

FETFX

How to develop an effective communication and dissemination strategy and plan

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The EFFECT project

Communicate FET

Enhance visibility and impact of FET research among a variety of actors - researchers, policy makers, investors, the general public - via **public communication** and a **mix of tools and media**

Engage with FET

Stimulate debate and collaboration among multiple stakeholders through dedicated community building and **engagement activities** - Meet&Match events, EU researchers' night, social media

fetfx.eu

 [@FETFX_EU](https://twitter.com/FETFX_EU)



Communication and Dissemination in Horizon 2020

Why do we need to communicate?

Because of Grant Agreement Article 38.1

But this goes beyond:

Using the EU emblem and the statement



<This project has received funding from the [European Union's Horizon 2020 Future and Emerging Technologies programme] under grant agreement No [number]>.

**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**". [...]**

Impacts-driven research



FET funded research

- Curiosity-driven
- Visionary thinking
- High risk
- Long-term impacts

Where does your project fit into the big picture?

The importance of Communication

Nowadays breakthrough scientific ideas alone are not enough... there is no innovation without communication

if you believe in your project and really want to have an impact on society

- **Reach out to society** as a whole and in particular to some specific audiences
- Demonstrate how **EU funding contributes** to tackling **societal challenges**
- **Create impacts on society**

It is essential that public investment is converted in socio-economic benefits for the society.

The importance of impacts in H2020 proposals

A key role in the evaluation process of Horizon 2020 proposals

- impacts form a third of the total evaluation score along with excellence and quality and efficiency of the implementation
- Impacts have a multiplying effect. The main difference lies in the weight of communication, dissemination and exploitation activities

Section 2.2 Measures to maximise impacts

An integrated approach



RESEARCH RESULTS

Communication



Communication is about promoting your project, its themes and the challenges it is trying to solve

- Reach out to society as a whole
- Demonstrate how EU funding contributes to tackling societal challenges

Dissemination



Dissemination is the public disclosure of the results of the project in any medium

- Dissemination addresses more specific audiences, i.e. the potential uptakers or enablers of your research results

Exploitation



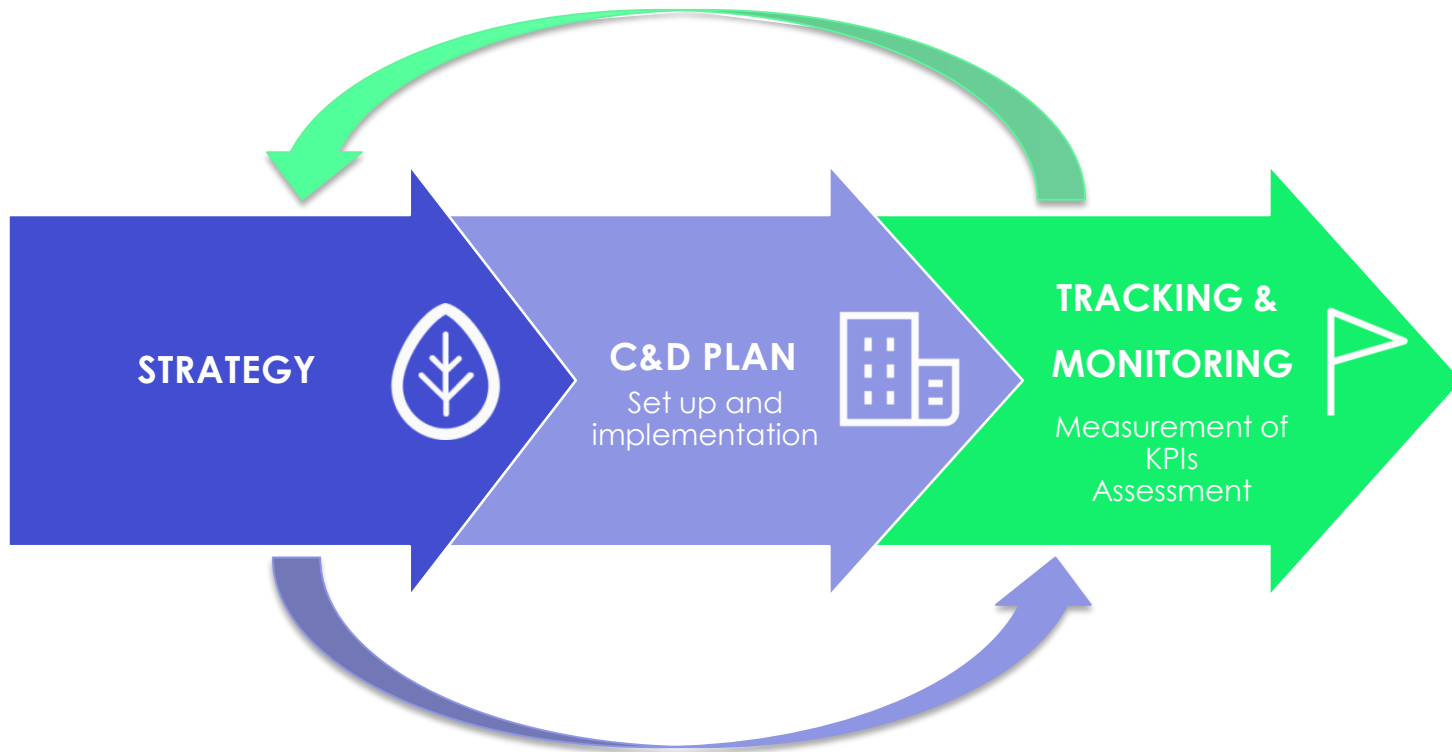
The utilisation of results in other research activities other than those covered by the action concerned, or in creating and providing a service or in standardisation activities, etc..

- Recognising exploitable results (products, services, knowledge, etc. generated within the project) and the strategy to exploit them



How to develop an effective Communication and Dissemination Strategy and Plan

The process



The C&D activities must be strategically planned

C&D Plan - Key ingredients

WHY (objectives)

WHO (targets)

WHAT (key messages)

HOW (tools and channels)

WHEN (timing and planning)

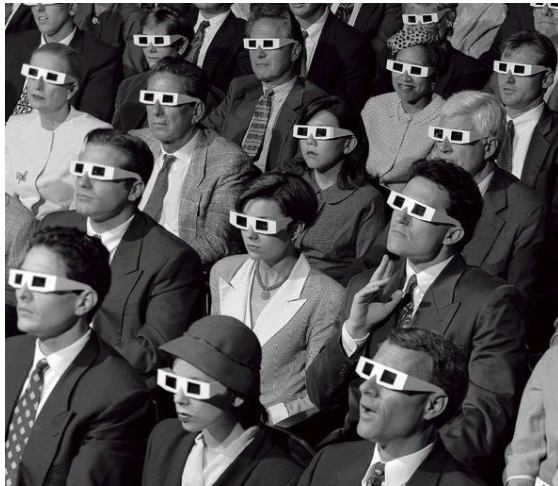
WHERE (coverage: European, global, national, local)



Set your objectives - WHY

Informing about project (Communication)

Communicate your research in a way that is understood by non-specialists, e.g. the media and the public



Informing about results (Dissemination)

Promote your project and its results to audience that may be interested in it
Support sustainability and exploitation of results



The targets

WHO do we want to talk to?

The Civil Society as a whole

- *Citizens*
- *Policy & decision makers*
- *Industry*
- *Services*
- *Investors*
- *Researchers*
-



Identifying the targets

- Start from your project objectives
- Take into account timing of project & results
- Diversify and specify your targets as much as possible
 - Level of engagement
 - Geolocation
 - Type



Key Messages - WHAT



- Contents are at the core of communication
- Contents originate from the activities of the project and from its results

Key Messages - WHAT

1. Identify key messages that are valid for the project and the general public
2. Identify key messages per target group

Understand expectations and needs, underline benefits from different perspectives



How to create Key Messages

- Identify the most relevant keywords of the project
- Rework objectives and keywords in simple and clear messages
- Produce statements for each target
- Simplifying without trivializing



What is an on going FET project?

Publications

Interdisciplinarity

Young Researchers

Curiosity

High-tech SMEs

Challenging

Research

Foundational

Paradigm Changing

Creative

Excellence

Ambitious

Social purposes

Cross Boundaries

Novel

Patents

Market Creation

Emerging Technologies

High Risk

Tools and channels - HOW



Mix up your methods

Plan to use a variety of methods (tools and channels) for communicating and engaging with multiple stakeholders and the public at large

Channels - HOW

Which channels facilitate our objectives?

Which channels are used by our targets?

Which channels are in line with the topics of our project?



Channels - HOW

Project online and offline Channels

Website

Social media

Blogs

Project-branded events

External Channels

Leverage on your existing, well-known channels

Exploit the communication assets of your partners

Make a list of other communication channels interesting for your project and choose the most appropriate ones

Tools - HOW



online posts

Twitter cards

community engagement initiatives

journalistic articles

web videos

TV videos

website contents

social media

digital story telling

flyer

events

project final video

press releases

e-Newsletter

open access publications

brochure

info-packs

Choose your tools and channels according to your targets and objectives

Informing about project (Communication)

Communicate your research in a way that is understood by non-specialist,
e.g. the media and the public

Press releases; Project factsheet, brochures; videos; journalistic articles; Social media (blogs, Twitter...); Communication Campaigns

Informing about results (Dissemination)

Promote your project and its results to audience that may be interested in it
Project website (Result section?!); Newsletters; Videos, Articles in magazines; Social media (LinkedIn); Exhibitions/open days/guided visits; Conferences

Making results available for use (Exploitation)

Scientific publications; Policy briefs/roadmaps; Training/workshops/ demonstration;
Sharing results on online repository (research data, software, reports)

Create a matrix to map and plan your C&D strategy

WHY	WHO	WHAT	HOW	WHEN	WHERE
Increase awareness	General public	Focus on a specific angle/ potential application	Mass media Journalistic articles /videos	Beginning of the project	Global/EU Local
Engage a specific target	Researchers Policy makers	Excellence How your reserach can create social and economic impacts	Scientific publications Workshops or recommendations	During the project End of the project	EU Local
Increase interest in potential investors	Industry Start up Investors	Novelty of your results Potential applications	Focussed information 1-to-1 contacts	End of the project when some results are there	Local EU
...	

How to get your voice heard ?



The importance of distribution

Information multipliers, news feeds, portals, contacts with newspapers and editors, TV, radio

- to reach broader targets beyond your peers
- to bring your project closer to the media

The journalistic approach A continuous challenge

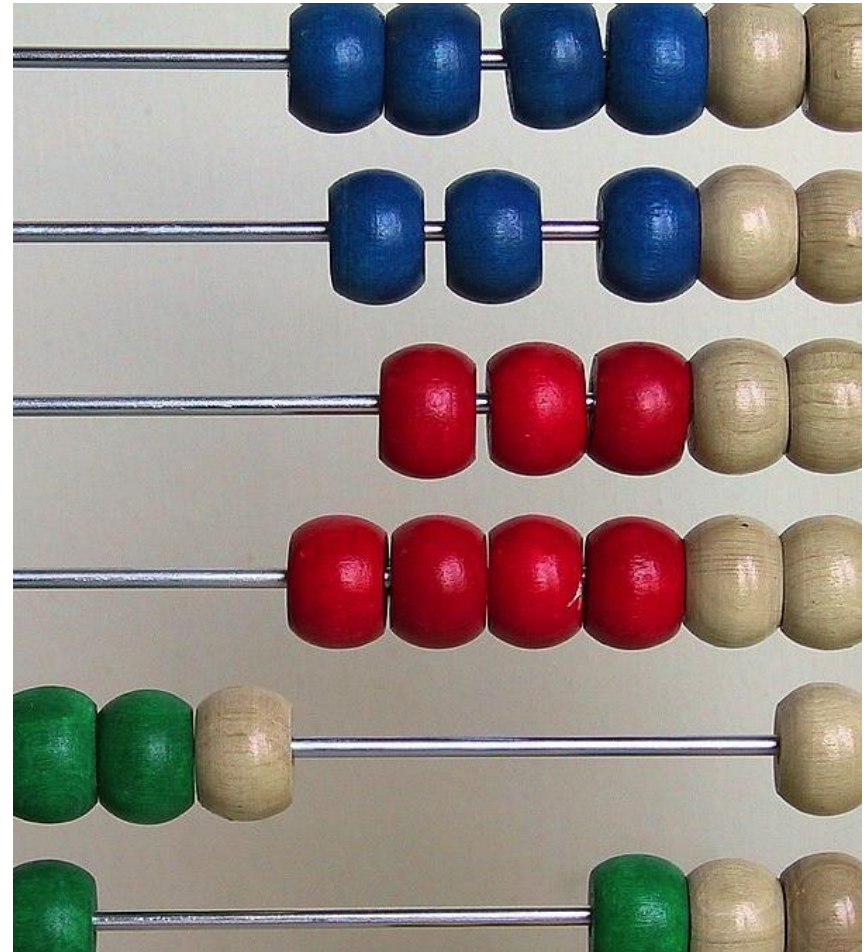


Measure the effectiveness of your strategy

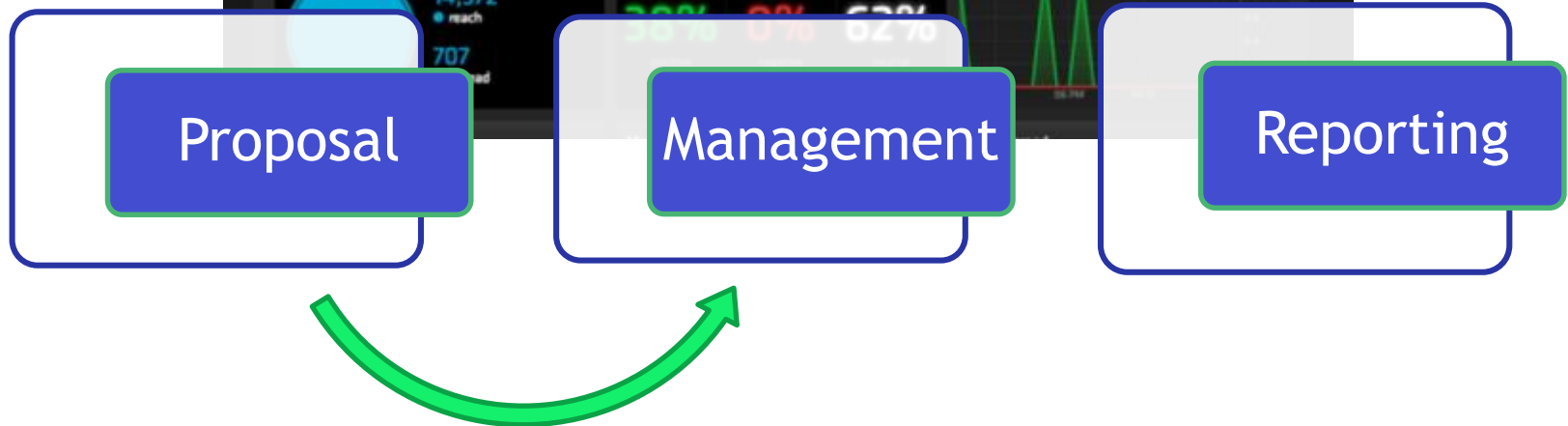
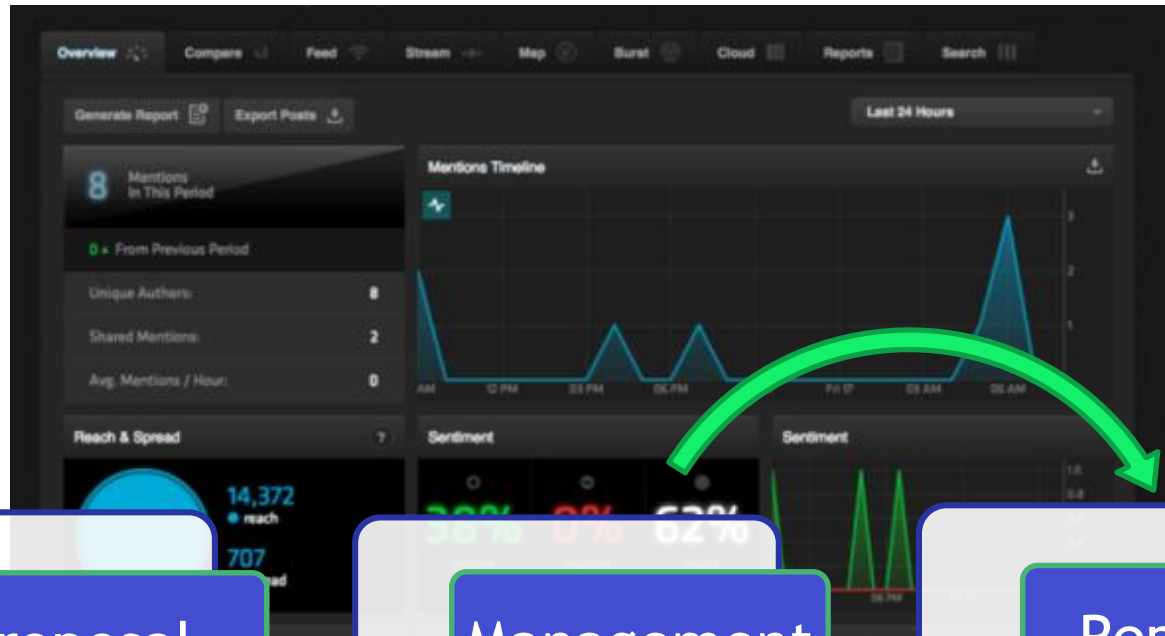
Measuring impacts from C&D activities enable us to assess

- *The project performance (reporting)*
- *The effectiveness of the communication strategy*

Impacts can be measured through indicators



Key Performance Indicators before, during, after



Indicators

- Outreach Monitoring
- Community engagement monitoring
- Qualitative assessment



Outreach monitoring tools

Outreach Monitoring Tools

Quantitative indicators

- Google Analytics, Social Media analytics to measure outreach through the channels you directly manage; through data provided by external channels; through other sophisticated tools also measuring the take-ups of your contents
- Number of people attending an event

OUTREACH



AWARENESS



Impact

Awareness

Precise quantitative outreach data - from your channels - as well as an estimate (via social media) of the audience that has potentially come across your content

Community engagement monitoring tools

ACCEPTANCE

Community engagement analysis

Community engagement online indicators

Social media analytics, more sophisticated tools and proprietary indicators

Qualitative assessment on ad hoc activities

Direct interaction with participants at events (off-line and online), through feedback forms, interviews, face-to-face feedback, number of people involved in an engagement campaign (*both outreach & engagement*)



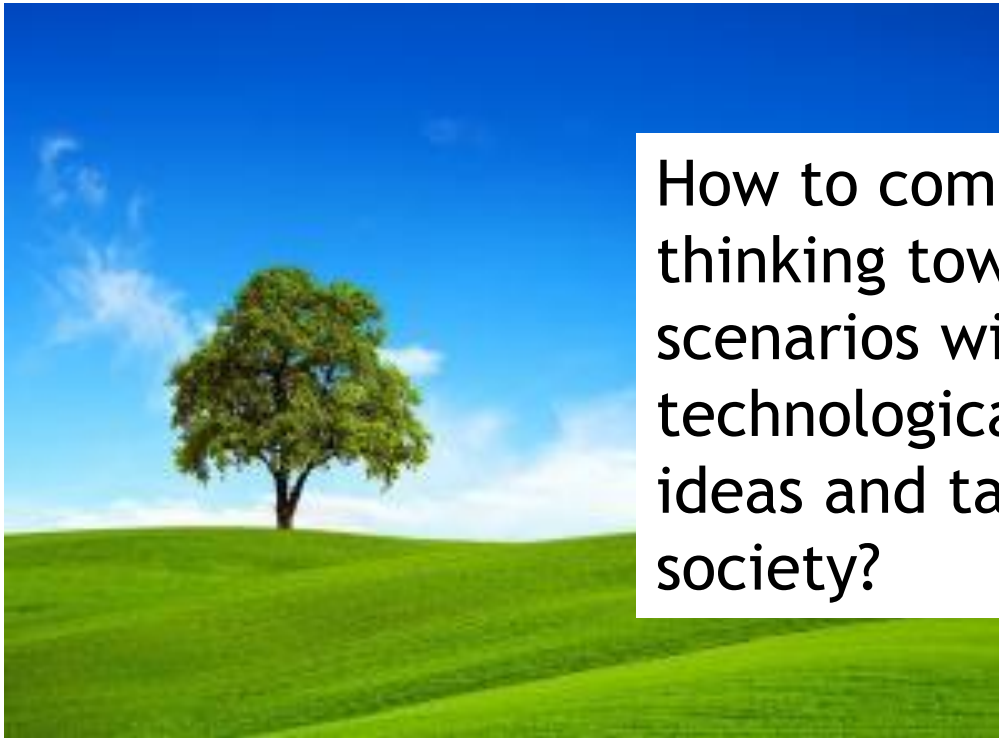
Impact

Engagement/Acceptance

The indicator measures the interaction between project contents and viewers online from a quantitative and qualitative perspective

The analysis measures the engagement between the project and the external community through direct interaction from a qualitative perspective

The FET communication challenge



How to combine FET visionary thinking towards future possible scenarios with the need for technological concreteness of these ideas and tangible impacts for society?

Available tools and guidelines

General Guidelines



Communication Channels managed by the European Commission

Digital Agenda - Future & Emerging Technologies	Website	https://ec.europa.eu/digital-single-market/en/policies/future-and-emerging-technologies
FET Newsletter	e-Magazine	https://ec.europa.eu/digital-single-market/newsletters-list
Digital Single market	Facebook	https://www.facebook.com/DigitalSingleMarket/
Europe's Digital Agenda Initiatives	LinkedIn	https://www.linkedin.com/groups/Europes-Digital-Agenda-Initiatives-3791690
@DSMeu	Twitter	https://twitter.com/DSMeu
@FET_EU	Twitter	https://twitter.com/fet_eu
@FETflagships	Twitter	https://twitter.com/FETflagships
FUTURIUM	Online Forum	https://ec.europa.eu/futurium/en

FETFX communication hub

INSPIRING STORIES ABOUT
EMERGING



#Imagine
"artificial
leaf.eu

Traduci dalla lingua

FETFX

OUR FUTURE, TODAY

Tell us your FET stories!

IMAGINE IF

we could get
power from
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A-LEAF project

CULTURE & SOCIETY

HOW DO THESE FET EXPERTS SEE THE FUTURE?

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so much faster and



Out of the lab resources

A PRACTICAL GUIDE FOR STAKEHOLDER ENGAGEMENT

in Future and Emerging
Technologies

"The involvement of specialists listening to, developing their understanding of, and interacting with, non-specialists"

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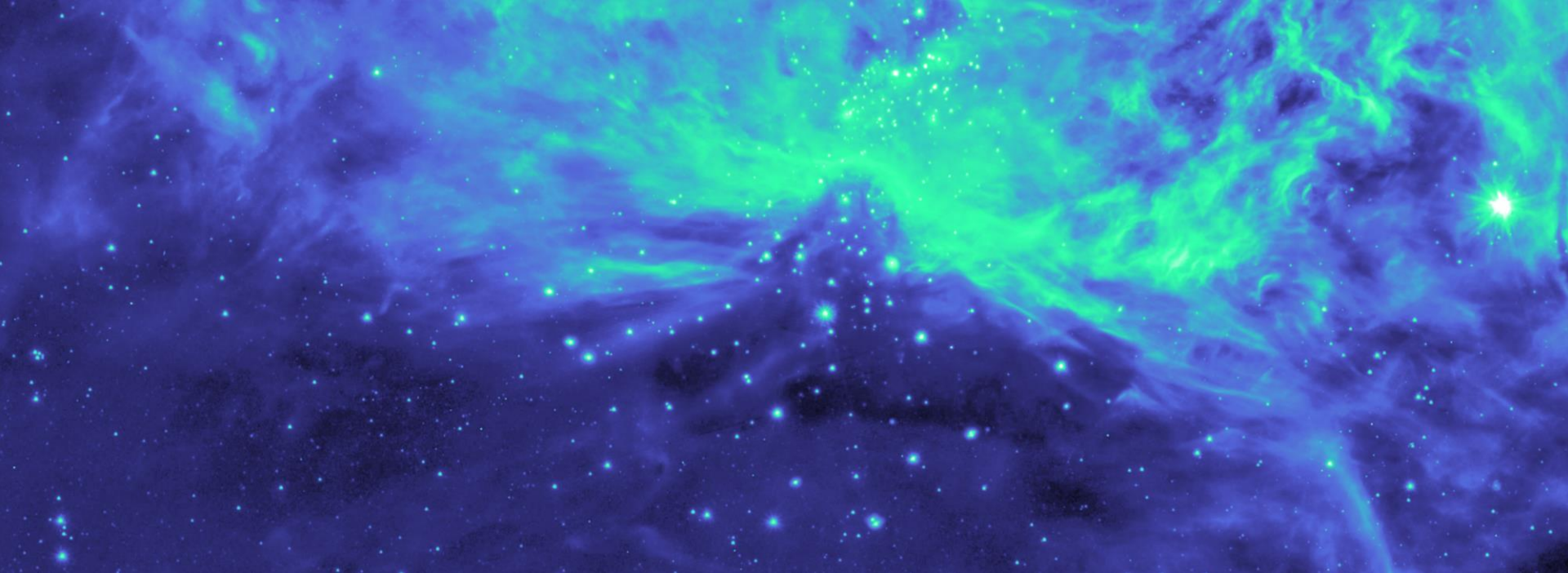
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UPCOMING EVENT

EFFECT @ESOF 2018:
Follow us at the
"Business and
Entrepreneurship in
Disruptive Science"
Parallel Session!

July 10th, 2018
Toulouse, France



Thank you

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