Europa Media

Dissemination & Communication in Horizon Europe proposals

Jelena Lazić
Project Manager - Europa Media Non-profit Ltd.

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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.

Set your strategy

Expected outcomes/impacts you want to achieve

1. Exploitation Strategy

Commercial? Non-commercial?

Protection of project results

2. Dissemination Strategy

Range of tools and channels

Feedback to policy measures

3. Impact Canvas

Delivery of the outcomes/expected impacts

What is the difference between Dissemination and Communication?

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PROJECT LEVEL COMMUNICATION

- About the project objectives, progress, European added value, and impact on citizens' everyday lives and obtain feedback (awareness raising intention)

- <u>Audience</u>: general public
- <u>Style</u>: layman terms

PROJECT RESULTS LEVEL DISSEMINATION

- About new knowledge, findings, methodologies, to interested parties (exploitation-oriented intention)

- <u>Audience</u>: scientific community, industry players, policy makers
- <u>Style</u>: rather technical, demonstrating scientific excellence

Dissemination and Communication in the Proposal

Dissemination and Communication in the Proposal

Strategic level

Section 2.2 – Measures to maximise impact

Operational level (will be binding!)

Work Package on Dissemination and Communication

and Exploitation

Horizon Europe - Work Programme 2021-2022
General Annexes

GENERAL CONDITIONS

A — Admissibility

Admissibility

Applications must include **a plan for the exploitation and dissemination of results including communication activities**, unless provided otherwise in the specific call conditions. The plan is not required for applications at the first stage of two-stage procedures. If the expected exploitation of the results entails developing, creating, manufacturing and marketing a product or process, or in creating and providing a service, the plan must include a strategy for such exploitation. If the plan provides for exploitation of the results primarily in non-associated third countries, the legal entities must explain how that exploitation is still to be considered in the EU's interest.

Strategic level
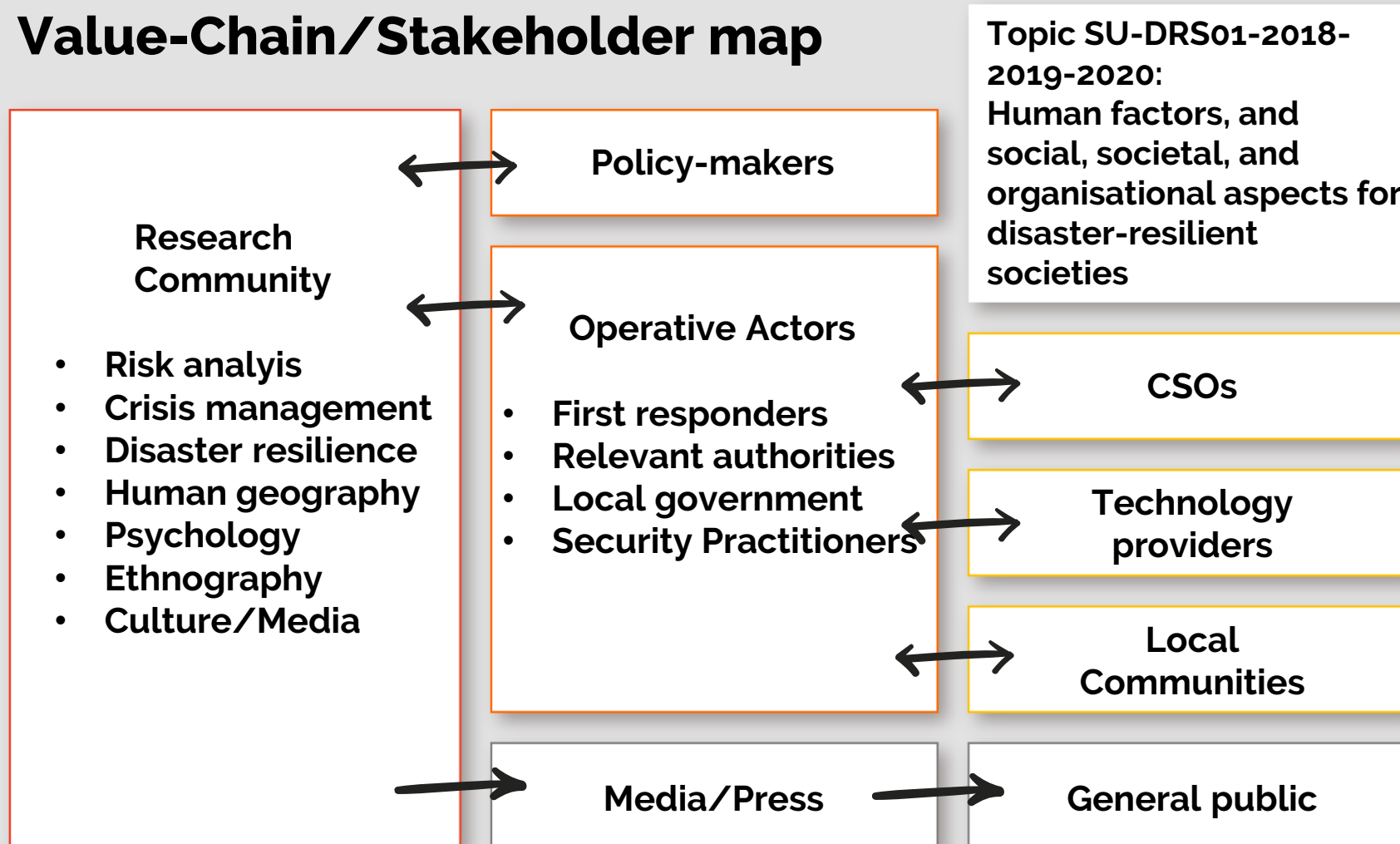## Drafting your Dissemination and Communication Plan

Project actions and results → Objectives → Audience → Tools → Targets/KPIs → Timeline → Monitoring and feedback → Project actions and results

Audience

What type of stakeholders/actors are you targeting?
At which level? What are their communication consumption patterns?

Value-Chain/Stakeholder map

Topic SU-DRS01-2018-2019-2020:
Human factors, and social, societal, and organisational aspects for disaster-resilient societies

Research Community

- Risk analyis
- Crisis management
- Disaster resilience
- Human geography
- Psychology
- Ethnography
- Culture/Media

Policy-makers

Operative Actors

- First responders
- Relevant authorities
- Local government
- Security Practitioners

CSOs

Technology providers

Local Communities

Media/Press

General public

Tools

Ask yourself: what is the best channel/tool to reach the intended audience?
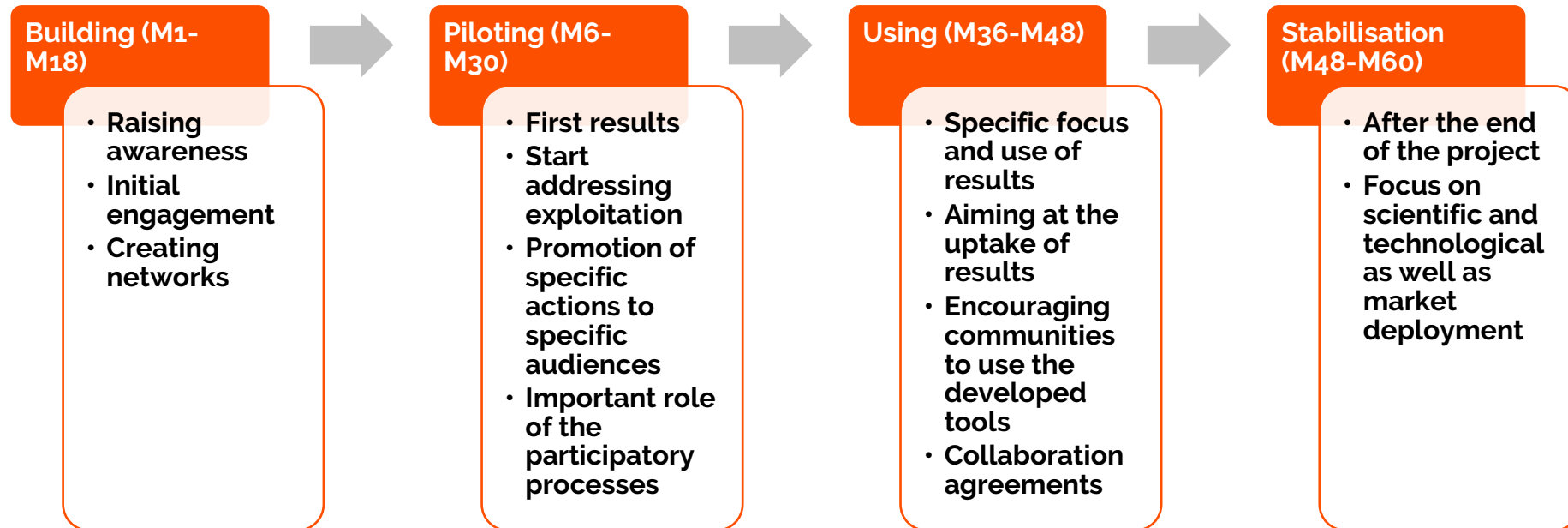
D&C Measures and Tools

- Website(s), Applications
- Articles in popular press
- Papers published in peer-reviewed scientific journals
- Interviews, media briefings
- Press releases, TV clips
- Promotion materials: flyers, branded materials, factsheets
- Oral presentations, poster and exhibition spaces at events, workshops
- Thesis, PhD works
- Newsletter
- Blogs
- Videos, animations, podcasts
- Event participation
- Dissemination materials (flyers, brochures, posters)

💡 **Some channels and tools can be used for both dissemination and communication**

Timeline

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

Building (M1-M18)

- Raising awareness
- Initial engagement
- Creating networks

Piloting (M6-M30)

- First results
- Start addressing exploitation
- Promotion of specific actions to specific audiences
- Important role of the participatory processes

Using (M36-M48)

- Specific focus and use of results
- Aiming at the uptake of results
- Encouraging communities to use the developed tools
- Collaboration agreements

Stabilisation (M48-M60)

- After the end of the project
- Focus on scientific and technological as well as market deployment

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

Table 10 Communication tools/channels and KPIs

TOOL/CHANNEL	KPI	M24	M48
Website	Number of views	10,000	20,000
Social Media	Number of followers (total for all accounts)	1,000	2,000
Articles (blog posts, policy briefs, scientific articles)	Number of articles	At least 20	At least 35
Dissemination materials (flyers and brochures)	Number of materials distributed	250	500
Events	Number of events and conferences attended (including events organized by FLOW)	50	100
Final Conference	Number of attendees	At least 100	
Synergies with F2F and GD projects and initiatives	Number of joint activities organized	At least 10	At least 20
Multimedia (podcasts, videos)	Number of multimedia materials produced	At least 7	At least 14
Newsletter	Number of newsletters issued	At least 4	At least 10

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

EM TRAININGS

Draft Dissemination Strategy (1/2)

Target audience	Objective	Message	Tools/channels and key performance indicator/s
Scientific community in the field	Inform the scientific community about the project results and to encourage expert discussions on the approach with the aim to make it more known internationally and also to critically reflect it. *Result:* Algorithms; methodology.	The COLLECTiEF methodology is a new approach for achieving energy efficiency and energy flexibility. New knowledge is available both in the field of research and development and also in testing and demonstration.	Presentations at scientific conferences (at least <u>two presentations during the project</u>), publications in journals (at least <u>four scientific articles</u> submitted during the project duration)
Individual building owners	Disclose the benefits of the solution and promote the uptake of results. *Results:* Edge Node; deployment service; Sphensor.	The project provides exclusive access to services, and energy optimization based on the developed algorithms in this project.	Exhibitions (<u>4 exhibitions</u>, 1 per demo site), stakeholder workshops (<u>4 workshops</u>, 1 per demo site) and e-learning materials (<u>4 e-learnings</u>).

Draft Dissemination Strategy (2/2)

I. LAUNCH, branding and promotion of INSPIRE & STRATEGIC alliances, widening countries engagement and collaborations with other GE initiatives (M1-M48)

II. SCIENTIFIC knowledge and good practices exchange via CoPs and Knowledge and Support Hubs (M4-M48 and beyond the end of the project)

III. INSTITUTIONALIZATION through sustainability measures and policy dialogue (M8-M48 and beyond the end of the project)

Outputs prepared for scientific and technological advancement as well as market deployment. Market research conclusions and business planning for developing a comprehensive sustainability plan (**D7.3**). Private & public actors invited to test the validity and sustainability of proposed solutions. Tailored measures used to encourage policy dialogue and convey evidence to policymakers.

Messages/results of interest: easy to access and free of charge training units and support packages; capacity building for development and implementation of GEPs to meet HE eligibility criteria. Evidence for policymakers to continue policy dialogue and advance policymaking in the field.

Target groups: Patent/IP/knowledge transfer and utilisation specialist, Open Innovation industry-research networks, organisation using evidence/knowledge for development and sustainability (**UN, WHO, UNESCO, OECD, WWF, WMO**); NCPs; Governmental sector / Policy stakeholders (GE in R&I national policy makers, Education & training policy makers, Science & education ministries, Gender equality policy makers, Inclusion/Equalities policy makers, Employment policymakers, Statistical offices e.g. **EURO-STAT, SHE Figures, EC.**	**Tools & Channels:** promotion of INSPIRE service portfolio (training units and support packages) via **advertisements**, paid ads on **social media**, **strategic agreements**; **direct mailing**, information spread through existing and new projects, EU, and global-level dissemination platforms; **CoE Network of Strategic Alliances.** Policy-related outputs disseminated via **policy workshops & EU events. INSPIRE Q&A ask the Expert** targeted to Policy Makers (**T7.5**).

How to reach and engage my audience?

- **Quality** content
- **Diversity** of content
- Paid **ads**
- Conventional/non-conventional measures
- **Team up** with other H2020 projects
- Make use of **EC's tools**

💡 **Engage with (EU) influencers**

Communicate through collaborations

Building synergies and joint actions with sister projects is a practice highly supported by any EU programme.

WHY
- **Reach a broader audience**
- **Enhance your visibility**
- **Gain new followers**

HOW
- **Online campaigns**
- **Workshops**
- **Events**
- **Blog posts**
- **Academic publications**

Should a project have social media presence?

LinkedIn
- Professional networking
- Longer posts, articles, pictures, videos, links

Facebook
- Personal connections
- Long posts (but..), pictures, albums of pictures, videos, "feelings", create events.

Twitter
- Citizen journalism
- Short posts, pictures, videos, links, mentions, emojis, link shorteners
- Brief messages

Instagram
- Strong visual identity
- Instagram stories

Policy Feedback

- **Describe possible feedback to policy measures generated by the project;**
- **If relevant, describe how you contribute to designing, monitoring, reviewing and rectifying (if necessary) existing policy and programmatic measures or shaping and supporting the implementation of new policy initiatives and decisions.**
- **Focus will be on the timely knowledge diffusion towards the concerned stakeholders.**
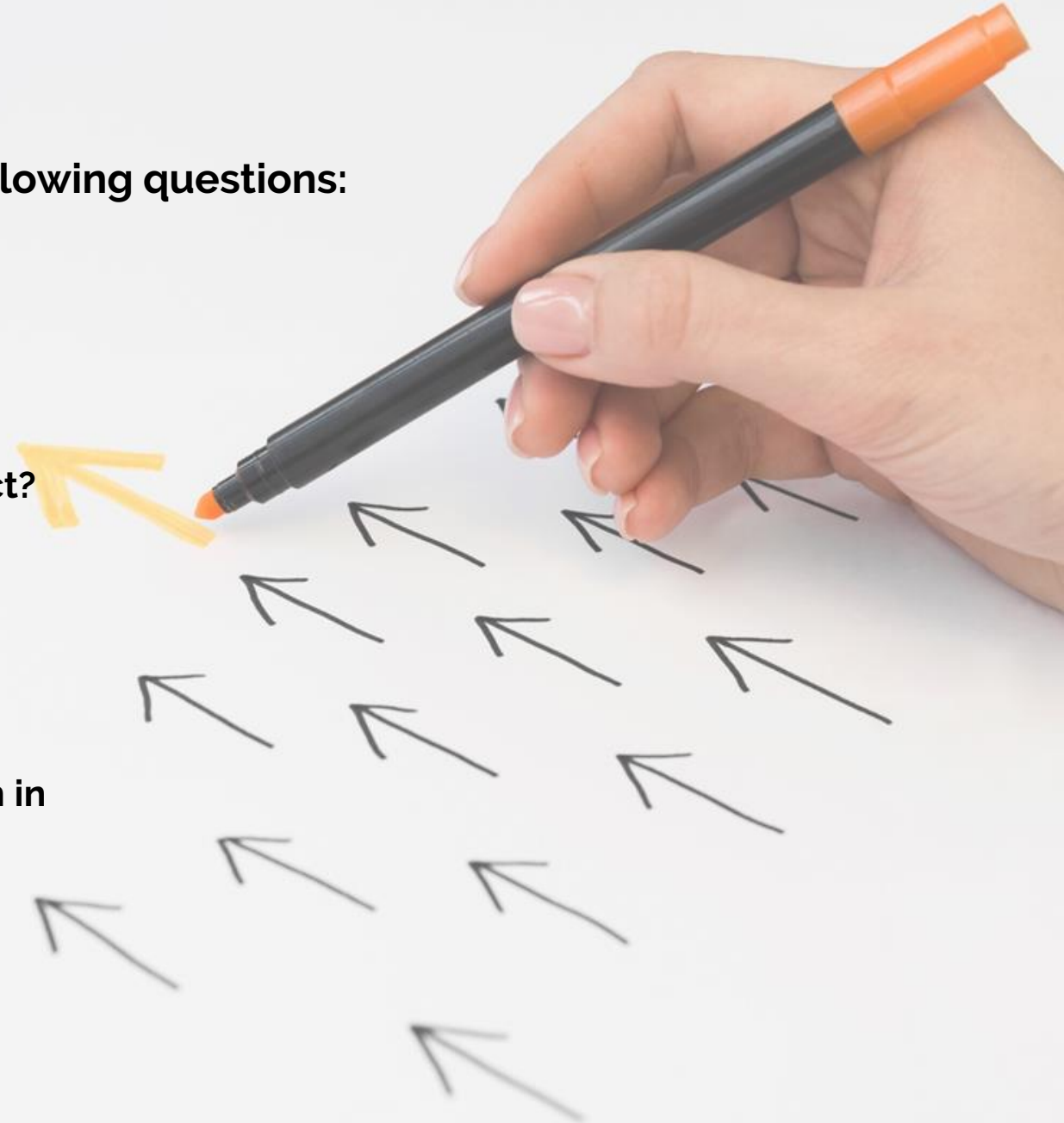
💡 We will NOT produce and deliver policies; only policy recommendations.
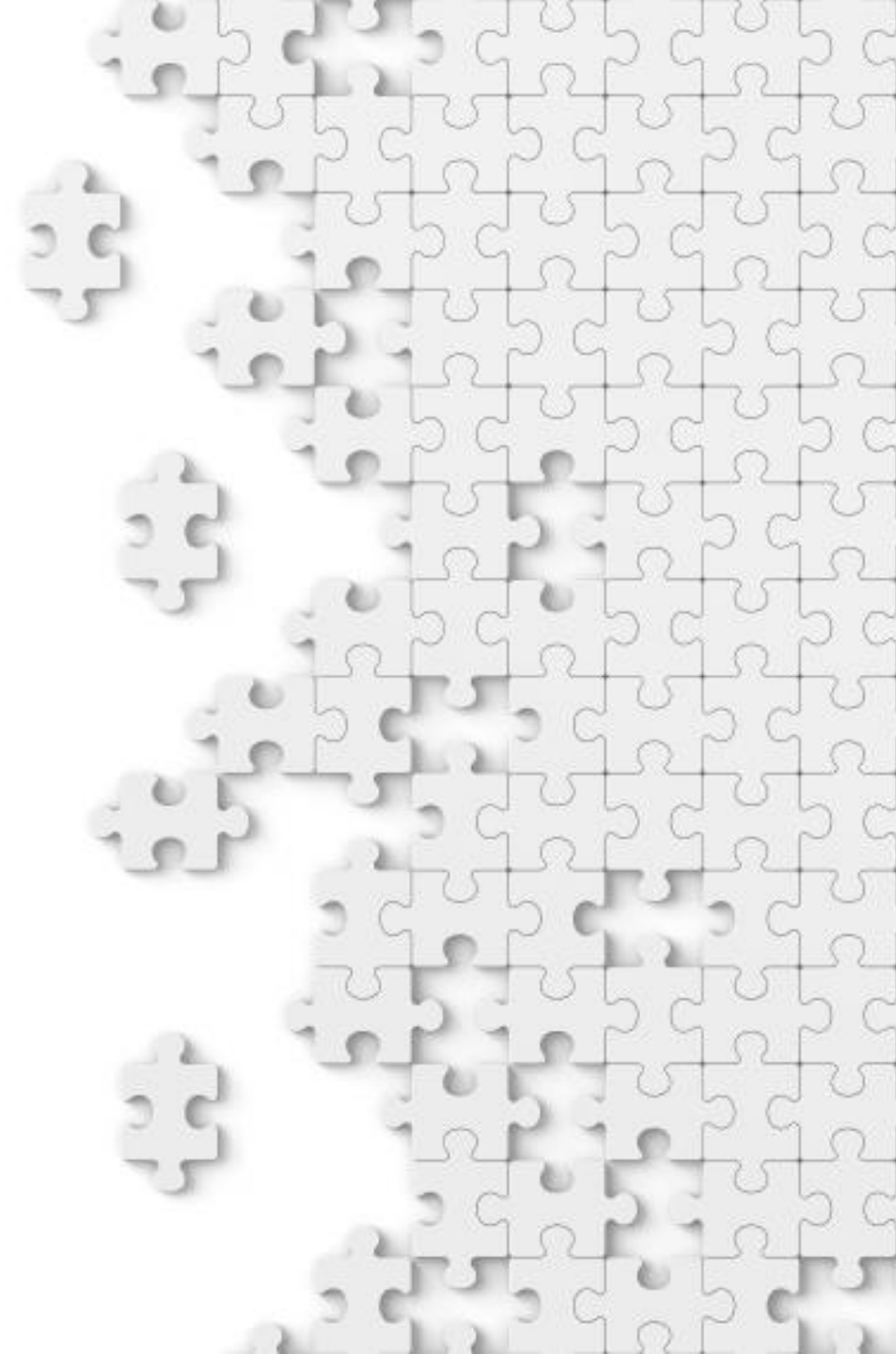
Impact Canvas

2.3 Summary

To complete the Impact Canvas, ask yourself the following questions:

- What are the specific needs that triggered this project?
- What do you expect to generate by the end of the project?
- What dissemination, exploitation and communication measures will you apply to the results?
- Who will use or further up-take the results of the project? Who will benefit from the results of the project?
- What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?
- What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?

2.3 Summary: KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D&E&C MEASURES
Lack of bioeconomy strategies in CEE2ACT target countries, despite existing initiatives (Ministerial led) in the region. The development of bottom-up and inclusive approach to develop bioeconomy strategies at national level is vital for making Europe a circular, climate neutral and sustainable economy, achieving this will require bringing together all relevant stakeholders (listed in target groups) to identify regulatory barriers, and local gaps, and to enable capacity building and innovative governance models, while also informing a supportive policy framework.	* Development of National-level roadmap for the bioeconomy strategies in CEE2ACT target countries *National Bioeconomy Hubs as a permanent interface supported by a set of e-solutions (inventories, e-learning, self-assessment and B2B matchmaking tool) and methodology for developing bottom-up bioeconomy strategies. * CEE2ACT MoU signed by NBHs members *Updating and tailor-made support of policy and roadmaps for national bioeconomy strategies. *Recommendations for the EU, national, and local policy-makers and bodies	Dissemination to **scientific community** through open access scientific publications and conference presentations. Dissemination to **industry** through good practices and presentations at industry events and fairs, in-person local workshops, and online events. **Education and training to policy makers** through e-solutions, workshop sessions, for continuing education and new workforce training. **Exploitation** through further research by project partners, exploitation plan and sustainability strategy to ensure continuation. An IPR strategy to manage rights within the consortium. **Feedback to policy**: Workshop series (described in table 1), and targeted events at national level and in Brussels to engage policymakers at European level as well as other multipliers of CEE2ACT target group **Communication to general public**: Participation in civil society fairs and events, social and traditional media campaigns to activate multipliers, website.

TARGET GROUPS	OUTCOMES	IMPACTS
CEE2ACT target groups: Policy and decision makers, public administrators, bio-based value chains actors (primary sector, industrial and waste sector), investors, SMEs, research institutions, academia, environmental organizations, NGOs and CSOs and NBHs members.	* Wide use of the published results beyond the CEE2ACT target countries; baseline assessments, stakeholder engagement and knowledge transfer strategy and programme, e-solutions, and roadmaps. *Replication of CEE2ACT bottom-up approaches in other countries lacking bioeconomy strategies. *Enabling CEE2ACT target groups to efficiently collaborate in a bottom-up approach to develop national bioeconomy strategies or action plans.	Policy: Development of the National Bioeconomy Hubs in the countries without Bioeconomy Strategies, which will act as "Innovative governance models enabling sustainability and resilience notably to achieve better informed decision-making processes, societal engagement and innovation. Scientific: Better understanding of the enriching use of mixing social sciences, environmental sciences, and economic sciences for assessment of local contexts. Relevant scientific data collection in CEE2ACT target countries. Societal: Increased bioeconomy literacy and entrepreneurship skills both at a national level beyond, a more gender-inclusive decision-making process, Increased awareness on the importance on green transition and stakeholder engagement in the process of co-creating bioeconomy roadmaps. Environmental: new and deepened cooperation for bioeconomy policy development in CEE2ACT countries, favouring green transition and climate neutrality. New norm: applying bottom-up approach and co-creation methods in the creation of national bioeconomy strategies.

Dissemination and Communication in the Proposal: Section 3

Operational level

Within implementation

3.1 Work plan and resources

- **Good practice: conceive a standalone Dissemination and Communication Work Package**

- **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 Capacity of participants and consortium as a whole

- **Consider including a professional organization that can help you with D&C**

- **Mention industrial/commercial partners in the project to highlight how their involvement will boost the exploitation of your results**

💡 **A complete exploitation, dissemination and communication plan must be submitted during the first 6 months of the project!**

New Tools and Procedures

New Tools and Procedures
Horizon Europe

- **Continuous reporting beyond the end of the project on D&E activities and adapting the reporting templates**

- **Enhanced guidance and support to applicants offered by the EC on dissemination and exploitation strategy.**

- **Enhanced D&E support to projects based on the reported needs**

- **Fostering synergies**

- **Strengthening feedback to policy**

Tools

- **Horizon Impact Award contest**
- **Open Research Europe platform**
- **Dissemination & Exploitation boosters**
- **Horizon Result Platform TV (under development)**
- **Horizon Result Booster by META Group**
- **IP Booster by META Group**
- **Horizon IP Scan**

Follow up on R&I results after the end of the project

- If, despite the best effort for exploitation, no uptake happens within 1 year, then the project must use the **Horizon Results Platform** to make exploitable results visible (unless obligation is waived)

- The Horizon Results Platform is free, is part of the F&T portal, available to all beneficiaries and is **based on results (KERs)**, not on projects.

- **A structured questionnaire** available to beneficiaries to report on the progress, their needs and obstacles on their path for exploitation.

Source: EC

Final tips

- **Strong visual identity**
- **Understandable and precise messages**
- **Specific figures, tailored plans with end-user engagement**
- **Proactive team (coordinator, partners, communication departments)**
- **Cooperation with other projects and initiatives**
- **Out-of-the-box ideas and tools**

QUESTIONS?

thank you

for your attention

Jelena Lazić
jelena.lazic@europamedia.org

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