



H2020-ITN-2019 Coordinators Info Day 22 November 2019

Communication / Outreach / Dissemination

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Disclaimer: the information provided in this presentation is not
legally binding

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1. Why communication/outreach is important?

Why communication/outreach is important?

- **Accountability** – taxpayers' money
- **Awareness** about the specific research domain
- Relates to **EU political priorities/goals**
- Research has an **impact on our lives**
- Shows the **EU role in the society**

Universal Declaration of Human Rights, Article 27:

Everyone has the right freely ...
to share in scientific advancement and its benefits.

Communication/Outreach	Dissemination
About the project and results	About results only
Multiple audiences Beyond the project's own community (include the media and the public)	Audiences that may use the results in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
Inform and reach out to society , show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29
Starts at the beginning of the project	When results are available and even after the end of the project
Communication/Outreach \neq Dissemination	

2. EU acknowledgement

Acknowledgment of EU funding

Any **communication/outreach/dissemination** activity related to your project needs to **acknowledge the EU funding** you have received, according to the grant agreement that you have signed.

Practically, it will look like this:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No [number].

Acknowledgement
of EU funding

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

Where should the acknowledgement of EU funding appear?

In all **communication activities** like:

- **Press releases** and **articles**,
- **Website, social media, videos**,
- **Templates** of presentations,
- **Brochures**, flyers, promotional material,
- **Equipment**, etc.

In all **dissemination activities** like:

- **Presentations**,
- **Posters**,
- **Publications**,
- **Deliverables**,
- **Patents**,
- **Code**, etc.

The above list is not exhaustive.

The projects will be checked if they comply with this contractual obligation.

Checks that the PO will do:

- The **website and the social media** include the EU acknowledgement in the correct way.
- **Press releases** include the EU acknowledgement.
- The **templates** for the presentations about the project and of the fellows will include the **EU acknowledgement** in the correct way.
- **All beneficiaries/fellows are informed** about the obligation to acknowledge the EU funding.
- **Publications/Patens** include the acknowledgement for the EU funding.
- If **EU acknowledgement is used** in all communication and dissemination actions.

The above list is not exhaustive.

3. Recommendations for good communication/outreach activities

Recommendations for good communication/outreach (1/4)

- Start at the beginning of the project, continue through the entire project's lifetime
- Plan **strategically**
- Identify/Set **clear communication objectives**
- Be **creative** and **innovative**.
- All **beneficiaries** should be involved in the outreach activities.
- **Fellows** should implement the outreach activities.

Recommendations for good communication/outreach (2/4)

- Communicate research in a way that is **understood by non-specialist**, e.g. the media and the public.
- Target **audiences** beyond own community
- Choose **pertinent messages**, according to the audience and use the **right medium** and **means**
- **Document** the outreach activities (with short articles, blogs, photos, tweets, etc).

Recommendations for good communication/outreach (3/4)

Interact/Follow EU social media Channels

- Facebook: Marie Skłodowska-Curie Actions
<https://www.facebook.com/Marie.Curie.Actions/?fref=ts>
- Twitter accounts:
 - **@MSCActions**
 - **@EU_H2020**
 - **@EUScienceInnov**
 - **@REA_research**
 - ***Other accounts in the domain of your project***

Recommendations for good communication/outreach (4/4)

Tips for Social Media use:

- Read the “**Social media guide for EU funded R&I projects**”
http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf
- Let us know of the **project’s Twitter account** (and other social media accounts that you are using).
- Use these **hashtags** to have a bigger impact: **#MSCA #MSCAjobalert #ResearchImpactEU #H2020**
- Find other appropriate accounts/hashtags for your **specific scientific domain**
- **Ask fellows** to use Twitter and other social media



Inform your Project Officer for:

- Important **press releases** and/or journal articles,
- Important **events** that will receive media attention,
- Innovative **outreach activities**,
- **Awards** of the fellows,
- Any **recognition** of the project,
- Important **publications**, etc

Let us know **in advance** of important communication actions.

The sooner we know about any of the above, **the more** we will be able to **assist you to spread the word**.

Examples of outreach activities

- Participate to the “**Science is Wonderful**” event,
- Participate to the **Researchers' Night events** in Europe every September,
- *Participate to local **Science Fairs**,*
- *Participate to **TEDx events** and other **competitions**,*
- ***Project videos** but also **scientific videos**,*
- ***Animations**,*
- *Activities at **schools**,*
- ***Children's books**,*
- ***Blogging** by the fellows,*
- ***Tweeting** by the project and/or by the fellows*
- ***Podcasts**,*

And other ...

4. Success Stories

Criteria for Success stories

- Very high **scientific quality**
- **Impact on the citizen or society** - Significant outreach activities
- Potential for **Innovation** -
Product development –
Development of entrepreneurial culture
- Impact on a researcher's **career** - Fellow's **award**
- **Promoted rights** of researchers (e.g. gender balance, equal opportunities, family friendly)
- **Impact on ERA** – Lasting collaborations

How the successful projects are promoted

Social media



Publications

Briefings

Events

**EUROPEAN
RESEARCH & INNOVATION
DAYS**



Campaigns

World days

5. Dissemination and Exploitation Services

Dissemination and Exploitation Booster



Horizon 2020 The Booster

Helps to bring a continual
stream of innovation to the
market and beyond

Research and
Innovation

Dissemination and exploitation play key role in achieving and demonstrating the funding's impact on society, economy, environment and policy making.

Why apply?

- To benefit from tailor-made services to build your capacity in disseminating your research results.
- To get support and build your capacity for increasing your project results' exploitation potential and access to markets.

Applications are  **now open**

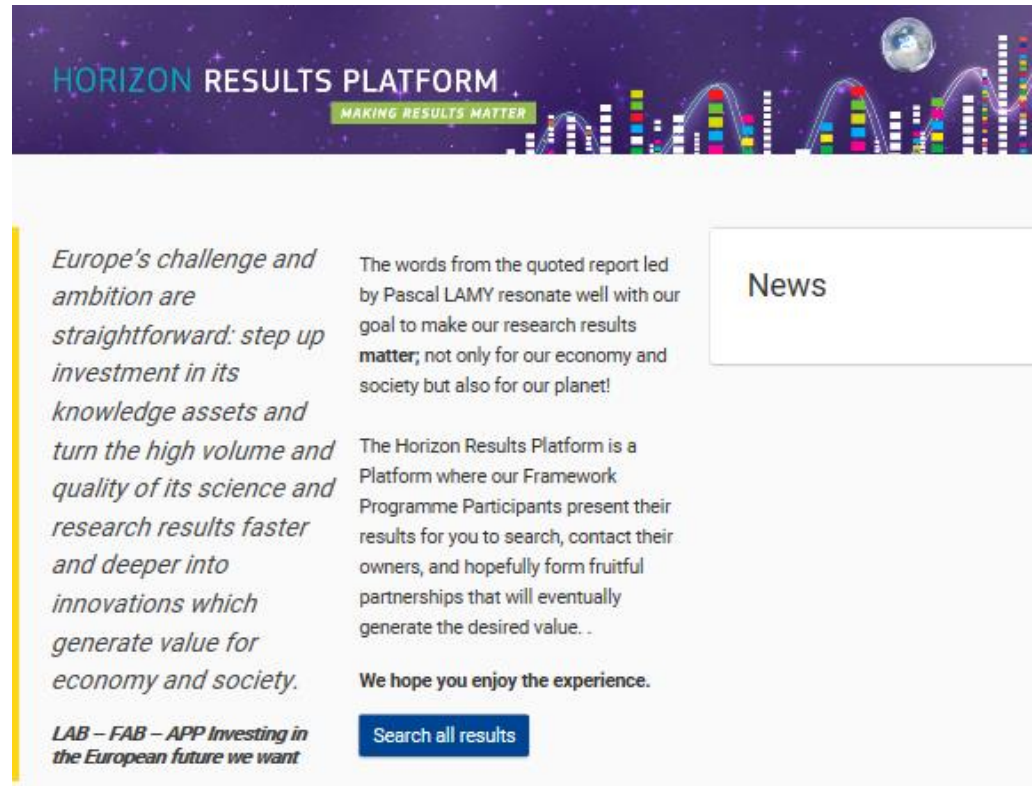
https://ec.europa.eu/research/participants/data/ref/h2020/other/comm/190906_d-e-booster_en.pdf

Ask your PO for more information and submit an application!

Horizon Results Platform

A **platform** to allow **beneficiaries** to present their results and to connect with potential users, investors and industry communities. The platform allows to present results through sales-pitch style content including videos or targeted presentation.

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>



The screenshot shows the Horizon Results Platform website. The header features the text "HORIZON RESULTS PLATFORM" in white on a dark blue background, with a tagline "MAKING RESULTS MATTER" in a green box. Below the header, there is a section titled "Europe's challenge and ambition are straightforward: step up investment in its knowledge assets and turn the high volume and quality of its science and research results faster and deeper into innovations which generate value for economy and society." This is followed by a quote from Pascal LAMY: "The words from the quoted report led by Pascal LAMY resonate well with our goal to make our research results **matter**; not only for our economy and society but also for our planet!" To the right of this text is a "News" section. Below the quote, it states: "The Horizon Results Platform is a Platform where our Framework Programme Participants present their results for you to search, contact their owners, and hopefully form fruitful partnerships that will eventually generate the desired value. .". At the bottom, there is a blue button labeled "Search all results".

HORIZON RESULTS PLATFORM
MAKING RESULTS MATTER

Europe's challenge and ambition are straightforward: step up investment in its knowledge assets and turn the high volume and quality of its science and research results faster and deeper into innovations which generate value for economy and society.

The words from the quoted report led by Pascal LAMY resonate well with our goal to make our research results **matter**; not only for our economy and society but also for our planet!

The Horizon Results Platform is a Platform where our Framework Programme Participants present their results for you to search, contact their owners, and hopefully form fruitful partnerships that will eventually generate the desired value. .

We hope you enjoy the experience.

Search all results

LAB – FAB – APP Investing in the European future we want

Cluster meetings #MSCAITNCluster

Microbial Biotechnologies for Food and Biochemicals

<https://yeastdoc.eu/itn-project-cluster/>

Clean Weater

https://ec.europa.eu/info/horizon-2020-msca-itn-cluster-event-clean-water_en

Need a new chair? Or a new dress 🧥👗? You can use Fungi 🍄🍄 to make one ...**#MSCAITNCluster** on microbial biotechnologies for food and **#biochemicals** is taking place at **#PYFF7**. **#ITN** **#PhDLife** **#EURResearchImpact** **@MSCActions** **@AZScienceComm**



Horizon 2020 MSCA-ITN cluster event “Clean Water”
22 October 2019, Girona, Spain



The Research Executive Agency (REA) is organising in collaboration with the Fundació Institut Català de Recerca de l'Aigua (ICRA) a cluster event on clean water that will take place on 22 October 2019 in Girona, Spain



Thank you for your attention!

<http://ec.europa.eu/mariecurieactions>

Interview with Kip Thorne (Nobel prize 2017 for gravitational waves – Science adviser for the film *Interstellar*)

Q: Given your involvement in outreach and in the movie *Interstellar*, what is the personal reward that you get from the science communication activities and your research?

- *"One personal reward is the joy of working closely with brilliant and creative people who are not scientists."*
- *"Another reward has been our success, through *Interstellar*, in **increasing enthusiasm for science among the general public, especially young people**. With this movie, I reached 100 million people with my message of the beauty and power of science."*

<https://ep-news.web.cern.ch/content/interview-kip-thorne>

Annex I: EU resources for communication in H2020



Funding and tender opportunities portal

Communicating Your Project

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

Dissemination & Exploitation of results

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

Acknowledgment of EU funding

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



Guides

Outreach and Communication Activities in the MSCA under Horizon 2020

http://ec.europa.eu/assets/eac/msca/documents/documentation/publications/outreach_activities_en.pdf

Communicating EU Research & Innovation - Guidance for project participants

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

Social media guide for EU funded R&I projects

http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

Boosting the impact of your project through effective communication, dissemination and exploitation

https://www.iprhelphdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf

Short guidelines on H2020 project communication by the REA

https://ec.europa.eu/info/sites/info/files/communication_guidelines_h2020_projects_web.pdf



Videos for communication

"What is Science Communication?" - The EU Guide to Science Communication

<https://www.youtube.com/watch?v=4E8rXg3Nv7U>

The 60-minute workout webinar to increase the communication impact of your project

<http://www.streamdis.eu/commsworkout2/>

Annex II: Examples of ITN outreach activities

"Science is Wonderful" exhibition

- **Website** of the exhibition

https://ec.europa.eu/research/mariecurieactions/events/science-wonder-ful_en

- See the "**Moment**" in Twitter about the last event

<https://twitter.com/i/moments/1177554896595423233?s=13>



MarieSkłodowskaCurie
@MSCActions

That's all for today from #SciencelsWonderful! Marie and Pierre Curie are waiting for you tomorrow 9:30-19:00 at Tour&Taxis!

From 13:00 don't miss our live tweeting of the @Falling_Walls Lab Marie Skłodowska-Curie Actions competition! Attending #RiDaysEU? Join us in room Lorenz!

Μετάφραση Tweet



Researchers' Night events in Europe

- **Researchers' Night** events in Europe

https://ec.europa.eu/research/mariecurieactions/actions/european-researchers-night_en

- The **Call** for next year events is now **open**

https://ec.europa.eu/research/mariecurieactions/news/european-researchers-night---apply-2020-call_en



MarieSkłodowskaCurie
@MSCActions



NEW CALL



Interested in organizing an #MSCA science outreach event in your city? Apply to the MSCA NIGHT call by 9 January 2020!

Info and application #MSCANight:
ec.europa.eu/research/marie...

Μετάφραση Tweet



Falling Walls Lab MSCA 2019 competition



 MarieSkłodowskaCurie @MSCActions

Falling Walls Lab Marie Skłodowska-Curie actions 2019 #RiDaysEU

September 27, 2019

26 Sept 2019 #RiDaysEU - 30 #MSCA fellows took up the challenge and pitched their research in 3 minutes to win a seat to the Falling Walls competition in Berlin!

Φωτογραφία από τον χρήστη @MSCActions

<https://twitter.com/i/moments/1177581319859126275>

Examples of project videos

- ETN EuroAgeism

<https://www.youtube.com/watch?v=YEzbHclWnms>

- ETN Sultan

<https://www.youtube.com/watch?v=HausPWLNtXk>

- ITN Nanotrans

<https://www.youtube.com/watch?v=b8SuOEam8TY>

Tips:

- Subtitle the videos
- Use a scenario
- Make them with professional support (preferably)
- Language should be appropriate and simple

Science Communication Videos developed by a project

ETN Colldense

- Twitter account **@YummyPhysics**

- YouTube <https://www.youtube.com/channel/UCTzDRqEBY03-BjKkBIYFt8w>



**The images are taken from the YouTube account of Yummy Physics.*

Books and Comics published by projects

ANSWER: Children's book

Award winning book to be translated and published also in English

<https://www.epbooks.gr/product/101747/το-μυστικο-βιβλιο-του-μπλε-κυκλου>



IsoNose: Comic book

http://www.isonose.eu/fileadmin/isonose/docs/Outreach/Who_poisoned_Family_Mole-V1.pdf

