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# A strategy to implement communication and dissemination of project results towards the policy-makers and the general public



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# Road map for a communication and dissemination strategy

## From the start of the project:

- Defining **clear objectives** (including expected measurable results)
- Establishing **target audiences**
- Elaborating **key messages** (tailored to target audiences)
- Identifying the appropriate **partners**
- Selecting the appropriate **channels and tools**
- Planning an **activity programme**



# Strategy :: Objectives

- 1● **Stimulating a debate on research policy issues**
  - enabling researchers to share their findings with stakeholders
  - providing a forum in which a variety of stakeholders can participate in a dialogue



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# Strategy :: Objectives

## 2● Stimulating a wider public interest

- getting issues raised by research on the policy agendas at local, regional, national and European levels



# Strategy :: Target groups

- 1● **Research community** (in the widest sense)
- 2● **Policy makers** (at local, regional, national and European level)
- 3● **Citizens** (via information multipliers and opinion makers)

**Policy makers are:**

Commissioners  
Members of the EP  
Ministries  
Regional authorities  
NGOs



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## Strategy :: Key messages



**The key messages are to be tailored to  
the different target groups !**





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## Strategy :: Appropriate tools

Here is a first **non-exhaustive** list:

1. Publications
2. Web site
3. Events and exhibitions
4. Media relations
5. Networking



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# Building policy-relevant projects :: key performance areas for coordinators

## Project coordinators should be able to:

- Put the policy-usefulness of the research findings to the forefront of their objectives and their work programme;
- Ensure contacts with the world of policy-making;
- Develop more subtle ways of engaging with the broader public;



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# Building policy-relevant projects :: key performance areas for coordinators

- Develop a programme and a methodology of dissemination of results over the lifecycle of the project;
- Reflect in terms of new added-value of the research;
- Prepare “attractive” policy briefs.



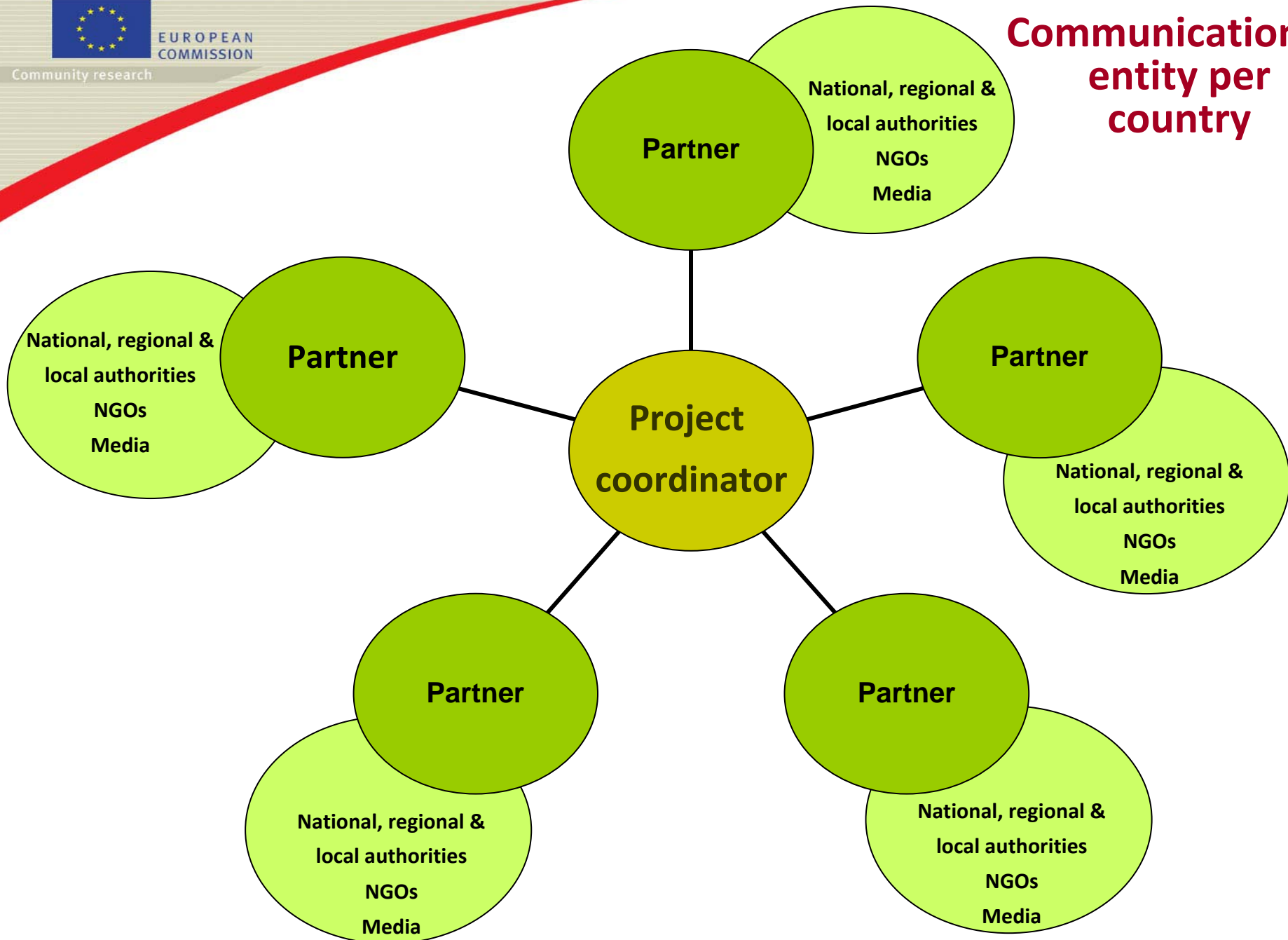
# Building policy-relevant projects :: key performance areas for coordinators

**Main  
conclusion**

**Enhanced and ongoing engagement between researchers and end-users at every stage of the project life cycle is necessary in order to maximise project impact and ensure its policy-making relevance.**



# Communication entity per country





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**THANK YOU FOR YOUR ATTENTION!**

