# ITN 2020 Coordinator's Info Day

COMMUNICATION – OUTREACH - DISSEMINATION

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

# Content

European Commission

# 1. Why communication/outreach is important?

# Why communication/outreach is important?

- Awareness about the specific research domain

- Research has an impact on our lives

- Accountability – taxpayers' money

- Relates to EU political priorities/goals

- 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.**

# What's in it for you?

- increase the success rate of your project

- enhance your reputation and visibility

- facilitate the exploitation of your results

- enhance future, long-term sustainability of the action

- attract the interest of potential partners

- draw the attention of public and private funding sources to the need for and eventual benefits of research

- generate market demand for the products or services developed

# Communication/Outreach ≠ Dissemination

| Communication/Outreach | Dissemination |
|---|---|
| About the **project** and **results** | About **results only** |
| **Multiple audiences**<br>Beyond the project's own community (include the media and the public) | **Audiences that may use the results** in their own work<br>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**<br><br>Starts at the beginning of the project | Grant Agreement art. **29**<br><br>When results are available and even after the end of the project |

# 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, newsletters,

- **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/Patents** 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**

- **Fellows** should implement the outreach activities.

- All **beneficiaries** should be involved in the outreach activities.

- Be **creative** and **innovative**.

# 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](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

# Examples of outreach activities:

- Participate to the "**Science is Wonderful**" event,

- Participate to the **Researchers' Night** events in Europe (in 2020 it would be in November),

- 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 others …*

# 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 Tools

# Dissemination and Exploitation Booster

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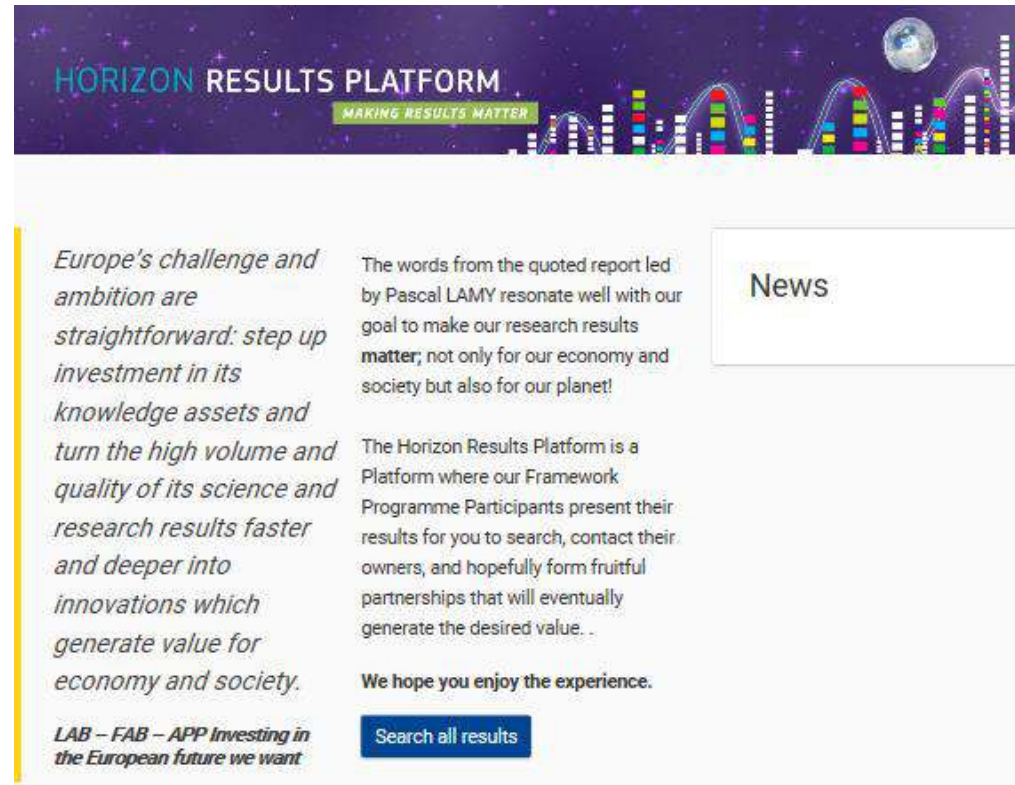
- https://ec.europa.eu/research/participants/data/ref/h2020/other/comm/190906_d-e-booster_en.pdf

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**

# MSCA Clusters events

**Objectives**

- Showcase contribution of MSCA in specific scientific domains

- Enhance synergies and networking opportunities among MSCA projects

- Promote the discussion and the policy feedback to the European Commission DGs

# Cluster meetings #MSCAITNCluster

**Microbial Biotechnologies for Food and Biochemicals**

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



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 #EUResearchImpact @MSCActions @AZScienceComm

Fungi are all-rounders: They degrade everything
They produce everything

Chemicals
Enzymes
Food
Drugs
Antibiotics

Bio-materials
Textiles
Furniture
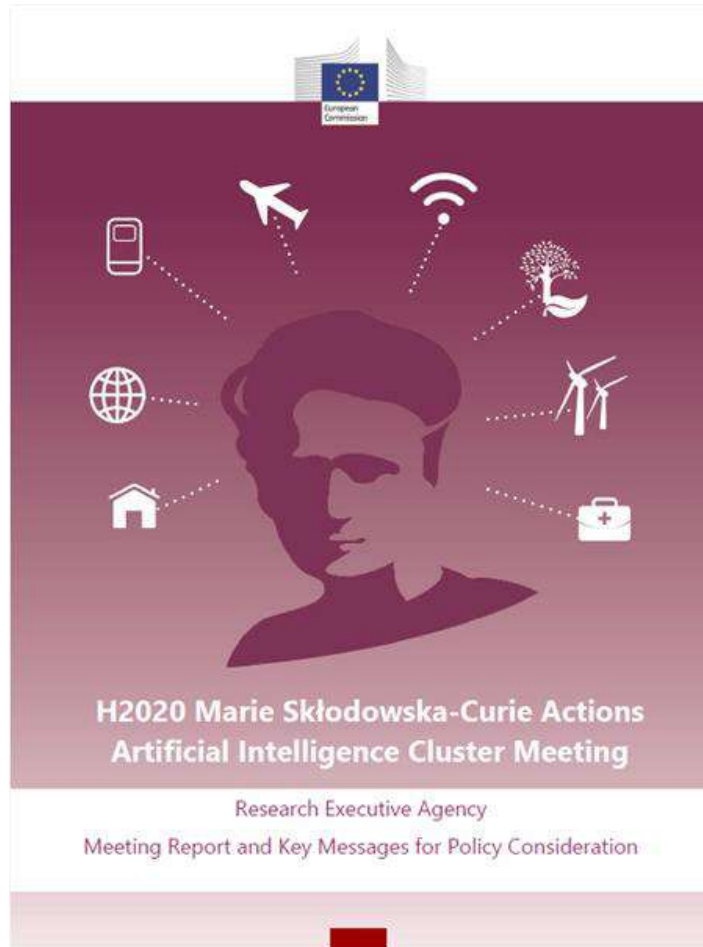Packaging

Champi(gn)ons, 2017
V. meer

**Clean Weater**

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



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

The Research Executive Agency (REA) is organising in collaboration with the Fundacio 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

# Cluster meetings for all MSCA actions



H2020 Marie Skłodowska-Curie Actions
Artificial Intelligence Cluster Meeting

Research Executive Agency
Meeting Report and Key Messages for Policy Consideration

**MARIE SKŁODOWSKA-CURIE ACTIONS**

**ARTIFICIAL INTELLIGENCE CLUSTER**

**BRUSSELS, 10 – 11 DECEMBER 2019**

**HTTPS://EC.EUROPA.EU/INFO/HORIZON-2020-MSCA-CLUSTER-EVENT-ARTIFICIAL-INTELLIGENCE_EN**

# Future cluster meetings for all MSCA actions

**Marie Skłodowska-Curie Actions -  Cancer**

- Diagnostics support to clinicians

- Immunotherapy / antibody technology

- Drug development

- Prevention / Personalized medicine

- Quality of life of patients and survivors.

1st semester of 2021

# Future cluster meetings for all MSCA actions

**Marie Skłodowska-Curie Actions -  Green Deal Cluster**

- **Biodiversity and sustainable agriculture**

- **Clean energy**

- **Green transport**

- **Elimination of pollution**

- **Climate action**

2nd  semester of 2021

# 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

# 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/

# 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.iprhelpdesk.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

# Annex II: Examples of ITN outreach activities

# "Science is Wonderful" exhibition"

**Website of the exhibition**
https://ec.europa.eu/research/mariecurieactions/resources/document-libraries/science-wonderful-2020-programme_en

https://www.youtube.com/watch?v=97QCbRVT_nE

# "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/actions/get-funding/european-researchers-night-2021_en

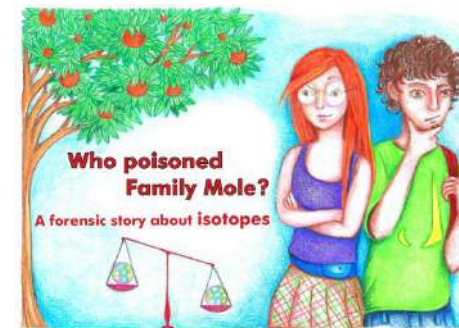# Books and Comics published by projects

**ANSWER: Children's book**

*Award winning book to be translated and publiched 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

# Thank you