

The role of dissemination in European projects

Dissemination – Basics

Dissemination is not only an obligation... it is also an opportunity.

- Who?** → every project, the EC
- To whom?** → Scientific Officer, scientific community, policy makers, general public, the media

- What?** → research results and key project events
- Why?** → visibility, impact, responsibility to EU citizens, obligation in Grant Agreement

- Where?** → scientific journals, scientific events, Internet, the media
- How?** → website, materials (brochures, posters), press releases, publishable summaries, pictures, videos, podcasts, etc.

- When?** → on time 😊 = before, during and after the project



Dissemination – What? Why?

- **publicly-funded research: visibility on use of Community funds**
 - taxpayers' money = accountability, reputation
 - showing results = making a case for research funding
 - influencing young people: making the scientific career (more) attractive
- **public opinion: focus on research results**
 - relevancy to everyday life (new jobs, novel technologies, better life)
 - e.g. 70% of Europeans are interested in medical & health research
- **advantages: visibility and prestige**
 - to contribute to collaborative research (e.g. open access)
 - to inform policy/decision makers



Dissemination – Where? How?

- **two levels: specialised + general**

- design your website for different levels (from members-only to public)
- create your brochures and info materials for different target groups
- press: press releases, articles (from wide public to scientific publications)

- **the EC can help you**

- inform your Scientific Officer in advance
- send up-to-date materials & news for the EC information services – draft your press releases in parallel
- embargo period – release them on the same day



Dissemination – When?

Before, during and after the project

- **before:** in the **Proposal** (points are allocated to impact resulting from dissemination activities during the evaluation period)
- **during: compulsory deliverables:**
 - setting up a **project webpage** (to be updated on a regular basis)
 - submitting **Periodic Reports** and a **Final Report** (with a **Publishable Summary** for the wide public) to the Commission
- **after:** compiling a **Final plan for the use and dissemination of foreground** (knowledge generated during the project) for the future (as a deliverable) → see next slide



Dissemination – Obligations (1)

Your plans for dissemination should appear in Annex I

- **dedicated work package(s)**
- **B.3.2 Plan for the use and dissemination of foreground**
 - based on section 3.2 of the original proposal: consortium's strategy, measures to ensure the optimal dissemination and use/exploitation of project results
 - the management of knowledge and intellectual property
 - the plan for the use of results (e.g. further research or commercial exploitation)
 - dissemination of the foreground beyond the Consortium



Dissemination – Obligations (2)

Logos

- any notice or publication about the project must specify that the project has received research funding from the EU's Seventh Framework Programme, including at:
 - ❑ conferences, presentations, posters, articles, books, training materials, softwares, websites, advertisements
- logos may not be identical or similar to the European emblem: 
- the European emblem must be given adequate prominence when displayed with your logo
- downloads: http://europa.eu/abc/symbols/emblem/index_en.htm



Dissemination – Checklist

- ✓ **ensure good management:** time & money allocated properly, professionals involved, continuity ensured
- ✓ **define your goals & objectives:** specific, neither too ambitious nor too weak
- ✓ **pick your audience:** well defined audience, relevant target groups
- ✓ **choose your message:** news or not, audience's needs, FAQ
- ✓ **use the right medium and means:** right level(s), multipliers, go beyond the obvious
- ✓ **evaluate your efforts:** goals reached or not, lessons learnt



Horizon 2020 – Open Access (1)

Open Access

- **publicly-funded research results** need to be circulated rapidly and widely, using digital media to accelerate scientific discovery by generating competition
- in R&I, there **are two main categories to be published: peer-reviewed scientific research** articles and **scientific research data**
- **Open access** is the practice of providing on-line access to scientific information that is free of charge to the reader
- **two ways of accessing the articles:**
 - ❑ **green open access** (also called self-archiving): after an embargo period of 6 or 12 months the access is paid by the reader
 - ❑ **gold open access** (also called author pays): published immediately



Horizon 2020 – Open Access (2)

- to find out more about the process, the **EC launched a pilot** on open access covering 20% of the FP7 budget in seven research areas of FP7
- the EC also funds **Open AIRE (Open Access Infrastructure for research in Europe)** which provides infrastructure and national helpdesks (over 27.000 FP7 publications so far)



Sources

Find out more:

- http://ec.europa.eu/research/science-society/open_access
- <http://www.openaire.eu/>
- http://ec.europa.eu/research/science-society/science-communication/index_en.htm



Thank you for your kind attention!

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