

## SCIENCE COMMUNICATION AND DISSEMINATION

### Training Workshop

14th March, 2013

Eurocentrum – Evropský dům, Jungmannova 24, Prague 1

- 10.00 - 10.15** **Introduction to the training and ENVIMPACT project**  
*Hana Škopková, Charles University Environment Center*
- 10.15 - 11.30** **Science communication (in English)**  
*Matteo di Rosa, APRE - Agency for the Promotion of European Research*
- *Communicating research results beyond the scientific community*
  - *How to write a dissemination strategy*
  - *Publishing project results*
- 11.30 - 11.45** **Discussion**
- 11.45 - 12:30** **Lunch break**
- 12.30 - 13.45** **Dissemination and exploitation of research results (in English)**  
*Dr. Raimund Bröchler, Intrasoft Intl.*
- *Instruments for dissemination at the European level*
  - *Free dissemination and exploitation channels*
  - *Inclusion of dissemination and exploitation in EU project proposals*
  - *Cooperation with stakeholders to increase dissemination and exploitation potential*
  - *Intellectual property rights*
- 13.45 - 14.00** **Discussion**
- 14.00 - 14.30** **Introduction to the Framework Programme for Research and Innovation Horizon 2020 (in Czech)**  
*Jana Čejková, Technology Centre ASCR*
- 14.30 - 14.45** **Discussion**

Workshop is organised by Charles University Environment Center within the ENVIMPACT project, no. 265275: Increasing the impact of Central-Eastern European environment research results through more effective dissemination and exploitation.

## About the Training

The aim of the training is to introduce and present channels for science communication and tools for dissemination and exploitation of research results from the earliest stages of project proposal preparation to communication of the research results to a wider audience upon a project's completion. The training is designed for all Czech researchers already participating in European Commission Framework Programmes, as well as for those planning to get involved in the future.

The workshop is held in English and Czech without interpretation.

Entry is free upon prior registration at [hana.skopkova@czp.cuni.cz](mailto:hana.skopkova@czp.cuni.cz).

The workshop capacity is limited, so early registration is recommended!

## About the Speakers

**Matteo Di Rosa** holds a Master's degree in Science Communication and Fundraising. He is the Italian National Contact Point for the Environment theme (including Climate Change) and within APRE he is responsible for institutional communication via social media and the dissemination activities of several EU projects. Matteo Di Rosa has in the past worked with INAF and the Astronomical Observatory in Naples on web projects about scientific dissemination.

**Dr. Raimund Bröchler** has more than 13 years' experience in the Innovation, Research and Technology Transfer field. He joined INTRASOFT Intl. as Project Director of the Innovation Relay Centre (IRC) Network Secretariat in 2004. From 2006 to 2008 he managed large network projects like the IRC Network Secretariat (Innovation Relay Centres), the IRE Network Secretariat (Innovative Regions in Europe), and the Euromed "Innovation and Technology Programme". Since 2008, Dr. Bröchler has been coordinating/supporting US projects such as the USA-EU Technology- and Business-Cooperation gateway "us-eu-match.com", and works as an expert in the BILAT-US. In 2008-2009 he provided consultancy services to governments or National Development Agencies in seven countries, incl. China and South Korea, in order to implement Innovation support, Technology Transfer and Business Cooperation Services within each country and connect them worldwide.

**Jana Čejková** graduated from the Faculty of Science at Charles University in Prague with a specialization in hydrobiology. She works in the Technology Centre ASCR as a national contact point for the environmental area of the 7th Framework Programme. She is the manager of the EU project ENV-NCP-TOGETHER.

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