



Communicate your research



Why communicate your research ?



IMPACT



COMMUNICATION, DISSEMINATION AND EXPLOITATION WHY THEY ALL MATTER AND WHAT IS THE DIFFERENCE?

Communication: Promote your action and results

Inform, promote and communicate
your activities and results

Reaching multiple audiences
Citizens, the media, stakeholders

How?

- Having a well-designed strategy
- Conveying clear messages
- Using the right media channels

When?

From the start of the action until the end

Why?

- Engage with stakeholders
- Attract the best experts to your team
- Generate market demand
- Raise awareness of how public money is spent
- Show the success of European collaboration

Legal obligation of your Grant Agreement

Dissemination: Make your results public

Open Science: knowledge and results (free of charge)
for others to use

Only to scientists?

Not only but also to others that can learn from the results:
authorities, industry, policymakers, sectors of interest, civil
society

How?

Publishing your results on:

- Scientific magazines
- Scientific and/or targeted conferences
- Databases

When?

At any time, and as soon as the action has results

Why?

- Maximise results' impact
- Allow other researchers to go a step forward
- Contribute to the advancement of the state of the art
- Make scientific results a common good

Legal obligation of your Grant Agreement

Exploitation: Make concrete use of results

Commercial, Societal, Political Purposes

Only by researchers?

Not only, but also:

- Industry including SMEs
- Those that can make good use of them:
authorities, industrial authorities, policymakers, sectors of
interest, civil society

How?

- Creating roadmaps, prototypes, softwares
- Sharing knowledge, skills, data

When?

Towards the end and beyond, as soon as the action has exploi-
table results

Why?

- Lead to new legislation or recommendations
- For the benefit of innovation, the economy and the society
- Help to tackle a problem and respond to an existing demand

Legal obligation of your Grant Agreement

What else?



Acknowledge the EU funding!

Types of impact

1. Creating high-quality new knowledge
2. Strengthening human capital in R&I
3. Fostering diffusion of knowledge and Open Science

**Scientific
Impact**



4. Addressing EU policy priorities & global challenges through R&I
5. Delivering benefits & impact via R&I missions
6. Strengthening the uptake of R&I in society

**Societal
Impact**



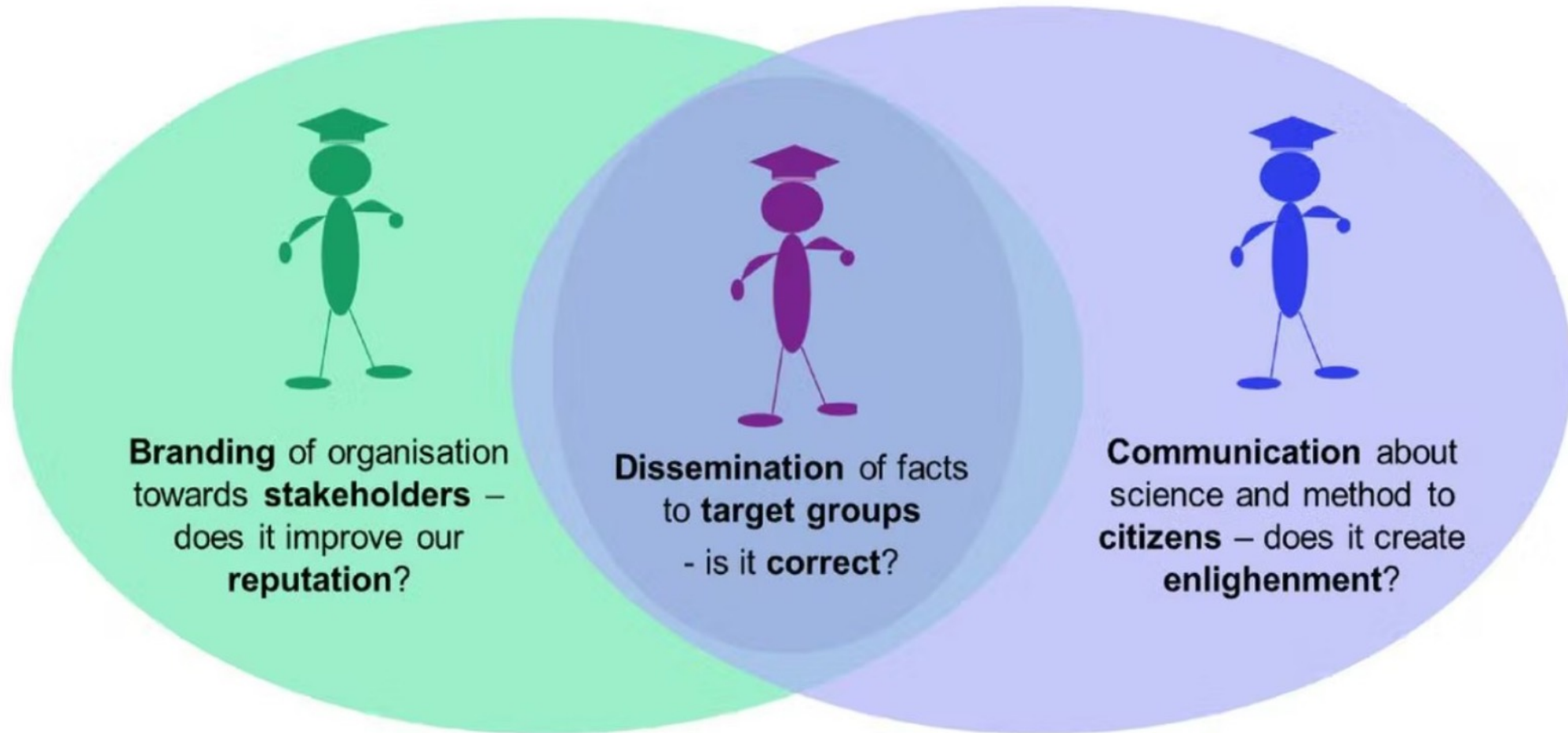
7. Generating innovation-based growth
8. Creating more and better jobs
9. Leveraging investments in R&I

**Economic/
Technological
Impact**



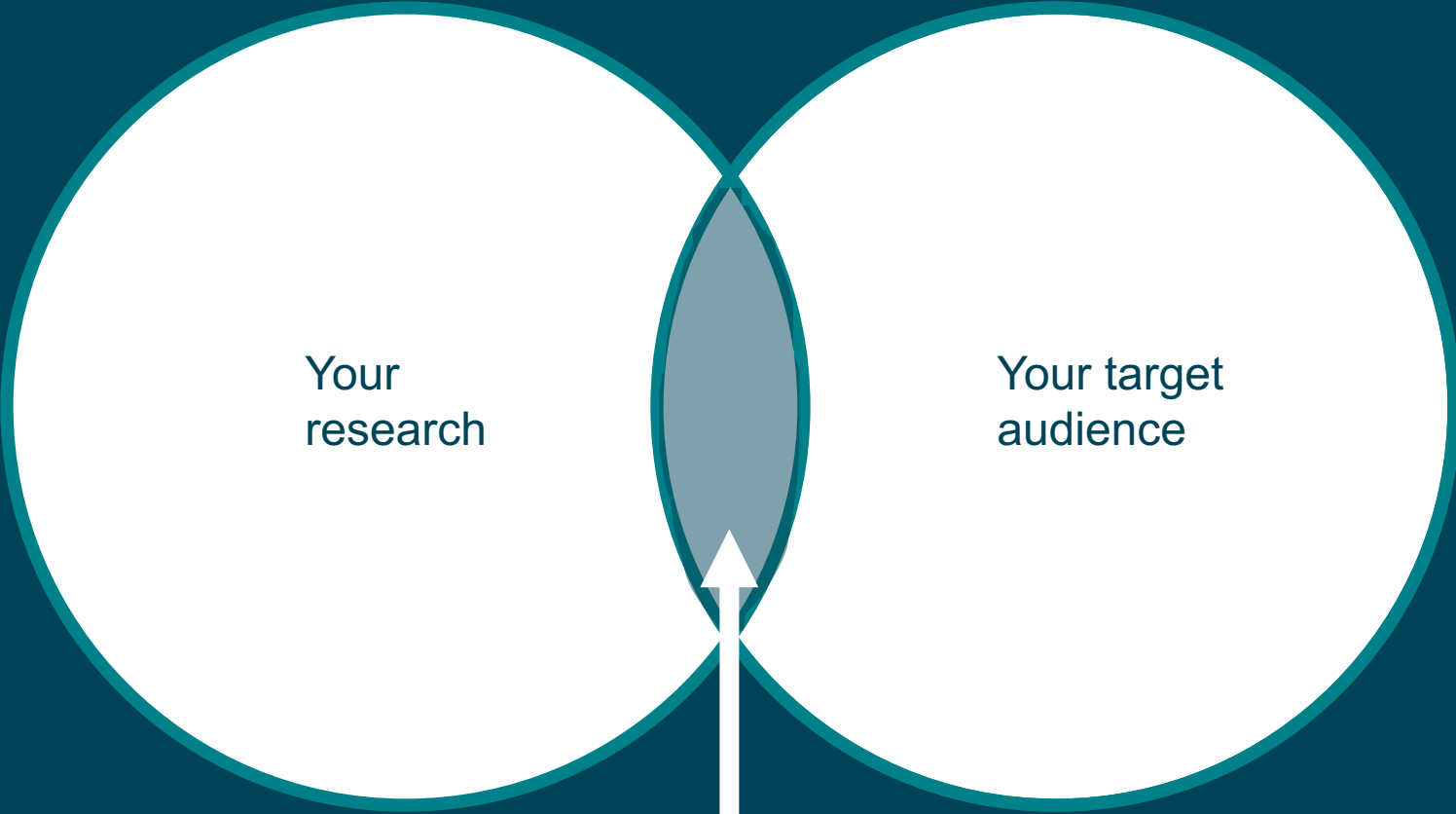


Guardians of science





**How can research communication
increase my impact?**



Your
research

Your target
audience

Common
interest

Language,
big picture and
analogies

hjelpa eg hadde behov for

Dei som mister sine nære til rus møter stigmatisering i samfunnet, viser forskning. No får dei sin eigen interesseorganisasjon.



Oddgeir Øystese
Journalist

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Think and write strategic



Before you begin. Ask yourself the following questions:

- ❖ What is my core message?
- ❖ What do I have to communicate for my research to get impact?
- ❖ Who is my target audiences?
- ❖ What constraints do I have?
- ❖ What channels can I use to communicate with?
- ❖ What is the budget?



❖ Don't promise a blog or a lot of news stories.



INSIGHT

DANISH SHIPPING IS GETTING GREENER

Shipping companies based in Denmark can save many thousands of tonnes of CO2 and hundreds of millions of kroner annually with an innovative digital solution for loading ships, which the Danish Technical University (DTU) - Management is helping to develop.

When cargo has to be moved from land to water in a Danish port today, it's a carefully coordinated process. So-called terminal tractors rush in and out of ships, loading or unloading their trailers and semi-trailers, closely directed by the dockworkers. And even the slightest misjudgement or moment of inattention can delay the whole process.

In fact, studies on unloading and loading in the logistics company DFDS show that the company can save a lot of time in the port with a digitalized process. This would mean a significant reduction in the ships' fuel consumption and thus savings in both CO2 emissions and on the bottom line.



WHAT

Maritime

Cleantech

Tech

Software Development



❖ Don't promise to make a new social media account



NHO

7.083 posts



NHO



Følger

NHO

@NHO_no

Næringslivets Hovedorganisasjon - Norges største interesseorganisasjon for bedrifter. Her tvirter NHOs kommunikasjonsavdeling.

nho.no Medlem siden juni 2009

965 Følger **26 t** Følgere



Følges af Anne Borg, NTNUnorway og 56 andre, som du følger

Posts

Svar

Medier

Likes





❖ Don't promise to make a podcast

Nå skal «alle» ha: Lager podkast for 20 lyttere i uka

Rekordmange lager podkast. Alle blir ikke hørt like mye på. Helsedirektoratet får mellom 20 og 50 avspillinger i uka på sine episoder.





- ❖ Promise a strategy that will be materialized at the beginning of the project.
- ❖ Promise a website as a hub for the project - not a news site
- ❖ Promise a clear message in the begging that frames the project – this will be the essence of your first press release.
- ❖ Promise the inclusion of stakeholders in the project as ambassadors
- ❖ Promise that all project partners will contribute to the communication effort
- ❖ Promise short videos that explain your research
- ❖ Promise communication directly with the main stakeholders
- ❖ Promise an event or workshop with key stakeholders
- ❖ Promise a one-pager that creates a quick oversight to stakeholders about your results
- ❖ Promise graphic and photos that supports your communication efforts



**Keep your emphasis on your research
impact and target audience**



Canada:
Science
Excellence

ration

GenomeCanada

mouvement de
travailler ensemble
évaluation de l'ex

Canadian Conference

14

CIHR IRSC

SSHRC





The guide



Communication



Communication part in your application

When you communicate your research, you compete with many other research projects that your target audience can occupy their time with. Furthermore, you are also competing with news stories, social media, and other forms of entertainment.

Therefore, you must work strategically and focus your communication efforts and message to get impact. This guide will help you begin this process and write a communication part in your application that will help you get funding for your project.

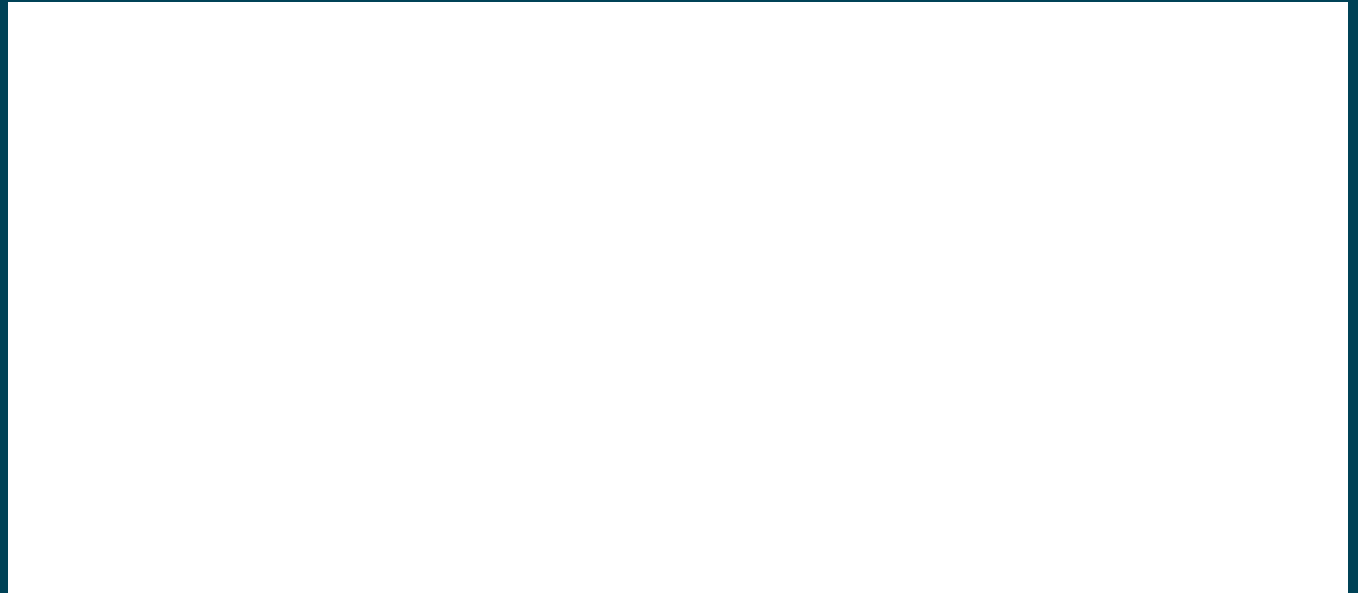


❖ What is my core message?

Before you begin.
Answer the following questions:



❖ What do I have to communicate for my research to get impact?



Before you begin.
Answer the following questions:



❖ Who is my target audiences?



Before you begin.
Answer the following questions:



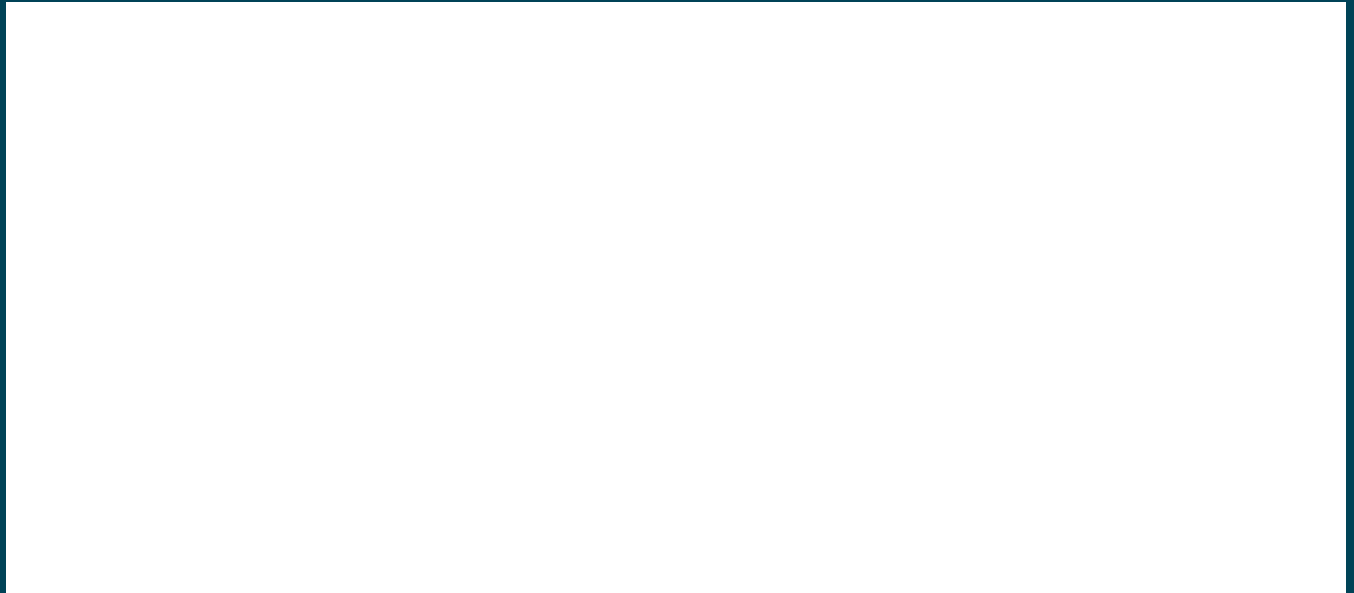
❖ What constraints do I have?



Before you begin.
Answer the following questions:



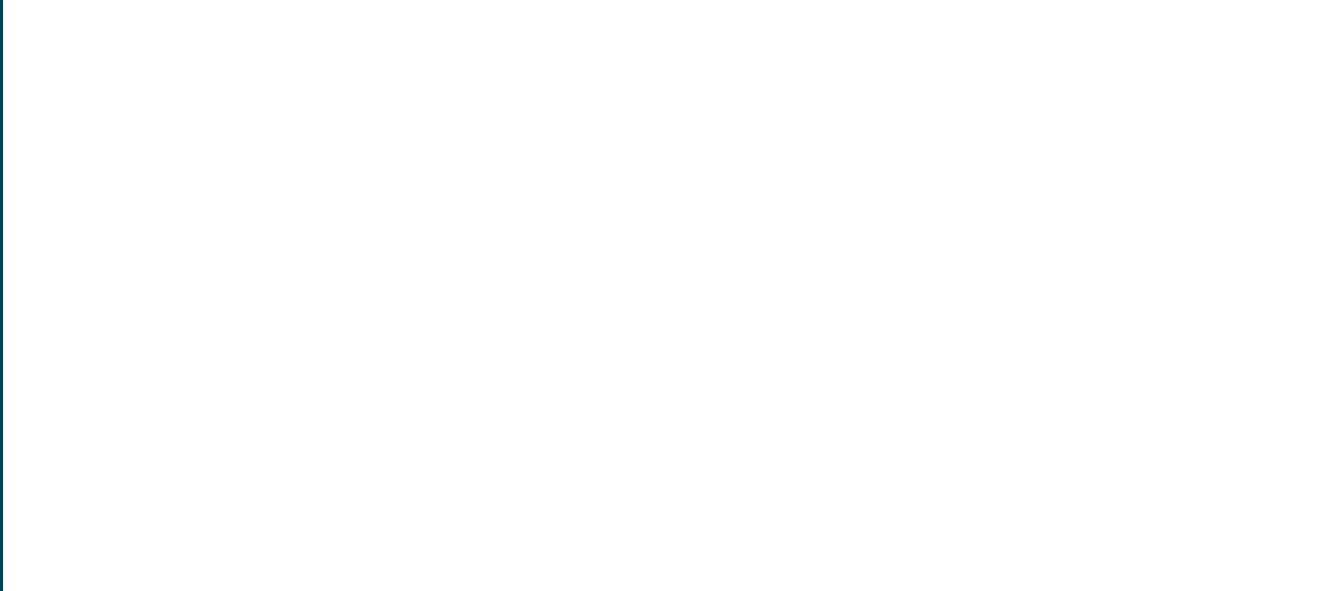
❖ What channels can I use to communicate with?



Before you begin.
Answer the following questions:



❖ What is the budget? (time and money)



Before you begin.
Answer the following questions:



Dissemination



Before you begin. Answer the following questions:

- ❖ What are your Key Exploitable Results?
- ❖ Who is going to use your Key Exploitable Results?
- ❖ What are the most appropriate measures to disseminate results to the target groups?
- ❖ How to strategically plan the measures to optimise success?
- ❖ What channels can I use to communicate with?
- ❖ Who should do what and when?

Dissemination plan



❖ What are your Key Exploitable Results?

Before you begin.
Answer the following questions:



❖ Who is going to use your Key Exploitable Results?

Before you begin.
Answer the following questions:

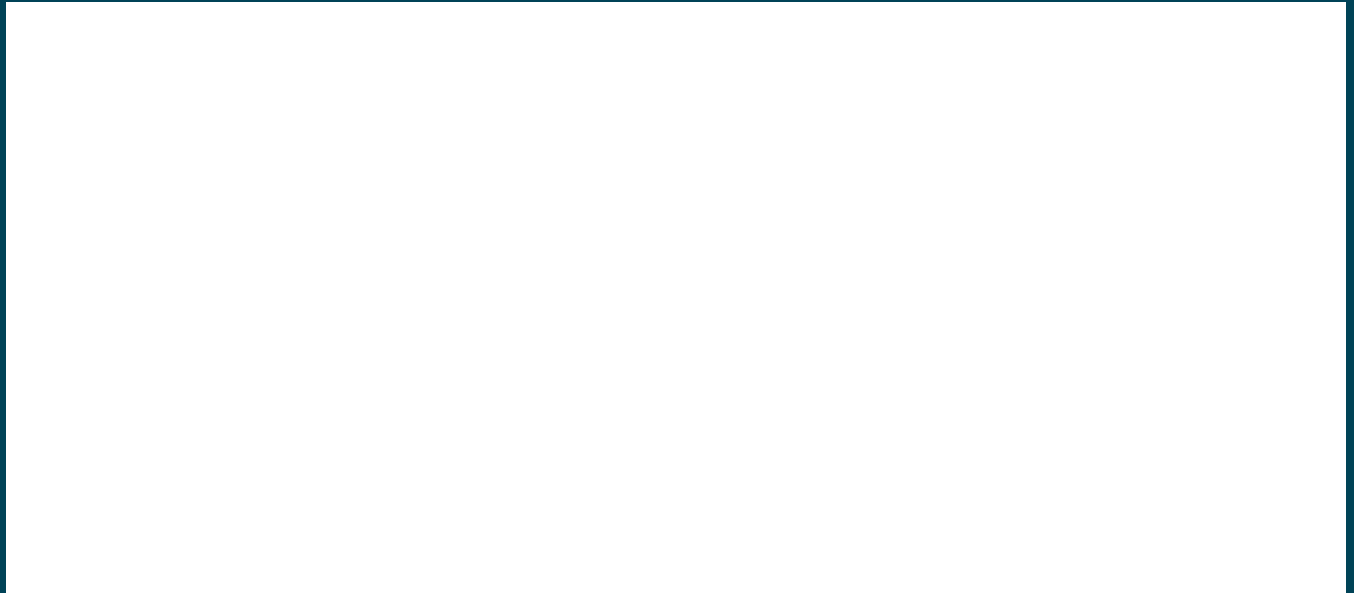


- ❖ What are the most appropriate measures to disseminate results to the target groups?

Before you begin.
Answer the following questions:



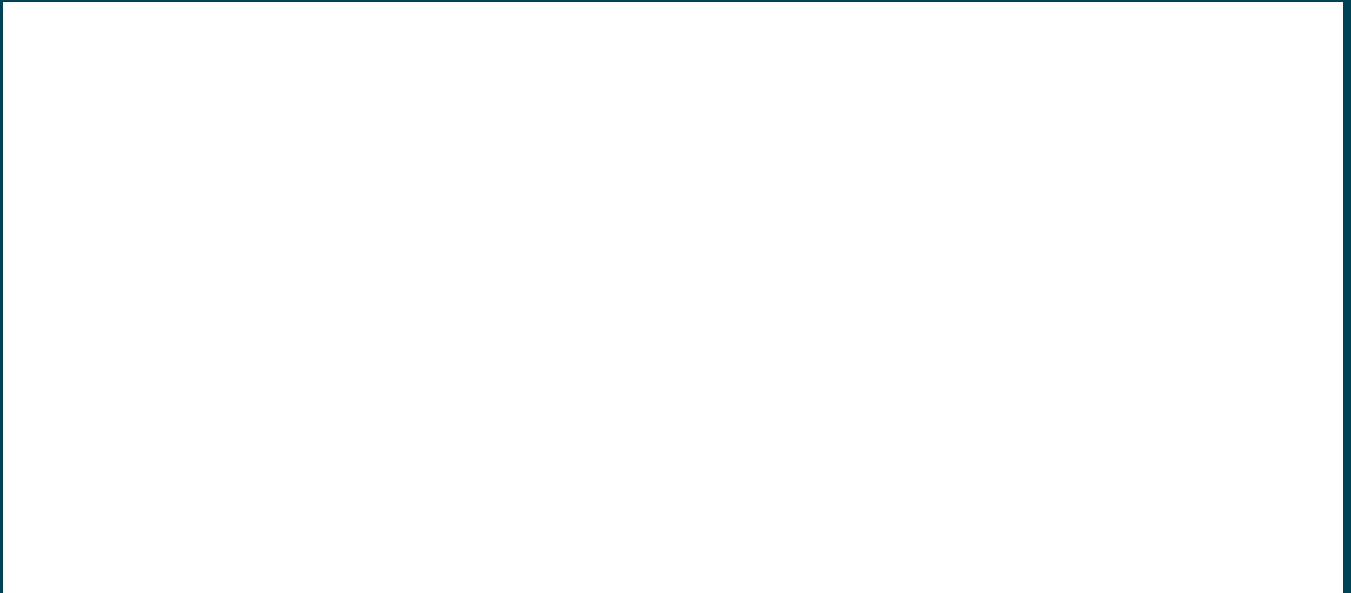
❖ How to strategically plan the measures to optimise success?



Before you begin.
Answer the following questions:



❖ Who should do what and when?



Before you begin.
Answer the following questions:



❖ What channels can I use to communicate with?



Before you begin.
Answer the following questions:



Reach out to the department for communication

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