

Science communication: How to “pitch” research topics? How to publicize project results, how to write briefs?

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Agenda

One hour to know the basics!

Communicating EU Research & Innovation

- Why, how, when
- The minimum requirements

Telling a Story

- What works well
- Examples

Useful Sources & Resources

Questions and Answers

- Anyone wants to pitch?
- ...

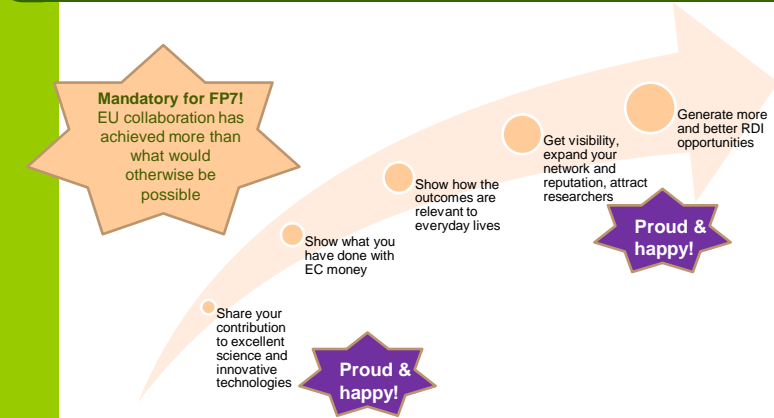
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Why communicate ?

What's in it for your organisation



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Formal requirements for FP7 projects

All participants

Proposal and negotiation

- Maximise the impact resulting from communication and dissemination activities

During the project (Grant Agreement, Annex II)

- Periodic reports including publishable summary
 - Understandable by non-specialists
 - With information on expected final results AND **wider social implications**
- Link to the website
- Engage with the public and the media
- Highlight the financial support from the EU (sentence + logo)



At the end of the project

- Each beneficiary should disseminate « foreground » asap
- Final publishable report with
 - Publishable summary
 - Plan for use and dissemination of foreground (list of scientific peer reviewed publications, conferences, flyers, articles in popular press, videos... and list of applications for patents, trademarks, registered designs...)

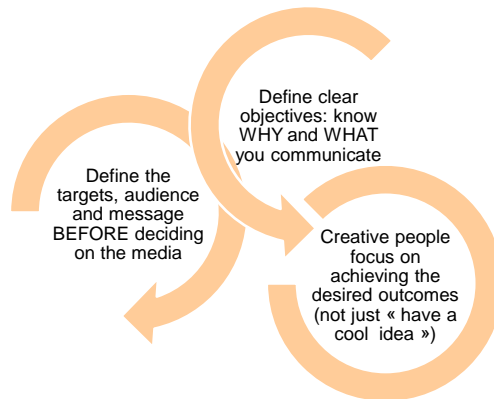
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How to communicate ?

Some simple rules to remember



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How to communicate ?

« Pitch » and tell a story



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Imagine a « plot » that will attract your audience

Highlight the message you want to get across

Make it understandable by anyone (your father, grand-mother, child, friend from a different background...)

Then add facts and figures as required

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How to communicate ?

Example 1: bilateral R&D project on energy efficiency



Context

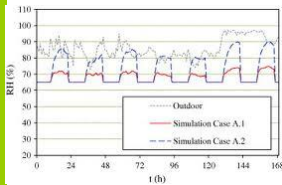
- Belgium - China
- Field and desk research
- Various building types

Challenges

- Language barrier
- Remote collaboration
- Various management systems
- Various climatic conditions
- Not all results achieved

Approach

- 1 top level joint event
- 1 local technical event + technical fiche with each country's Research Ministry
- Scientific papers in Belgium
- Scientific papers in China



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How to communicate ?

Example 1: modulate your storyline

Project sponsors

- Objectives: optimised commissioning and operation of low-energy buildings, improved fault detection and diagnosis in low energy buildings
- Joint analysis of the added value of dynamic thermal simulation models (various climates and building types)
- Conclusions:
 - Dynamic simulation has an added value but is complex to implement on actual buildings
 - Simple measures with a short return time can improve the energy efficiency (design and operation)

Project partners

- Idem + technical and scientific aspects

General public / potential technology and commercial partners

- Idem – technical and scientific aspects + practical on-site results

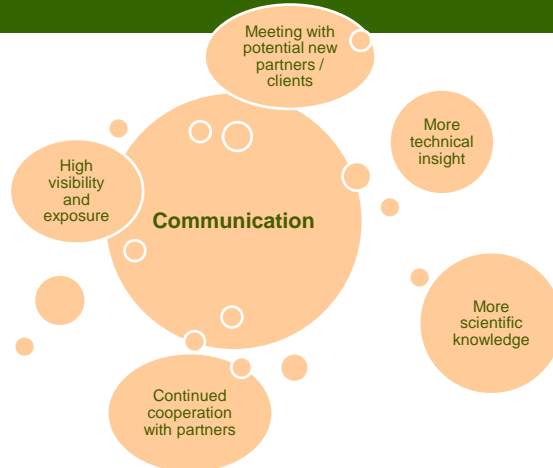
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How to communicate ?

Example 1: overall outcome



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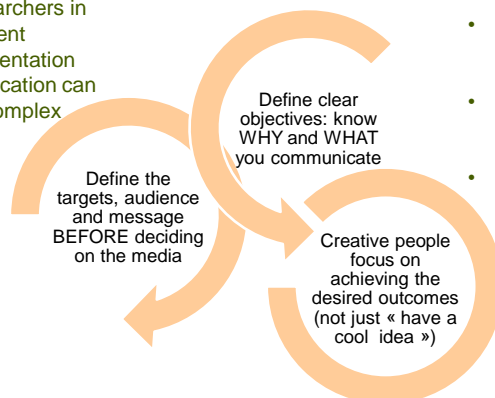
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How to communicate ?

Example 1: check the basic rules

- EU Researchers in environment
- Brief presentation
- Communication can work in complex contexts



- Provide practical insight into RDI projects communication
- Many options are possible depending on needs and opportunities
- Even if not all results are achieved

- No « cool idea »
- Outcome achieved?

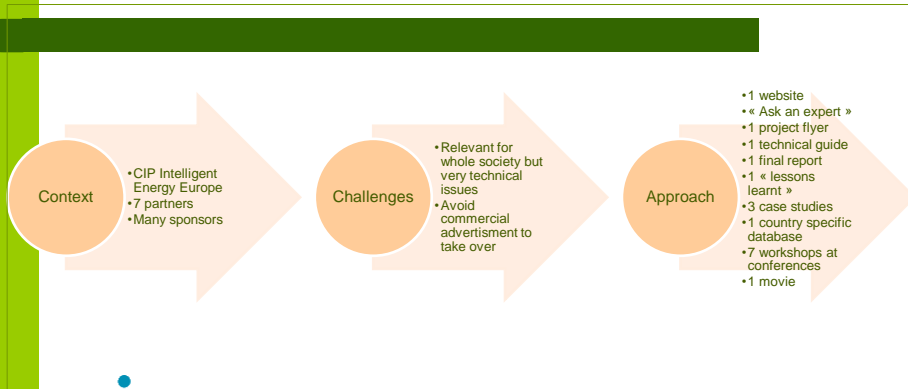
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How to communicate ?

Example 2: EU-funded innovation project



www.new4old.eu

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How to communicate ?

Example 2: storyline and channels

Storyline

- Even (protected) historical buildings can be refurbished into highly energy efficient buildings

Communication channels fit the purposes

Experts	<ul style="list-style-type: none"> • 1 technical guide (117 p) • « Ask an expert » email • 5 workshops at professional conferences + presentations • 1 « lessons learnt » document (16 p)
General public, public bodies	<ul style="list-style-type: none"> • 1 project flyer • 1 introduction to technical guide (12 p) • 3 case studies • 1 country specific database + links • 2 workshops at policy events + presentations
All	<ul style="list-style-type: none"> • 1 website, with regular updates, still available • 1 movie http://www.youtube.com/watch?v=LIRZ_nJFQY • 1 final report

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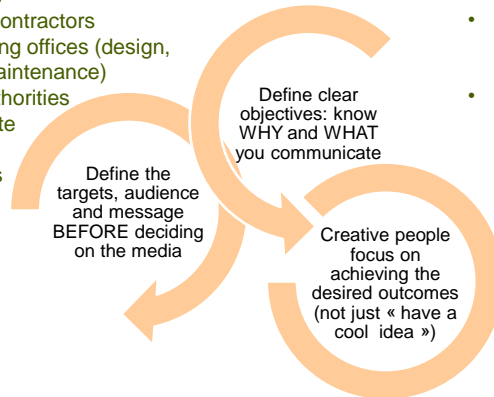
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How to communicate ?

Example 2: check the basic rules

- Architects
- Building contractors
- Engineering offices (design, HVAC, maintenance)
- Public authorities
- Real estate
- Energy managers



- Demonstrate that complex technical issues can be studied at various levels
- Show various media matching various targets

- « Cool idea » (movie viewed by 700 p.
- Outcome achieved?

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Useful Sources & Resources

Stay informed and get ideas from EC channels

- Learn about communicating on EU Research & Innovation projects http://ec.europa.eu/research/social-sciences/pdf/communicating-research_en.pdf
- Read about recent projects developments on http://ec.europa.eu/research/infocentre/all_headlines_en.cfm
- Read the latest news (policies, RDI in Europe, events...) on <http://cordis.europa.eu/news/>
- Learn about the most exciting EU funded projects on http://cordis.europa.eu/research-eu/home_en.html
- Get inspired by documentaries in 13 languages (science, innovation, high tech...) on <http://www.euronews.com/programs/futuris/>
- Check the upcoming events and conferences <http://ec.europa.eu/research/index.cfm?pg=conferences&filter=all>
- Search for interesting scientific publications on the open access scientific publishing platform <http://www.openaire.eu/>

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Useful Sources & Resources

Advertise your EC funded project

- Submit a news (press release, event announcement,...) <http://tiny.cc/gk1pf>
- Use the EC as a press agency <http://cordis.europa.eu/wire/index.cfm>
- Contact your Project Officer to discuss possibilities to
 - Publish items on EC newsletters/magazines/publications
 - Exhibit prototypes and demonstrators at conferences organised by the EC
- Deposit your publications on the open access scientific publishing platform <http://www.openaire.eu/>

This is **MANDATORY** for FP7 (pilot) in

- Energy
- Environment (including Climate Change)
- Health
- Information and Communication Technologies (Cognitive Systems, Interaction, Robotics)
- Research Infrastructures (e-infrastructures)
- Science in society
- Socio-economic sciences and the humanities

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Open access scientific publishing platform

Why and what

*"If I have seen further it is by standing
on the shoulders of giants."* Isaac Newton, 1676



What is Open Access?

Open Access is the **immediate, online, free availability** of research outputs without restrictions on use commonly imposed by publisher copyright agreements. Open Access includes the outputs that scholars normally give away for free for publication; it includes peer-reviewed journal articles, conference papers and datasets of various kinds.

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Useful Sources & Resources

Consult other references

- AAAS (American Association for the Advancement of Science)
<http://communicatingscience.aaas.org/>
Communicating Science: Tools for Scientists and Engineers
Basics of communication, "how-to" tips, strategies for using online media effectively
- British Science Association 'Collective Memory'
<http://collectivememory.britishtscienceassociation.org/>
Database of evaluations of science communication initiatives
- Carrada, Giovanni (2006), *A Scientist's Survival Kit; Communicating Science*. EU Publications Office, Luxembourg.
- European Commission (2004), *European Research - A guide to successful communications*. EU Publications Office, Luxembourg.
- European Commission (2008). *Scientific evidence for policymaking*. Publications Office, Luxembourg.
- UK Royal Society (2006). *Communicating the results of new scientific research to the public – Science and the public interest*.
Focus on communicating about risk and probability.
- ...

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Questions & Answers

- Anyone wants to pitch?
- Suggestions?
- Questions?

with EC financial support



Many thanks for your attention!

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