



MARIE SKŁODOWSKA-CURIE INDIVIDUAL FELLOWSHIPS:
DISSEMINATION & EXPLOITATION
COMMUNICATION & PUBLIC ENGAGEMENT

TERJE TUISK, ESTONIAN RESEARCH COUNCIL

WHY COMMUNICATION

- **For research as a field in general:**
 - for sustainability of the field – to attract people to study and choose the career in research
- **For the society:**
 - reporting back to the main source of funds – the taxpayers
 - facilitate the use of your results in society
- **For every person:**
 - it's exciting to see what researchers have achieved and to see that research and engineering is everywhere
 - knowledge will help people to make every day more informed decisions
- **Young people:**
 - information on possible career opportunities

- Important Part of the of your MSC IF proposal (in addition to research and training)
- Important part of the Score:
 - Impact: 30% of the whole score
 - Diss&Comm ~2/3 of Impact
- Well planned Diss&Comm part will give you an advantage

- **The Aim**: dissemination of the new knowledge generated by the action in any suitable media, enabling the exploitation of the results for everyone interested
- **Methods**:
 - Publications, conference presentations ect (Open Access – Golden or Green)
 - Other methods according to target groups
 - Protection of the intellectual property (IPR)
- **Timing**: when ever there is something to talk about
- **Target groups**: other researchers, professional organisations, policy makers, industry, public sector and other **potential users of your results**

CRITERION 2: IMPACT DISSEMINATION&EXPLOITATION

IMPACT SUB-CRITERIA	WHAT TO EVALUATE
2.2 Quality of the proposed measures to exploit and disseminate the project results	<ul style="list-style-type: none">• How will the <u>new knowledge generated by the action</u> be disseminated and exploited? What is the potential impact expected to be?• Assess the <u>strategy for targeting peers</u> (scientific, industry and other actors, professional organisations, policy makers etc) and the <u>wider community</u>• Are activities included in the <u>Gantt</u> chart?

COMMENTS FROM EVALUATORS

STRENGTHS	WEAKNESSES
<p>Publishing and dissemination:</p> <ul style="list-style-type: none">• Publishing in top journals• Interdisciplinary research community• All target groups addressed and methods appropriate• Digital and social media	<ul style="list-style-type: none">• Too many articles planned• Weak journals• No details on journals or conferences• Important target groups not addressed• Methods not original enough
<p>IPR:</p> <ul style="list-style-type: none">• The commercialization of the research is considered and the potential will be evaluated prior to the publications• Process supported by an experienced staff at the host institute• Previous experience on IPR	<ul style="list-style-type: none">• IPR issues and the full potential of the results not addressed• No plan for IPR• Results of other partners will be used, but connected IPR issues are not addressed

2.3 COMMUNICATION

- **The Aim**: to communicate to the general public your research, the results and impact to the society; to raise the interest of young people on career in science
- **Methods**: events, media, social media, Researchers Night, info on career at schools and universities, ect
- **Timing**: when ever possible
- **Target groups**: „general public“, students (school, university), specific target groups according to the topic and area of research

CRITERION 2: IMPACT COMMUNICATION:

IMPACT SUB-CRITERIA	WHAT TO EVALUATE
<p>2.3 Quality of the proposed measures to <u>communicate the project activities to different target audiences</u></p>	<ul style="list-style-type: none">• Assess how the planned <u>public engagement activities</u> contribute to creating <u>awareness of the performed research</u>• Assess how both <u>the research and the results</u> will be made known to the public in such a way they can be <u>understood by non-specialists</u>• Are activities included in the <u>Gantt</u> chart?

COMMENTS FROM EVALUATORS

STRENGTHS

- Activities planned for the whole period of action – topic all the time in the focus. Communication help from the Host is involved to make it happen
- Interesting methods
- Previous experience (=quality)
- Different target groups addressed, methods clear
- Activities local and regional
- Digital media, blogs, social media
- Researchers Night!

WEAKNESSES

- Active role of the researcher is not understandable. Activities rely too much on the ongoing activities of the host
- Too time consuming, may affect the research part
- All important target groups are not addressed
- Not clear how the target groups will be reached
- Local community not involved
- No social media
- Methods not understandable - what would be the impact?

WHO ARE THE MAIN SPECIFIC COMMUNICATION
TARGET GROUPS OF THE RESULTS OF YOUR RESEARCH?

HOW WILL YOU REACH THEM?

(for example: teachers, teacher trainings in universities)

PLANNING STEPS:

1. Specification of the target groups
2. Justification of the choice of target groups, incl. what are your expectations on them
3. Your messages (based on target groups)
4. Channels and activities to reach the target groups
5. How to measure the impact of your activities?

PLANNING – LIMITATIONS TO CONSIDER

- Time and timing
- Resources – both human and financial
- Your own skills
- How to measure the impact

WHERE TO START?

- The first decision – act alone or join ongoing activities
 - Impact is bigger when you join others
 - It's easier to start new actions together with others
 - The volume of impact is more important than the volume of activities
- Find out what is already happening:
 - Supervisor
 - Communication unit (Public Outreach, Science Communication, Scientific Culture, Public Relations)
 - Partner organisations

EUROPEAN NETWORKS AND ORGANIZATIONS:

- European network of science centers and museums (Ecsite)
- Researchers Night organisers
- European Children's Universities Network (EUCU.net)
- European Union Contest for Young Scientists organisers (EUCYS)
- European Union of Science Journalists' Associations (EUSJA)
- World Federation of Science Journalists (WFSJ)

LEVELS OF INTERACTION

- Writing or showing on non-science publications incl. blogs, social media, youtube videos
- Open lectures and discussions
- Citizen Science actions – could be done in distance
- Actively involving and hands-on activities for different target groups – festivals (incl. Researchers Night), theme days, workshops and trainings, science camps and clubs

PS Everything you do or publish may be useful for your future career, next grant applications etc

RECAP: THE MAIN DIFFERENCES

ASPECT	DISSEMINATION	COMMUNICATION
THE AIM	Making your results available for exploitation	To make people aware of your research, show the impact of your results, attract young people to career in science
METHODS	Publications, conference presentations, where ever you get the message through to your target groups	General media, social media, different type of events, popular science publications, where ever you get the message through to your target groups
TIMING	When you have results	When ever possible
TARGET GROUPS	Potential professional users of your results	People who should know about the results and perspectives of your research field, not necessarily use it in their professional life

RECAP: CONTEMPLATIONS

- **DISSEMINATION, EXPLOITATION:**
 - What kind of results will I have?
 - Might there be a commercial potential and should the IPR be protected?
 - In what fields of life my results might have the potential impact? What problems will it solve? Who will be the potential users of my results?
 - Where will the interested people see the results? How to reach them?
- **COMMUNICATION:**
 - What type of activities are most suitable for me?
 - What should be the target groups I work with? (or want to work with)
 - How to reach them? What are my messages to them?
 - How do I know that they got the message?

SUPPORT MATERIALS – COMMUNICATION

- [IPR Heldesk guidelines: Make the most of your H2020 project](#) (from March, 2018)
- [Horizon 2020 Social Media Guide](#) (from April, 2018)
- [DANDELION project communication guides](#) (for project in SSH)
- [A Scientist's Survival Kit Communicating Science](#) (from 2006)
- [Meedia käsiraamat teadlastele](#) (from ~2009, in Estonian)