



EM TRAININGS



Europa Media

Dissemination and Communication Strategy in Horizon Europe

Ömer Ceylan

Managing Director – Geonardo

Dissemination and Open Access in Horizon Europe
Jožef Stefan Institute
Ljubljana, 20 April 2023

© Europa Media

It is strictly prohibited to use or distribute the content and design of this presentation without Europa Media's prior consent.



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.

**What is the difference between
Dissemination and Communication?**

What is the difference between Dissemination and Communication?

PROJECT LEVEL

- About the project objectives, progress, European added value, results and impact on citizens' everyday lives and obtain feedback
- Audience: general public
- Style: layman terms

PROJECT RESULTS LEVEL

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



LET'S PRACTICE!

Dissemination or Communication?

The project will deliver benefits in terms of energy efficiency and savings, with a long-term ripple effect of creating smarter and livable communities.

COMMUNICATION

The project provides innovative digital solutions and cost-effective access to data for the automation industry.

DISSEMINATION



Dissemination and Communication in the Proposal

Dissemination and Communication in the **Proposal**

Strategic level

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

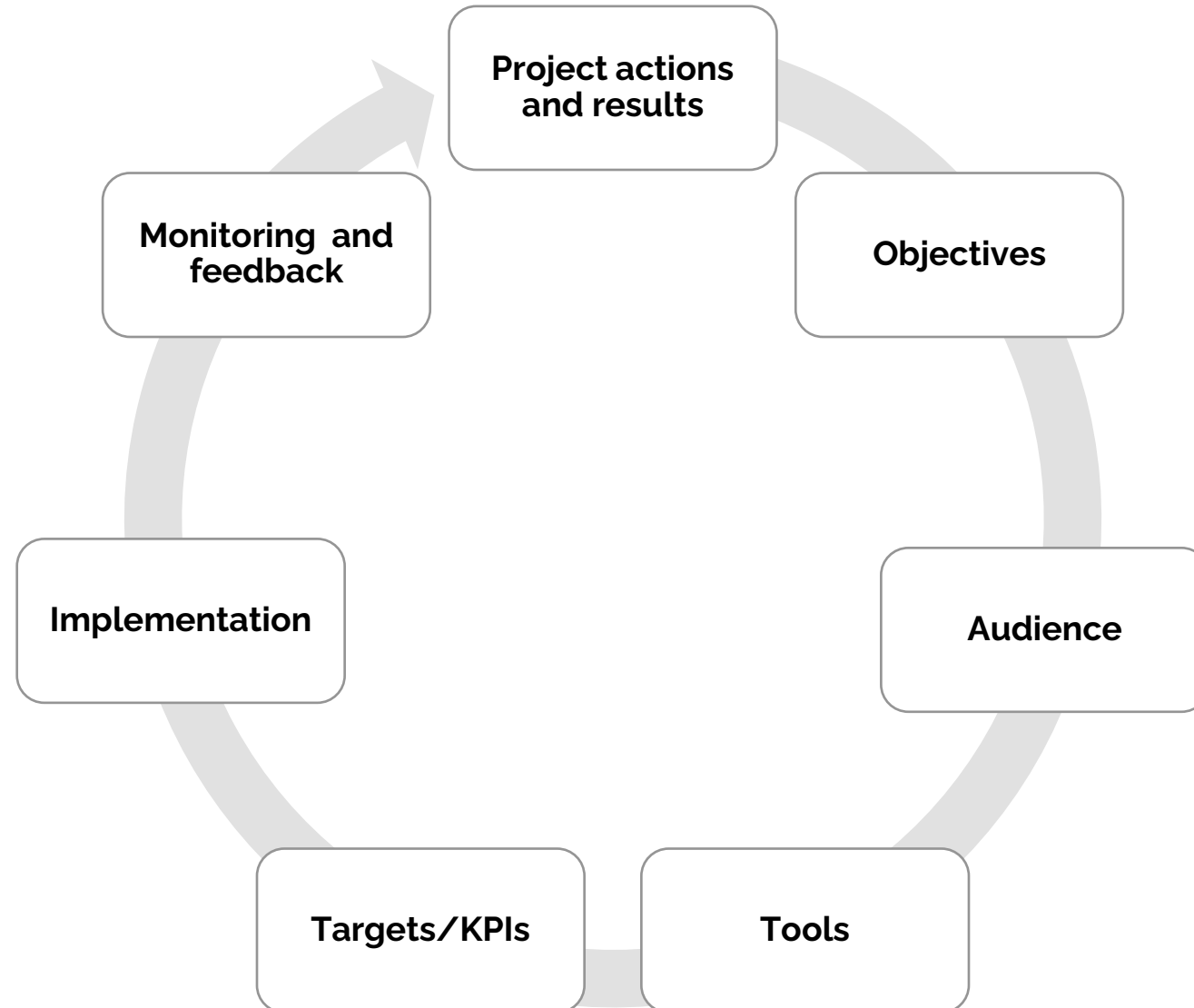
Communication (and Exploitation)

- 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).

 Please remember that this plan is an admissibility condition, unless the work programme topic explicitly states otherwise. In case your proposal is selected for funding, a more detailed 'plan for dissemination and exploitation including communication activities' will need to be provided as a mandatory project deliverable within 6 months after signature date. This plan shall be periodically updated in alignment with the project's progress.

Strategic level

Drafting your Dissemination and Communication Plan



Objectives

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

CASE-STUDY

The project has identified the following **objectives related to the exploitation, dissemination, and communication tasks**:

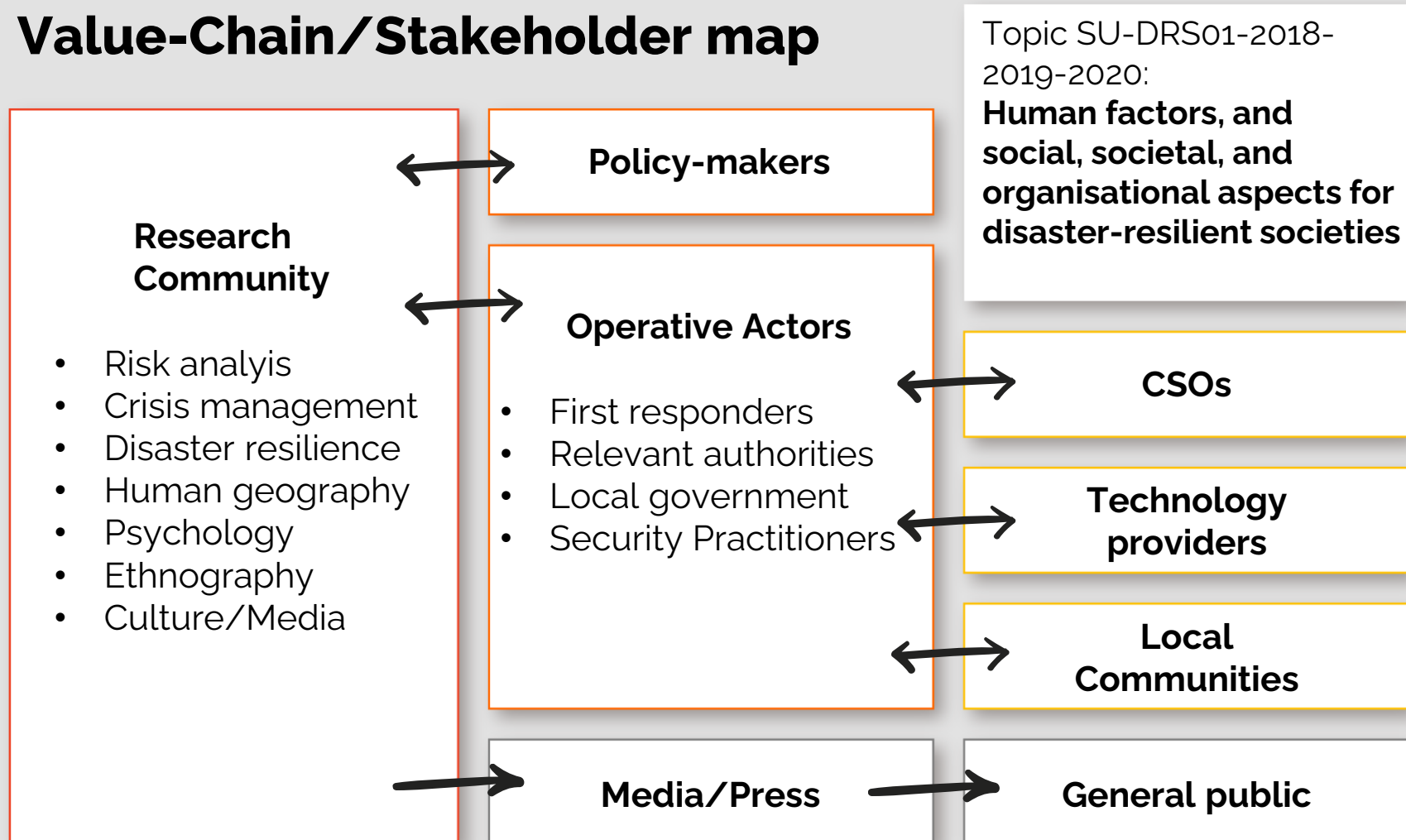
- **Raising awareness** about ERASE's overall objectives, consortium, progress, and benefits for stakeholders (**M1-36**).
- **Establishing synergies** and initial contacts with sister projects, local communities, and EU agencies with the aim of involving them during the implementation (**M1-36**).
- Sharing **improved knowledge** about GBV practices in ERASE institutions and the role these play in driving institutional and policy change (**M7-18**).
- **Disseminate scientific results** and new knowledge among research institutions, partner institutions and beyond (**M7-36**).
- Provide streamlined and inclusive **policy recommendations** and new strategic lines for future improvements of GBV practices (**M31-36**).
- Guarantee proper **uptake** of inner-institutional roadmaps with the aim to underpin the **sustainability and long-term self-commitment** of the implementing institutions (**M31-36**).

Audience

What type of stakeholders/actors are you targeting?

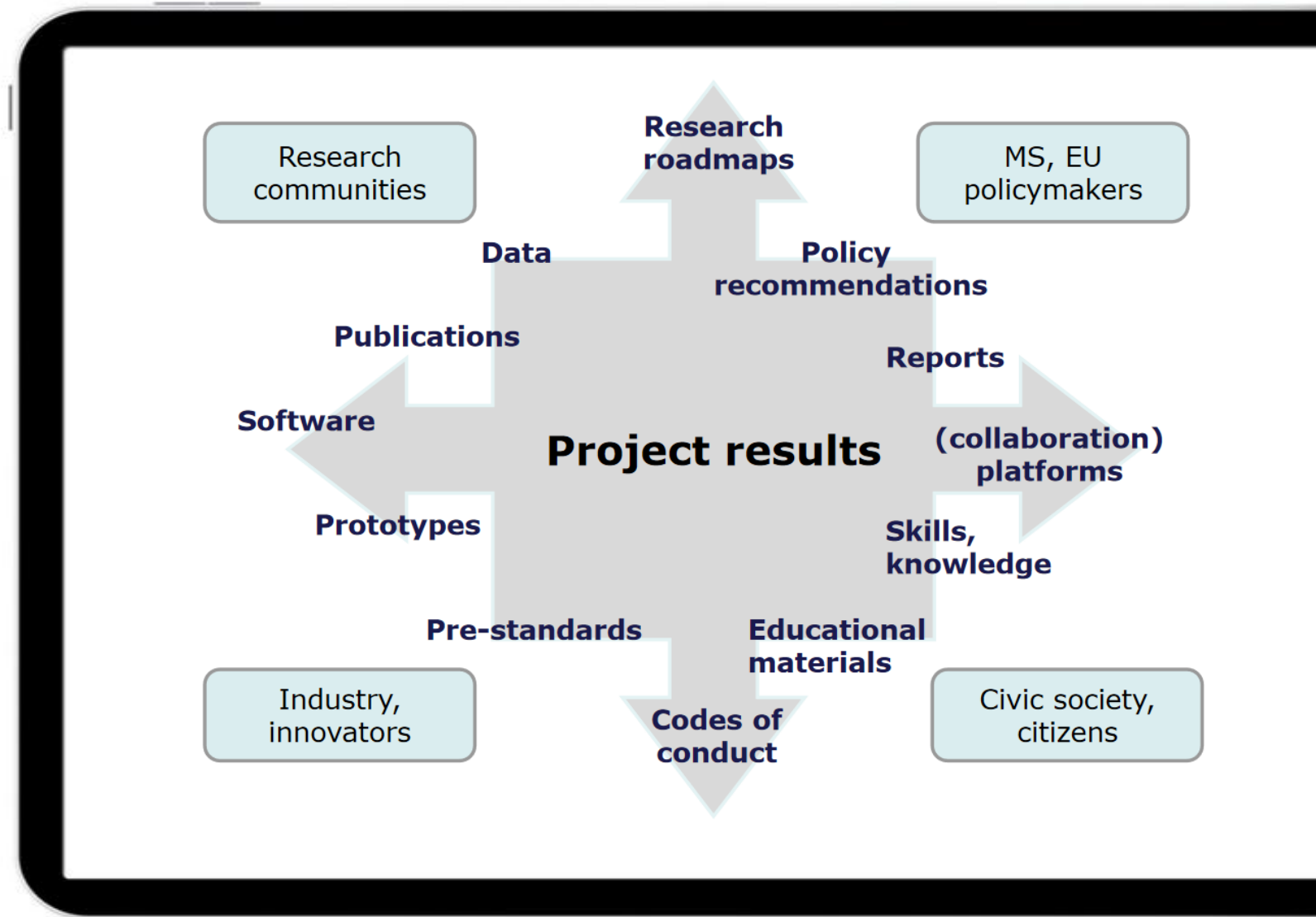
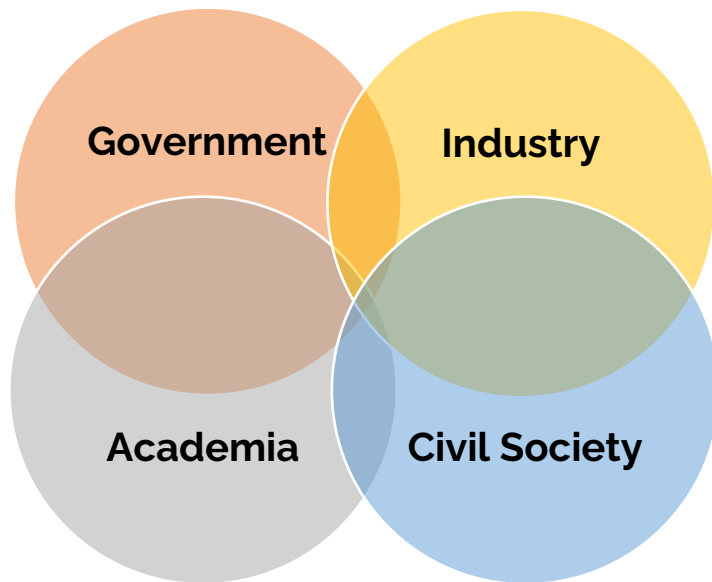
At which level? What are their communication consumption patterns?

Value-Chain/Stakeholder map



Audience

Quadruple helix – who needs what?



Source: European Commission, Coordinators' Day



Channels & Tools

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

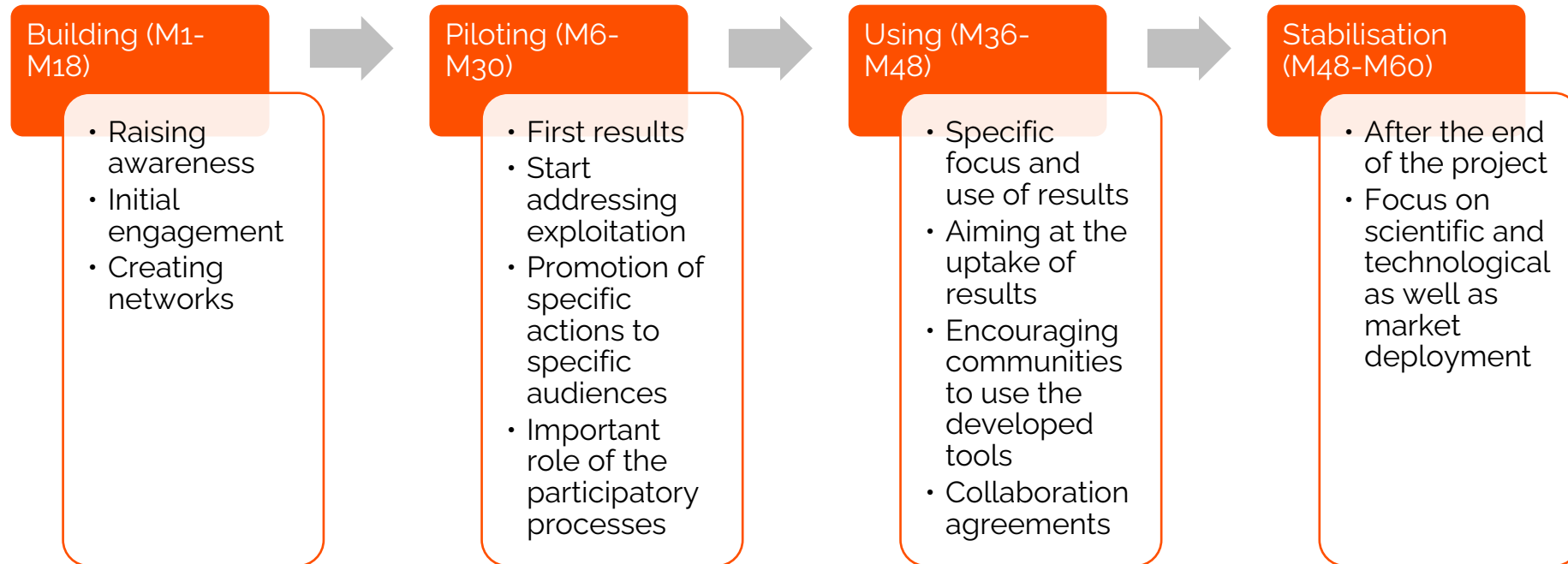
- **Visual identity:**

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.

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



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.

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. <u>Result:</u> 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. <u>Results:</u> 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-learning</u> s).

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.

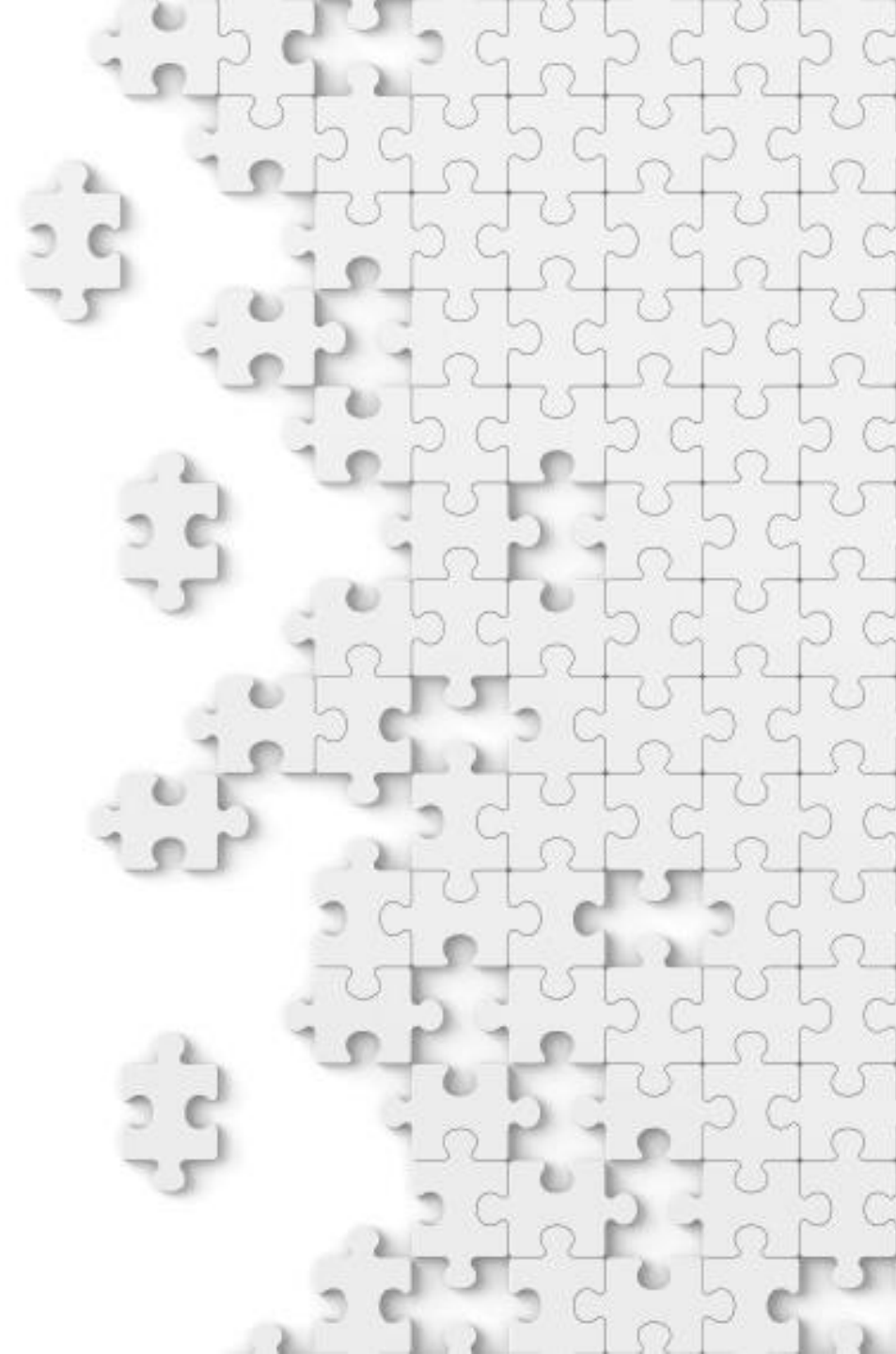
Target groups: Patent/IP/knowledge transfer and utilisation specialist, Open Innovation industry-research networks, organisation using evidence/knowledge for development and sustainability (UN, WHO, UNESCO, OECD, WWF, WMO); NCPs; Governmental sector / Policy stakeholders (GE in R&I national policy makers, 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).

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.



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 take up 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
<p>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.</p>	<ul style="list-style-type: none"> * 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 	<p>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.</p>
TARGET GROUPS	OUTCOMES	IMPACTS
<p>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.</p>	<ul style="list-style-type: none"> * 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. 	<p><u>Policy:</u> 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.</p> <p><u>Scientific:</u> 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.</p> <p><u>Societal:</u> 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.</p> <p><u>Environmental:</u> new and deepened cooperation for bioeconomy policy development in CEE2ACT countries, favouring green transition and climate neutrality. <u>New norm:</u> applying bottom-up approach and co-creation methods in the creation of national bioeconomy strategies.</p>

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!



Dissemination and Communication during Implementation

From D&C Plan to PEDR

Implementation

Your **ABC** for the implementation of D&E&C activities

To be delivered by **M6** as it sets your activities and overall strategy

Extended version of 2.2, but:

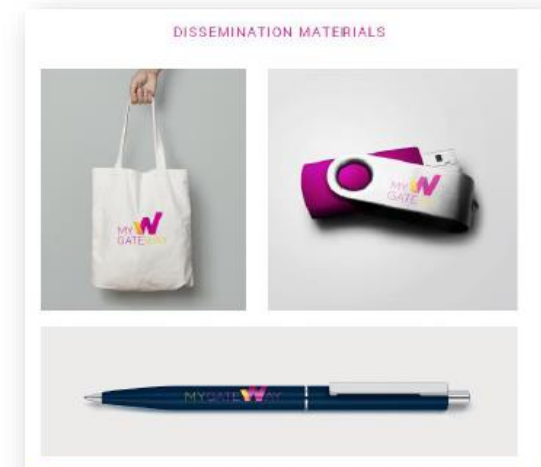
- Sets both internal and external communication
- Defines principles and guidelines
- Present your visual identity and mock-ups of dissemination materials
- Includes the exploitation plan with IPR management
- Has KPIs, targets and methods for monitoring

→ Align with the description in your WP(s)!

Figure 17



Figure 18



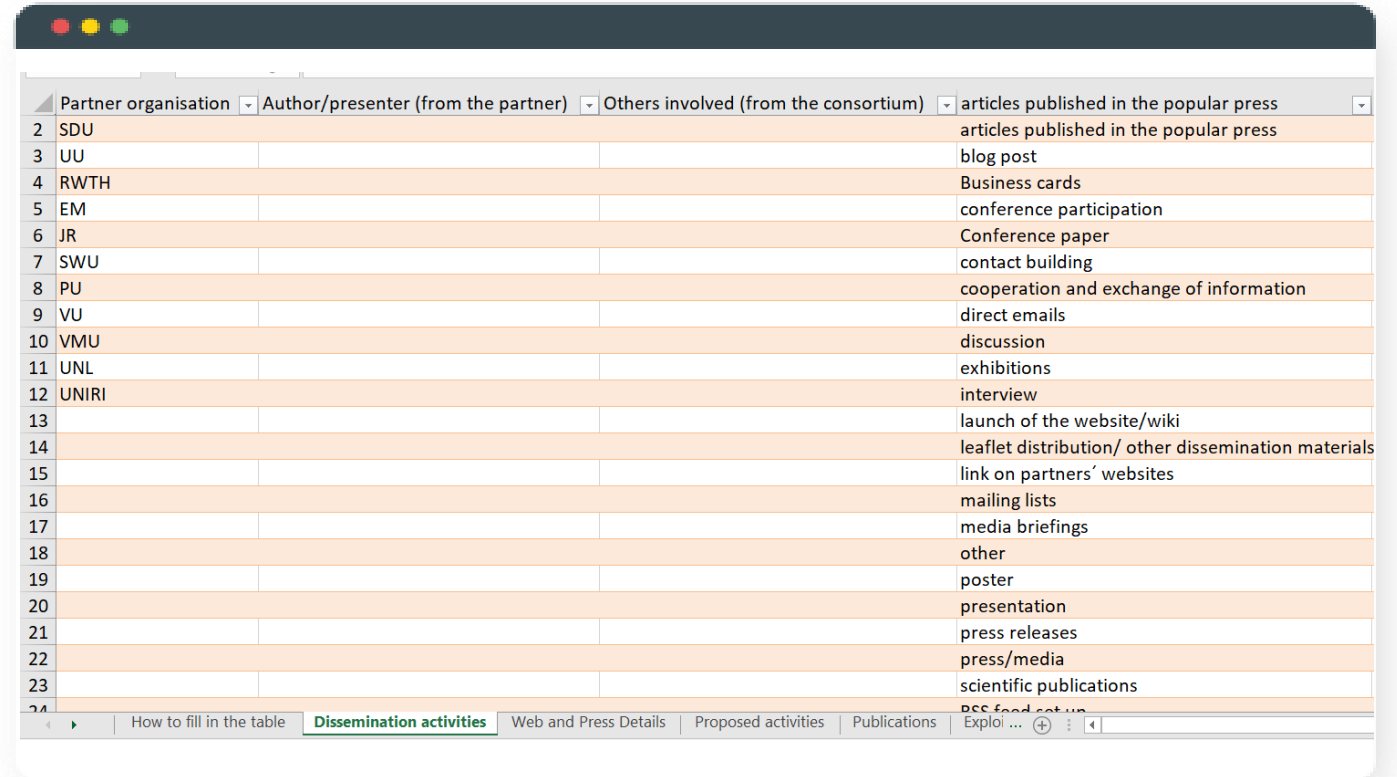
Monitoring and Reporting

tips

- Partners report on the dissemination activities they conducted
- Partners can provide suggestions for future events to attend in the next 3-6 months
- Partners collect any mentions of the project in the media
- Scientific publications are listed in a separate tab
- The final tab always includes target monitoring
- Regularly check the progress towards the targets (ideally, on a 6-monthly basis).

Why is this **important**?

- EC reporting and Reviews



	Partner organisation	Author/presenter (from the partner)	Others involved (from the consortium)	articles published in the popular press
2	SDU			articles published in the popular press
3	UU			blog post
4	RWTH			Business cards
5	EM			conference participation
6	JR			Conference paper
7	SWU			contact building
8	PU			cooperation and exchange of information
9	VU			direct emails
10	VMU			discussion
11	UNL			exhibitions
12	UNIRI			interview
13				launch of the website/wiki
14				leaflet distribution/ other dissemination materials
15				link on partners' websites
16				mailing lists
17				media briefings
18				other
19				poster
20				presentation
21				press releases
22				press/media
23				scientific publications
24				press feedback

How to fill in the table | **Dissemination activities** | Web and Press Details | Proposed activities | Publications | Export ...

Summary: changes in Horizon Europe

- Continuous reporting beyond the end of the project on D&E activities and adapting the reporting templates
- Enhanced D&E support and guidance to applicants
- EC Tools and Platforms – D&C support
- Results Ownership List: table to fill on the F&T Portal
- Exploitation success – within 1 year after the end of the project (GA obligation to upload on Horizon Results Platform)
- Focus will be on the timely knowledge diffusion towards the concerned stakeholders including citizens (focus on citizen engagement and science)
- Post-project monitoring: publish results on Horizon Europe Platform & questionnaires (?) after 2 and 4 years





QUESTIONS?

Thank
you

for your attention

Ömer Ceylan
omer.ceylan@europamedia.org



FOLLOW US!

@EuropaMedia

@omereuropamedia

© Europa Media

It is strictly prohibited to use or distribute the content and design of this presentation without Europa Media's prior consent.