

Communicating research results beyond the scientific community

How to write a dissemination strategy

Publishing project results

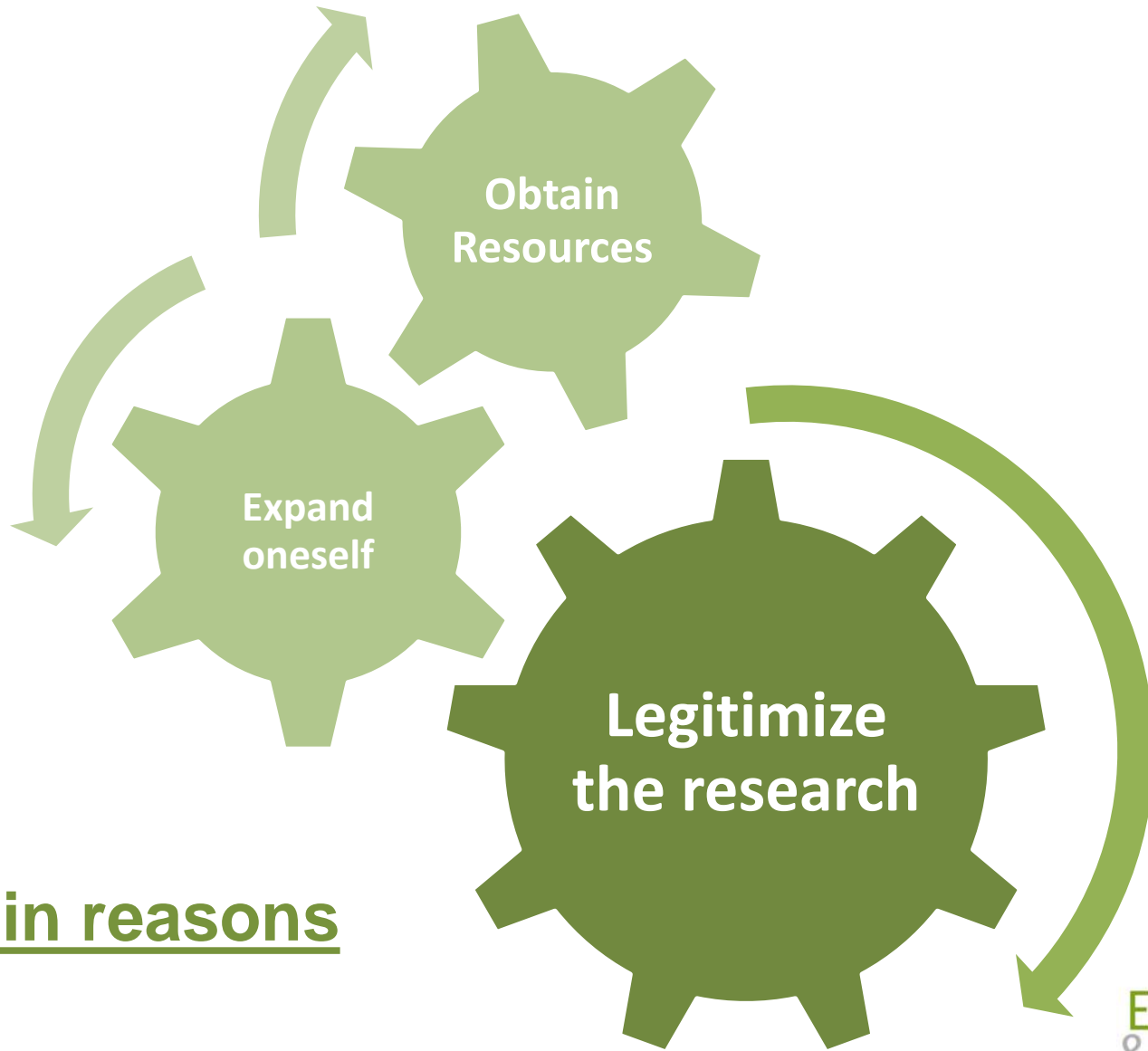
Envimpact Training

14.03.2013 – Prague

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NCP Environment Theme (Including climate change)

Communication, why?





3 main reasons

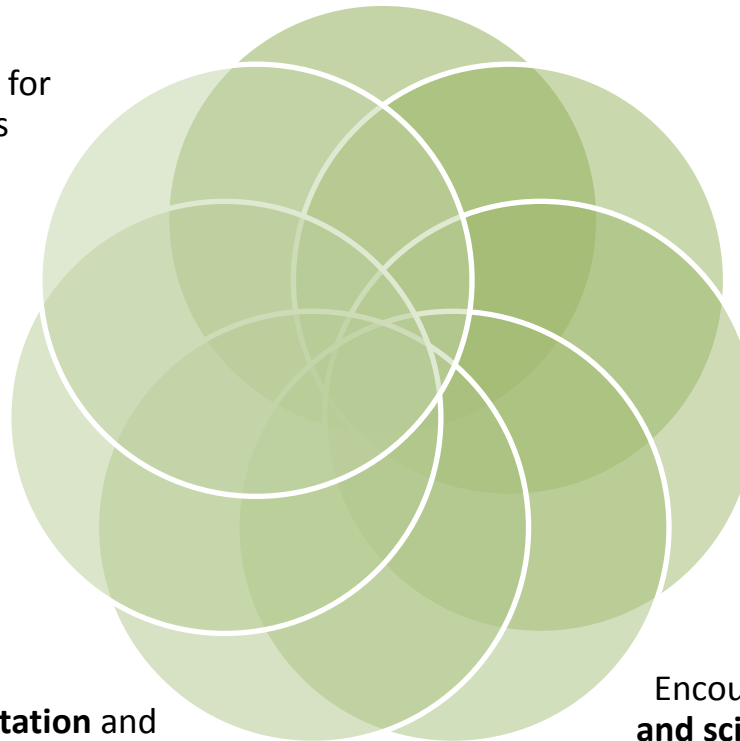
... in focus

Increase the **success rate of your proposal**

Generate **market demand** for the products or services developed.

Help the search for financial backers, licensees or industrial implementers to **exploit your results**

Enhance your **reputation** and visibility at local, national and international level;



Draw the attention of national governments, regional authorities and other public and private funding sources to the **needs and eventual benefits of (your) research**;

Attract the interest of potential **partners**;

Encourage **talented students and scientists** join your partner institutes and enterprises;

Have you still got
doubts?

Are you still thinking that the
communitation is not so
important?



It doesn't matter!



The European Commission
helps you!

The dissemination in FP7: mandatory!

Grant Agreement, Annex II.4. Reports and deliverables and Guidance Notes on Project Reporting

- The consortium has to provide periodic reports that include a publishable summary of such quality that the Commission can publish it right away in the public domain. It includes information on the expected final results and their wider societal implications. This text will be used as is on the Commission's public websites, so it needs to be understandable for a lay audience.
- You will need to supply a link to your website and declare whether it is up to date. The link will be published together with general information on each funded project on the Commission's website.

Grant Agreement, Annex II.12. Information and communication

- Beneficiaries are to take appropriate measures to engage with the public and the media about the project and to highlight the financial support from the European Union.
- The Commission is authorised to publish information on the project.

The dissemination in FP7: mandatory!

Grant Agreement, Annex II.30. Dissemination

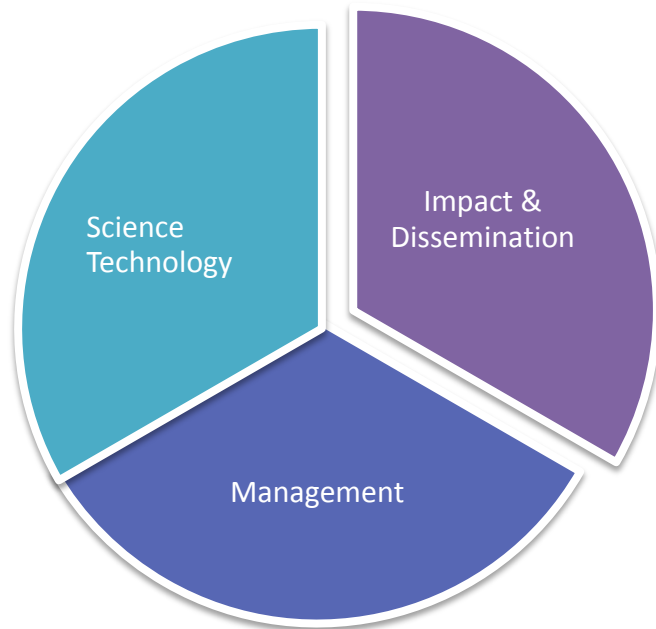
- Each beneficiary is to ensure that their foreground (the project's results) is disseminated as swiftly as possible. If it fails to do so, the Commission may disseminate that foreground.

Grant Agreement, Annex II.4. Reports and deliverables and Guidance Notes on Project Reporting

- The consortium has to provide a final publishable report including a publishable summary of such quality that the Commission can publish it right away in the public domain. It includes information on the expected final results and their wider societal implications. This text will be used as is on the Commission's public websites, so it needs to be understandable for a lay audience.
- The final report should include a plan for the use and dissemination of foreground, to demonstrate the added value and positive impact of the project on the European Union. It should include a list of all scientific (peer reviewed) publications relating to the foreground (the project's results) of the project, a list of all dissemination activities (e.g. conferences, flyers, articles published in the popular press, videos), a list of the applications for patents, trademarks, registered designs, etc., a list of exploitable foreground and a report on societal implications



at the end of the project



The European Commission will finance 100% of the
Dissemination activities in FP7

Why is the communication so important for the European Commission?

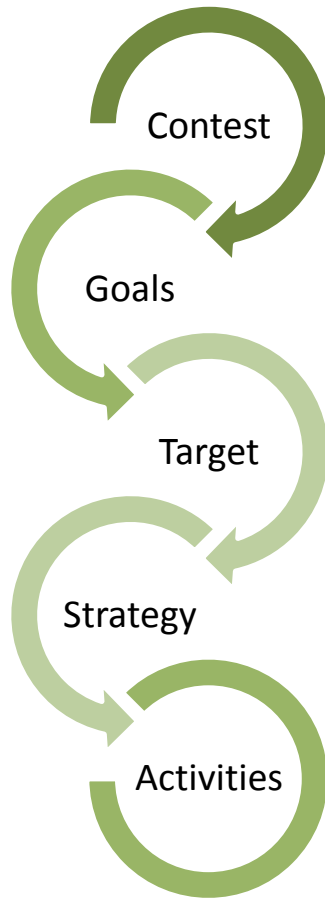
- showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up

We can simplify with 3 key-concepts:
justify the public money spent, improve the knowledge, share

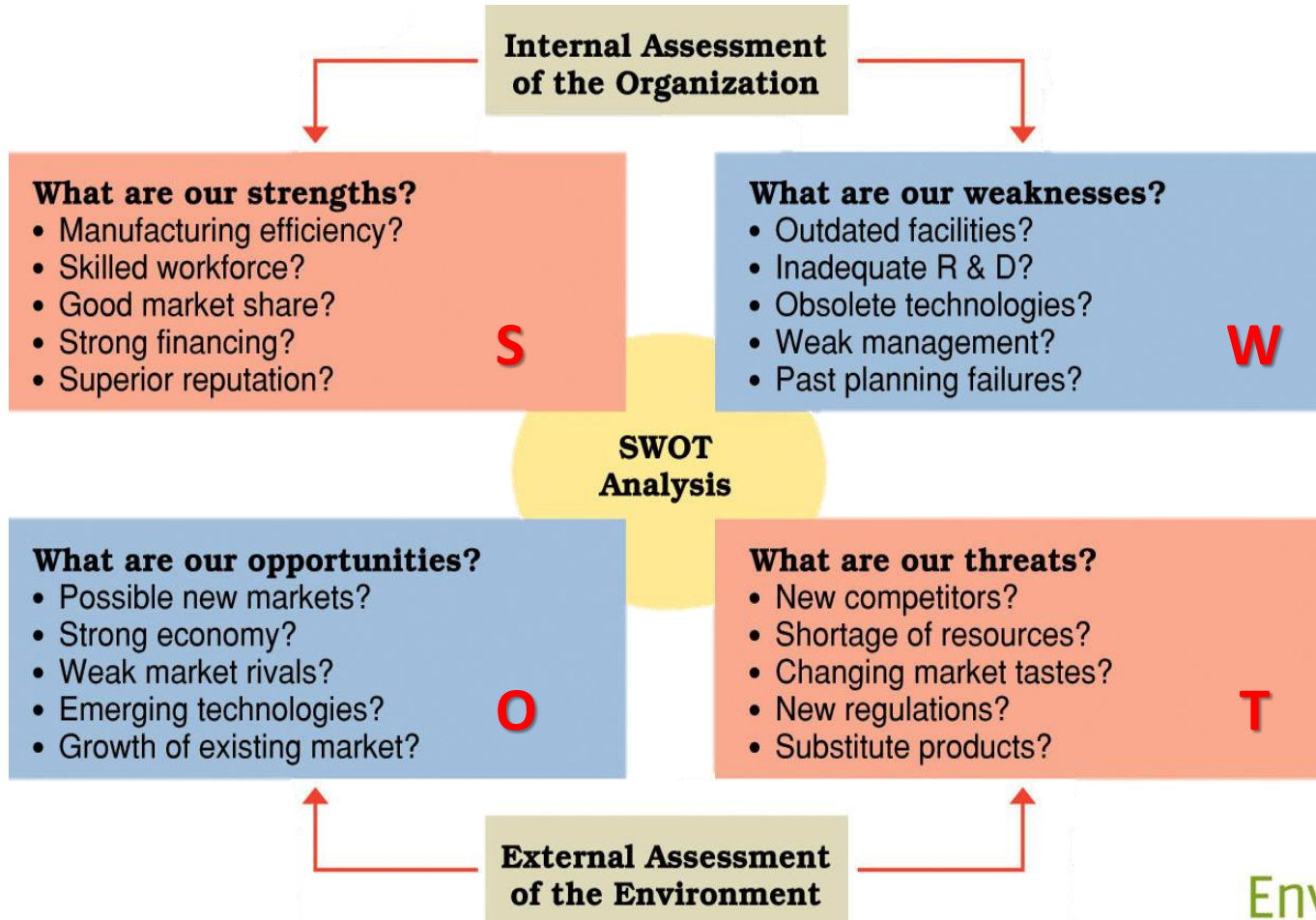
Before starting the communication activities, write a dissemination plan!



How to write a dissemination Plan «Step by step» Guide



SWOT Analysis



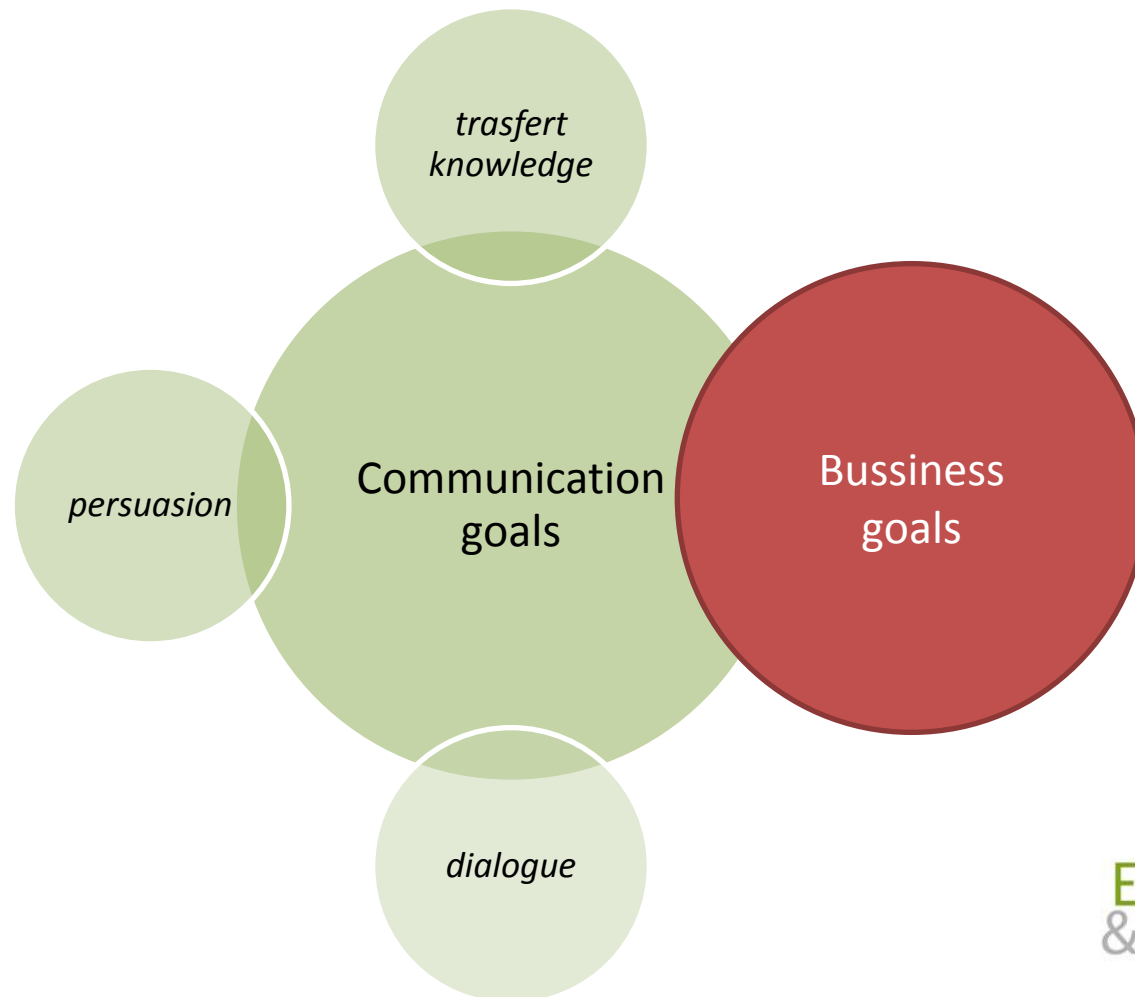
Analysis of the Contest

Elements that influence the communication activities

- The topic of your communication (e.g. the core of your project)
- The communication history about the same topic
- Other key-elements of the contest (e.g. culture, legislation, politic, etc.)

Goals: what do you want achieve? Why communicate?

Determine and document the goals of your dissemination effort for your proposed project.



S.M.A.R.T. Objective

SPECIFIC

Be precise about what you are going to achieve

MEASURABLE

Quantify your objectives

ACHIEVABLE

Are you attempting too much?

REALISTIC

Do you have the resource to make the objective happens (men, money, machines, materials, minutes)?

TIMED

State when you will achieve the objective (within a month? By February 2010?)

Target



Primary target: who is our interlocutor?

Secondary target: who influence our primary target?

Ex. **Primary target:** Policy Makers
 Secondary target: media, lobbies and Parliament

Describe the scope and characteristics of the "potential users" that your dissemination activities are designed to reach for each of your objectives.

Message

A good strategy is to highlight one or two key messages in your dissemination plan. It should express the achievement of a benefit or (more generally) a positive aspect.

It's very important remembering that the message is effective only if the sender and the receiving give to it the same meaning

Message: evaluation criteria

Knowledge of topic: how far is the key message, in cognitive terms, to interlocutor:

It is too much closed

- The risk is a trivialized key message

It is too much far

- The risk is an incomprehensible key message

Relevance: how much does the message hit the interests and worries of the interlocutor.

It is too much closed

- The risk is a key message without meaning

It is too much far

- The risk is an unpredictable reaction

How present a successful message: the SUCCESS Model

PRINCIPLE 1



SIMPLE

Simplicity isn't about dumbing down, it's about prioritizing. (Southwest will be THE low-fare airline.) What's the core of your message? Can you communicate it with an analogy or high-concept pitch?

PRINCIPLE 2



UNEXPECTED

To get attention, violate a schema. (The Nordie who ironed a shirt...) To hold attention, use curiosity gaps. (What are Saturn's rings made of?) Before your message can stick, your audience has to want it.

PRINCIPLE 3



CONCRETE

To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. ("A man on the moon...") Remember the Velcro theory of memory—try to hook into multiple types of memory.

PRINCIPLE 4



CREDIBLE

Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid details. Let people "try before they buy." (Where's the Beef?)

PRINCIPLE 5



EMOTIONAL

People care about people, not numbers. (Remember Rokia.) Don't forget the WIIFY (What's In It For You). But identity appeals can often trump self-interest. ("Don't Mess With Texas" spoke to Bubba's identity.)

PRINCIPLE 6

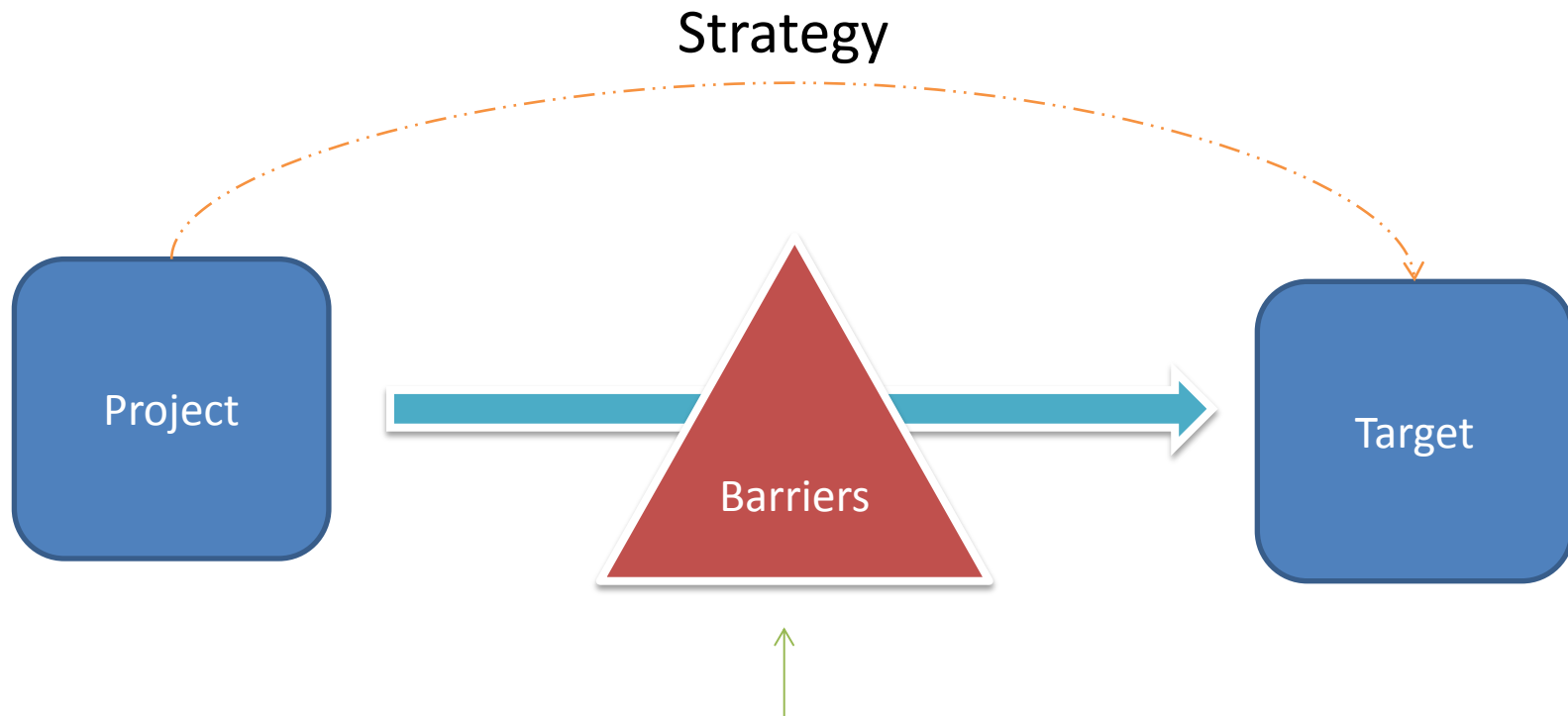


STORIES

Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Think Jared. Spring-board stories (See Denning's World Bank tale) help people see how an existing problem might change.

S

Strategy



Barriers: Identify potential barriers that may interfere with the targeted users' access or utilization of your information and develop actions to reduce these barriers

Activities



Which are the **concrete actions**, in coordination with the strategy, that it is necessary to realize **to reach the objective?**

Communication activities



For each activity selected, it's necessary to answer to these questions:

- target?
- message?
- how does it works?
- time?
- results?

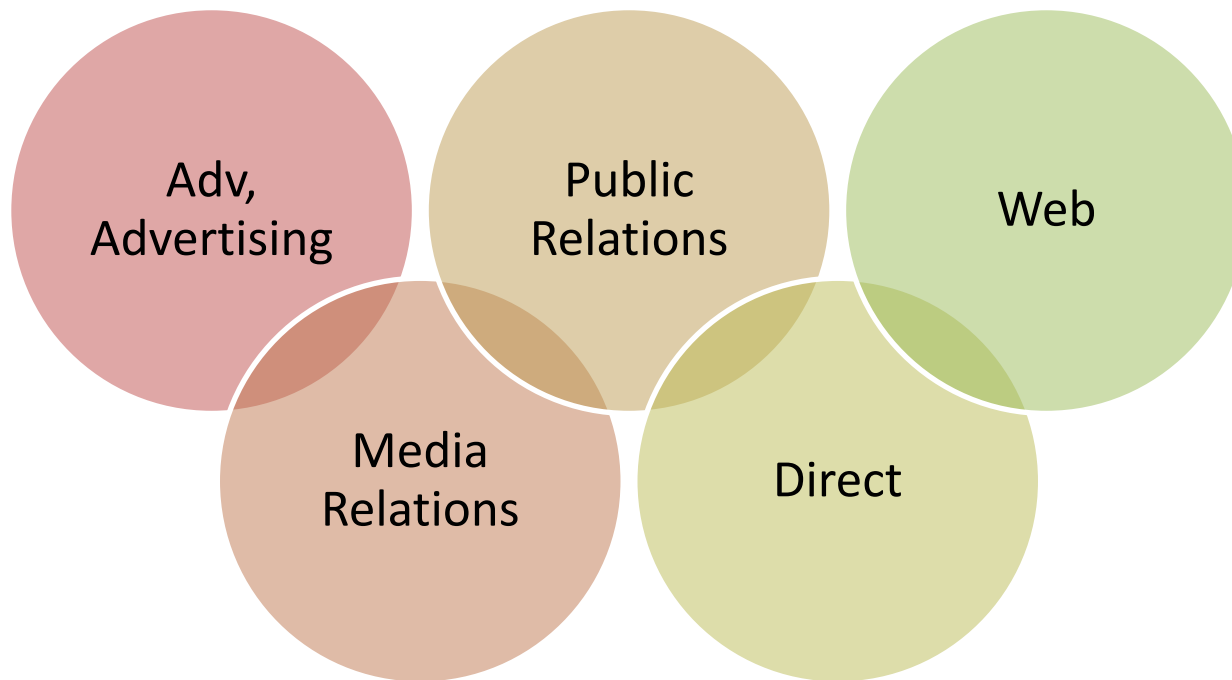
Communication action

Some examples of communication actions

- Advisory Board
- Advertising campaign
- Press conference
- **Brochure**
- **Conference/Meeting/Brokerage**
- **Web site & Social Media**
- Press office
- **Direct mailing**



Communication techniques



Advertising

Obtaining advertising on media: journal, tv and radio

Strengths:

- control
- effectiveness

Weaknesses:

- cost
- credibility



Press office

To appear on media news and position about our project

Strengths

- cost
- credibility

Weaknesses

- control (absent)
- capacity to capture the attention of the journalist



Public relation

Direct contact with a limited number of interlocutors
(meeting, seminar, conference)

Strengths

- involvement
- costumization

Weaknesses

- Average cost (for each contact)
- Limited number of contact



Direct

Building a relationship with target group of stakeholders or multiplayers

Strengths

- Target segmentation
- Good rate cost/contact

Weaknesses

- Involvement of a limited part of potential target



These techniques will be adopted during a communication campaign in several and different steps.

To improve the capacity to reach the goals and avoiding loss resources, it's very important organize a **dissemination plan**

Communication activities: press release

Inverted Pyramid Writing



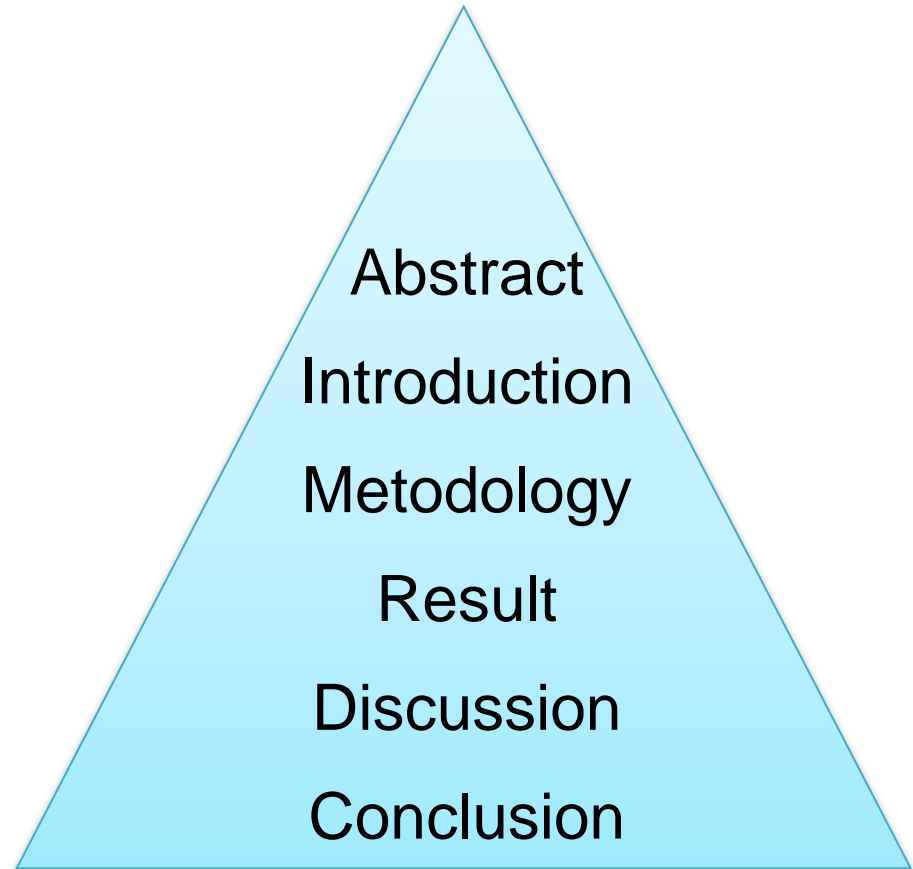
The 5 **W** and **H** role:

- **W**hat is interesting about this piece of research?
- **W**hy is it interesting?
- **W**ho made the discovery?
- **W**here did it happen?
- **W**hen did it happen?
- **H**ow did it happen?

In this order!

The difference between the scientific paper and the press release

- Piramidal structures
- Six main stage:
 - Abstract
 - Introduction
 - Metodology
 - Result
 - Discussion
 - Conclusion



Press release: some suggestions

- Insert a logo to be identified
- Insert in the title “press release”
- Insert a title
- Insert the contact details
- Interline 1,5
- 1-2 pages
- bulleted list
- Insert background information in the footer of the second page.

Communication activities: policy brief

What should a policy brief do?

Introduce

- key policy-relevant findings

Explain

- their significance in plain language

Recommend

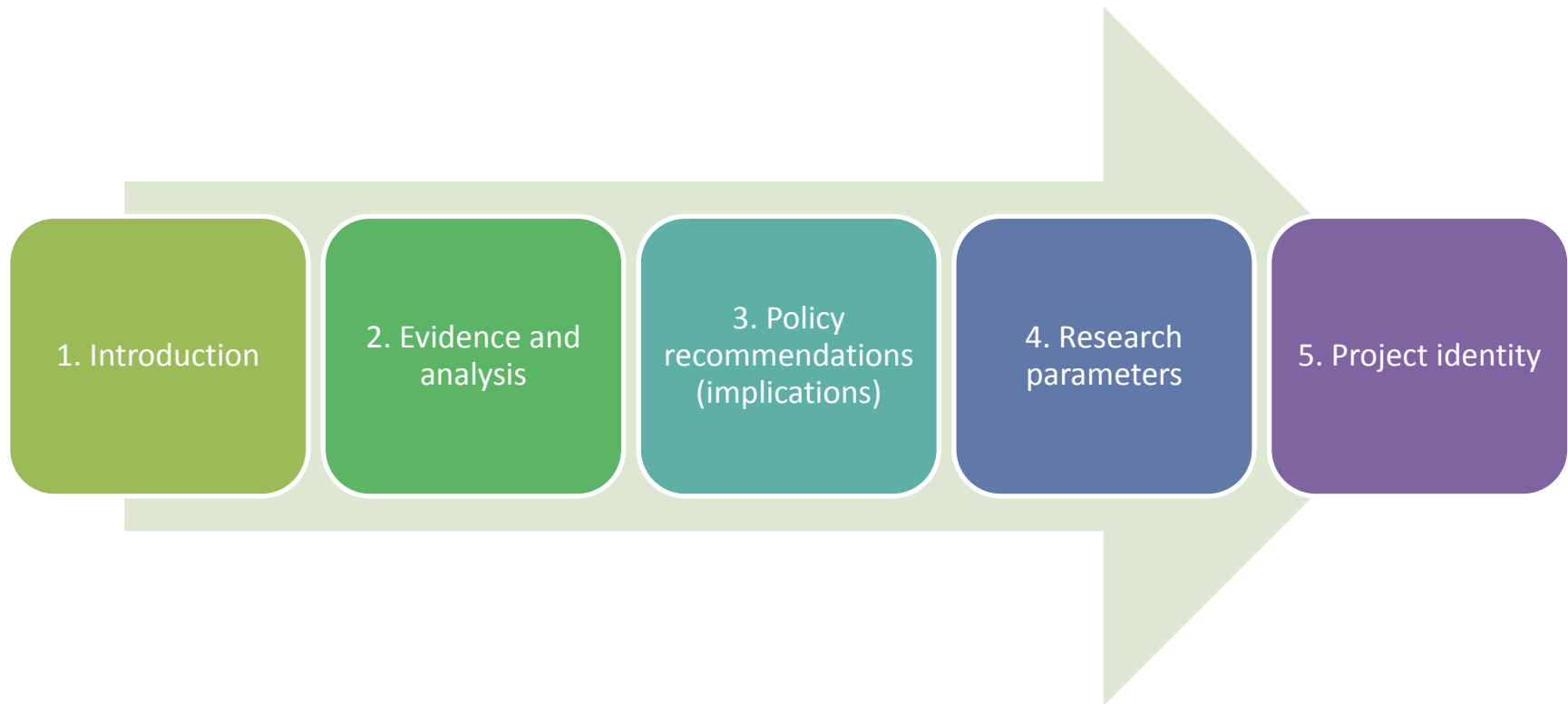
- course of action (provide orientation)

Keep it short! (~ 8 pages)

Avoid:

- long sentences (> 30 words)
- complex-compound formulations (and³)
- jargon
- footnotes

Communication activities: policy brief



Communication activities: policy brief

Introduction

- Succinctly describe the policy problem
- Relate your evidence/hypotheses to the task of addressing it
- State the project's key policy implication/recommendation.
- Indicate expected benefit of action

Evidence and Analysis

- Outline key findings in policy context
- Arrange content into thematic blocks
- Include graphics
- Highlight new statistical data

Policy Raccomandation

- Be as specific and unequivocal as possible
- State who the recommendations are for
- Make sure evidence supports conclusions

Research Parameters

- What
- How
- When

- Quantitative numbers!

Communication activity: website

15 home page elements have been identified for a good project website

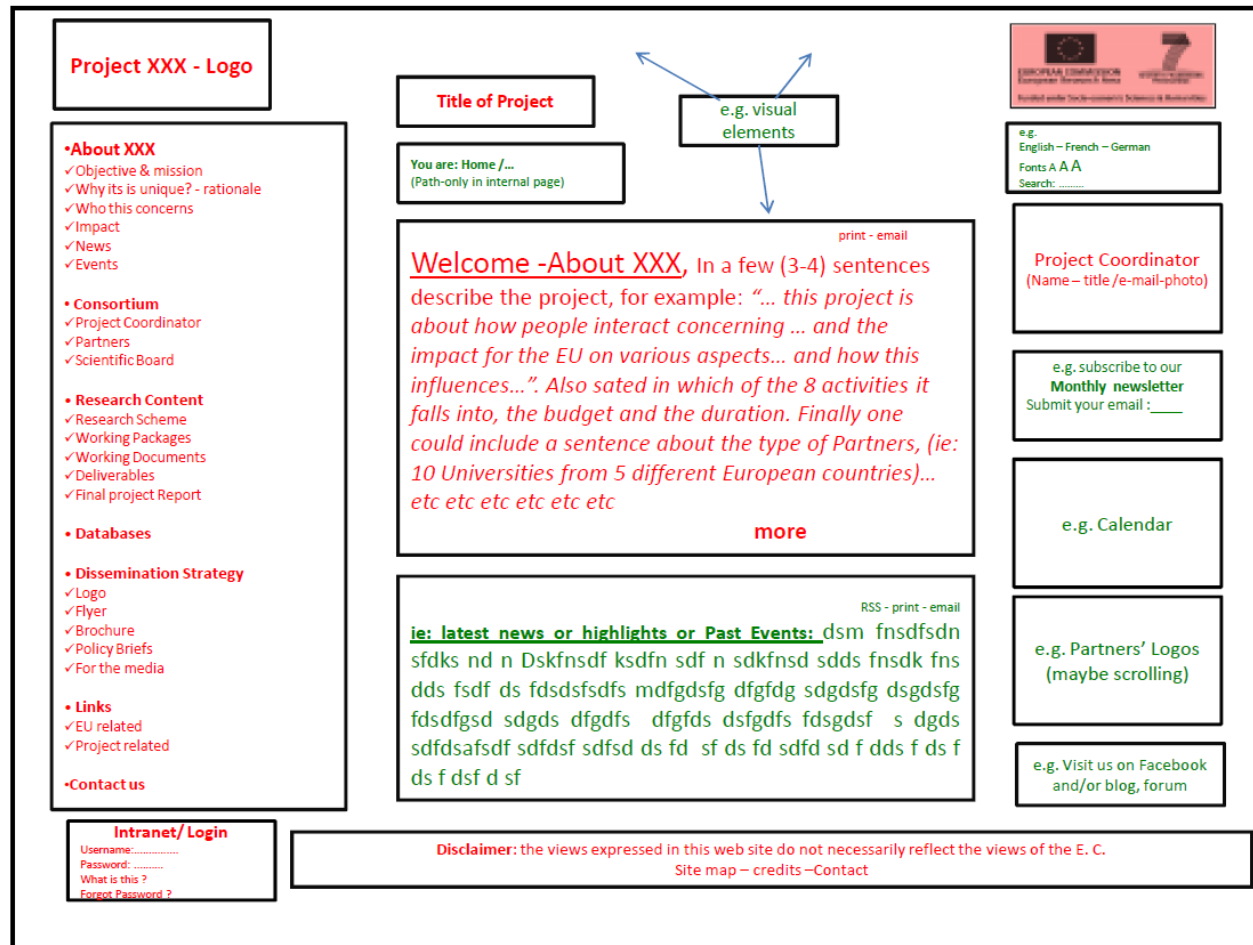
7 COMPULSORY

- Project Logo
- Title of Project
- Welcome, about e intro
- Menu
- Intranet
- Project Coordinator / Basic Info
- Disclaimer

8 OPTIONAL

- Latest news/highlights or Past Events
- Visual elements
- Dynamic Path
- Calendar
- Partners Logo
- Newsletter
- Social Media
- Useful items

Communication activities: website



Communication activities: website



Communication activities: website

10 elements to keep in mind



1. Increase the visibility of the EU participation
2. Make it easily identifiable what the Project does at a “First Glance”
3. Explicitly present the “Project’s Rationale” & the “Project’s Impact”
4. Clearly demonstrate the Research Content
5. Put significant emphasis on the Dissemination section
6. Make a rich “links” section (also improves Google listing)
7. Remember you have a minimum of three different target audiences
8. Adopt Social Media / Web 2.0 practices for extra exposure
9. Communicate better with visitors by adding a Newsletter feature
10. Pay special attention to usability on all aspects (navigation & content)

Communication activities: social media

A social network is a social structure made up of a set of actors (such as individuals or organizations) and the dyadic ties between these actors. The social network perspective provides a clear way of analyzing the structure of whole social entities. The study of these structures uses social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics.

By Wikipedia

Communication activities: social media

vantage:

- Stable relationship with own contact
- Possibility to create new contacts
- Possibility to create new synergies
- Possibility to share links, photos and comments
- Publishing new content and a new event by viral way
- Personal Branding
- Buzz marketing

dinsvantage:

- No control on the information
- Fake People
- Virtual relationships, not real
- No content owner

Communication activities: social media



facebook



twitter



LinkedIn



Communication activities: social media

ENTERTAINMENT AND SOCIAL NETWORKING

PERCENT of Adult Internet Users Who...



Watch a video on a video-sharing site such as YouTube or Vimeo



Use a social networking site such as Facebook or LinkedIn



Send instant messages



Upload photos to a website to share with others



Play games



Read journals or blogs



Share something they created



Download a podcast



Use Twitter



Use a dating website

Communication activities: social media

WEB SURFING & RESEARCH

PERCENT of Adult Internet Users Who ...



Use a search engine to find information



Look for health/medical info



Visit a local, state, or federal government website



Look for info about a job



Look for information on Wikipedia



Look for religious/spiritual info



Post comments to a news group, website, blog, or photo site

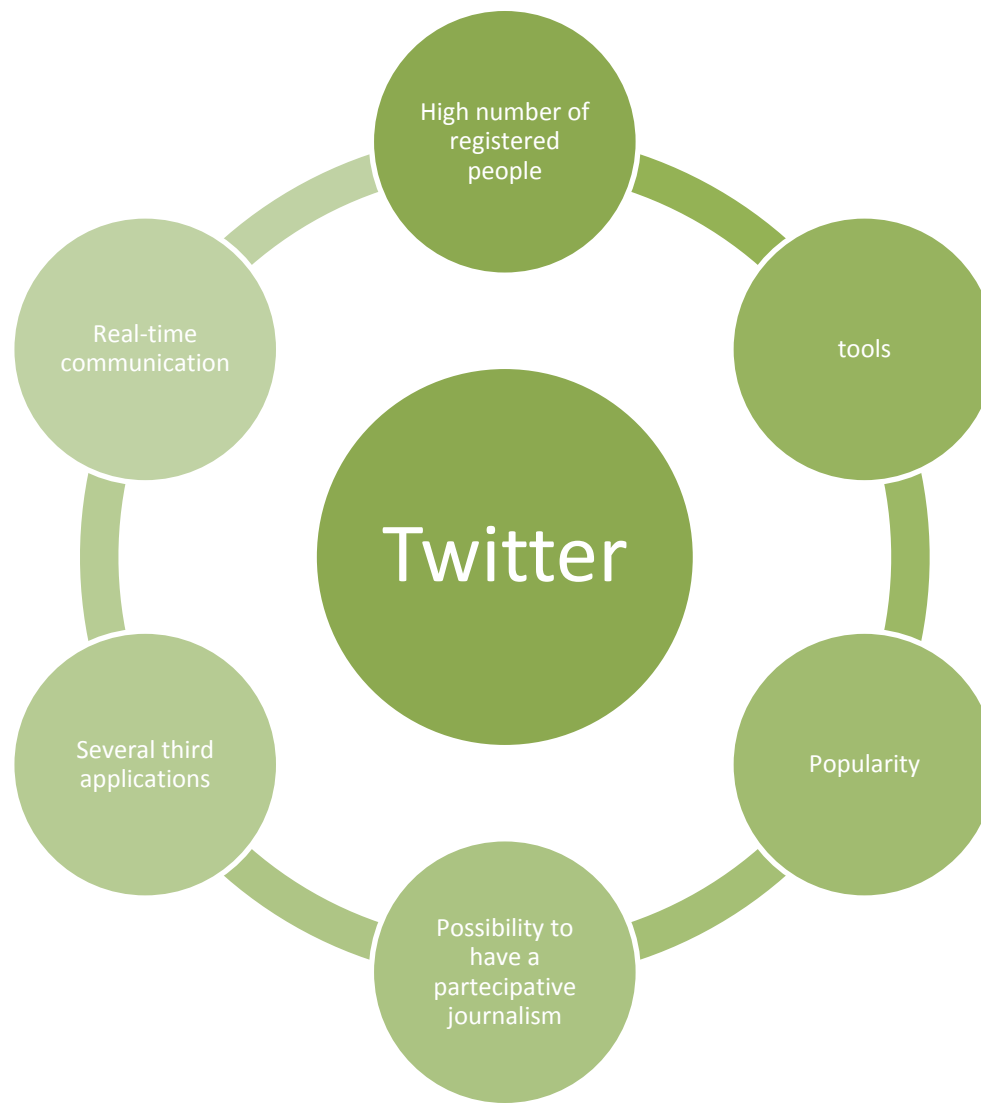
Dictionary

ENCYCLOPEDIA

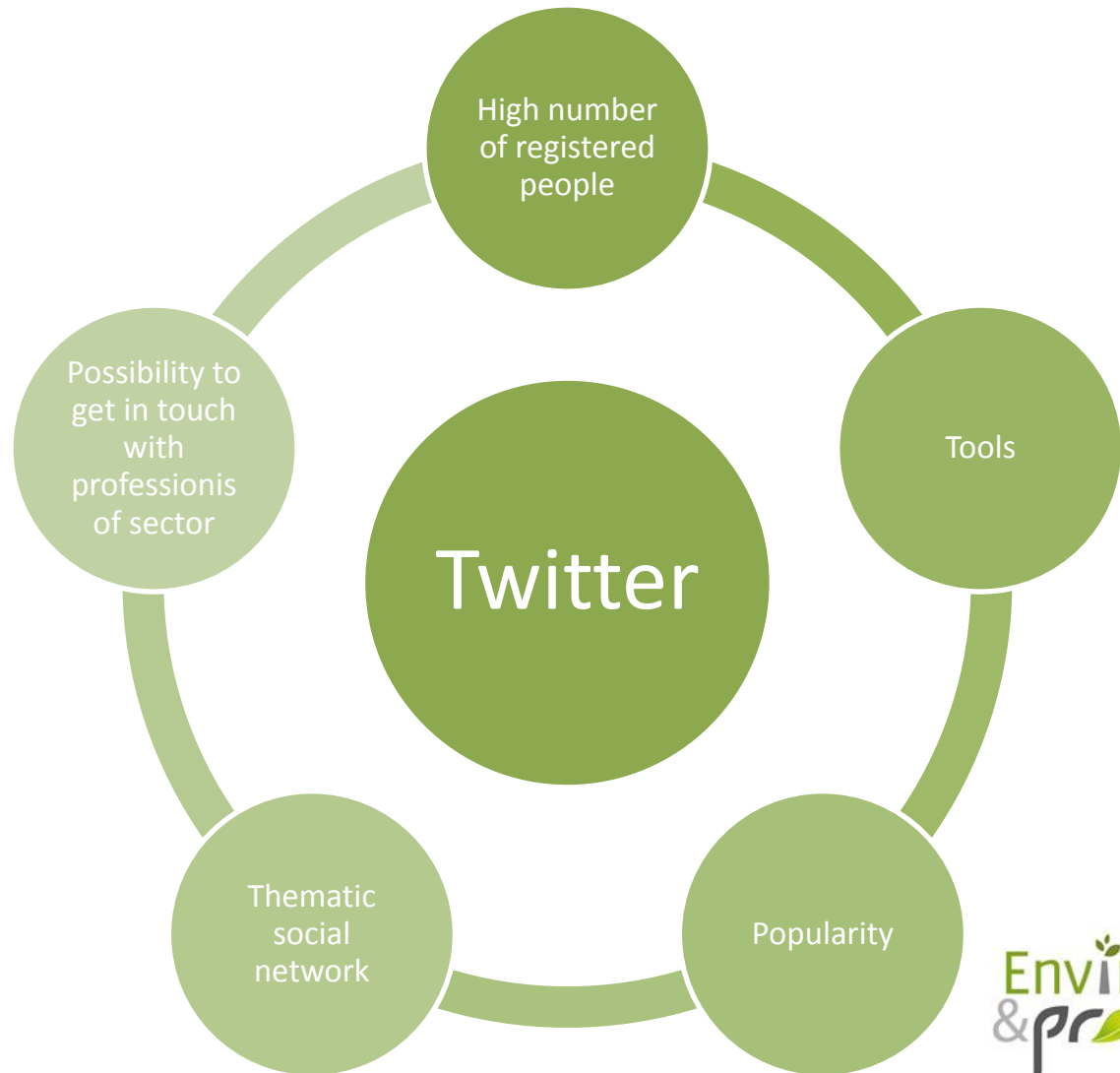
Communication activities: social media



Communication activities: social media



Communication activities: social media

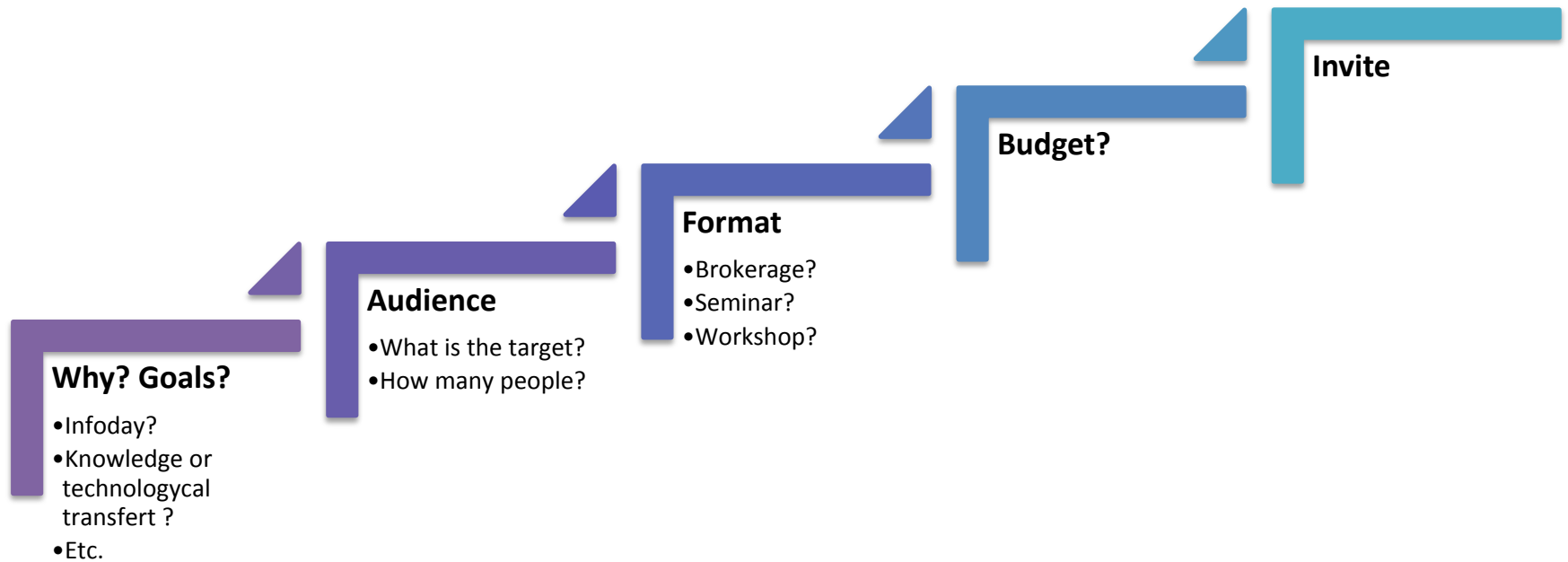


Communication activities: flyer & brochure

Flyer: to do at the beginning of the project M2/M6, max 1 page, logo and slogan, composition of consortium, goals of the project, activities expected, contacts (website, email, skype, facebook).

Brochure: to do when the project is mature, max 3 or 6 folds, status of the project, eventually final results, language more specific than flyer, dissemination in sectorial events.

Communication activity: event



feedback

Useful Links

The European Commission has published a detailed document outlining advice on 'How to Write Clearly'. This is relevant to write in all languages.

http://ec.europa.eu/translation/writing/clear_writing/how_to_write_clearly_en.pdf

Bruns, A. (2008) Blogs, Wikipedia, Second Life and Beyond, Peter Lang Publishers, New York
h Haindl, S (2010). The Social Customer Engagement Index White Paper: An Insight For Business,

<http://www.justmeans.com/-Social-Customer-Engagement-Index-White-Paper-An-Insight-For-Business/30248.html>

Kwak, H (2010) What is Twitter, a Social Network or a News Media? Proceedings of the 19th International World Wide Web (WWW) Conference, April 26-30, 2010, Raleigh NC (USA)

Lenhart, A (2009a) Adults and Social Network Sites, PEW Research accessed from

<http://www.pewinternet.org/Reports/2009/Adults-and-Social-Network-Websites.aspx>

Lenhart, A (2009b) Twitter and Status Updating, PEW Research accessed from

<http://www.pewinternet.org/Reports/2009/Twitter-and-status-updating.aspx>

Royal Pingdom (2010), Study: ages of social network users,

<http://royal.pingdom.com/2010/02/16/study-ages-of-social-network-users/>

Useful Links

Press room of the European Commission

http://europe.eu.int/comm/press_room/index_en.htm

Press room of Research DG

<http://ec.europa.eu/research/index.cfm?pg=press&lg=en>

Communicating European Research Conferences

http://ec.europa.eu/research/conferences/2004/cer2004/index_en.html

http://ec.europa.eu/research/conferences/2005/cer2005/index_en.html

European Guide on successful communications

http://ec.europa.eu/research/conferences/2004/cer2004/pdf/rtd_2004_guide_success_communication.pdf

Useful Links

PCST network

www.upf.edu/pcstacademy/PCST_Network/

European Forum on science journalism

http://ec.europa.eu/research/conferences/2007/bcn2007/index_en.htm

CORDIS news

http://cordis.europa.eu/news/home_en.html

research*eu magazine

http://ec.europa.eu/research/research-eu/index_en.html

Useful Links

Science Communication website:

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

Documenti utili:

- http://ec.europa.eu/research/science-society/pdf/communicating-science_en.pdf
- http://ec.europa.eu/research/conferences/2004/cer2004/pdf/rtd_2004_guide_success_communication.pdf
- Download the EU flag & the FP 7 logo from here:
http://ec.europa.eu/research/social-sciences/ssh_fp7.zip

Grazie!
or Thank you!