

AFII seminar: Developing applications for the Research Council of Norway

- > 10.00- 10.30 Øyvind Drivenes, Senior Adviser at AFII: Measures for communication and exploitation
- > 10.30- 11.00 Jeppe Aagaard Jeppesen, Adviser at Division of Communications



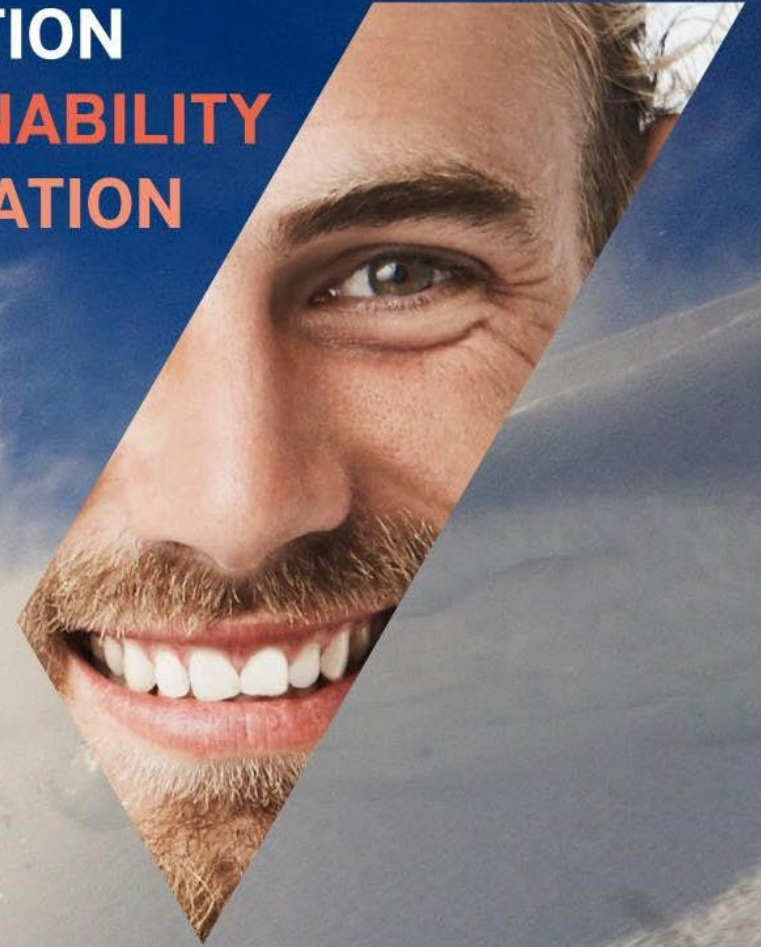
Western Norway
University of
Applied Sciences

INTERACTION
SUSTAINABILITY
INNOVATION

AFII seminar RCN Applications

**Measures for communication and
exploitation**

Øyvind Drivenes
17. jan. 2024



Proposal structure

Excellence

- State of the art and knowledge needs
- Research questions and hypotheses
- Project objectives
- Concept/Theoretical approach and methodology; WPs
- Novelty and ambition

Impact

- Expected/Potential impact of the proposed research
scientific, societal, economic
- **Measures for communication and exploitation**

Implementation

- Project manager and project group
- Project organisation and management

NFR - Project description template 2024 (11 pages)

Always read the template thoroughly and completely! Follow the template and guidelines and provide all the information requested (if applicable)





RNC Calls for proposals

Researcher Project (5 calls for proposals)

Application deadline: 06. March 2024, 13:00

2.3 Measures for communication and exploitation

- Describe open science practices to ensure early and open sharing and wide distribution of research outputs.
- Describe **briefly** the target audiences, including stakeholders/users, of the project outputs (in or beyond the scientific community).
- Outline the scope and plan for dissemination, communication and engagement activities.
- Provide a brief description of planned activities that will contribute to the realisation of the potential impacts of the project outputs (in or beyond the scientific sphere).

Collaborative and Knowledge-building Project (2 calls for proposals)

Application deadline: 13. March 2024, 13:00

2.2 Measures for communication and exploitation

- Describe the target audiences and stakeholders/users of the project outputs (in or beyond the scientific community).
- Outline the scope and plan for dissemination, communication and engagement activities.
- Provide a brief description of planned activities that will contribute to the realisation of the potential impacts of the project outputs (in or beyond the scientific sphere).
- Describe open science practices to ensure early and open sharing and wide distribution of research outputs.
- Describe how the stakeholders/users are involved in the dissemination and utilisation of the project results.



Some definitions:

What is....?

Communication:

- Strategic and targeted measures to make the project and results visible to a broad-spectrum audience, including the media and the public, preferably in dialogue.

Dissemination:

- publication and awareness raising of project results. Make the research results known to various stakeholders (such as academia, industry, organizations, and decision-makers) in a targeted way so that they can use the results in their work.

Exploitation:

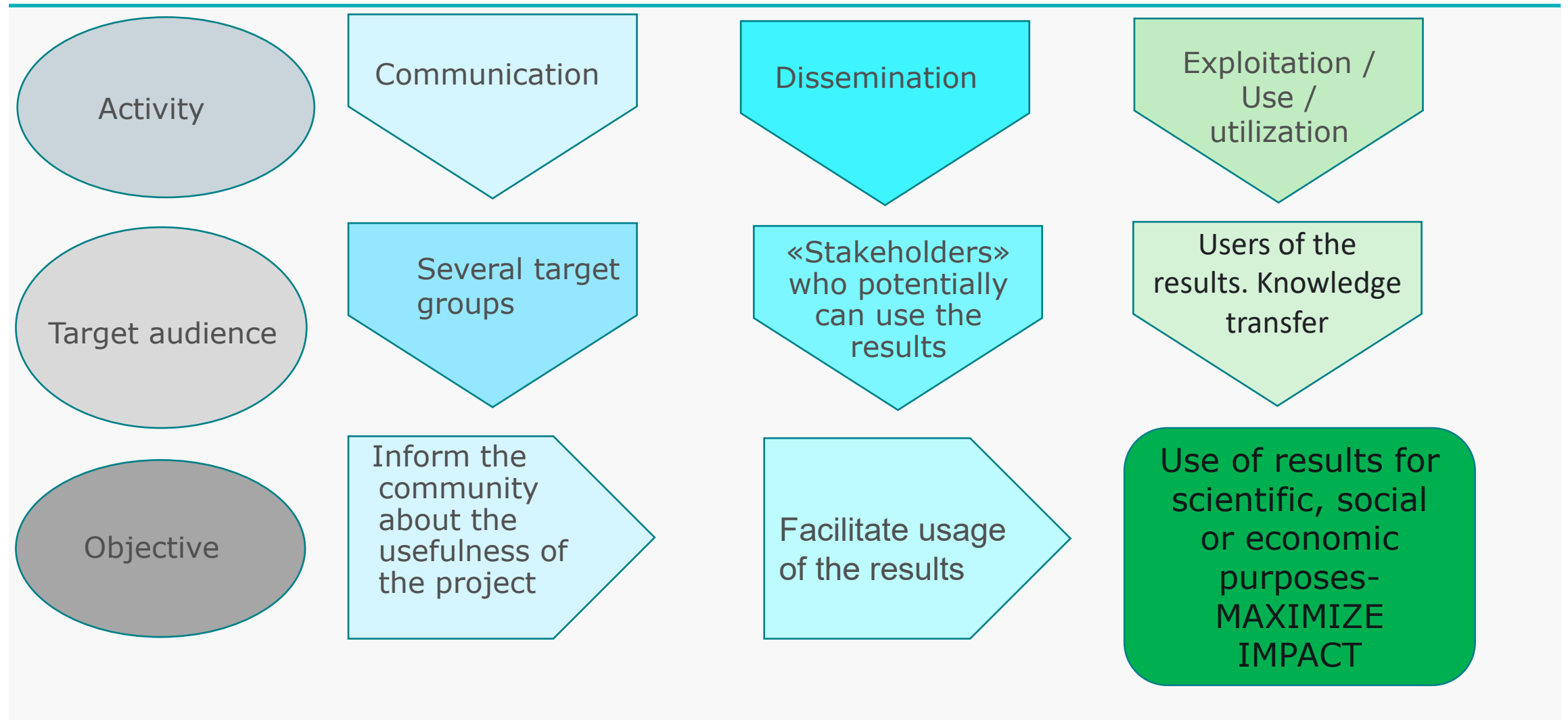
- use of results during or after the project to improve policies to solve economic and social problems, and in some instances for commercial purposes

Commercialization:

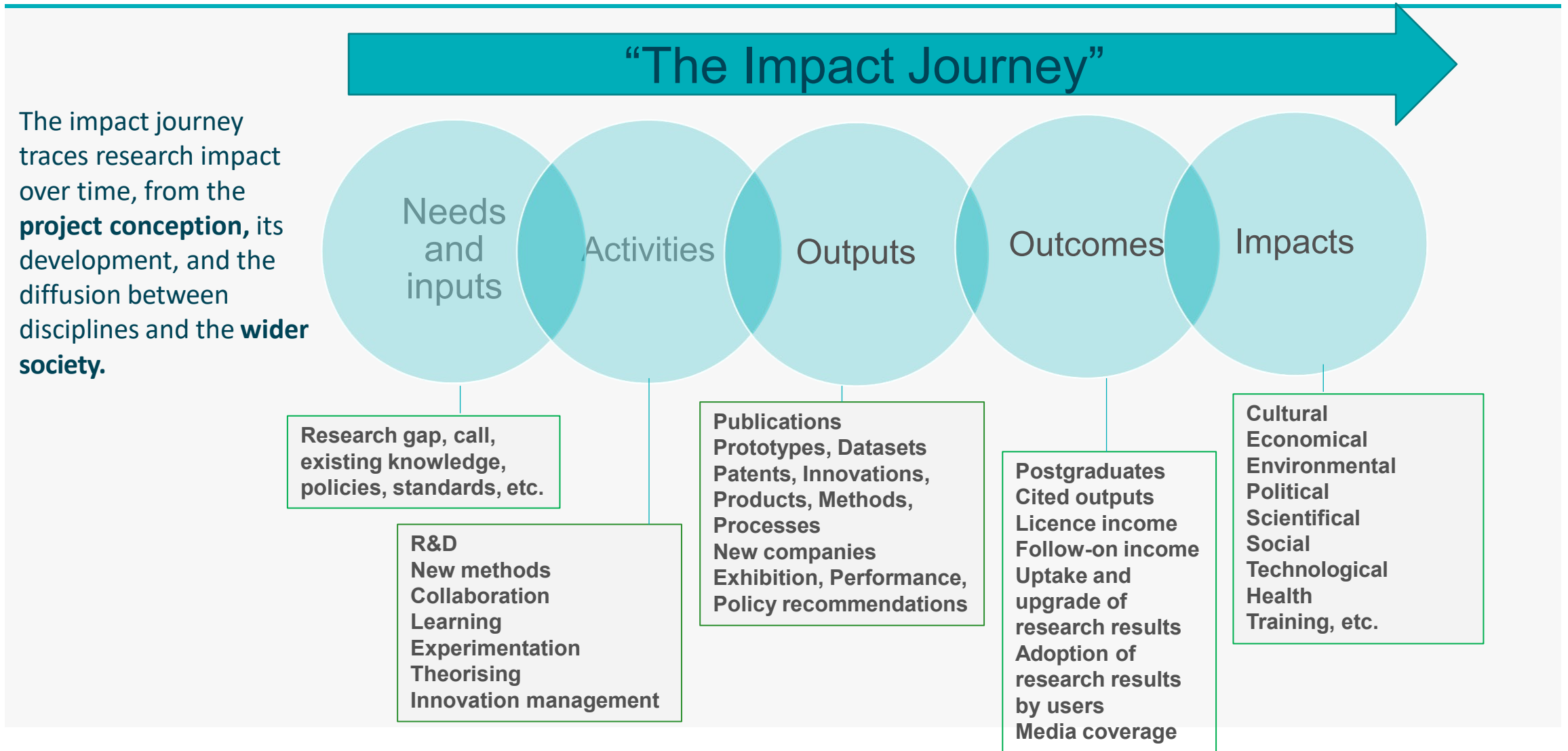
- process for launching project results (product, service, knowledge) in a market.



Using communication, dissemination and exploitation to achieve the highest possible Impact.



Using communication, dissemination and exploitation to achieve the highest possible Impact.



2.2/2.3 Measures for communication and exploitation

- › Describe the **target audiences** and **stakeholders/users** of the project **outputs** (in or beyond the scientific community).
- › Outline the **scope and plan** for **dissemination**, **communication** and **engagement activities**.
- › Provide a brief description of planned **activities** that will contribute to the realisation of the **potential impacts** of the project **results/outputs** (in or beyond the scientific sphere).
- › Describe how the stakeholders/users are involved in the **dissemination and utilization** of the project results*
- › Describe **open science practices** to ensure **early and open sharing** and wide distribution of **research outputs**.

*Only for Collaborative and Knowledge-building Project



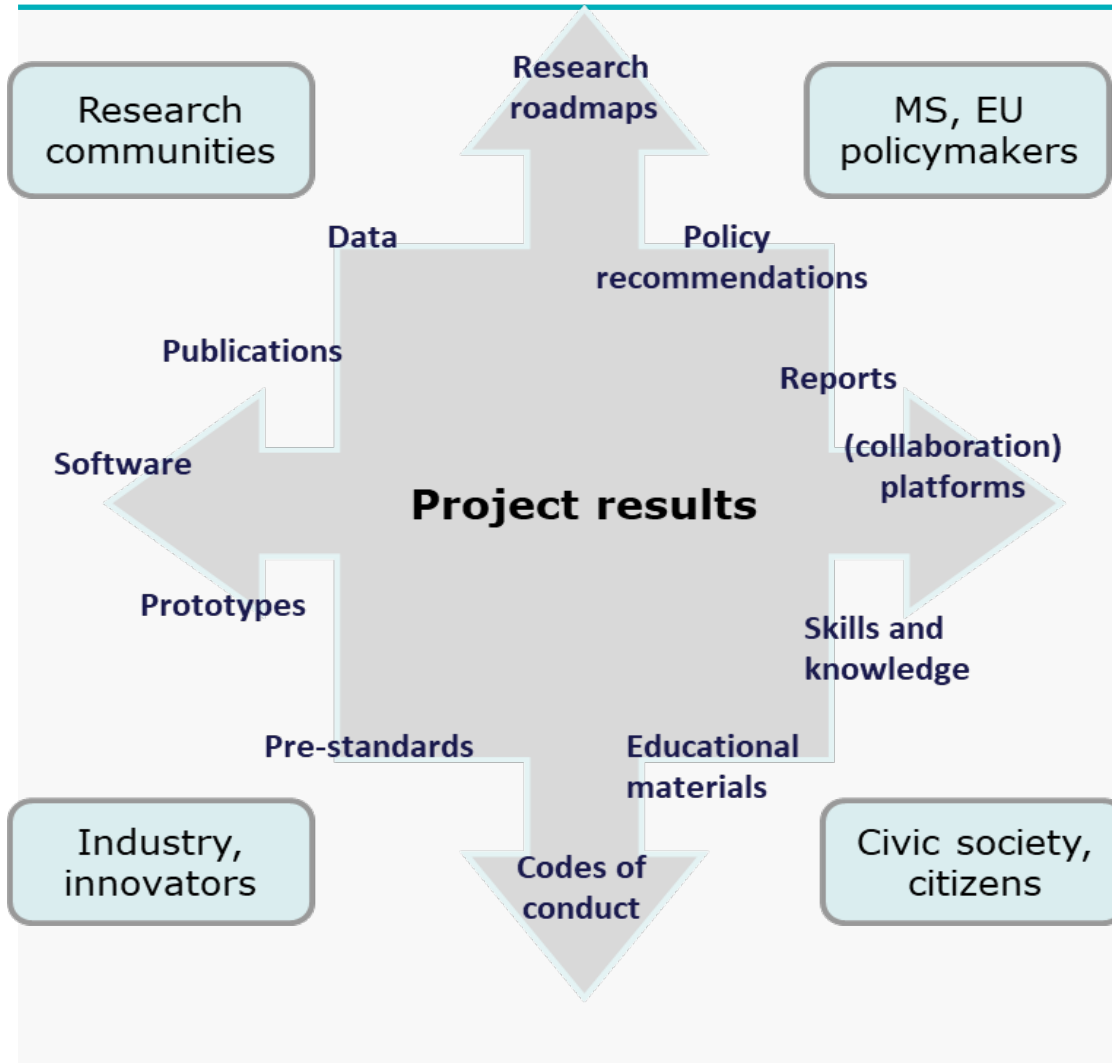
Describe the **target audiences** and **stakeholders/users** of the project outputs (in or beyond the scientific community).

Identify the target group/ audience:

- › Researchers,
- › Universities and research organisations,
- › General Public,
- › Industry,
- › SMEs,
- › media,
- › policy and makers decision-makers
- › health professionals
- › Patients and patients organisations
- › non-governmental organization (NGO's)

Describe the **target audiences and stakeholders/users** of the project outputs (in or beyond the scientific community).

Identify the target group/ audience and results/outputs:



What is project results/outputs?

Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected.

- › Key exploitable results are the **outputs generated during the project which can be used and create impact**, either by the project partners or by other stakeholders.
- › Project results can be reusable and exploitable (e.g. inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation.

Outline the scope and plan for dissemination, communication and engagement activities.



WHAT: Activities, key events and Research results



WHY: visibility and prestige, impact, responsibility to citizens (accountability), public opinion,



TO WHOM: General Public, Researchers, Industry, SMEs, Universities, research organisations, Multipliers (media in particular), Decision-makers



WHERE: media (TV, press...), podcasts, scientific journals, workshops, meetings



HOW: website, flyers, press releases, scientific publications, pictures, artworks, videos



WHEN: on time, project life cycle.

Scope and plan for dissemination, communication and engagement activities

What to be communicated	To Whom	Why	How (Communication Methods)	Communication Level (L/R/N/E/G)	When	By Whom	How much? (Resources Needed)	Communication Milestones



Scope and plan for dissemination, communication and engagement activities

What to be communicated	To Whom	Why	How (Communication Methods)	Communication Level (L/R/N/E/G)	When	By Whom	How much? (Resources Needed)	Communication Milestones

Monitoring!
Is it effective?

If not, re-consider & adjust!



*Provide a brief description of planned activities that will contribute to the realisation of the **potential impacts** of the project outputs (in or beyond the scientific sphere).*

- › To answer this, one must identify the potential outcome and impacts of the project.



What are the potential outcomes and impacts?

- **Scientific/academic impacts**

- World class science, highly cited, core contribution to scientific fields
- Capacity building
- International and transdisciplinary collaborations

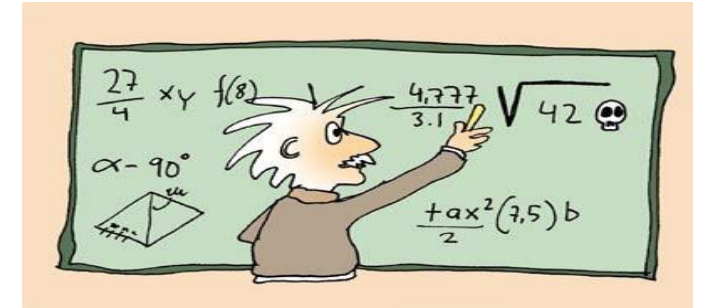
- **Societal impacts**

- Research results addressing and tackling societal challenges, national thematic or UN SDGs
- Societal R&I uptake

- **Economic and innovation impacts**

- Innovations and economic growth
- Employment

Emphasis will vary between application types



Provide a brief description of **planned activities** that will contribute to the realisation of the potential impacts of the project outputs (in or beyond the scientific sphere).



- › **Dissemination**
 - › Articles, books, conference presentations, Open Science
- › **Communication**
 - › How will the world know about the project?
- › **Capacity and competence building, skills**
 - › PhD, post grad courses
 - › Stakeholder training
- › **Exploitation**
 - › Knowledge transfer with public sector/industry
 - › Launch new products or processes, file patents
- › **Collaborations**
 - › Academic - international, cross/transdisciplinary
 - › Non-academic stakeholders

Describe how the stakeholders/users are involved in the dissemination and utilization of the project results

› Collaborative and Knowledge-building Project is required to incorporate user involvement.

A thorough stakeholder analysis at the beginning of the project allows to identify and target specific stakeholders who can be interested in the expected results, outcome and impact of the project.



Stakeholder/user involvement

- › Collaborative and Knowledge-building Project is required to incorporate user involvement.
- › In the application you must:
 - › Describe **who** your users are.
 - › Describe **how** users are **involved** in planning, implementation and exploitation of results.
 - › Explain the importance of user involvement and **how** the user perspective is **secured**.

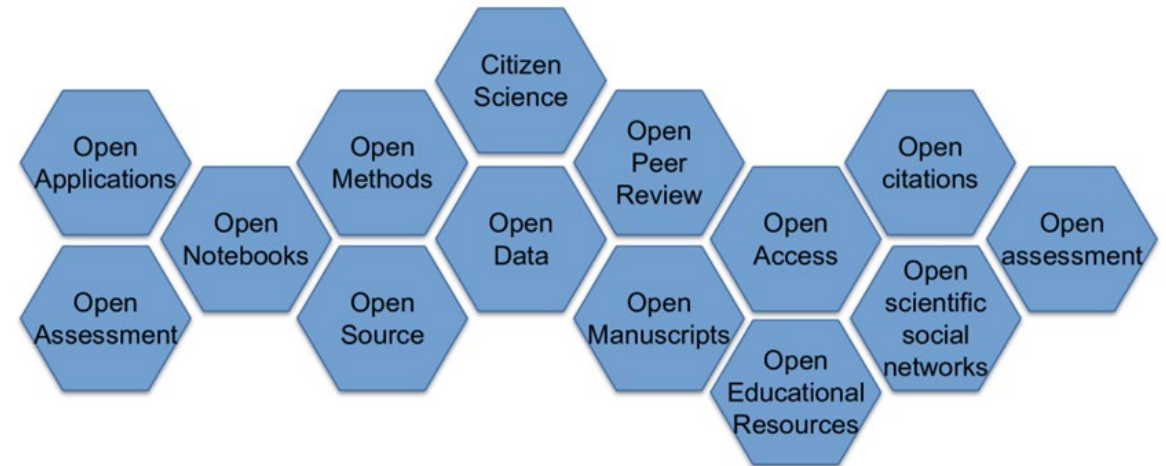


By Lightspring/ Shutterstock

Describe open science practices to ensure early and open sharing and wide distribution of research outputs.

Open science means transparency and knowledge-sharing in research processes to make knowledge accessible across academic groups, sectors and national boundaries. The concept of open science encompasses the entire research process [...].

Source: The Research Council of Norway. Policy for open science 2020



Source: www.arj.no/2020/08/27/open-research/

Why open research?

The Research Council of Norway's new policy for Open Research mentions three main goals

- › Contributing to a well functioning research system
- › Contribute to sustainable development
- › Strengthening trust in research

Source: The Research Council of Norway, policy for Open Research

Opening the research process:

- Transparency
- Knowledge sharing
- Supports validation and reproducibility
- Reduces cases of academic misconduct
- May reduce the cost of scholarly publishing
- Citation advantage

It helps to maximize:

- The quality and impact of research
- Provides the foundations for others to build upon



Open science practices include

- › Early and open sharing of research (for example through preregistration, registered reports, pre-prints, or crowdsourcing).
- › Research output management including research data management
- › Measures to ensure reproducibility of research outputs.
- › Providing open access to research outputs (e.g. publications, data, software, models, algorithms, and workflows) through deposition in trusted repositories.
- › Participation in open peer review.
- › Involving all relevant knowledge actors including citizens, civil society and end users in the co-creation of R&I agendas and contents (such as citizen science)

Please look at The Research councils “**Assessment of open science in grant applications**” by following the link below:

<https://www.forskningsradet.no/en/processing-grant-applications/processing-applications/assessment-open-science/>



The Research Council's evaluation criteria of dissemination and communication of results

This criterion gives an indication of the quality of the dissemination and communication plans for the project. Dissemination and communication of results will be assessed in relation to the following points:

- Plans for scholarly publication, dissemination and other communication activities.
- Plans for popular science dissemination and communication activities vis-à-vis the general public as well as users of the project results, including planned use of channels and measures.
- Plans for ensuring that important users (in industry, community life and public administration) are incorporated into/take part in dissemination activities for the project.
- When assessing dissemination and communication plans, importance should be attached to the level of detail provided and how realistic the plans are.
- Describe to what extent and how you will adopt early and open sharing. For example, you can mention what type of early and open sharing is appropriate for your discipline and project, such as preprints or pre-registration and/or registration reports, and which publishing platforms you plan to use.



Some final tips

- › Be as specific as possible (and explain why/impact)
- › Name journals, conferences, ...
- › Name stakeholders and how they will benefit
- › Separate work package for Dissemination & Exploitation?
- › Dissemination/communication activities should be planned throughout the project
- › Concrete planning for exploitation, dissemination and communication activities must be included in the Gantt chart.
- › Involve potential stakeholders in your proposal if possible (e.g., steering committee, agreed-upon training, secondment, ...) → multipliers
- › Include in your planning/proposal that you will review your dissemination and exploitation plan



**"Science isn't
finished until it's
communicated."**

*- Sir Mark Walport,
U.K. Government Chief Scientific Adviser*