

# JOINT CALL FOR PROPOSALS

## Biotechnology for a sustainable bioeconomy

Deadline for submission of pre-proposals:  
March 2, 2017, 13:00CET

# Communication and Dissemination

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## Dissemination and communication

ERA CoBioTech in partnership with the H2020 knowledge transfer project CommBeBiz ([www.commbebiz.eu](http://www.commbebiz.eu))

Dissemination and communication of project results is requested through **various communication routes** including scientific papers, presentations at scientific conferences, workshops, poster sessions, etc. Proper **reference** must be given to ERA CoBioTech in all related publications, exhibitions, lectures and press information. Additionally, each project proposal should go beyond dissemination and envision how it will **communicate and reach out to a more general public**.

Each project has to submit a **dissemination and communication plan** in the full proposal stage, specifying how the planned activities, including dissemination, communication and stakeholder interaction, will contribute to the impact of the project.

To fulfill the dissemination and communication plan, funded projects must dedicate appropriate resources for dissemination and communication activities, which additionally have to include **attendance at events organised by ERA CoBioTech**:

- Attendance at a Communication Workshop at the start of the co-funded projects, in which co-funded projects will be trained on communication to increase impact. With the support of CommBeBiz a communication toolbox for communicating the contents, aims and expected results of the co-funded projects will be developed.
- Attendance at status seminars on three occasions: kick-off, midterm and final seminar of funded projects, in which your co-funded projects will be asked to communicate project content, aims and expected results in a way understandable to a general public using this communication toolbox. Thus the co-funded projects will have a chance to practice and further develop their acquired communication skills.

For a well-elaborated dissemination and communication strategy, applicants are advised to:

- take into consideration also the EC guidelines on "[Communicating EU research and innovation guidance for project participants](#)"
- read the guidelines below on communication with a wider public, prepared by CommBeBiz. attend an on-line webinar provided by CommBeBiz, at which the elements of a Communication Plan and planning for development of that plan will be presented, together with an opportunity to ask questions and provide feedback (date to be communicated in due time)

### Dissemination and Communication – why is this important in planning, developing, delivering and evaluating a successful research project?

**Communication** is here defined as the work you do and the effort you put in informing and engaging with the wider public so they are aware of the issue your research is addressing, the question you are posing, the methods you are using to answer that question and the anticipated outcomes. Communication is in addition to '**dissemination**', the latter being focused on the production of scientific papers, posters and presentations at closed scientific congresses, and work with specialist stakeholder groups. Please include both communication and dissemination activities in your plan.

**Communication activities** may include activities, such as development of a website and/or app, media communications programme, social media programme, videos/podcasts, infographics/project literature, creative artwork/exhibition stands, quizzes / games / serious gaming, science fairs/open houses intended for wider audiences, meetings of targeted stakeholders, training for Consortium on aspects of communication. Please consult the national annexes of your respected funding agency for potential limitations to funding certain communication activities.

There are four clear reasons **why effective communication** is an essential element of any ERA CoBioTech funded research project:

- European tax-payers are providing the funding for your research and are interested in knowing where their money goes and that they are receiving 'value for money'.
- Communicating about the relevance of your research work and its potential outcomes to society and the everyday life of citizens will help ensure that your innovations – products, knowledge, thinking – are accepted and utilised by society – not ignored, nor opposed.

- Everyone is a citizen whether President, MEP, policy-player, teacher, student, entrepreneur or industrialist who watches TV, reads the news, accesses online sources and has interests beyond their immediate network. Effective communication raises awareness of your research project and of the professionals working on it to mutual advantage, potentially laying the ground for more funding or support.
- ERA CoBioTech wishes to ensure that the projects it selects to fund make the best use they can of the 'results' each of them generate – that means ensuring that as many groups in society know about the excellent work that is being conducted and their potential results so they will be taken up by decision-makers in policy, industry or science itself creating impact. Strategic communications programmes utilising creative but accessible actions with measurable outcomes are required to deliver this.

### What is a Dissemination and Communication Plan?

It is a document that demonstrates that a Consortium has clearly thought through the rationale, target stakeholders, activities, timescales, budgets and measures incl. their key performance indicators of success behind the dissemination / communications activities it will implement as an integral part of its project plan.

Whilst each Dissemination and Communication Plan will be different, it is likely to consist of:

- a narrative (the rationale/ approach)
- a table which draws together information on priority target stakeholder groups and methods to reach them
- a timetable/GANTT chart
- a budget table with enough detail on each action/activity/product and its delivery
- a table pulling together the agreed key performance indicators or measures of success against each planned for activity.

### The elements of a Communication Plan that will demonstrate clarity of thought and planning are likely to be:

- Evidence that the whole Consortium are 'on board' with the plan and that all partners will support the actions
- Focus on purpose/objective of each selected dissemination/communication action – Who is it for? What do we want to happen as a result?
- Clarity on the messages that the project wishes to communicate overall and to specific groups
- Clear understanding of what success looks like for each action
- Description of the method to be used for delivery
- Utilisation of resources and talents within the consortium
- Realistic assessment of the potential impact of each action
- Built-in time points for review and adjustment
- Appropriate focus on internal communications within the Consortium
- Appropriate utilisation of the services and channels provided by the EC

### The Plan should be able to answer the following questions clearly:

- What are the objectives of our Communication Plan?
- Who are our priority audiences and why?
- When is the most appropriate time to engage with each audience and why?
- How does our Communication Plan create synergy with the rest of the project plan?
- How do we justify the budget allocated to each of our proposed communications actions?
- How are we splitting responsibility for the resources and actions across the Consortium?

### For ERA CoBioTech applications the expected minimum requirements of the Communication Plan are:

- A max. two A4 page document
- A narrative on approach/rationale/contribution to the project
- A list of priority stakeholders, messages, actions & timetable
- Key performance Indicators / measures of success

A Sample Approach to a Stakeholder Table (key part of any communication plan)

The issue: we need to ensure that more young people know how to code

Why: to improve their personal employment prospects

Impact: overall economic benefit

Communication Plan – Priority Stakeholders & Actions				
Priority Stakeholder Group	What message/info	How to communicate?	When?	Success measures
Priority 1: Policy players in Education & Business	Resources required for upper schools to deliver next generation of IT stars	<ul style="list-style-type: none"> <li>-Create Consensus White Paper to present to Ministers and special Committees</li> <li>- Secure political Ambassadors</li> <li>- One on one briefing meetings</li> <li>-Articles in business press</li> </ul>	From Day One – complete by end of Year One	<ul style="list-style-type: none"> <li>Number of one on one meetings</li> <li>Questions in Parliament</li> <li>Media coverage</li> </ul>
Priority 2: Head-teachers/ Governors/ Proprietors of colleges	Need trained teachers to deliver the training required plus 'Train the Trainers facilities'	<ul style="list-style-type: none"> <li>-Articles in the specialist education media</li> <li>-Identify and contribute to LinkedIn groups</li> <li>-Attend/speak at specialist meetings</li> <li>-Create database of interested parties &amp; send occasional</li> </ul>	Years One & Two	<ul style="list-style-type: none"> <li>Number of active enquirers (no on database)</li> <li>New courses set up</li> <li>Evidence of internal cascade of issue/action</li> <li>Active recruitment &amp; allocation of resources</li> <li>Capture of success stories for use in newsletter</li> <li>Media coverage</li> </ul>
Priority 3: Teachers of students 14 -18	Become active in a new area of teaching – professional opportunity  Training available	<ul style="list-style-type: none"> <li>-Articles in teacher press</li> <li>-Social media activity: IN, twitter etc</li> </ul>	Years Two & Three	<ul style="list-style-type: none"> <li>Pick up of places on training courses</li> <li>Appointments in schools/ colleges</li> </ul>
Priority 4: Students 14-18	Coding is cool  See what you can do with it – it's fun but it can be profitable too  Demand that you are given resources and guidance to help yourself	<ul style="list-style-type: none"> <li>-Recruit student ambassadors who can code</li> <li>-Let them loose to use social media/channels as they choose (provide resources if needed)</li> <li>-Support with an event – Coding Convention template (to be taken up in many places) with col coding paraphernalia</li> <li>-Create matching events for students with business to demo relevance to lives/future prospects</li> </ul>	Years Three/Four	<ul style="list-style-type: none"> <li>Number of active ambassadors with 'followers'</li> <li>Number of new students learning code</li> <li>Number of successful Conventions &amp; matching events</li> </ul>

Guidelines for preparing a Communication Plan prepared by:

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