Horizon Results Booster Dissemination Modules

Info Session | 17th of November 2022

Prepared by Nicholas Ferguson

An initiative of the European Commission

- Who we are

- Summary of Dissemination modules

- Practical examples of HRB applicants

- The modules in more detail

HRB Dissemination Modules

- **Why?** Support researchers and projects to collaborate and form clusters through joint dissemination activities

- **Who?** All types of ongoing or completed EC-funded projects:

  Marie Curie, European Research Council, Research & Innovation, International Training Networks…..etc

- **When?** – Apply and start any time with up to 4 months of support available

- **What? –** Expert support from dissemination specialists and tangible outputs for use beyond HRB services

- **How?** – 2 specific dissemination modules

Service providers: Experts in R&I dissemination

Trust-IT Services
Communicating ICT to markets

ICONS

www.trust-itservices.com   www.icons.it

Module A
Results Portfolio
35 days

Project Group identified & formed
New connections & synergies
Joint dissemination actions

Module B
Joint Dissemination Plan & Delivery
120 days

Plan of action
Joint dissemination materials
Online training
Dissemination actions
e.g. workshop/policy brief/online portfolio

Services offered free of charge to the applicant project with HRB team funded by EC
Limited effort from applicant required | Return on effort high

Three examples of how we have helped projects

Cementing an existing network

- Forest wood and construction

➢ *We are supporting the **clustering and collaboration of 18 projects**. However, for more effective implementation and dissemination of results, additional professional support is very welcome and, in fact, needed for **tangible scientific research results to successfully reach relevant and diverse target audiences**.*

Targeting challenging stakeholders e.g. adopters of results

- Cybersecurity

➢ ***Identify and collaborate with other research activities** around our cybersecurity priorities. In particular, cyber-ranges, education and training, understanding the threat landscape*

Broadening horizons and networks

- Climate change on Meditteranean ecosystems

➢ *As a result of the **pandemic situation** many restrictions have prevent us from carrying out most of the dissemination activities that we planned to perform in the proposal of our project. Although we did our best to compensate for this by reaching citizens via social media or on line activities, we feel the HRB service could **help us reaching our goals of properly disseminate the results of our project**.*

Extremely flexible and tailored approach to each applicant project(s).
Real effort on our side to make the right connections and suggest the right activities.

Cementing an existing network

AT A GLANCE

Project Group: 18 projects clustered

»» Mapping of KERS, identification of stakeholders, joint video & flyer, catalogue webpage and policy brief development

»» A catalogue of the PG's key results (59 in total) now exists online with short descriptions, relevant links, and contact points

»» PG now has a unified policy position summarized in an easily understandable reference document

FOREST VALUE - *Promoting innovation and competitiveness to transform from a resource-intensive to a knowledge-intensive, productive, resource-efficient and resilient sector.*

ERA-NET Cofund Action

PDESA, PDESB

2017 - 2023

Ministry of Agriculture and Forestry of Finland

Mika Kallio, Ministry of Agriculture and Forestry of Finland

"An opportunity for us to learn how such a large PG can come up with a joint results portfolio and actually link projects together"

www.forestvalue.org

Joint Online Catalogue of Results

Policy Brief

Video

Fact sheet

![HORIZON RESULTS BOOSTER]

CONCORDIA - *Interconnect all of Europe's cybersecurity capabilities into a network of expertise to help build a secure, trusted, resilient and competitive ecosystem*

RIA – Research and Innovation Action

PDESA, PDESB

2019 - 2022

Masaryk University

Martin Horak, Masaryk University

I would like to express my gratitude to the whole team for the initiative, effort and a great looking final policy brief. I hope we can continue the great cooperation and possibly organise a final clustering event between our projects "Damir Haskovic MINDS & SPARKS & FORESIGHT

www.concordia-h2020.eu

Targeting potential users of results

AT A GLANCE

Project Group: CONCORDIA, SPIDER & FORESIGHT

» Training the European workforce of tomorrow with a network of cyber range capabilities

» Facilitating CONCORDIA to engage with other Cybersecurity projects on the specific topic of expanding the use of cyber ranges for SMEs

» Webinar delivery and 360 support with 120 participants, live polling, social media campaign and joint policy brief

Project Group definition & strategy

Webinar planning, recruitment & delivery

Social media campaign

Joint video and factsheet

Post-event policy brief disseminated by the EC

Cyber Ranges for a Resilient Europe

Live polling & post-event adoption survey

6

HORIZON RESULTS BOOSTER

Med-N-Change - *Assessing the interactive effects of Nitrogen addition and climate change on soil processes through the biological soil crust in Mediterranean ecosystems*

EXCELLENT SCIENCE - Marie Skłodowska-Curie Action

PDESA, PDESB

2019 - 2022

Centre for Ecology, Evolution and Environmental Changes, Faculdade de Ciências da Universidade de Lisboa (Portugal)

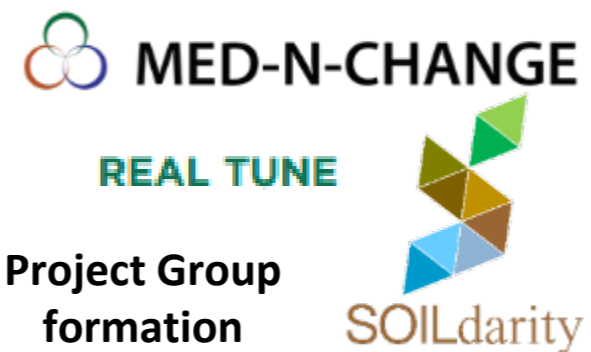Lourdes Morillas, PhD. Principal investigator

www.mednchange.weebly.com

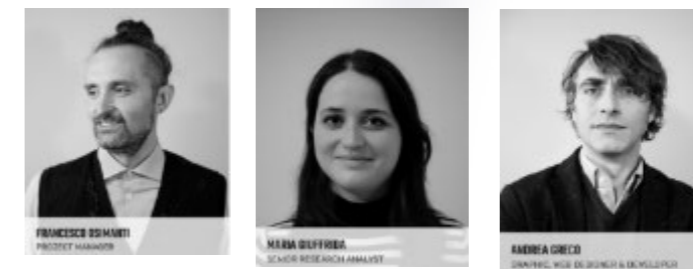# Broadening horizons and networks

AT A GLANCE

Project Group: Med-N-Change, SOILdarity & REAL TUNE

» How biocrust-forming organisms influence soil processes when subjected to atmospheric nitrogen deposition and/or climate change.

» Creating new partnerships with SOILdarity (CSA) leading to greater outreach opportunities and leveraging their network

» Continuous strategic support for online dissemination, online training, Social media campaign, workshop delivery

Project Group formation

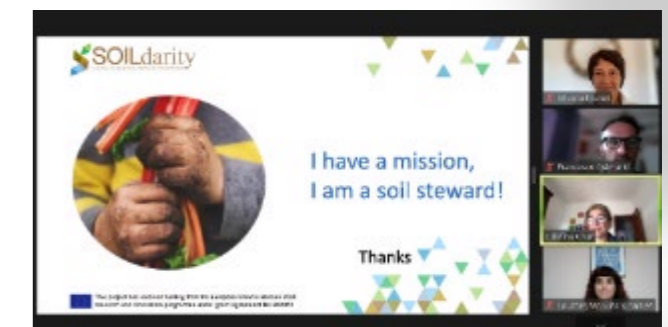**Personalised strategic support for online dissemination strategies**

Online dissemination training

Video pill & factsheet

Social media campaign

Workshop delivery 30+ participants

7

HRB Dissemination Modules

Module A
Results Portfolio

Duration: 35 days

- Identification of the Project Group → Identify and invite other projects
- Data collection → Sharing specific information
- Set up of online meeting → Establishing new connections
- Mapping of results & stakeholders → Commonalities & Recommendations
- Final report → Results portfolio report

Module B
Dissemination Plan & Delivery

Duration: 120 days

- Definition of joint communications plan → Action plan
- Design & delivery of joint fact sheet & video pill → Joint identity & material to use immediately
- Online training → Improving skill set
- Support to deliver up to 2 joint dissemination activities →
  - Results portfolio
  - Online workshop/webinar
  - Social media campaign
  - Policy brief
  - Strategic support

Simple and quick application to start right away

HRB offers support to…..

➢ Address difficult to achieve dissemination objectives/KPIs.

➢ Become the mover and shaker creating a new cluster and aligning on activities.

➢ Cluster with other researchers or projects on topics or activities in common.

➢ Share knowledge, expand networks and increase opportunities for collaboration and responding to future calls.

➢ Jointly address more challenging Stakeholders through EC-approved activities e.g. Policy brief.

➢ Leverage each projects/researchers' networks, communication channels and expertise.

➢ Co-organise of online/offline events or workshops to leverage cross-pollination and effectively showcase PG's outcomes and results.

➢ Get professional help in the creation of tangible and well-created dissemination items e.g. fact sheet & video pill.

Quick and easy to apply | Limited effort for researcher/project
Great opportunity to increase impact through dissemination

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www.horizonresultsbooster.eu

HORIZON
RESULTS
BOOSTER

An initiative
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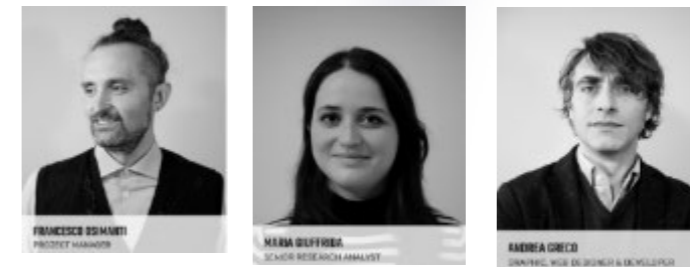
Broadening horizons and networks

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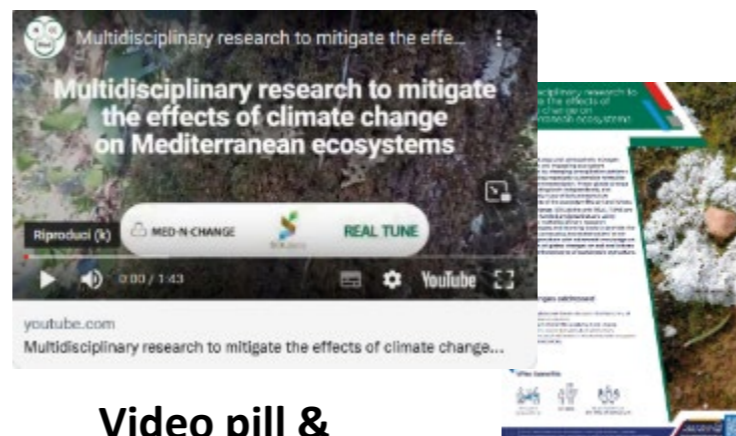» Continuous strategic support for online dissemination, online training, Social media campaign, workshop delivery

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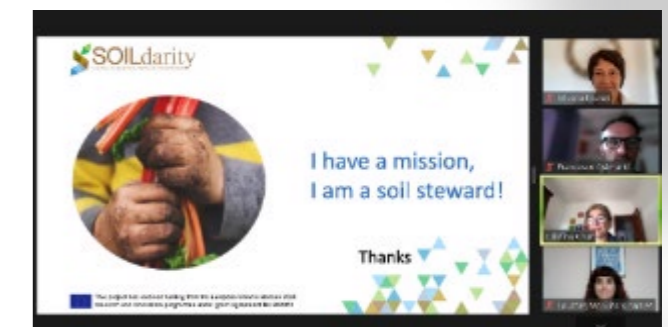**Personalised strategic support for online dissemination strategies**

Online dissemination training

Video pill & factsheet

Social media campaign

Workshop delivery 30+ participants

Capacity Building Course

➢ Based on the gaps & needs identified during the convergence call, the Service Team will:

- Prepare standardised and tailored course content
- Upload the capacity building course in the IB platform

➢ The capacity building will include both prescriptive learning and real-case tasks tailored to the PG, thus providing a concrete value and pay-off in respect of practical use.

➢ The capacity building is organised around **three training packages** which will be completed in a self-study online mode enabling participants to complete them in their own time:

1. **Training package A. Strategy**

2. **Training package B. Implementation**

3. **Training package C. Monitoring**

➢ The training material will be available on the Workspace for 15 days during which the Service Team and it is supposed to start after Day 61 (with flexibility)

Joint dissemination outputs
Pick and choose up to 2 Dissemination Expert Packages (DEP)

➢**DEP 1: On-tap strategic guidance ("ad hoc" support)**

➢**DEP 2: Copywriting and content creation**

➢**DEP 3: Communicating to Policy & Decision Makers**

➢**DEP 4: Event Support**

➢**DEP 5: Social Media Presence**

➢**DEP 6: Customised Package**

Overview of the 6 Dissemination Experts Packages – Part 1/3
(expected Start at day 61 but flexibility admitted) - Pick and choose up to 2 DEPs!

➢**DEP 1: On-tap strategic guidance ("ad hoc" support)**

The Service Team will provide continued support to the PG through the following actions:
- Monitoring & Counseling on task delivery
- Maximum of 3 conference calls to track activity and provide guidance
- Regular email contact with task leaders
- Feedback on dissemination progress and outputs
- KPI set up and monitoring

➢**DEP 2: Copywriting and content creation**

The Service Team can support in the writing of specific content items:
- 1 joint website page presenting the project group and results
- Collection and editing of service-offer type texts from all projects in the PG
- 1 PG overview text which can serve as a news-piece
- Proof-reading and editing of content created by PG
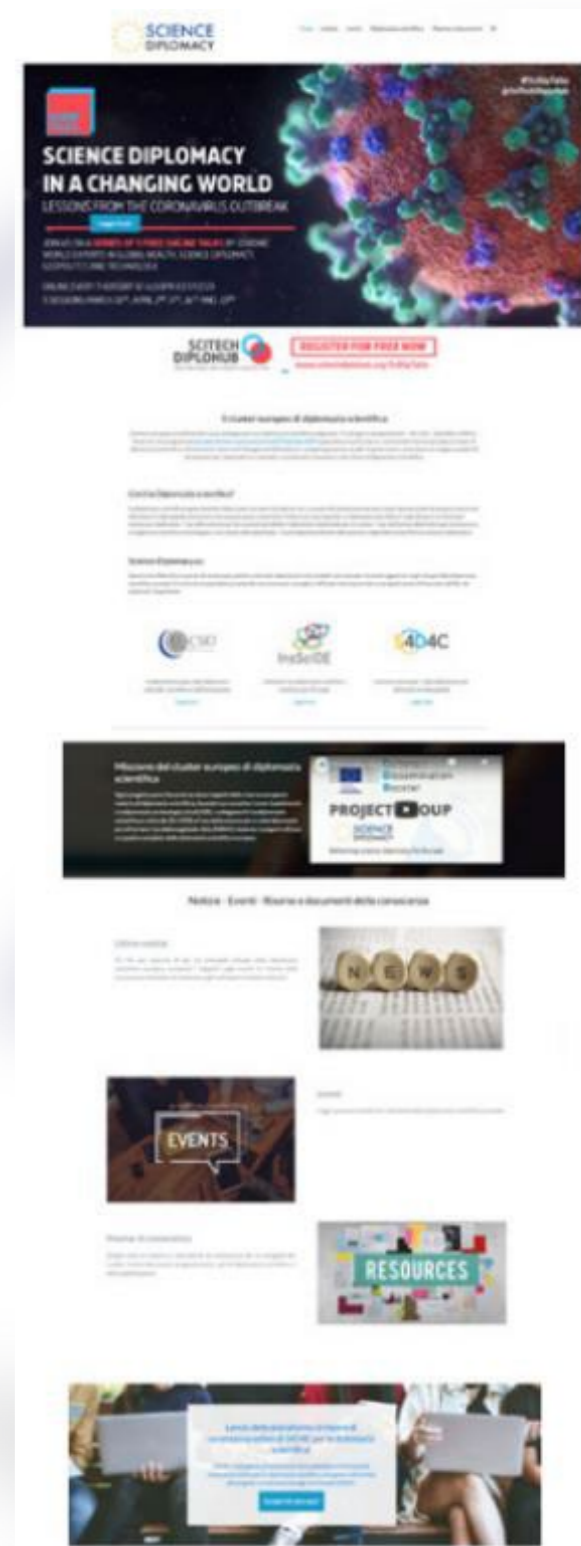
Joint Webpage example

Overview of the 6 Dissemination Experts Packages – Part 2/3

(expected Start at day 61 but flexibility admitted) - Pick and choose up to 2 DEPs!

> **DEP 3: Communicating to Policy & Decision Makers**

The Service Team will support the PG in preparing a policy brief document:
- Support in identifying related policy priorities
- Copywriting and message sharpening
- 3 Conference Calls to manage the document
- Creation of a professionally designed booklet/Policy brief ready for dissemination

> See examples <u>here</u>.

> **DEP 4: Event Support**

The Service Team provides various type of support for event organization and management:
- Agenda design & logistics (creation of an official banner or collaterals, media kit support & advice)
- Promotional Campaign through Social Media and Stakeholder's network
- Messaging and recruiting speakers and participants
- Tangible event outputs (i.e. post-event reports, live twitting, social media broadcasting, interview's editing..)

Policy brief booklet (example)

Overview of the 6 Dissemination Experts Packages – Part 3/3
(expected Start at day 61 but flexibility admitted) - Pick and choose up to 2 DEPs!

➢**DEP 5: Social Media Presence**

The Service Team provides support for dissemination through social media channels:
- Set-up social media accounts (if needed)
- Social Media Management (fortnightly)
- Social Media engagement
- Sponsored Campaigns

  ➢ Kpi Setting and Monitoring (Flash Report set-up)

Twitter Cards for Social Media campaign (example)

➢**DEP 6: Customised Package**

The PG can select any of the above options and the Service Team will allocate resources accordingly:
- Composition of any of the abovementioned activities