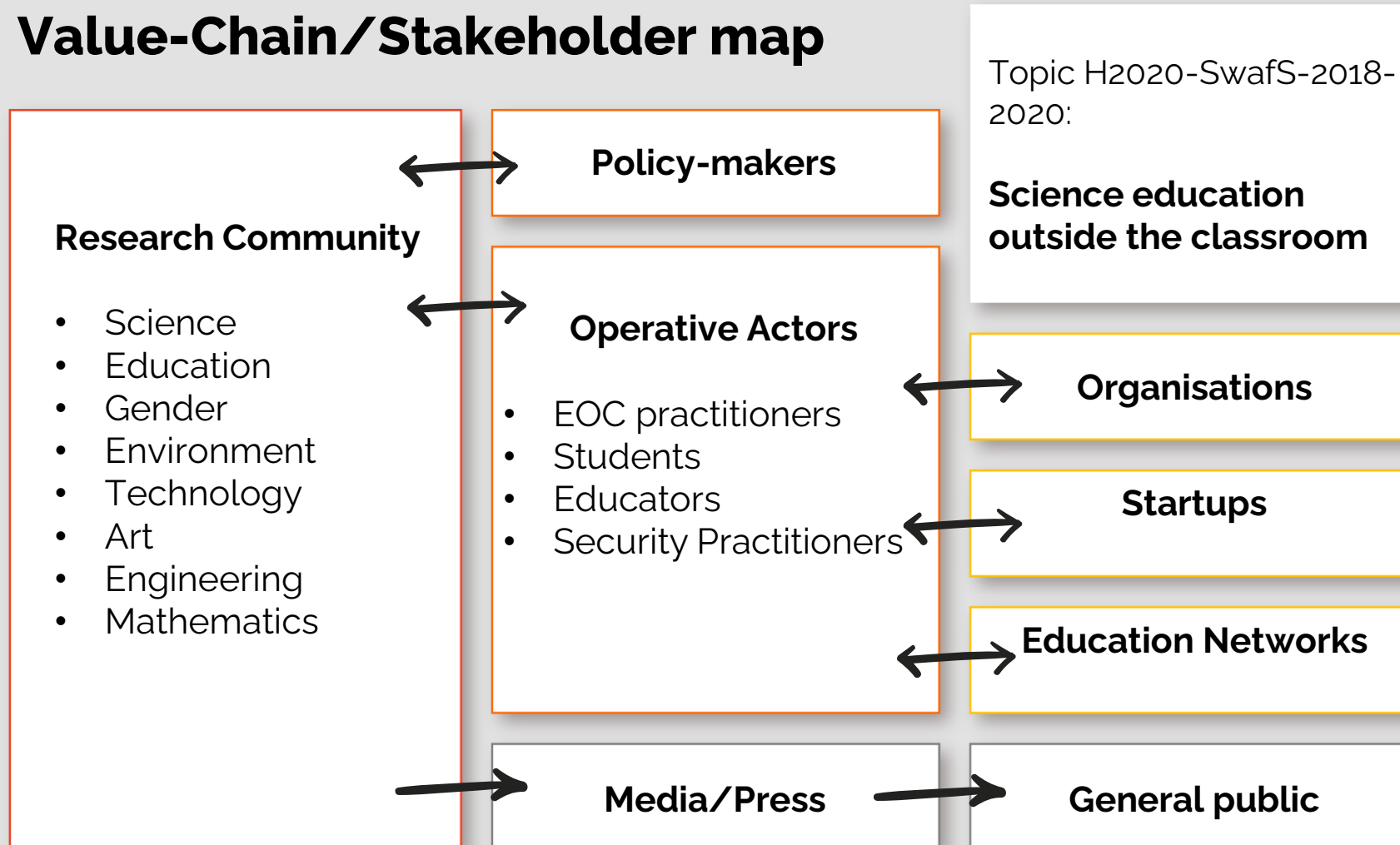
At which level? What are their communication consumption patterns?

Value-Chain/Stakeholder map



Stakeholder Map - OTTER

Value-Chain/Stakeholder map



Tools



Channels & Tools

Ask yourself: what is the best **channel/tool** to reach the intended audience?

- **Visual identity:**

A strong visual identity and brand story of the project will be the first step to ensure **consistency** and **familiarity** in internal and external communications; this will include a logo, colour palette; templates and guidelines for partners.

- **C&D materials, channels & tools:**

Flyers, posters, brochures, factsheets, events, website, PRs, papers, blogs, articles, videos etc.

...Scientific publications, workshop, demos, roadmaps
(DISSEMINATION)

Visual Identity

How your projects presents itself to the public.

Logo, imagery, typography, colours and creative design.



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C&D materials, channels & tools

Where and how you can reach your audience.
Spotlight on EC tools!

- [Horizon Magazine](#) (C)
- [R&I Projects Success Stories](#)
- [Cordis](#)
- [Horizon Results Platform](#) (key exploitable results, and visibility)
- [Horizon Results Booster](#) (Meta Group: provides with support)
- [Innovation Radar](#)
- [Open Research Europe](#)

Online accounts

@OpenResearch_EU



KPIs

How can you **set** and **measure** your targets?

Quantitative indicators may be:

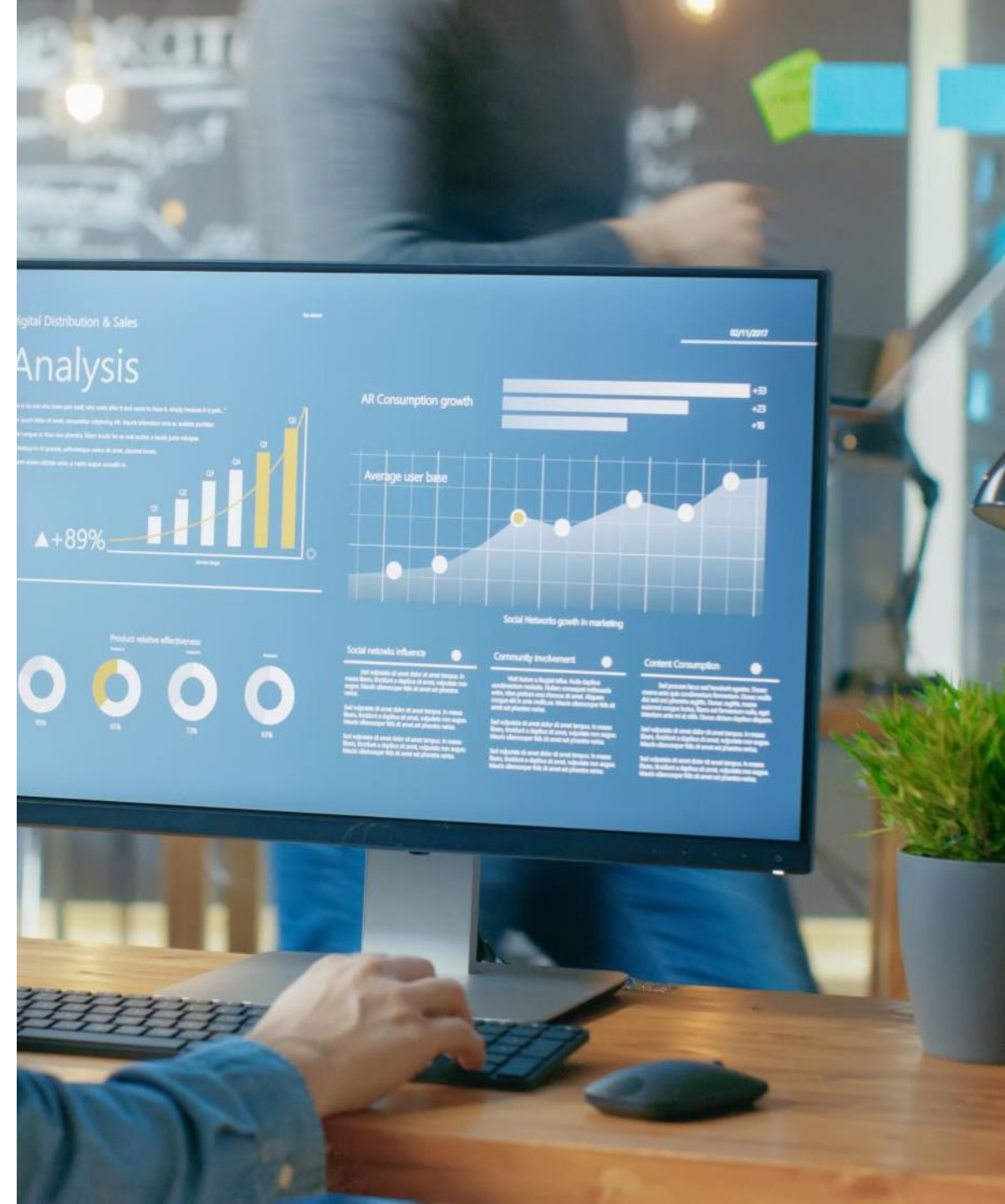
- Number of press releases
- Number of publications
- Number of times a deliverable was downloaded
- Number of unique visitors to your project website

Assessment might be performed through:

- Google Analytics
- Social Media analytics
- Presence sheets at face-to-face events
- Qualitative assessment through feedback questionnaires



Chance for adjusting/changing your channels, tools, messages, style, etc.



KPIs: some examples

Measurable indicators for communication actions

Tool/KPI:

- Project website: 10,000 unique visitors from 10 countries
- Printed material: 1 project brochure (500), 5 local case studies brochures (750 altogether), 1 general project poster (1/partner)
- Multimedia material: 2,000 views, 500 downloads
- Social media campaign/announcements on partners' websites: 300 posts, 2000 followers
- Participation in the media: At least 6 (1 general + 1/ case study)
- Participation in relevant events: At least 10 events attended
- Scientific publications: At least 3 scientific publications
- Project documents (e.g. deliverables, educational material): 1,000 downloads
- Local and NaBaSI workshops: At least 15 participants per workshop

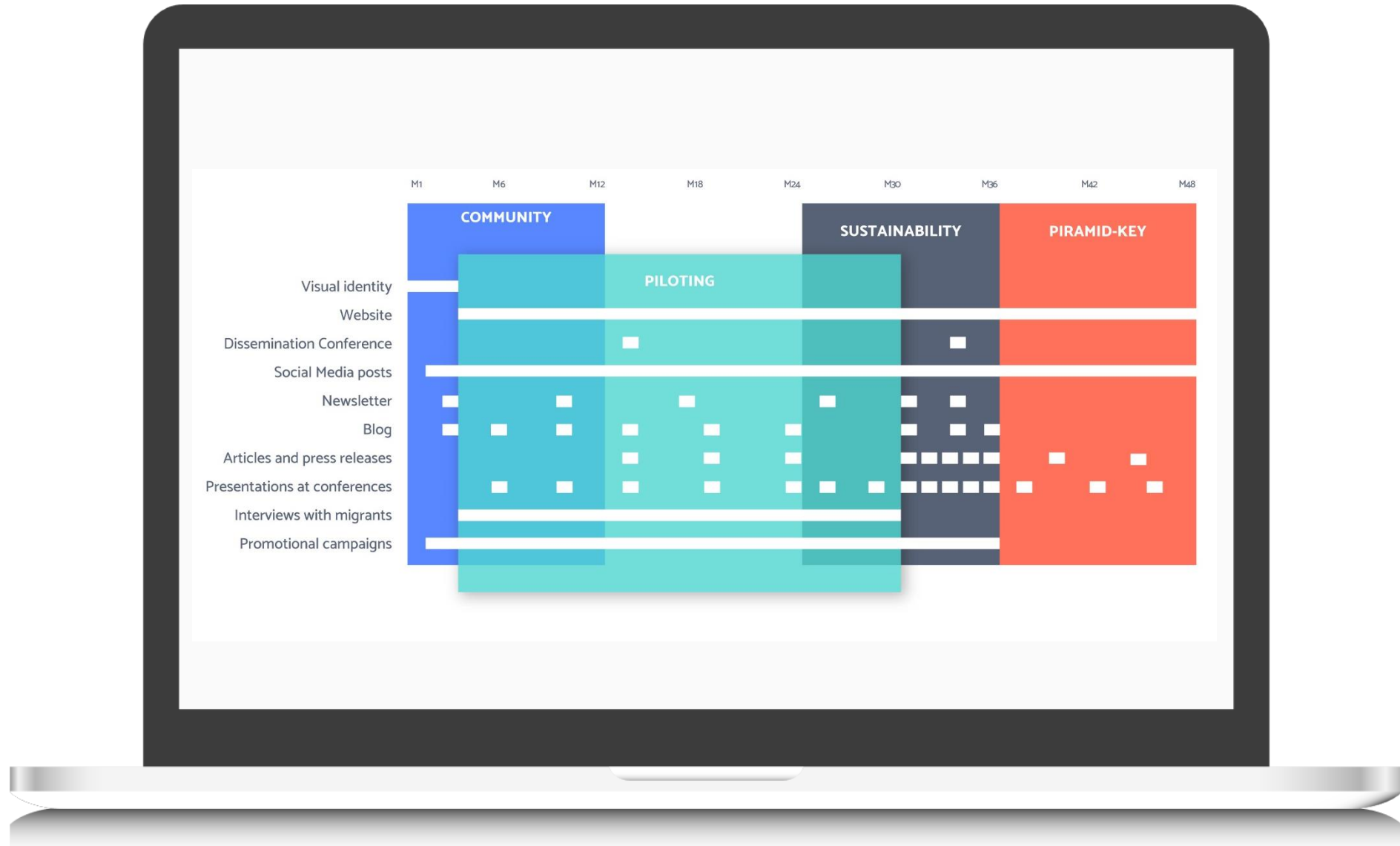
KPIs:

- (A) Minimum of 10,000 unique website visitors; 1,000 social media followers; Minimum 10 appearances in national, regional or international TV/radio/newspapers;
- (B) 15+ events; 10+ publications in international journals and conferences;
- (C) Minimum 4 data exchange agreements; 8 collaboration agreements including with the Knowledge Centre for Biodiversity, Biodiversity Partnership and Prezode; and 4 joint campaigns;
- (D) 10+ discussions and presentations in Europe and 5+ in tropical hotspot areas. 5+ attendances in events addressing tropical hotspot development; and
- (E) 5+ appearances in local newspapers, magazines; 5+ joint social media campaigns with local NGOs; and collaboration with local leaders and influencers.

Timeline

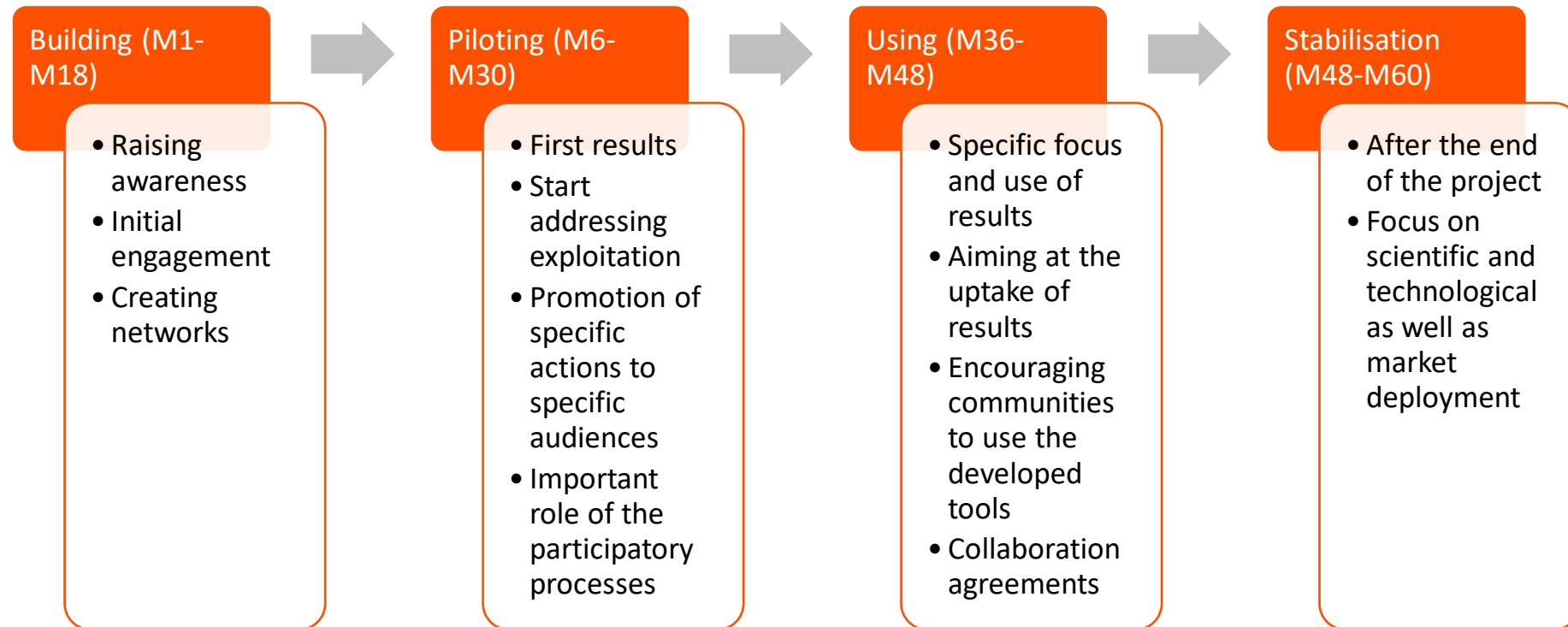
Timeline

How is your strategy changing over the project's lifetime?



Timeline

How is your strategy changing over the project's lifetime?



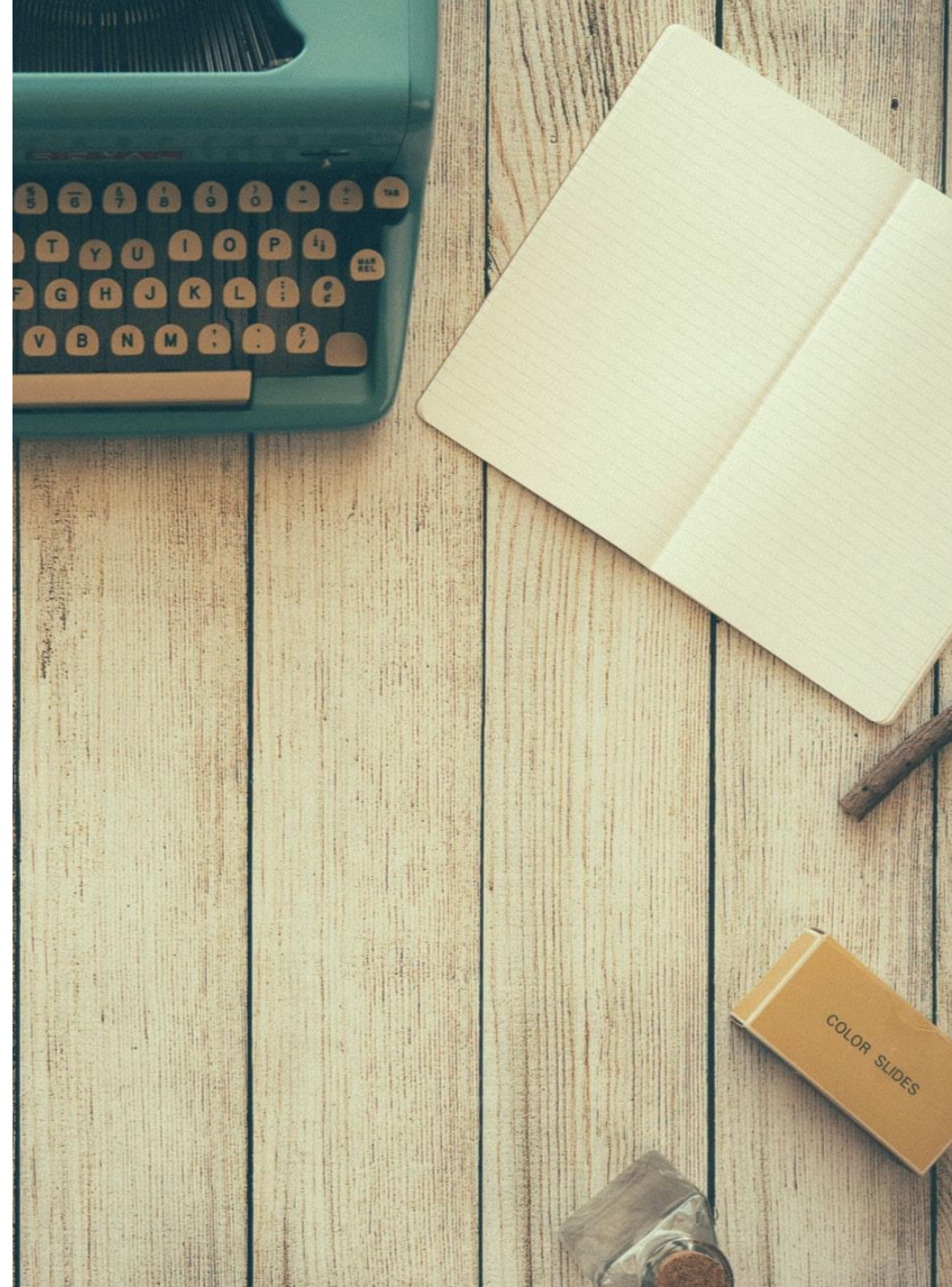
Operational Level

Operational level

Your D&C Strategy in the Proposal (1/2)

3.1 Work Plan

- Good practice: conceive a standalone Dissemination and Communication **Work Package** (WP)
- Link the WP tasks to specific outputs (**deliverables**):
 - Dissemination and Communication Plan (**NOT** to confuse with 2.2)
 - Visual identity and dissemination materials
- Additional, **tailored** to your activities, such as:
 - Report on social media campaigns
 - Report on stakeholder engagement



Operational level

Your D&C Strategy across the Proposal (2/2)

3.1 Resources

- Person months for all partners to contribute to D&C activities (budget for WP leader and WP overall).
- Do not forget resources needed for participation in conferences (access fees, travel costs, etc.), open access, etc.

3.2 Individual capacity and Consortium as a whole

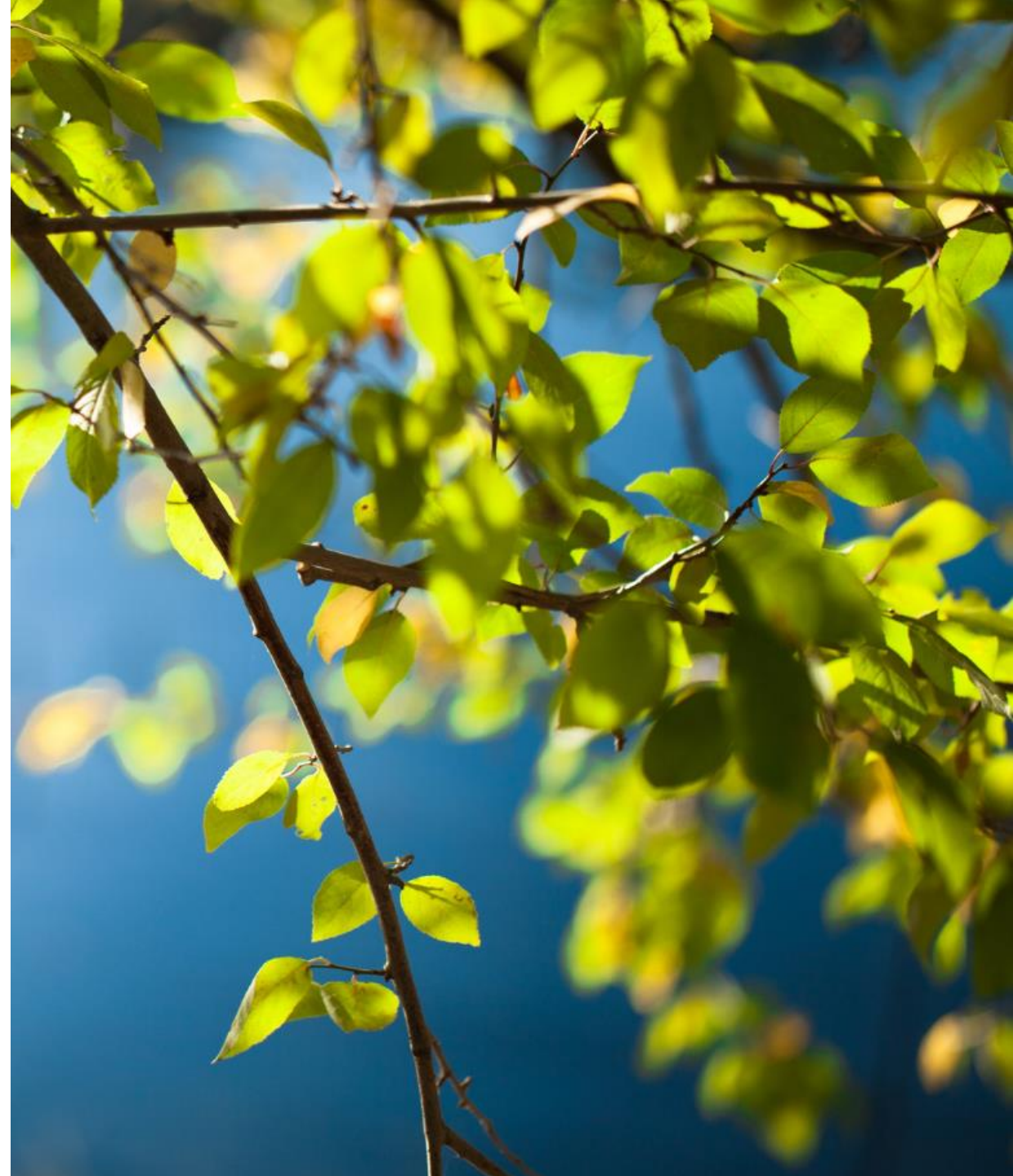
- Consider including a professional organization that can help you with D&C – as there is no management structure, consider highlighting this expertise and structure here



Citizen Engagement

Activities

- **Co-design:** workshops, focus groups, roadmaps, policies (a Work Package?)
- **Co-creation:** citizen science or user-led innovation - involving end-users directly
- **Co-assessment:** e.g. assisting in the monitoring and evaluation of the progress of a project



Conclusions and final tips

- Be **specific** about your **target groups**
- Include **credible KPIs**
- Include and **engage citizens** to reach more impactful outcomes (citizen engagement and science)
- Enhanced **D&E support and guidance** to applicants
- **EC Tools and Platforms** – D&C support
- **Exploitation success** – within 1 year after the end of the project (GA obligation to upload on Horizon Results Platform)



Question time!

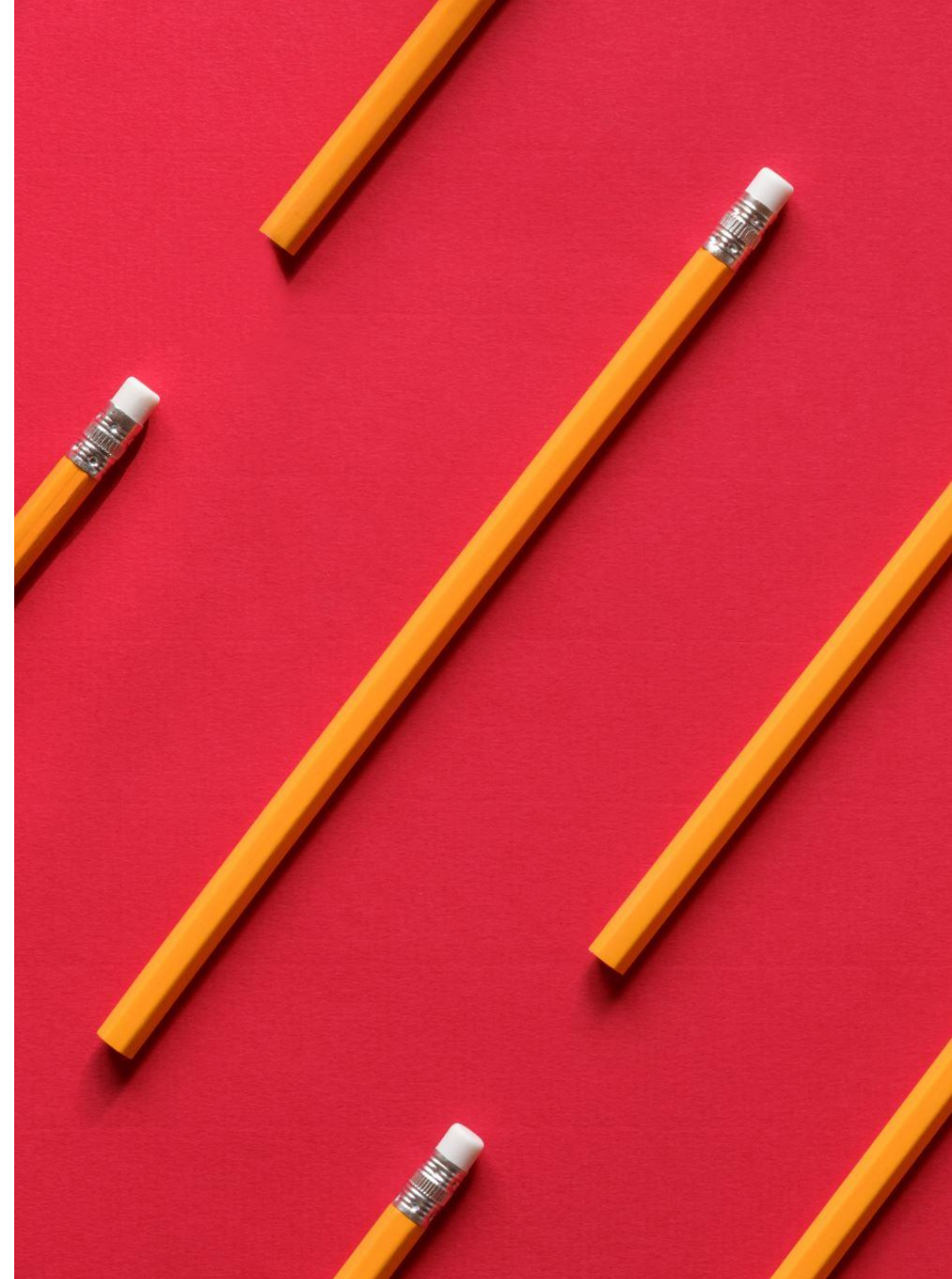


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for your attention

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