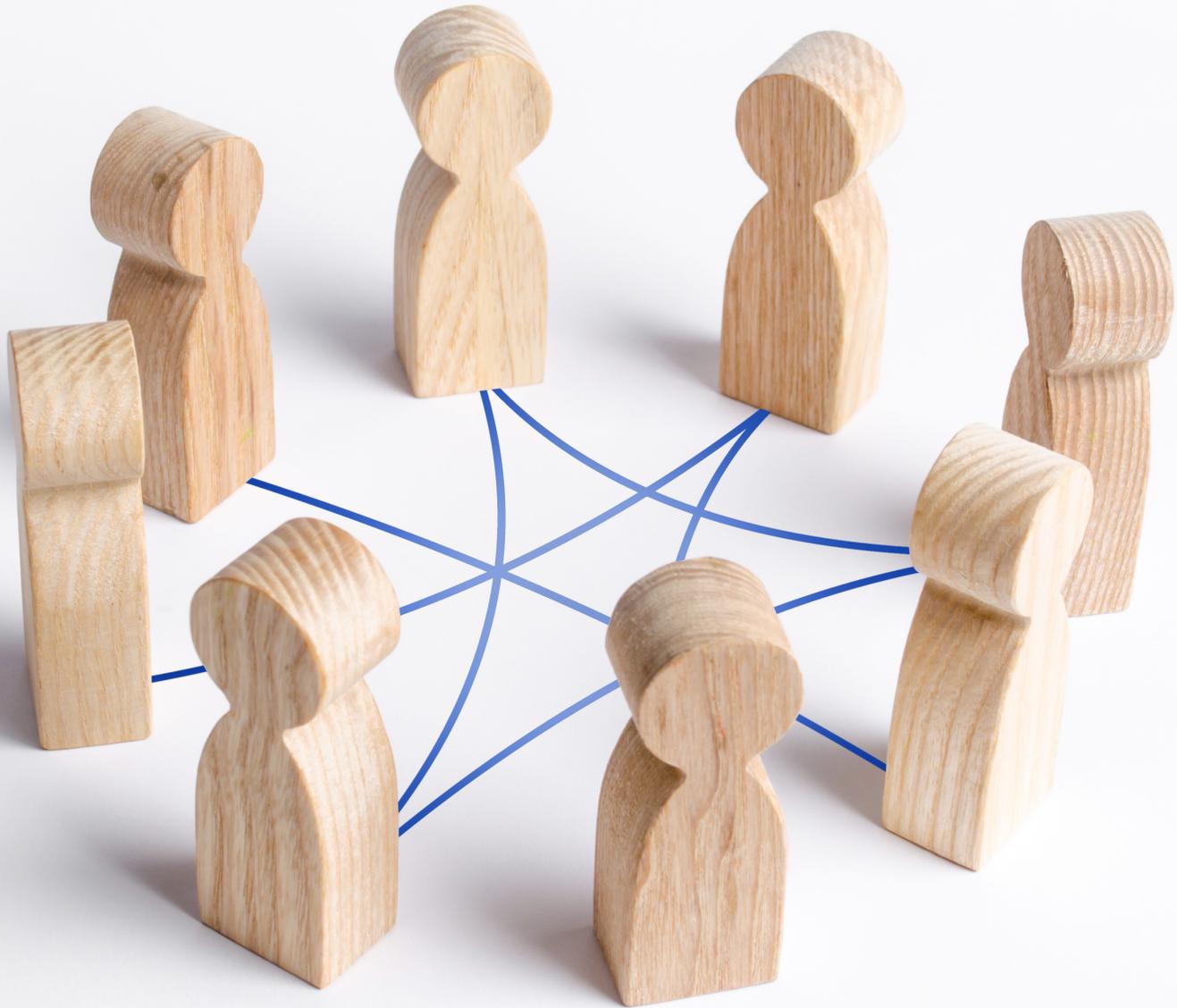


# Communications & Dissemination in Research

Sharing our work, getting input, validation

# Goals

- Sharing information
  - Papers, datasets, briefs, policy
- Gathering input
  - User input, requirements engineering, views
- Validation
  - Check your solutions against user feedback, revise.
- Promotion
  - Make sure the right people know what you're doing



# Announcing vs. communication

## 1-way communication

- “We published a paper”
- Newsletter
- Social media\*
- Conferences\*
- Publications

## 2-way communication

- “Let’s talk about this paper”
- Interactive webinar
- Co-design
- Validation



# Planning

## Audience/ stakeholders

- Who does the message matter to?
- Can they participate?

## Message

- Tuned to the audience / event
- Designed for interaction?

## Method/ Medium

- Newsletter
- Webinar
- Website
- Twitter

## Scheduling

- Frequency
- Timing

## Measurement

- How many?
- Engagement
- Reporting

# Planning

## Are you communicating your Horizon 2020 project?

### Why communicate?

- Engage with your stakeholders
- Share best practice with other projects
- Promote your project's activities and results
- Generate market demand for the products or services developed
- Expand your network
- Attract the best experts to your team
- Raise citizens' awareness of how their money is spent
- Show the success of European collaboration
- It is a legal obligation**



**Article 38.1.1 of the grant agreement :  
Obligation to promote the action  
and its results**

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

### Build your own communication strategy

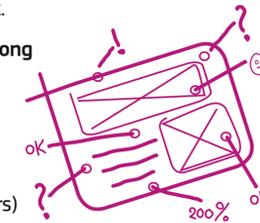
- Be strategic:** allocate resources, involve professional communicators and ensure continuity
- Set your goals and objectives:** make clear what you want to achieve with your communication strategy, and how
- Define your audience:** include all relevant target groups and tailor your content to each audience. Do you have a media list relevant to your area?
- Choose your message:** is it news? Share it with your audience. Keep it simple and remember to tell a story; do not just list the facts
- Use the right medium:** Use a channel that will reach your target audience. Remember to let your Project Officer and National Contact Point know about your achievements!
- Evaluate your efforts:** set simple indicators to measure your success

### Communicate your project

A comprehensive communication strategy is crucial in promoting your project and its results. Your plan should define clear objectives adapted to a range of target audiences. It should be proportionate to the scale of your project.

Your communication might include, among other tools and channels:

- Websites
- Social media
- Events
- Publications (brochures, leaflets, flyers)
- Videos and photos
- Publicity (posters, banners, billboards)
- Newsletters
- Press releases



[https://ec.europa.eu/info/communicating-your-horizon-2020-project\\_en](https://ec.europa.eu/info/communicating-your-horizon-2020-project_en)

# Stakeholders



# Stakeholders

- How to determine who is important?
- Your own experience (networks you belong to, conferences you attend, other researchers in your field, users of your work in industry, policy)
- Try the Business Model Canvas or one of its siblings



**KNOW  
THE  
RULES!**

# Funding related rules

- Acknowledgements (who funded the research)
  - Different funders have different expectations, but they are fairly similar, really.
- Disclaimers (your message, not the funders)
  - Most important on social media, probably
- Logo's (Identity guides are usually readily available)
  - Search for identity guidelines or brand guidelines for your funder.

# Mural activity

Using your project from last week:

- Make a more detailed list of stakeholders (find at least 1 COST Action, 1 EC Directorate OR 1 Slovenian Ministry, 1 Industry-oriented network/association)
- 1-way comms or 2-way comms?

# Mural activity

Using your project from last week:

- What are the mediums you will use and what messages will be associated with each
- Messages can be general at this stage

# Mural activity

Using your project from last week:

- How will you measure your success?
- Can you include engagement?
- Set goals for each medium...

# Assignment: Final Step 2

Due 17h Monday 14.12.2020

Review a peer's concept note. Provide feedback:

- do you understand the project,
- does the plan seem feasible,
- does the background support the objectives,
- does the work plan address the objectives?
- Any other comments?