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Communication/Outreach and Dissemination

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Disclaimer: the information provided in this presentation is not legally binding
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1. Contractual obligation
38.1 Communication activities by beneficiaries
38.1.1 Obligation to promote the action and its results

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner". [...] 

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Agency.
GA Article 38.1 (Continued)

38.1.2 Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- Use EU emblem

High-resolution emblems are available here
http://europa.eu/about-eu/basic-information/symbols/flag/

- Use text as indicated in GA

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No [number].
GA Article 29.4 Information on EU funding — Obligation and right to use the EU emblem

Unless the *Agency* requests or agrees otherwise or unless it is impossible, **any dissemination of results (in any form, including electronic) must:**

- **Use EU emblem**
  
  High-resolution emblems are available here  
  http://europa.eu/about-eu/basic-information/symbols/flag/

- **Use text as indicated in GA**

  *This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No [number].*
Acknowledgement of EU funding in other articles in the GA

- PROTECTION OF RESULTS — VISIBILITY OF EU FUNDING - Information on EU funding (Art. 27.3)

- Results that could contribute to European or international standards — Information on EU funding (Art. 28.2)
2. Why communication is important?
Why communication is important?

- Accountability – taxpayers' money
- Awareness about the specific research domain
- Relates to EU political priorities/goals
- Research has an impact on our lives
- Shows the EU role in the society
<table>
<thead>
<tr>
<th>Communication/Outreach</th>
<th>Dissemination</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the <strong>project</strong> and <strong>results</strong></td>
<td>About <strong>results only</strong></td>
</tr>
<tr>
<td><strong>Multiple audiences</strong> Beyond the project's own community (include the media and the public)</td>
<td><strong>Audiences that may use the results</strong> in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</td>
</tr>
<tr>
<td><strong>Inform</strong> and <strong>reach out to society</strong>, show the benefits of research</td>
<td><strong>Enable use</strong> and <strong>uptake</strong> of <strong>results</strong></td>
</tr>
<tr>
<td>Grant Agreement art. <strong>38.1</strong></td>
<td>Grant Agreement art. <strong>29</strong></td>
</tr>
<tr>
<td>Starts at the beginning of the project</td>
<td>When results are available and even after the end of the project</td>
</tr>
</tbody>
</table>

**Communication/Outreach ≠ Dissemination**
3. Recommendations for good communication/outreach activities
Recommendations for good communication/outreach (1/2)

- Start at the beginning of the project, continue through the entire project's lifetime
- Plan **strategically**
- Identify/Set **clear communication objectives**
- Target **audiences** beyond own community
- Choose **pertinent messages**, according to the audience
- Use the right medium and means
Recommendations for good communication/outreach (2/2)

- Communicate research in a way that is **understood by non-specialist**, e.g. the media and the public.
- All **beneficiaries** should be involved in the outreach activities.
- **Fellows** should implement the outreach activities.
- **Document** the outreach activities (with short articles, blogs, photos, tweets, etc).
- Be **innovative** and think out of the box.
Inform asap your Project Officer about:

- Important press releases
- Important events that will receive media attention
- Innovative outreach activities
- Awards of the fellows
- Important publications
4. Examples of communication/outreach activities
1. Interact/Follow EU social media Channels

- Facebook: Marie Skłodowska-Curie Actions

- Twitter accounts: @MSCAActions @EU_H2020 @EUScienceInnov

Tips:

- **Interact** with the above twitter accounts and your followers

- Use these **hashtags** to have a bigger impact: #MSCA #MSCAJobAlert #ResearchImpactEU #H2020

- Find other appropriate accounts/hashtags for your **specific scientific domain**

- **Ask fellows** to use twitter and other social media
Examples of interactions in twitter

- @DiStrucITN Newsletter 4
  mailchi.mp/db6bac67b309/d...
  @OxfordChemistry @OxfordPhysics
  @Colldense_ITN @MSCActions @CORDIS EU

- @answer_itn
  ESR 8 of @answer_itn project, is currently
  seconded at HighChem in Bratislava,
  Slovakia. Đorđe is performing non-target
  screening in order to identify transformation
  products and/or metabolites of antibiotics in
  vegetables. #ResearchImpactEU @EU_H2020

- Marion Roulet
  We are bringing our #outreach workshop
  "Nature matters" about #materialscience at
  @EdSciFest on 6th-8th April 2018! More
  #scimom info to come! With
  @Colldense_ITN @DiStrucITN @PhysAstroEd
  @S4P_no_profit @MSCActions
2. Participate to Science Fairs

- **Researchers' Night** events in Europe
  [https://ec.europa.eu/research/mariecurieactions/about/european-researchers-night_en](https://ec.europa.eu/research/mariecurieactions/about/european-researchers-night_en)

Other examples:

- **Science on Stage** festival, Debrecen, Hungary

- **Cambridge Science Festival**, UK
  [https://www.sciencefestival.cam.ac.uk/](https://www.sciencefestival.cam.ac.uk/)

- **Science Festival TU/e**, NL

- **Athens Science Fair**, GR
3. Project videos and/or animations

- **ETN Socrates**
  https://www.youtube.com/watch?time_continue=6&v=9ilrNeKG4D8

- **New-MINE ETN**
  https://www.youtube.com/watch?time_continue=10&v=8pkGfARjPao

- **SCAVENGE ITN - Sustainable Cellular Networks Harvesting Ambient Energy**
  https://www.youtube.com/watch?v=wUitmkw2CI4

**Tips:**
- Subtitle the videos
- Use a scenario
- Make them with professional assistance (preferably)
- Language should be appropriate and simple
4. Activities at schools

**AMVA4NewPhysics**

**Art and Science**

[https://amva4newphysics.wordpress.com/2017/05/23/art-science-1-sub-lime/](https://amva4newphysics.wordpress.com/2017/05/23/art-science-1-sub-lime/)

Students tried to simplify the visual description of a particle collision and have used recycled materials in our assembly.

**The Higgs Boson’s Symphony**

5. Blogging by the fellows

INFRASTAR
@INFRASTAR_ITN

"Training week #2 at EPFL"... Read the new blog post by @EU_H2020 @MSCAActions #ESR Bartek @epflENAC #ITN @INFRASTAR_ITN buff.ly/2ApZEGa

12:25 am - 30 Nov 2017

COSMIC
@ETN_COSMIC

Have a look at our latest blog about "Interdisciplinary Aspects of Continuous Sono-Chemical Pharmaceutical Crystallization" cosmic-etn.eu/interdisciplin... @MSCAActions #MSCA #MSCAjobalert #ResearchImpactEU

8:09 am - 29 Nov 2017
6. Participate to the campaigns promoted by the EU

Currently running: **Video campaign**: Deadline Friday 30 March 2018

7. Other activities

**IMPRESS: Children's book:**

**IsoNose: Comic book**
5. EU resources for communication in H2020
Outreach and Communication Activities in the MSCA under Horizon 2020

Guidelines

MSCA Fellows are expected to engage in outreach activities as an integral part of their fellowship. Below is a non-exhaustive set of practical outreach activities that MSCA Fellows could consider for their project:

- Difference between communication and outreach
  - Outreach and communication activities are related, but are not the same and a good MSCA project should include a mix of both.

- Outreach activities are meant to engage a large audience and to bring knowledge and expertise on a particular topic to the general public. Outreach activities can take several forms, such as school presentations, workshops, public talks, and lab visits, etc. The objective of outreach is to explain the benefits of research to a larger public (the taxpayers who fund your research). Outreach implies an interaction between the sender and the receiver. It involves some form of engagement and a two-way communication between the researcher and the public.

- Communications, on the other hand, only goes in one direction from the sender to the receiver. Communication refers to articles in mainstream newspapers and magazines, or on TV and radio channels. Successful communication requires a clear language and attractive scientific subject with outstanding results that can catch the media’s attention.

The European Commission is aware that not every MSCA researcher is undertaking research of relevance to the mass media. You can start small and internal having your research published in your local newspaper. Researchers should be able to explain their project to the large public in accessible language. Imagine having to explain what you do to fellow commuters on your daily trip to work.

Possible activities

In order to give visibility to MSCA projects, fellows could take part in outreach activities such as:

- Marie Skłodowska-Curie Ambassadors: Fellows acting as “Ambassadors” organise activities with the aim of promoting their research to all public audiences. MSCA researchers visit schools and universities or assist educators in the development of an outreach strategy.

Communicating EU Research & Innovation - Guidance for project participants

Videos "What is Science Communication?" - The EU Guide to Science Communication

https://www.youtube.com/watch?v=4E8rXg3Nv7U
Thank you for your attention!

http://ec.europa.eu/mariecurieactions
Interview with Kip Thorne (Nobel prize 2017 for gravitational waves – Science adviser for the film Interstellar)

Q: Given your involvement in outreach and in the movie Interstellar, what is the personal reward that you get from the science communication activities and your research?

- "One personal reward is the joy of working closely with brilliant and creative people who are not scientists."
- "Another reward has been our success, through Interstellar, in increasing enthusiasm for science among the general public, especially young people. With this movie, I reached 100 million people with my message of the beauty and power of science."

https://ep-news.web.cern.ch/content/interview-kip-thorne