



Enhanced visibility and awareness in eHealth, Active Ageing and Independent Living projects

**Training course on
Dissemination and Communication
Techniques and Tools for European
projects**

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First session

Basics in dissemination of European funded projects

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WHY THE SEMINAR ON
TRAINING?

HAIVISIO OBJECTIVES

DISSEMINATION AND EXPLOITATION

THE TRAINING PLAN:

FIVE SESSIONS

2 PRESENTIAL

3 ONLINE

ALL AVAILABLE ON THE HAIVISIO WEB
SITE

Table of contents

- Basic concepts
- Why dissemination is important?
- Planning dissemination and communication
 - Why- The purpose of dissemination
 - What will be disseminated- The message
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- Assessment- Success indicators
- Tips: good practices and common mistakes
- An exercise
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Basic concepts

- Dissemination
- Communication
- Exploitation
- Sustainability

Core topic
of the session

Dissemination and communication

Dissemination refers to the process of making the results of the project available to the stakeholders and to the wider audience.

A good identification of objectives and stakeholders is essential part of the dissemination plan (communication)

Exploitation

A set of activities to promote the **use of project results beyond** the life of the project. Definition of project exploitable components,

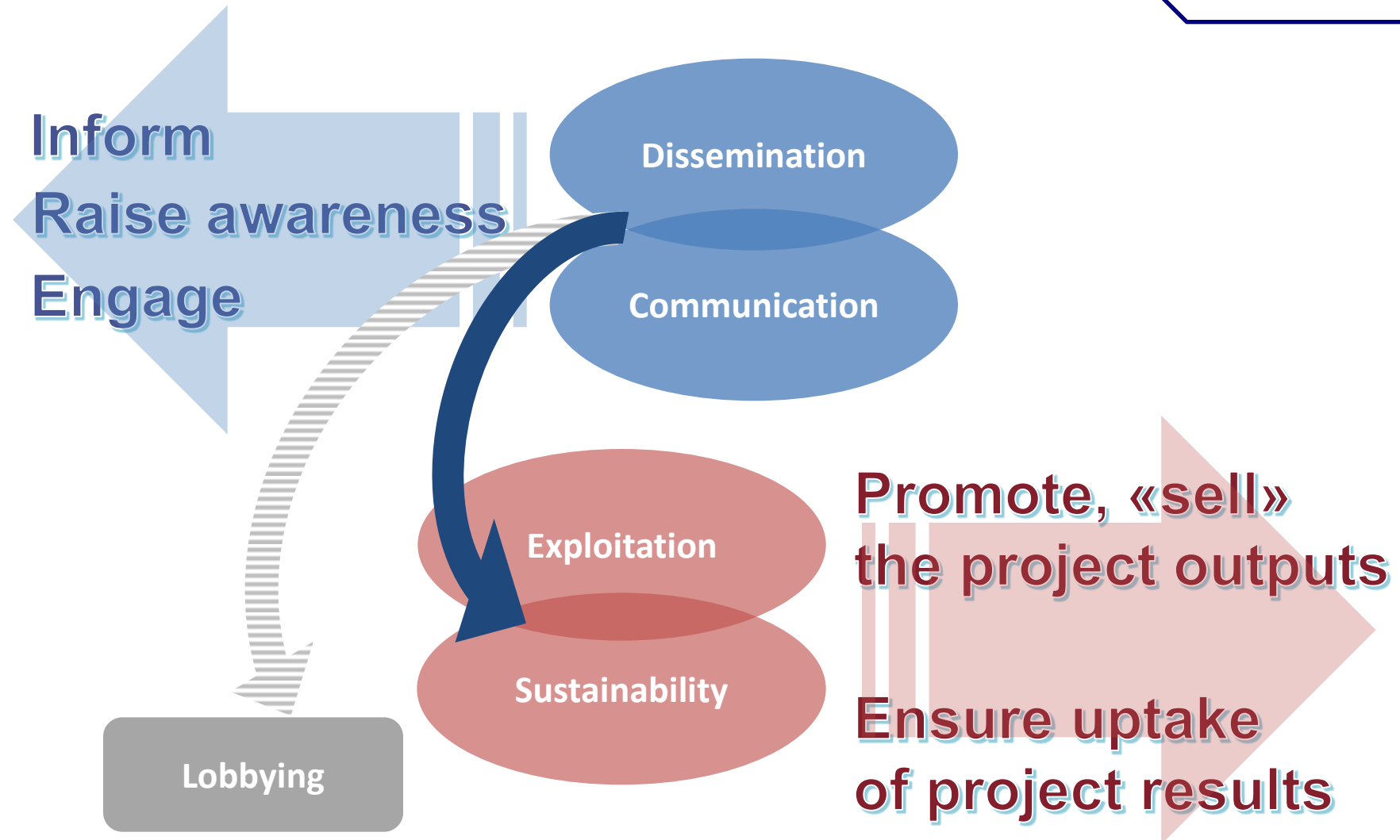
Market analysis and IPR issues, are important components of the individual exploitation and joint exploitation plans

Dissemination activities will help to promote exploitation

Sustainability

The actions to allow that **crucial** activities and results of the project are maintained and continue to deliver benefits to the partners, stakeholders and others **after** the end of the EU funding.

Dissemination activities have a significant importance to ensure sustainability



Why dissemination is important?

- **To support the EU view**
- **To comply the contractual obligations**
- **To benefit the whole consortium and the project partners**

From the EU point of view

**To promote the EU policies and programmes
by exposing the results of the projects funded to the
different audiences in order to demonstrate**

the ways in which research is contributing to a European 'Innovation Union' and account for public spending

- showing how European collaboration has allowed to achieve results that otherwise would not have been possible
- showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways
- creating new business and job opportunities

**•Implies a contractual compromise of the projects
funded**

Dissemination is a contractual obligation

Each proposal is required to describe in details its dissemination and exploitation plans in the application form. **Once a proposal is funded, it becomes a contractual obligation to carry them out.**

Direct relation between the dissemination plan and the specific funding programme

Dissemination is a contractual obligation 1

When submitting a proposal:

Expected **impact** is a substantial criteria during the evaluation (the first criteria for the innovation proposals).

Communication and dissemination activities have a key role in maximizing the impact and, consequently, are carefully considered by evaluators when allocating scoring this criteria.

H2020: It is mandatory to include a draft dissemination plan!

Dissemination is a contractual obligation 2

During the life of the project:

The Grant Agreement contains some relevant requirements regarding communication and dissemination, including:

- to provide periodically **publishable summaries**
- to setup and maintain a **project website**
- *To take **appropriate measures to engage with the audience and the media** about the project and to highlight the financial support from EU" (annex II to the model GA for FP7 projects), e.g.:*
 - Prepare and constantly update a dissemination plan
 - Organize events to disseminate the project
 - Ensure a viral presence of the project in the relevant networks, etc.

Why dissemination is important?

From the consortium point of view, an effective dissemination and communication strategy can help to:

- Generate demand for products or services developed
- Draw the attention of national, regional authorities and other public and private funding sources to the needs and benefits of the research
- Multiply synergies and collaboration opportunities
- Enhance the profile and visibility of the partner organisations at local, national and international level
- Facilitate and support the exploitation and sustainability of the project results

For the consortium

Dissemination has to run from the beginning of the project.

As a mean to establish and share a common view about **concepts, objectives, benefits and target audience, facilitating the cohesion of the consortium**

To insure the engagement of the identified stakeholders right from the beginning

The dissemination and communication plan has to be delivered in the first 2-3 months of the project and update it regularly.

The dissemination and communication plan

An effective dissemination and communication plan has to answer to all these questions:



WHY : THE PURPOSE

- The dissemination has to have a purpose, and support or inform about the project development in some way. The purpose of a specific dissemination activity may be to:
 - Raise awareness – let others know what you are doing
 - Inform – educate the community
 - Engage – get input/feedback from the community
 - Promote – ‘sell’ your outputs and results.
- Defining the purpose of dissemination is a first step to decide on the audience, message, method and timing of the dissemination.

TO WHOM? STAKEHOLDERS

The different audiences the project needs to communicate are called “**target groups**”. These groups have different characteristics and needs. To be effective, it is important to know precisely who we need to address and develop **tailored messages** for each target group.

The concept of stakeholders is essential part of the audience. They may be crucial to the success of the project , in terms of exploitation and sustainability.

Identification of different stakeholders (those organizations that can benefit and be beneficial for the project) is very important for the dissemination plan



TO WHOM?:STAKEHOLDER ANALYSIS/MAPPING

The dissemination strategy should be based on a stakeholder analysis.

A stakeholder is anyone who has a vested interest in the project or will be affected by its outcomes.

A stakeholder analysis is an exercise in which stakeholders are identified, listed, and assessed in term of their interest in the project and importance for the its success and further dissemination.

TO WHOM?:STAKEHOLDER ANALYSIS/MAPPING

Each project has different stakeholders to be addressed:

- End-users:** The ones that direct use the product or benefit from the project results
- Decision Makers/Replication Actors:** Those that stand at the higher level of organizations or institutions and have the decision power for the adoption of project results in their business/organizational models or the integration of the project results into policies.
- Market actors:** potential buyers/investors
- Internal audience: the own companies
- And the **funding Authority:** the entity (e.g. the EC) that funds or co-funds the project claims for demonstrating (among other things) that its policies and the public money are well spent



WHAT CAN BE DISSEMINATED?

Already defined key messages, that vary during the life of the project (when, to whom, etc),
enlightening :

- Objectives and scope
- Project intermediate and final results
- Lessons learnt (good and bad ones)

It is useful to keep the communication principles in mind: messages clear, simple and easy to understand; language appropriate for the target audience; messages tailored to the receiver(s).

Information should be realistic.

HOW. DISSEMINATION METHODS

Importance to select the right one in order to get the message to the target audience and achieve the purpose.

i.e.

Newsletter, articles, press release->to create awareness at the beginning

Reports, journal articles, web site-> to transmit info about the project

Conference presentations-> to promote outcomes

HOW Dissemination channels

This table shows the most common examples of dissemination channels

Examples of interpersonal communication	Examples of mass media communication
<ul style="list-style-type: none"> • Dialogues, face-to-face conversation • Group discussions • Conferences • Brokerage events • School visits • Tours • Round tables • Exhibitions • Meetings • Workshops • Open days • Demonstrations and prototypes • Telephone calls • E-mail information service (question and answer) • Internet debate • Policy brief 	<ul style="list-style-type: none"> • Newspapers and magazines • Press releases • Newsletters • Manuals • Brochures, booklets, flyers • Letters • Radio • Television • Video • Posters • Stickers • Banners • Billboards • Website • Blogs • Social media
<p>Smaller audience, lower costs, more effort (more effect?!)</p> <p>Interactive, good for acquiring input</p> <p>Flexible (easy to change tone, strategy and content)</p>	<p>Potentially large audience</p> <p>Uses the credibility of the mass media</p>

WHEN: Timing and responsibilities

When designing the dissemination activities, it's important:

- To decide when different dissemination activities will be most relevant to occur (linked to workplan / milestones)
- To adapt to project progress
- To take into account activities (events, conferences) required, that are beyond the control of the project

WHERE to disseminate

- Need to draw the attention of European, national, regional and local authorities and other public and private funding sources to the needs and benefits of the project goals and results
- Enhance the profile and visibility of the partner organizations at local, national and international level

Assessment of dissemination activities

Assessment is most effective when it is built in the project from the start. In the dissemination and communication plan, need to **decide how the success of dissemination efforts will evaluated**, selecting **measurable success indicators** for each dissemination activity. A success indicator is a performance measurement used by an organisation to evaluate the success of a particular activity in which it is engaged.

Indicators have to be **both quantitative and qualitative**. It can be useful to summarize them in a table including different targets per year and the objective(result they are related to):

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
1	Enlargement of the network	Associate Members, from ICT industry	Quantitative analyse	5	10	30

Dissemination and communication plan

To disseminate properly the project results a **dissemination and communication plan** is needed in order to define **messages** and set **objectives, targets, channels, timing** and **responsibilities**.

Planning how the research will be disseminated can help maintaining focus on the project's ultimate goal.

Dissemination plan (Example of ToC)

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Dissemination plan

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Dissemination plan

Appendix A: Project Logo.....
Appendix B: Project website
Appendix C: Project Leaflet

Good practices (strategic communication)

- Targets, audience and message have to be clarified **before** deciding on the media
- **Interactive.** Listening to the stakeholders and adapting the messages accordingly must become a regular feature of the project communication activities.
- Activities should be **selective** and language used, **targeted** to maximise impact.
- Particular emphasis must be put on "**going local**" – use partners, contact local press.

Good practices (strategic communication)



- Tailor communication to **different audiences** by responding to the issues and needs that matter locally.
- Make sure the EU and project's **logo** is applied on every communication material.
- **Slogans and symbols** should be selective, simple and repetitive.
- All documents, websites, brochures and audio-visual material need to be presented in clear, simple and **jargon-free** language unless they are directed to an expert audience.

Common mistakes (non-strategic communication)

- Focus on media before message
- Objectives are not clearly defined
- 'Why' or 'what' questions are left unanswered
- Budget is not adequate
- Messages are not tailored to the specific target group and too much technical
- Project managers and researchers underestimate dissemination activities
- No concrete targets are set for success indicators
- No professional expertise to deal with dissemination and communication tasks

Timing and responsibilities

Behind the dissemination Gantt chart, an useful tool to be included in the plan is the following **table summarizing actions, timing and responsibilities**:

Name of Action	Type of Action	Planned /Actual date	Information to Disseminate / Objective	Partner Responsible/ Involved
Logo	Print Based	M1	Project communication tool	
Poster	Print Based	M3	Generic information about the project expected outcome and actions	

Dissemination and communication plan: a tool

A helpful tool to build an effective dissemination and communication plan is a table similar to this one. We will go through an example in order to put into practice the concepts illustrated so far.

Summary

The first session of this course was intended to: provide some basic concepts related to the dissemination within EC projects

- Illustrate why it is important to have an effective dissemination and communication plan
- Explain how an effective dissemination benefits the project and help complying with EC expectations
- Provide some practical tools and tips to build a good dissemination plan

THANK YOU!

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