

EU-Projects

Dissemination / Communication

ESR – Workshop 2019

SEPOMO



Dr. Panteleimon Panagiotou

Head of Unit

Information & Communication Technologies |

Engineering & Natural Sciences

EU-Projects with BayFOR as a project partner



Wir stehen Unternehmen zur Seite



ITN INFORM





Content

A. Theory

1. Horizon 2020: Dissemination vs. Communication
2. Dissemination: Target Group Scientific Community
3. Communication: Public and Press Relations
4. Open Access and Open Data

B. Practice

1. PR – How does it work?
2. Press relations – a tool for your Public Relations
3. Measurement & Reporting



A. 1.

In Horizon 2020...

Dissemination ≠ Communication

Obligations:

- **Grant Agreement:**
 - *Article 28* – **Exploitation** of results
 - *Article 29* – **Dissemination** of results – open access – visibility of EU funding
 - *Article 38* – **Promoting** the action – visibility of EU funding

- Article 28.1 Obligation to **EXPLOIT** the results!
This has priority over the other channels!

- *Article 29.1* Obligation to **DISSEMINATE** results
“Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘**disseminate**’ its results by disclosing them to the public by appropriate means...including in scientific publications (in any medium).”

- *Article 29.2* **Open access** to scientific publications
Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

- *Article 38.1.1* Obligation to promote the action and its results (i.e. **COMMUNICATION**)
The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a ...effective manner.”



Communication vs. Dissemination vs. Exploitation

Communication:

Focus on communication of **project-related** information's promoting the action itself and its results to a multitude of audiences/ broad public and other stakeholders of target group

Instruments: Press and Public Relations, public homepage, social media etc.

Dissemination:

Focus on communication and sharing results with potential users with scientific, business community, other commercial players and policymaker

Focus on publications of **project-specific** information's (**results of project**)

Instruments: Scientific publications, scientific conferences, poster sessions, exhibition, etc.

Exploitation:

Using results for commercial purposes or in public policymaking

Instruments: IPR, Licenses,.....

(source: Participant Portal – H2020 online manual:

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)



Communication vs. Dissemination in your proposal

Evaluation Criteria for FP7 and Horizon 2020 applications:

| Science and Technology Excellence <i>(S&T excellence)</i> | Impact | Implementation |
|--|--|---|
| <ul style="list-style-type: none">• Concept, project objectives• Reference to the working programme• State of the Art• Innovation potential of the project... | <ul style="list-style-type: none">• Contribution to the European added value• <i>Measures aimed at dissemination and exploitation of project results</i>• Adequate measures to manage intellectual property rights | <ul style="list-style-type: none">• Work plan• Project management• Consortium• Resources |

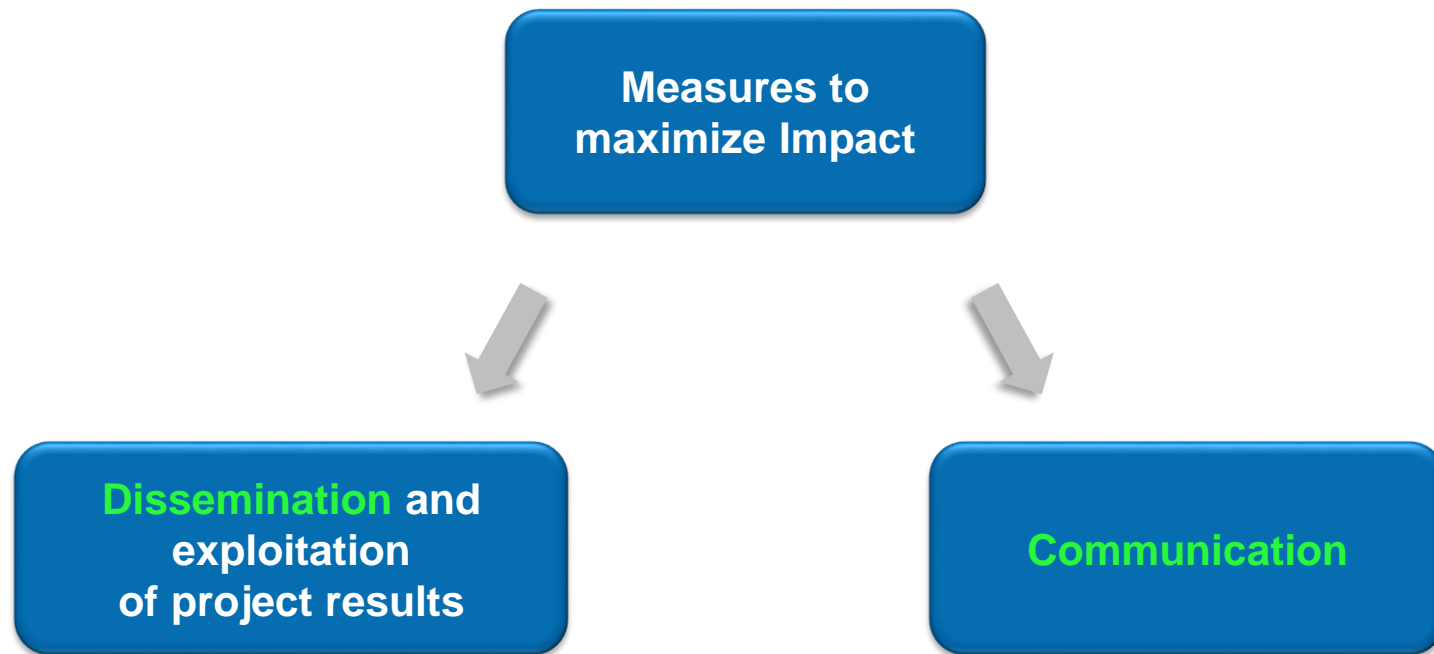
Difference between FP7 & Horizon 2020 /Horizon Europe:

!!! Impact now plays a more important role than under FP7 !!!



Communication vs. Dissemination in your proposal

You need two different sections in your proposal:





A. 2. Dissemination...

Target group: Focus on the Scientific Community

Channels:

- Scientific publications / journals
- Scientific conferences, poster sessions, etc.

The EU's objectives:

- Free access to research results and data
(Open Access / Open Data: next chapter)
- Fast transfer of research results into innovation and new products and services



©Fotolia



A. 3. Communication...

What the EU wants

Projects have to reach, among others, the following stakeholders:

- **Citizens**
Need to understand the direct benefit they have out of European-funded research projects (new products and services, new jobs, etc.)
- **Industry**
Needs to translate results quickly into new applications and bring new products and services to market
- **Politicians**
Should take most recent research results into consideration for concrete policy planning and implementation

Via communication, the impact of a project is to be increased!

A. 3. Communication...

What does the EU want?

Visibility...

- EU emblem on each PR material item and project homepage



+ Text: „*This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no. XXX*”.

- Disclaimer: “*Any dissemination of results (and communication activity) must indicate that it reflects only the authors’ view and that the EU is not responsible for any use that may be made of the information it contains.*”
- New: the EU emblem should also be visible on „infrastructure - equipment and major supplies“(with stickers) and „awards“.



A. 3. Communication...

Why is the impact of your communication

During the project – why is visibility at European level important

- Better networking at international level
- Greater attractiveness of your research institution
- Possible influence (e.g. on political decisions)
- Further funding acquisition becomes easier
- Search for investors and industrial partners becomes easier



© Fotolia



A. 4.

Open Access and Open Data

Open Access and Open Data

Open Access = scientific literature (peer-reviewed)

that was written within a EU-funded project has to be made available online, completely free of charge, so that it can be reused (taking into account the author's rights)

„**Gold open access**“ – First publication in Open Access journals, additional publication in a repository

- Costs are eligible for reimbursement
- Overview of Open Access journals: Directory of Open Access Journals (<https://doaj.org/>)



„**Green open access**“ – First publication in a journal, simultaneous or subsequent publication in a repository

- Publishers provide publications often with a retention period, i.e. publications can be placed in a repository only after a certain amount of time (typically six months)
- Overview of repositories: Registry of Open Access Repositories (<http://roar.eprints.org/>)
http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf ,
www.openaire.eu , <http://v2.sherpa.ac.uk/opensoar> / <http://www.sherpa.ac.uk/romeo> (Overview of copyright policies and self-archiving permissions)



Open Access and Open Data

Open Data

scientific **raw data** that were gained during a EU-funded project have to be made available online, completely free of charge, so that they can be reused (taking into account the author's rights)

Includes

- Data and metadata that are necessary for the verification of the results presented in scientific publications
- Other data that are specified more precisely in the Data Management Plan



©Fotolia

Open Access and Open (Research) Data

| | Horizon 2020 |
|-------------|------------------------|
| Open Access | Mandatory |
| Open Data | Mandatory (since 2017) |

- For both O's are mandatory (e.g. for publications) as default in proposal therefore preparation of open data management plan during project required
- with „Opt-out“: explanation in proposal required why not apply Open access & open data
- „Opt-out“ has no influence on evaluation of the proposal
- but possibility of exceptions of both O's during project run-time or below instruments:
 - ✓ "co-fund" and "prizes" instruments
 - ✓ "ERC proof of concept" grants
 - ✓ "ERA-Nets" that do not produce data
 - ✓ SME instrument, phase 1



Restriction of Dissimination due to safety aspect

EUCI (EU Classified Information) are informations and materials, which are classified by EU to a confidentiality level, in case of unauthorised publishing of the informations harming the intrests of EU or a member state, therefore exists level like:

- RESTREINT UE/EU RESTRICTED
- CONFIDENTIEL UE/EU CONFIDENTIAL
- SECRET UE/EU SECRET

Restricted Dissimination: Access only for pre defined persons/groups

Source: EU-Kommission, H2020 „Secure Societies“ Infoday, Brüssel, 13.03.2019

Restriction of Dissimination: how to take care

- During the kick-off meeting each partner of the consortium gets a manual of EUCI
- This manual has to be fulfilled any time
- Change of the classification of confidentiality level or the way of dissimination has to be approved by the EU-COM in written form
- the confidentiality level may only changed by an amendment due to justified reasons
- Change of the confidentiality level has to be announced immidiatally
- non-compliance of confidentiality level may lead to cut, suspension or deletion of funds (Art. 37a GA)
- Even after the project end/uration the partners of the consortium are responsible for the compliance of the confidentiality of the informations

source: H2020 „Secure Societies“ Infoday, Brüssel, 13.03.2019



Excursion of Dissimination: Exploitation Routes

Different possibilities of Exploitation of results:

- Commercialisation (benefit of results by the owner of the results)
- Assignment (owner sells his results)
- Licensing or Franchising (owner issues license)
- Joint Venture, spin-Off or start-Up (owner cooperates or out-source)

→ More informations and tips for formation of contract:

https://iprhelppdesk.eu/sites/default/files/documents/EU_IPR_Guide_Commercialisation.pdf



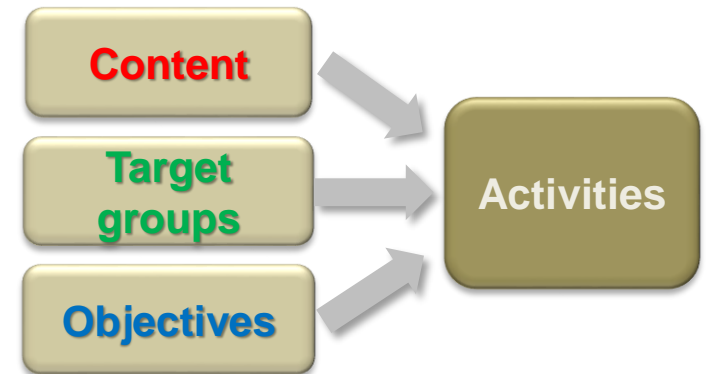
B 1.

Public Relations

How does it work?

Your PR strategy

- What do you want to communicate to the outside world (and what not)? (**content**)
 - Whom do you want to reach? (**target groups**)
 - What do you want to achieve? (**objectives**)
- ⇒ How can you reach these objectives? (**activities**)



Define your core messages

- Three core messages about your project:
 - What is the project about? What is its goal?
 - Why are you carrying out this project?
 - Why is it important?
- Adapt these messages to your different target groups
 - General public
 - Politicians
 - Industry



©Fotolia

PR activities – Give your project a „look“!

Corporate Design - give your project a „look“ !

- Logo
- Colours
- Fonts

Develop communication materials

- Flyer / leaflet
- Roll-up
- Booth for exhibitions
- Folders
- PowerPoint templates
- Photo material (legal!)
- Give-aways



PR activities – Online presence

Have a good website

- Easily understandable texts (several languages?)
- Pictures, Videos, documents, newsletter
- Current events (calendar)
- Press room (incl. press releases, downloadable material)
- Direct contact details, (check for legal) imprint
- Statistics tools!

Facebook & Co

- Do you really need it, which target groups?
- Enough resources to do it right & interesting contents to post regularly?

Online newsletters

- Important tool to reach your „community“

Policy briefings (target: politicians)

- Important to the EU!



PR activities – Communicating at events

Present your project at trade shows / conferences

Speaking opportunities:

- Schools / Universities
- Trade and Business Associations
- Conferences
- Exhibitions
- NGOs
- Communes...





B 2.

Press relations – a tool for your Public Relations





Press relations for EU-Projects - basics

Press relations = an essential component of public relations

Target group: journalists

The **goal** of press relations is to obtain positive coverage on your project in the relevant media (general and trade) to raise public awareness on your topic!



©Fotolia



Press relations – what journalists want !

The success of a press relations campaign depends, among others,
on a good and open dialogue with media representatives

Press officers (in a company, institution...)

- provide all relevant information
- translate technical jargon
- avoid offensive advertising and remain factual
- prepare information in a way journalists can immediately use
- provide facts, facts, facts ...
- ...photo, video material...
- ... **and are always available, react quickly, meet deadlines**

Journalists (at newspaper, radio....)

- have little time
- have only little expertise
- are interested in factual information...
- ...which they can use for their purposes without much effort
- want facts, facts, facts...
- ...photo, video material...
- ...and reliable contact persons



Press relations: DO's – 1. Concrete steps

Prepare at office:

- Do you have any **press relations expertise** in your consortium?
If not: don't improvise → external freelance journalist or consultant
- **Central coordination** of press activities is a must:
 - Who is the spokesperson for the press = interview partner?
E.g. one person for the whole consortium or per country?
 - Interview training (i.e. in front of the camera) is very helpful!
- **Consistent messaging** in all countries:
 - English templates for press releases
 - Briefing documents
- **BUT: Localize** as much as you can!
 - Translate press releases into local language of target countries (most journalists won't do it themselves!)
 - Describe role of local partners
 - Use press relations tools that are successful in each respective country!



Press relations – 2. Concrete steps

Define press target groups, identify, search and build up a press database:



Press relations – 3. Concrete steps

Deliver your messages to press according to target groups / media

- About TRANSLATION of terminus and nomenclature...
 - translate AND simplify: **scientist's language** ≠ **journalist's language**
- Develop core messages for different target media and formats (elevator pitch)
- Develop ideas for various topics / media: e.g.
 - **Trade magazines:**
Interview with a professor on scientific contents of the project, pre-written feature article (ghost writer!)
 - **Daily newspapers:**
Current developments/results achieved by local project partners
 - **SME-oriented management journal:**
Success story about the participation of an SME in the project – how did the project start, how does the company benefit from the project?
 - **TV:** Visit in a laboratory or „on the ground“ for camera



Press relations – Tools (use of Press database)

Press release

Press trip

„Press kit“ / portfolio

„Feature article“

Individual interview

Press conference/
technical seminar

Event / Exhibition

Press relations – powerful Tools

Press release

Write



Hire freelance
journalists/ PR
professionals

Illustrate



Very important!

Publish



+ free online news
services
+ your own press
database

Occasions

- Launch/kick-off,
mid-term report,
final conference
- Research results
- Presence at
events,
exhibition...



B 3.

Measurement & Reporting

Measure your success (after PR activities)

- challenging to measure PR activities,
- but measurable with (soft) indicators
- EC only interested in hard / measureable indicators



* How many Press release have been sent, how many events have been visited, how many visitors on your event....

Want to read more?



ec.europa.eu/research/science-society/science-communication/index_en.htm

Research & Innovation

European Commission > Research > Science-society > Guide to successful communications

Guide to successful communications

- Homepage
- Communications strategy
- Media relations
- Websites
- Publications
- Presentations
- Audiovisual media
- External resources
- Case histories

With a view to enhancing the impact of research funded by the EU, and to foster dialogue and debate, the Seventh Framework Programme (FP7) grant agreement requires project participants to communicate and engage with actors beyond the research community. The relevant clauses in the grant agreement (22 kB) are shown here. Plans for these outreach activities should already be outlined at proposal stage. These plans are in turn taken into account during the evaluation process.

This website is intended to assist project coordinators and team leaders to generate an effective flow of information and publicity about the objectives and results of their work, the contributions made to European knowledge and scientific excellence, the value of collaboration on a Europe-wide scale, and the benefits to EU citizens in general. The content particularly addresses communications via the 'mass media' (TV, radio and the written press), the workings of which may be less familiar to scientific/academic partners. It also covers websites and other internally generated support such as print publications, CDs and video.

It outlines good practices that can be employed in:

- Evaluating results;
- Maximising the exposure of messages; and
- Tapping useful Communities and other external resources.

Events
Links
Bibliography

Communicating EU Research & Innovation: A guide for project participants (October 2012)
518 KB
Presentation: October 2008

Communicating research humanities (2010)

http://ec.europa.eu/research/science-society/science-communication/index_en.htm

http://ec.europa.eu/research/social-sciences/pdf/communicating-research_en.pdf





THANK YOU FOR YOUR ATTENTION!

Bavarian Research Alliance GmbH @ Bavarian Research and Innovation Agency

www.bayfor.org

www.bayfia.de

Headquarters in Munich



Prinzregentenstraße 52
80538 Munich
Germany

Dr. Panteleimon Panagiotou
Head of unit ICT | Eng. & Nat. Sciences

Phone: +49 (0)89 99 01 888-130
E-mail: panagiotou@bayfor.org
Internet: www.bayfor.org

***Thanks to Ms. Rouard,
this presentation bases on her preparation***

Emmanuelle Rouard
Head of Public Relations

Phone: +49 (0)89-99 01 888-111
E-Mail: rouard@bayfor.org
Internet: www.bayfor.org

Photo: © Bavarian Research Foundation,
Christine Reeb