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CSA to support FET communication

CSA for FET Communication in WP14-15

- ***FET Communication****: collecting, aggregating and disseminating information from the entire range of FET projects and activities, and using an appropriate mix of channels and formats, including activities to reach stakeholders well beyond the research communities (including the public at large), and visibility at well-selected events.*
- *1 project: grant of 0,3 to 0,5 M€*

FET Communication objectives

1) Increase visibility of FET – Get FET visible on the EU map!

E.g. benchmark:

FET to reach the visibility of ERC, ESA, CERN, NSF, Darpa, ERASMUS

Every researcher and research policy maker in Europe should know about FET

FET should reach out beyond ICT => New H2020 mandate for FET

2) Establish FET as an essential actor in EU R&I

E.g. benchmark:

FET in major EU R&I debates (e.g. EU IC, ESOF) and scientific events (e.g. ESOF, AAAS)

Top influential researchers and policy makers standing up for FET (e.g. Nobel prize)

Active collaboration with other relevant research program / funders & innovation actors

3) Promote its high-reputation for excellence & impact

E.g. benchmark:

FET stories that can change our lives and that can make it to the top news (e.g. Cyberhand)

FET in Nobel prize and prestigious awards

FET partner of high potential start-up & high-tech SMEs

FET supporting high potential young researchers

erc
European Research Council
Established by the European Commission

European Commission
ERASMUS
MUNDUS

FET targeted audiences

1) *All* researchers in Europe…and beyond
   - **Firstly from academia & research lab.**
   - **Also industry, including high-tech research SMEs**
   - **Special attention to young researchers**
   - **X disciplinary & going beyond ICT**
2) Influential policy makers
   - **EU research policy makers (e.g. MEP, Council, EU, National rep. & other influential actors)**
3) "Peers" / other research & innovation actors
   - **EU & national level, other non EU program (e.g. NSF)**
   - **VC, BA?**
4) EU citizens

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FET message

"FET is instrumental for Europe to lead the exploration of technologies that matter for our future"

- FET is exciting research for exciting future technologies
- FET is an essential actor in EU research & innovation
- FET research aims at establishing Europe as a world-class leader in future technologies
- FET opens the path to new industrial and business opportunities
- FET explores novel and high risk ideas that can foster radically new technologies
- FET research builds on interdisciplinary scientific excellence
- FET research is of (long-term) benefit for citizens and society
- FET is fostering new collaborations and new research communities across Europe

FET presence today

- **Social media presence**
  - Twitter @FET_EU (~1500), @FETFlagships (~1000)
  - Facebook (FET ~350/ Flagship ~600)
- **FET Newsletter** ~4 to 5 per year - ~10,000 subscribers
  - FET Research policy & funding opportunities
  - Promotion of FET projects activities, achievements and events

- **Website**
  - FET on Digital Agenda for Europe (DAE) website E.g. Portfolio of projects, FET community, consultation, event, press, news items, hosting bloggers
  - FET on H2020 website for research (New!) - Phasing out of CORDIS (FP7 legacy)
- **Info days & conferences**
  - FET Information Days at EU level or in MSs (NCP network)
  - Organisation of conferences (e.g FET 11 conference) and workshops
  - Presence in targeted scientific or policy related conferences
- EU **Press releases/memo** e.g. Flagship launch, launch of FET consultation
- **Publications**
  - FET presence in CORDIS Research*EU & in H2020 magazine
  - FET publications e.g. project compendium, WP (mainly for visitors)
- **FET projects & communities media presence !**

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FET core sources of information

1. FET projects activities, achievements and events
   - **~ 250 research projects running**
   - **2 very large 10 years flagship initiatives (HBP & Graphene)**
   - **1 PPP for the HPC initiative**
   - **Coordination and Support Actions**

   Rk: In the future the FET-Open projects will be managed by REA
2. FET program activities, achievement and events
   - **'FET model' with its 3 'funding schemes'**
   - **Funding opportunities, consultations, conferences…**
3. FET policy and its impact
   - **FET & Innovation**
   - **FET & international cooperation**
   - **FET impact on science, technology & society…**
4. Others: On-going research relevant to FET but no necessarily funded by FET, activities from other funding agencies…

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Potential areas of activities (indicative)

- **FET communication strategy**
  - revisiting of 'FET brand', Mapping of FET stakeholders & establishing com. baseline/targets, monitoring com. impact
- **Building up an enlarged & engaged FET community**
- **"Promotion campaign" towards R&D researchers in EU**
  - Raise visibility of FET in the R&D community, get new participants into FET programme, Reach out to new disciplines, reach out to cross-disciplinary & techno oriented communities
- **FET going local initiative**
  - FET showcase exhibition going around Europe? Local mini-FET conference to complement FET Conference?
- **Raising up FET presence in the media**
- **Raising up FET presence in influential conferences**
  - E.g. ESOF, AAAS, Global Research Council
- **A FET-TED conference or similar**
- **Building up a 'FET ambassador' network**
- **Harvesting FET stories for feeding dissemination results /breakthrough**
  - Project success stories (e.g. Cyberhand) & Individual stories ('FET changed my life')
- **Amplifying dissemination of FET messages to reach out further**
- **Reaching out and engaging with citizens**
  - E.g. Piggy bag on existing local event & EU events such as the 'Week of Science', 'Science café', 'Art & Science' initiatives
- **Provide communication coaching to FET projects**
- **Targeted action towards policy makers?**
  - E.g. Piggy bag on existing local event & EU events such as the 'Week of Science', MEP exhibition/event?

....it's up to you to propose and deliver something concrete that can have an impact...