

SCIENCE COMMUNICATION AND DISSEMINATION

Introduction of ENVIMPACT project and the training

Training workshop
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Increasing the impact of Central-Eastern European environment research results through more effective dissemination and exploitation

- ❑ Project funded by the European Commission, 7th Framework Programme
 - ❑ to enhance the uptake of research results and foster the participation of CEEC in EU-funded research projects,
 - ❑ to improve the current communication of environmental research results deriving from Central-Eastern European (CEE) countries,
 - ❑ to present policy/industry relevant research results, corresponding good practices for communication.
 - ❑ researchers – policy makers – industry
 - ❑ air pollution, chemical pollution, environmental technologies
 - ❑ 12 project partners, 4 EU-15, 8 CEEC (Czech Republic, Hungary, Slovenia, Poland, Latvia, Bulgaria and Romania)

Project activities

- ❑ Identification and collection of innovative environmental research practices and results originating from Central and Eastern Europe and online database creation
 - ❑ 562 research results
 - ❑ areas of air pollution, chemical pollution and environmental technologies
 - ❑ R&D Interactive map: http://www.envimpact.eu/databases/interactive_map.cfm
- ❑ Audio video presentation of best practice for dissemination and exploitation
 - ❑ http://www.envimpact.eu/dissemination/ijs_video.cfm
- ❑ Collection and analysis of data on dissemination and exploitation practices of research results in the CEE region
 - ❑ Questionnaires and interview with researchers, policy makers and industry representatives
 - ❑ Recommendations for improvement
- ❑ National intersectoral workshops with stakeholders
 - ❑ 14 workshops in 7 CEE countries, 250 participants
- ❑ National trainings on dissemination and exploitation of research results

Barriers to more effective dissemination & exploitation – workshops feedback

- ❑ Resources
 - ❑ Shortage of financial and personal capacities to properly disseminate the results, tight schedules of the projects
 - ❑ No marketing knowledge
 - ❑ Lack of innovative practices
 - ❑ Lack of IPR awareness

- ❑ Societal and political environment
 - ❑ Cultural differences between researchers and corporate players – co-operative culture, different expectations
 - ❑ Emphasis on personal relationships rather than on the content of the project, avoidance of politically sensitive topics (risk of contacts' loss)
 - ❑ Significant structural changes and high level of fluctuation of staff in state administration

- ❑ Communication & stakeholders engagement
 - ❑ Lack of intersectoral communication channels, information and contacts, no formalized and stable forums or inefficiency of existing channels
 - ❑ Low motivation of stakeholders to actively look for and exploit research results and no actors (e.g. lobbyists) who would facilitate the exchange of information
 - ❑ No feedback from research result recipients, especially in the case of policy makers / state administration, necessary decision making authority and professional competencies are often missing
 - ❑ Inappropriate presentation of research results in regard to the target audience

Today's training

- ❑ 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

- ❑ 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

- ❑ Introduction to the Framework Programme for Research and Innovation Horizon 2020 (in Czech)
 - ❑ *Jana Čejková, Technology Centre ASCR*

Thank you for your attention and enjoy the training!

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