ARRS Post-doc call open

- Full call (Slovene only): https://www.arrs.si/sl/progproj/rproj/razpisi/21/razp-proj-22.asp
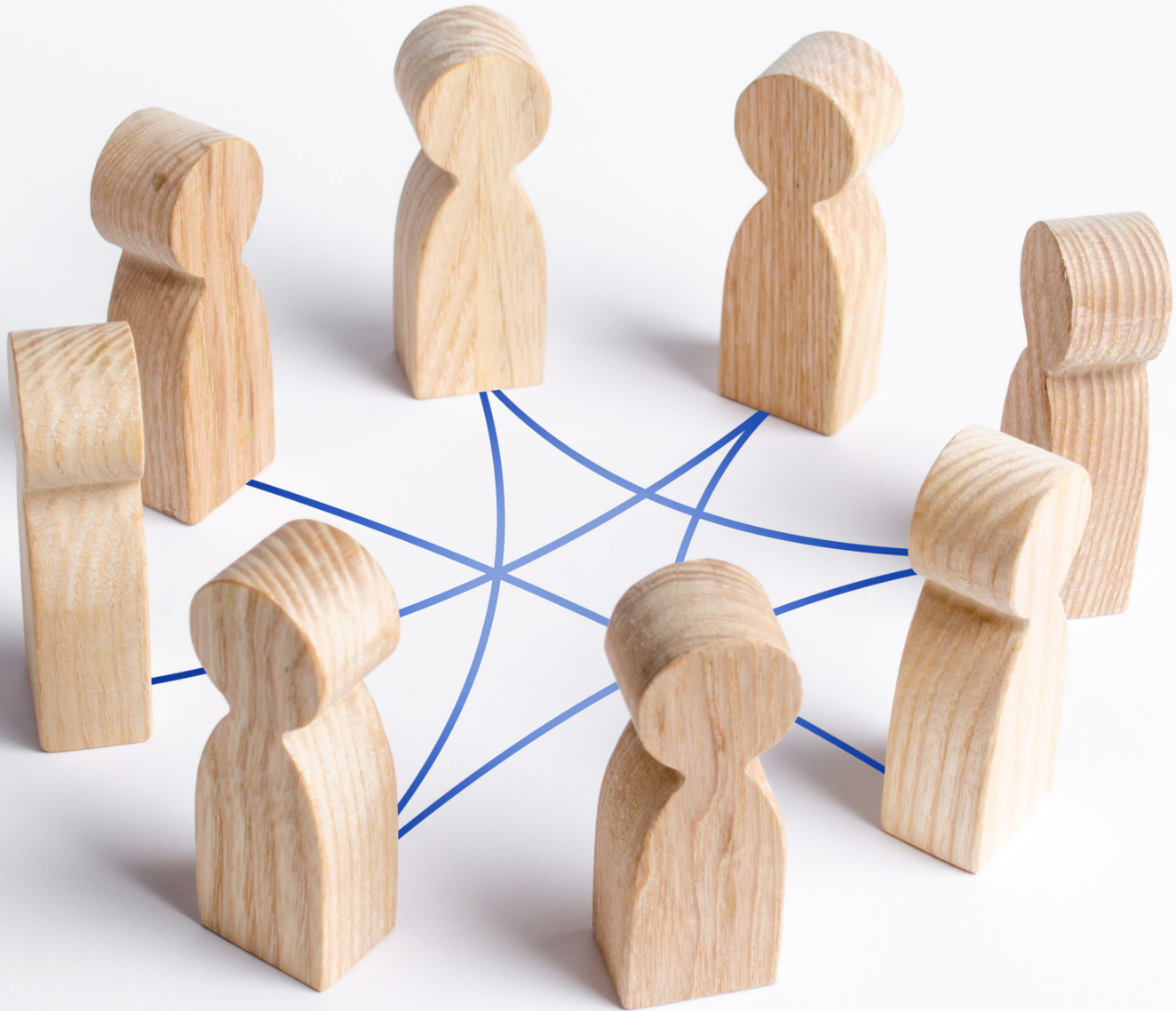
Communications & Dissemination in Research

Sharing our work, getting input, validation

Goals

- Sharing information
  - Papers, datasets, briefs, policy recommendations
- 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

*Action research as a method for science and communication?

Planning

Audience/ stakeholders	Message	Method/ Medium	Scheduling	Measurement
• Who does the message matter to? • Can they participate?	• Tuned to the audience / event • Designed for interaction?	• Newsletter • Webinar • Website • Twitter	• Frequency • Timing	• How many? • Engagement • Reporting & Follow-up

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

European Commission
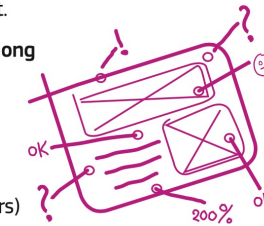
https://ec.europa.eu/info/communicating-your-horizon-2020-project_en

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

Work plans in proposals

Description of work, project planning, management methods and bodies, risks

Work plan overview

- Work plans describe more than just the work that will be done.
  - Who will do it
  - What the results will be and in what form
  - Management approach to the work
  - Bodies involved
  - Timeline and amount of effort applied

Work plan overview

- Work plans break work into thematic groups or similar activities (usually called work packages)

- Work packages have more specific tasks within them

- Work packages and tasks have responsible persons, participants, and effort assigned to them

- Effort is usually specified in terms Person Months (PMs)

Work packages

- Work packages should have some interaction with other work packages
  - At the very least taking input and providing output
  - There should be progression of work within and between WPs
  - Not all work packages (or their subtasks) need last throughout full duration of the project
  - Work package output is usually proven in the form of a **deliverable**
- Deliverables take many forms – usually some type of report though (can be software, specifications, etc.).

Tables 3.1b: Work package description

WP Title	WP1: Project Management and Impact Assurance																																										
Start/End	Start: 1 / End: 48																																										
Participant	LE																																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	Total / WP%
Months	67	4	2	4	3	12	6	2	2	2	2	2	4	2	4	5	2	4	2	2	4	4	4	3	4	2	3	4	4	2	4	4	6	3	3	3	2	2	4	4	4	206 / 8%
%	33	2	1	2	1	6	3	1	1	1	1	1	2	1	2	2	1	2	1	1	2	2	2	1	2	1	1	2	2	1	2	2	3	1	1	1	1	1	2	2	2	100

Objectives: The main objective of WP1 is to ensure timely and qualitative achievement of the project results through technical and administrative coordination, while concurrently providing timely and efficient organisational and financial coordination. The project management role comprises the following main activities: (a) Decision making and conflict resolution; (b) Administrative and financial management; (c) Scientific and technological management; (d) Quality assurance; (e) Risk Management, (f) Impact assurance.

Description of work

T1.1 Administrative and Financial Coordination [M1-M48] (Lead: ▮▮▮; Participants: All)

This task groups all the activities to be carried out by the Project Coordinator and includes: (a) Production of periodic reports in-line with EC' reporting guidelines and contractual obligations; (b) Maintenance of contractual documents (GA - Grant Agreement with eventual amendments, CA - Consortium Agreement); (c) Establishment of project's procedures and tools, while planning and organising meetings (including the kick-off meeting); (d) Organization and coordination of the production of deliverables and reports in-line with the Description of Action;

Objectives to work plan (make a link)

Objectives

- Your objectives should be feasible goals that can be linked to both key performance indicators (KPIs) and WPs.

- Make sure to link these things

- KPIs allow you to assess your work towards objectives

Work plan

- Describe the specific tasks needed to reach your objectives

- Divide the work into logical groups and provide a logical flow towards reaching your objectives

- Should have measurable (or lead to measurable) impacts

Always have a plan to measure impacts!

Reporting

Deliverables (and reporting)

- Deliverables (and annual reports) are how you prove you have done what you said you would do

- Are reviewed by project managers at the funding agency AND external reviewers

- Take many forms, but are usually accompanied by some report

- Take a lot of time to prepare well!

- Consider that you should have 2+ per work package. Try not to have have many deliverables due at the same time

- Are often used to demonstrate reaching **Milestones**

T2.3 Initial ecosystems architecture [M4-M9] [M22-M24] (Lead: ▆▆ ; Participants: technology and platform providers, pilot coordinators)

This task will design and specify all the elements of the overall **Pharaon** ecosystem functional architecture considering all the relevant use case scenarios and user and technical requirements, defined in the previous tasks. The design of the architecture will specifically target the aspects of scalability and extensibility in order to provide architectural flexibility for integration of the various solutions and components (both hardware and software) provided by the consortium partners and also for possible future external contributions and extensions (e.g. coming from the foreseen Open Calls planned in the project work plan). Therefore, special attention will be put on design of transparent interfaces between the architectural blocks and **Pharaon** message and protocol formats. The architecture principles delivered in this task will be a major reference for the following implementation and integration WPs.

Deliverables

D2.1 User and pilot requirements [M6] (Responsible: ▆▆▆ ; Type: R, CO) This document will describe the organisational and technological requirements that the final solution for each pilot has to fulfil

D2.2 Pharaon initial ecosystems architecture [M8] (Responsible:▆▆ ; Type: R, CO) Initial release of the **Pharaon** ecosystem architecture

D2.3 Update of requirements and architecture [M24] (Responsible: ▆▆ ; Type: R, CO) This report updates the deliverables of WP2 (D2.1 and D2.2) after the **Pharaon** ecosystem has been integrated and deployed.

Deliverables (and reporting)

- Deliverables should have due dates and a clear scope.

- The work in the work package should naturally produce the main content of the deliverable

- In consortia-based projects, deliverables should have a responsible partner

- Should be….. As short as possible, as long as necessary.

Groups
Boards
Councils

Organisation of managing bodies

- Consortia-based projects typically have multiple bodies to oversee the work.

- Coordinator (project leader) interfaces with the funding/oversight agency

- A core board (WP leaders + other important roles) advises the coordinator

- General assembly (1 vote per partner) is the decision-making body

- External bodies are useful too, but have limited scope (Advisory board)

Organisation of managing bodies

Core board (Core group, or other similar names)

- Typically has a lot of operational oversight of the project.

- Hears complaints, concerns; makes preliminary suggestions/decisions that are passed to the general assembly.

- Decides on critical issues like risk mitigation or changes to the agreement between the funder and consortium (grant agreement)

- Coordinator typically manages this group.

Organisation of managing bodies

General assembly

- Main decision-making body

- Makes final decision on issues raised by coordinator, core board

- Can raise issues to be discussed

Organisation of managing bodies

Project specific bodies

• Structure of a project may make some special bodies relevant

Example: Pharaon project has 7 pilots. Each pilot is coordinated by one organization represented by an individual. Those individuals make up a pilot coordinators board.

Organisation of managing bodies

Other bodies within a project

- Not always groups, sometimes individual in a role
  - IPR manager
  - Dissemination manager
  - Risk manager
  - Quality manager
  - Clinical manager
  - Ethics manager
  - Data manager

Organisation of managing bodies

External bodies

- External advisory board (often with different names)

- Provides feedback on project work

- Consults on relevance, advances in the state of the art

- Often includes industry, academic, government representatives (depending on project scope)

Risks

Risk management

- All projects have risks, and it is important to assess them.
    - Identify the risk
    - Assess the magnitude of its affect on the project should it be realized (High, Medium, Low)
    - Assess the probability of its occurrence (High, Medium, Low)
    - Identify risk mitigation steps: how to prevent them, how to respond to them to minimize the
- There should probably be a task for risk management in the project…
    - (in small projects can be grouped with other administrative tasks)

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.