Turkey in Horizon 2020 II

General & Introductory Training on Dissemination & Exploitation

Communication & Dissemination Strategy

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**REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY**

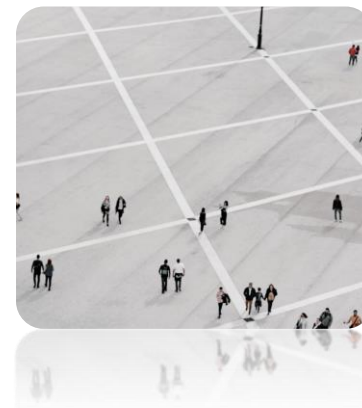# Communication vs Dissemination

Communication

Objective: Reach out to society at large to highlight benefits of EU-funded research & innovation projects

Focus: Inform about and promote the project and its results/achievements

Target Audience: Address multiple audiences outside the project's community

Dissemination

Objective: Transfer knowledge and results to enable others to use and take up results

Focus: Describe and ensure results are available for others to use - focus on results only

Target Audience: Audiences that may have an interest in using your results

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COMPETITIVE SECTORS PROGRAMME

TÜBİTAK

Before you start: Be Agile

Basic Principles		
Individuals and interactions	over	processes and tools
Results	over	comprehensive documentation
Collaboration	over	formality
Responding to change	over	following a plan

Before you start: Be Agile

Individuals and interactions over processes and tools

Ecosystem building is a team-based approach to deliver value as a joint effort. **Tools are an important part of projects**, but the team needs to <u>work together</u> effectively through productive interactions with the stakeholders.

Collaboration over formality

Promote and facilitate collaboration in the project. The team aims to **engage and collaborate with stakeholders** to inspect and adapt the vision, so the project will be as valuable as possible.

Results over comprehensive documentation

It is much more valuable to **interact with the stakeholders, obtaining continuous feedback** and managing increments of the ecosystem's snapshot rather than overspending resources in studying and reporting about their profiles and potential objectives.

Responding to change over following a plan

Rather than maintaining a fully defined and static vision of the stakeholders from the project**, focus on building up an ecosystem** of interested parts throughout its lifetime.

Before you start: Basic Principles

Think, Plan, Act strategically
- What do you want to achieve?
- Communicate from day one

Be creative
- Vamp up the visual, reduce the writing
- Use social media

You can't reach everyone
- Define your target audience
- Use consortium resources, expertise and ideas

Get into the media mindset
- Identify relevant media people
- Understand media language and needs

Think Issue, not project
- What issue is the project addressing?
- Link communication to hot topics in society

Think global, act local
- Local and regional media are effective targets
- Use the project's local connections
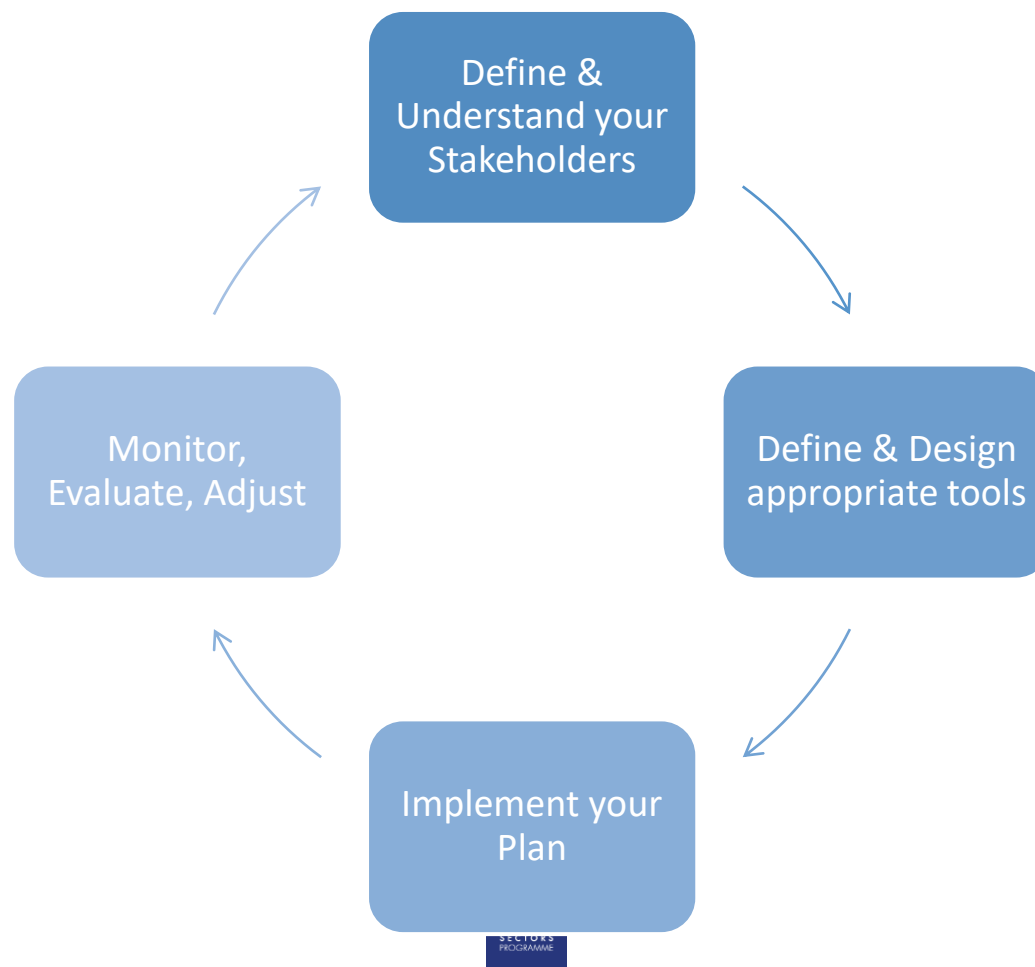
Make it relevant to daily life
- Show the impact on society
- Avoid technical language and jargon

Build your brand
- Become a trusted source and voice
- Contribute where and when you can

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Design an Effective Communication & Dissemination Strategy

Step 1: Define & Understand your Stakeholders (target groups)

Identify your Stakeholders

- Brain Storm
- Use a mind map tool
- Break down target groups into segments
- Identify key actors

Associations

Policy Makers

Other Projects

The Society

Industry

RTOs

Step 1: Define & Understand your Stakeholders (target groups)

Prioritize your Stakeholders

- High | Janet Blechar

Keep Satisfied | **Manage Closely**

- Michael Smith
- Piers Marshall | Amanda McKay

- Jose Hernanz

Monitor (Minimum Effort) Dora Brown | **Keep Informed**

- Maureen Moss
- Mike Wilkins

Low

Power

Low — Interest — High
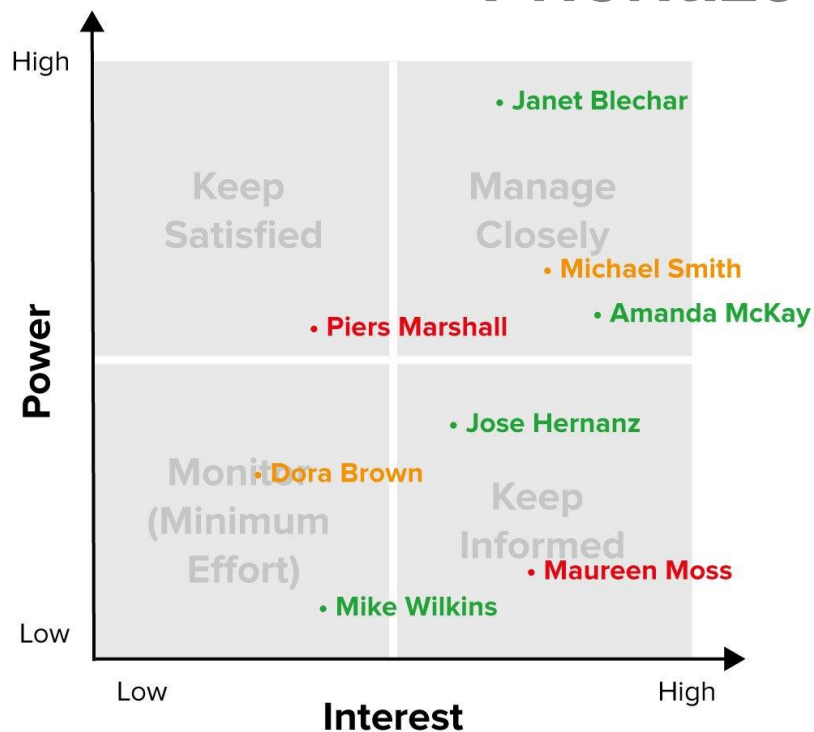
- **High power, highly interested people (Manage Closely)**: you must fully engage these people, and make the greatest efforts to satisfy them.

- **High power, less interested people (Keep Satisfied)**: put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.

- **Low power, highly interested people (Keep Informed)**: adequately inform these people, and talk to them to ensure that no major issues are arising. People in this category can often be very helpful with the detail of your project.

- **Low power, less interested people (Monitor)**: again, monitor these people, but don't bore them with excessive communication.

Step 2: Define/Design appropriate tools

Communication Tools (Examples)

Digital Communication

- Social Media
- Website
- Newsletters
- Press Releases
- Online Articles
- Videos
- Slide Decks & Onepagers

Printed

- Posters
- Brochures
- Leaflets
- Booklets
- Whitepapers

Why you need them?

What is the purpose they serve?

Which are the stakeholders that they address?

Step 2: Define/Design appropriate tools

Dissemination Tools (Examples)

Material

- Project Documentation
- Peer Reviewed Journals
- Technical Publications

Digital

- Open Access Library
- Feedback Loop

Why you need them?

What is the purpose they serve?

Which are the stakeholders that they address?

Step 2: Define/Design appropriate tools

Do not forget!

- **Beneficiaries** of EU funding **must display the EU flag and funding statement** ("Funded by the European Union" or "Co-funded by the European Union") **in all their communication and dissemination activities and any infrastructure**, equipment, vehicles, supplies or major result results funded by the grant.
- The **EU flag and funding statement must be displayed in a way that is easily visible** for the public and with sufficient prominence.
- **EU funding must moreover be acknowledged in all types of public outputs** (including patent applications, EU standardisation of results), media contacts and other public statements.

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

Step 2: Define/Design appropriate tools

Events/Webinars/Conferences are key!

Define public events to join (exhibitions, scientific, market oriented)	Organise your own events	Cluster with other initiatives for maximizing impact
Why you need to be at that event	How are you going to join (present, booth, participate)	What are you going to show
What is your target from that event	Webinars are key	Implement smaller but more targeted events

Step 2: Define/Design appropriate tools

Make Use of EC's tools (free)

- **Research and Innovation Success Stories**
- **Horizon Dashboard**
- **CORDIS**
- **Horizon Results Booster**
- **Horizon Magazine**
- **Horizon Impact Award**
- **Innovation Radar**
- **Horizon Results Platform**
- **Open Research Europe platform**

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Step 3: Implement your Plan

Setup your Communication & Dissemination Database

Communication & Dissemination in NOT the responsibility of only one partner

The whole consortium needs to contribute based on their expertise and nature
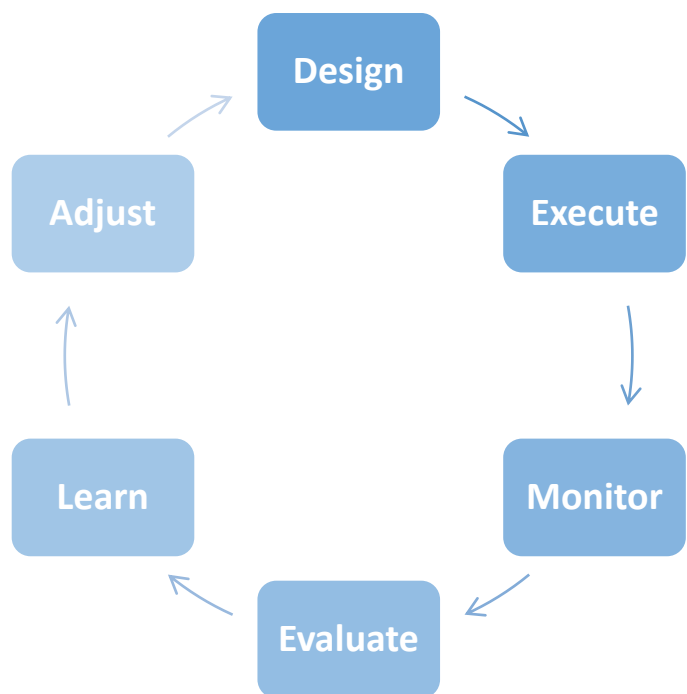
Share responsibilities among partners

Be and stay committed. Do not have "blank" periods

Start from Day 1

Promote your most valuable results heavily

Be interactive with your stakeholders. Ask their opinions through polls/questionnaires and one-2-one discussions

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Step 4: Monitor, Evaluate, Adjust

- **Design:** Design is activity based on the Dissemination & Communication Plan and the desired impact;
- **Execute:** Execute according to plan;
- **Monitor:** Closely monitor the activity and collect input and results. Monitoring will be based on a template that is available only to partners through the internal website. Set KPIs;
- **Evaluate:** Evaluate the outcomes of the activity in a collaborative way according to the desired targets set in the design phase;
- **Learn:** Learn through this evaluation and try to extract the most valuable outcomes out of it;
- **Adjust:** Absorb findings and lessons learnt adjust the plan accordingly, if needed.

Step 4: Monitor, Evaluate, Adjust
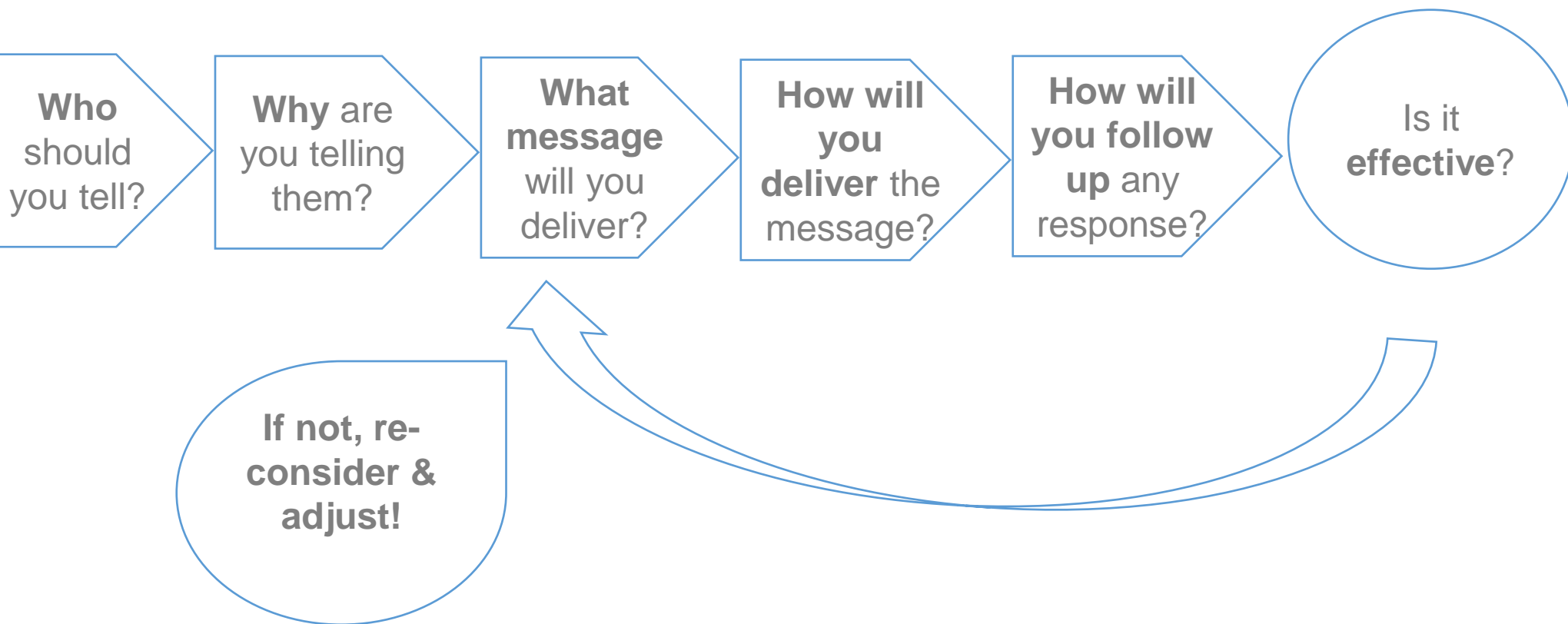
In a Proposal

2.2   Measures to maximise impact - Dissemination, exploitation and communication [e.g. 5 pages, including section 2.3]
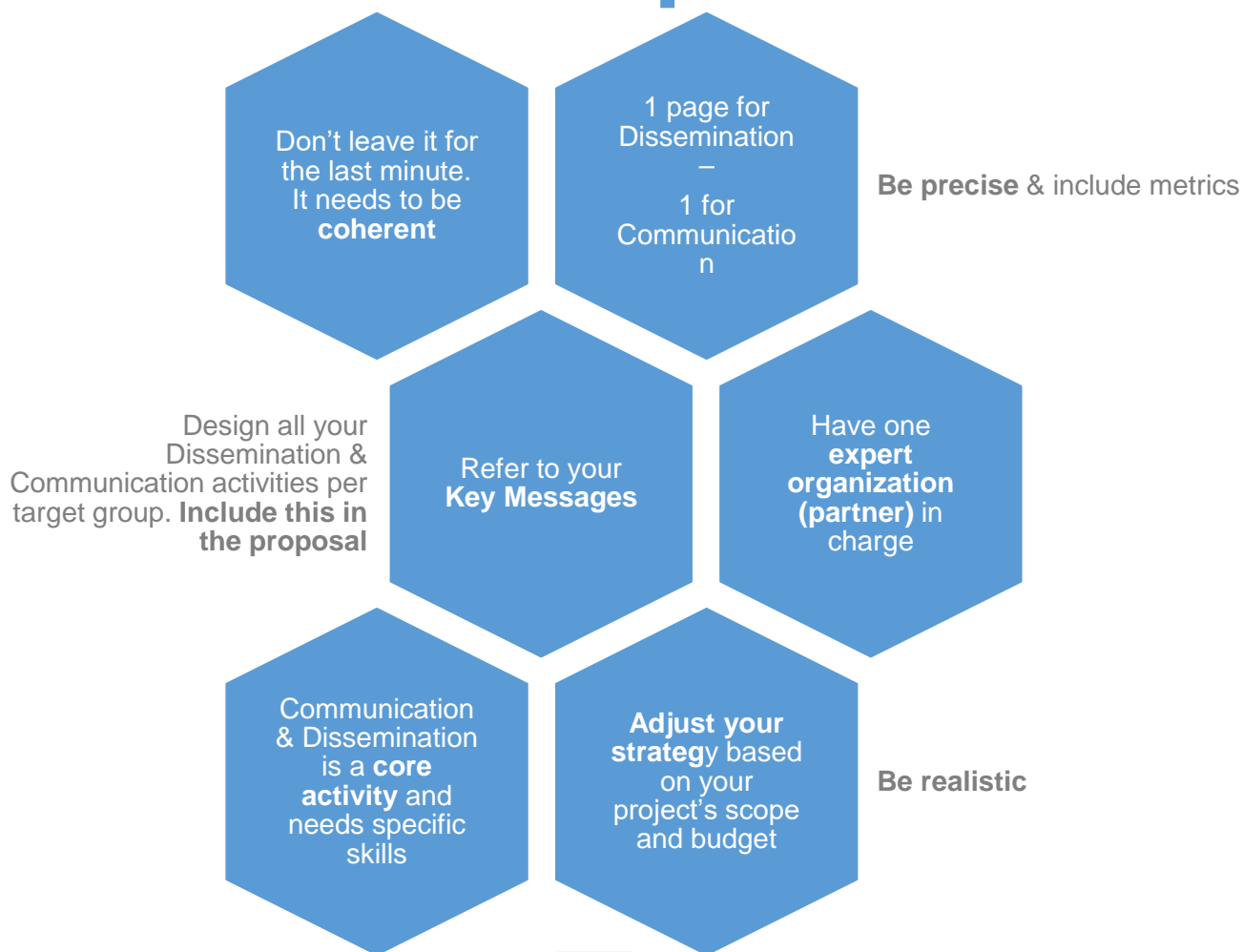
- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (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.*

    ⚠ *Communication[1] measures should promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens. Activities must be strategically planned, with clear objectives, start at the outset and continue through the lifetime of the project. The description of the communication activities needs to state the main messages as well as the tools and channels that will be used to reach out to each of the chosen target groups.*

    ⚠ *All measures should be proportionate to the scale of the project, and should contain concrete actions to be implemented both during and after the end of the project, e.g. standardisation*

In a Proposal

Don't leave it for the last minute. It needs to be **coherent**

1 page for Dissemination – 1 for Communication

Be precise & include metrics

Design all your Dissemination & Communication activities per target group. **Include this in the proposal**

Refer to your **Key Messages**

Have one **expert organization (partner)** in charge

Communication & Dissemination is a **core activity** and needs specific skills

Adjust your strategy based on your project's scope and budget

Be realistic

Reporting

3.2 Dissemination activities

Table 3.8: Dissemination activities – (mentioned in the proposal and new ones)

Activity name	What? Type of dissemination activity	Who? Target audience reached	Why? Description of the objective(s) with reference to a specific project output	Status of the dissemination activity
 Meetings		Policy-makers and authorities, international	200 characters max	Choose an item.

3.3 Communication activities

Communication activity (short label, as described in the DEC plan)	Description of implemented activity (free text)	Target audience (Who?)	Communication channel (How?)	Outcome of the activity (IMPACT**)	Status of the communication activity
		Choose an item.	Choose an item.	(free text)	Choose an item.

** We would advise to give clear guidance of what we expect. It would be very specific Key performance indicators similar to what is suggested by DG COMM for our corporate communication https://myintracomm.ec.europa.eu/corp/comm/Evaluation/SiteAssets/Pages/Do-You-Need-Methodological-Guidance/Communication%20Network%20indicators%20.pdf

- Instead of a text in part B, the Dissemination and Communication are now in a table.

- In a semi-structured format for dissemination in order to extract data

Teşekkür ederim!

Thank you!