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Community research

INFO DAY

Social Platform on Research for Families and Family Policies

Communication and Dissemination Strategy in order to
increase the take-up of Research by Policy-makers

Brussels, 23 October 2008





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Key messages for communicating your project

- Policy usefulness of research findings is a key objective
- Dissemination from the earliest stages of the project
- Identify a person responsible for communication
- Define the potential users of your projects right from the beginning



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Key messages for communicating your project

- Give visibility to the project from the very beginning:
 - ⇒ elaborate a brochure
 - ⇒ collect brochures of the partner organisations
 - ⇒ 5 or 6 slides PowerPoint presentation
 - ⇒ prepare a brief presentation of your project



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Key messages for communicating your project

- Produce easily readable policy briefs
- Policy briefs:
 - * every 6 months for ongoing projects
 - * one policy brief at the end of the project
- If your project produces a model / tool for policy-makers, involve them in the process



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Key messages for communicating your project

- Provide updated information on progress and frequently
- Think about and optimise the added value, both European and other, of the work being undertaken





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Key messages for communicating your project

Template for policy briefs – for finished projects:

- Title of the project and its acronym
- Coordinator's name and Organisation
- Project rationale/ Research context
- Objectives: general and specific
- Scientific approach / methodology
- New knowledge, new concepts and European added value





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Key messages for communicating your project

Template for policy briefs

- Key policy messages and recommendations for different target groups, if appropriate:
 - * Policy-makers (local, regional, national, European)
 - * Research community
 - * Business world
 - * Civil society organisations
 - * Media



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Key messages for communicating your project

Template for policy briefs

At the end of the policy brief please give:

- **The IDENTITY OF THE PROJECT**
- Acronym
- Title
- Project number
- Consortium details
- Duration
- Budget
- For more info about the project: website
- Further reading



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Key messages for communicating your project

- **Guidelines for final conferences organised by Socio-economic and humanities Research projects**

1. Deadline for information on the final conference
2. CORDIS website
3. Objectives of the final conference
4. Targeted list of participants
5. Documents about the project
6. Policy brief, press release
7. Media
8. Take pictures
9. EU support material
10. Always use the 7th Framework Programme logo





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Website, presentation of your project

- The website should be available at the beginning of the project, and include:
 - ⇒ the European Commission flag
 - ⇒ the logo of the 7th Framework Programme
 - ⇒ mention of the Socio-economic Sciences and Humanities funding
- Don't forget to create a specific and visible area for **policy-makers**
- Deliverables should be uploaded to the website





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Acknowledgement of the funding organisation

- **Never ever** forget to tell people we are funding the project
- Mention the European Commission as the funding organisation:

7th Framework Programme for Research (logo)

– Socio-economic sciences and Humanities

in all deliverables, publications, books, etc.

AND NOT JUST AS AN AFTER THOUGHT AT THE BOTTOM OF THE LAST PAGE

- Do it in a complete, correct and appropriate manner
- **PLEASE PAY VERY SERIOUS ATTENTION TO THIS MATTER IN ALL CASES**

