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UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Progettare la ricerca in Europa: Valorizzazione dei risultati della ricerca Attività di Comunicazione e Disseminazione

Corso di formazione complementare per Dottorandi 2018

Aula Convegni

Dipartimento di Giurisprudenza Via San Geminiano 3, Modena

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Università degli Studi di Modena e Reggio Emilia

Ufficio Ricerca internazionale – International Research Office

Direzione Ricerca e Trasferimento tecnologico



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Agenda

- 1. *Introduzione***: progettare in Europa -
impatti e comunicazione
- 2. *Non banale***: *quale comunicazione pianificare* -
Attori, strumenti, costi - Esempi
- 3. La *sezione «IMPACT»*** dei progetti in H2020: elementi di
progettazione ed esempi
- 4. Le *vostre domande* e le *vostre idee***



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Excellence, Impact, Implementation

- It is essential that the **public investment in the research activities is converted into socio-economic benefits** for the society
- Project **proposals evaluation** in Horizon 2020, is based on **three criteria** - excellence, **impact**, quality and efficiency of their implementation
- According to the Horizon 2020 Rules for Participation, a **plan for the exploitation and dissemination of results** is necessary and the obligation to submit such plan arises at the project proposal stage



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1

Una cosa che si deve fare perché è giusto così

Gli **IMPATTI** e la **COMUNICAZIONE** di un progetto **non sono** un'appendice da trasformare in un report alla fine del progetto, ma servono a:

- Mostrare **COME** la **collaborazione internazionale** ha raggiunto obiettivi che, singolarmente, non sarebbero stati possibili
- Mostrare **come i risultati sono importanti per la vita di tutti i giorni dei cittadini europei**, con la creazione di posti di lavoro, l'introduzione di nuove tecnologie *utili*, la possibilità di migliorare la qualità della vita
- Rendere ottimale ciò che si ricerca e si innova assicurando che la ricerca sia assunta dai **DECISION MAKERS**, che influenzano a loro volta i **POLICY MAKERS**, l'**INDUSTRIA** e la **COMUNITA' SCIENTIFICA**
- ???

CONTENUTI



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Projecting research in Europe

**Towards the concept of co-production
The community of scientists jumps down of the ivory tower**

Knowledge society

More and more public engagement →

- Science **AND** society (FP6 – 2002-2006):
- Science **IN** Society (FP7 – 2007-2013) a
- Science **WITH and FOR** Society (Horizon2020 – 2014-2020)

More and more need to knowing the publics, mixing methods



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Competenze per comunicare

- Nella fase di ricerca quantitativa di un lavoro pubblicato un anno fa da [Observa 2016](#), un numero consistente dei **ricercatori intervistati** in diversi enti di ricerca (quasi la metà, il 43,6%) ha affermato di **non avere abbastanza risorse personali per comunicare la propria ricerca in modo efficace**.
- Esplorato l'argomento in interviste qualitative è emerso che:
“La comunità scientifica a volte ritiene che pubblicando i propri lavori su riviste scientifiche prestigiose, in qualche modo, magicamente, diventano famosi anche fra il pubblico generico, cosa che ovviamente non è vera”.



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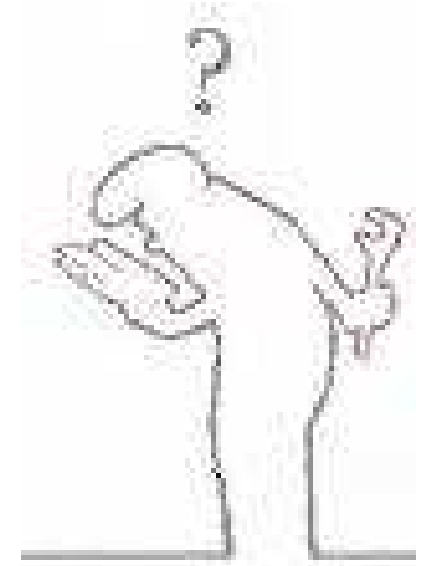
Who and how

- Who is the public?
- Who decides what people should know?

Beginning of this story

30 years ago: “*deficit model*” → better information means better knowledge and, therefore, a **stronger support** to investments in scientific research

- visione del **pubblico come blocco unico**
- i comunicatori sono **divulgatori**
- gli **scienziati** per mestiere **confutano**





Public*

Per produrre buone politiche di comunicazione della tecnoscienza e buona comunicazione è necessario **usare strumenti adeguati ad ogni differente target.**

Pubblici?

- Pubblico generico
- Pubblici particolari, per esempio *bambini e adolescenti*
- *Portatori di interesse*: associazioni (ambientaliste, industriali, di medici e pazienti), gruppi di cittadini (come gruppi di acquisto solidale), partiti politici
- *Amministratori pubblici/decisori politici.*
- *Comunità scientifica*
- *Media...*

CITIZENS

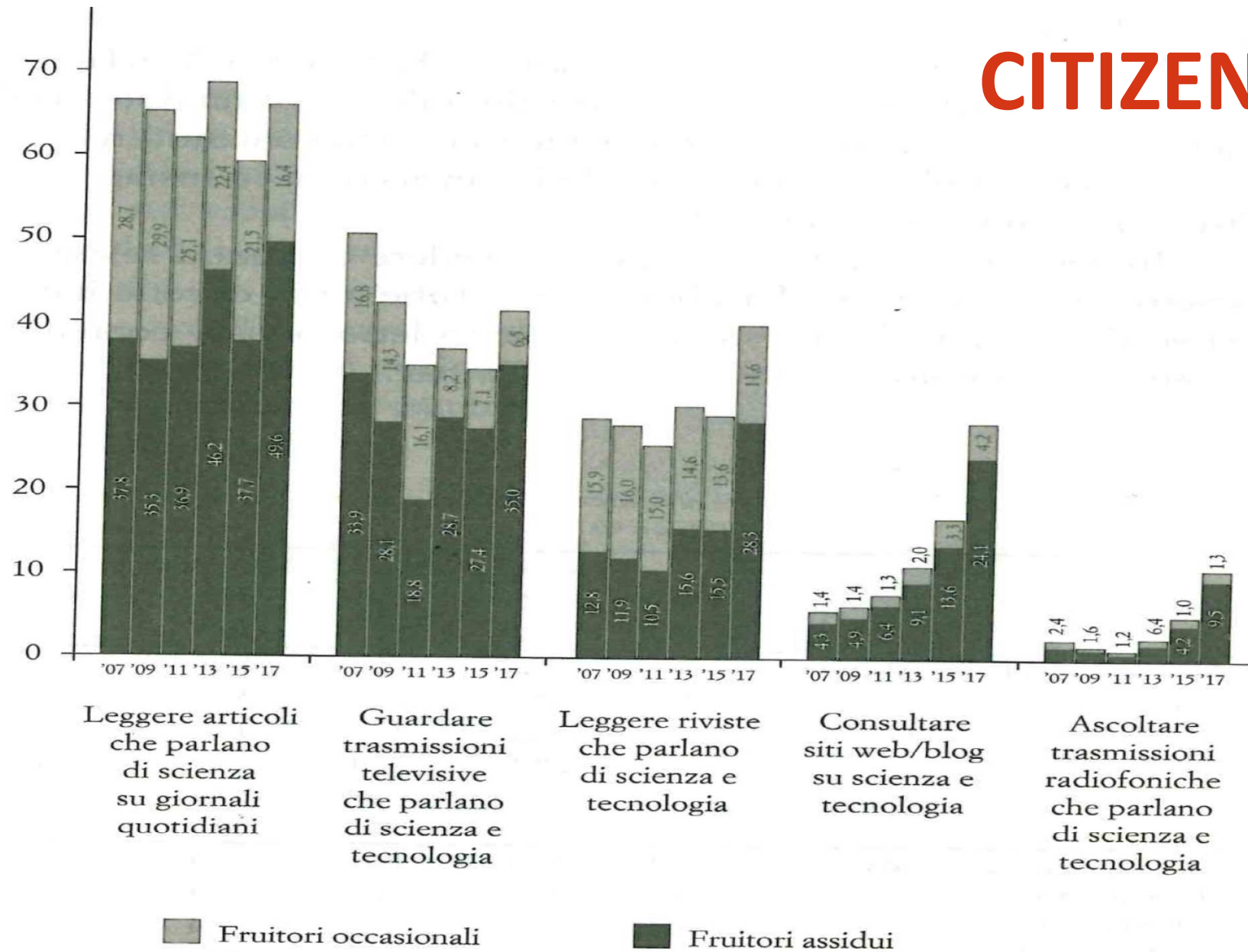


FIG. 1. Esposizione frequente e occasionale alla scienza nei media (% di rispondenti che ricordano il nome della testata letta o del programma seguito; 2007: n=988; 2009: n=1.020; 2011: n=1.001; 2013: n=1.005; 2015: n=999; 2017: n=997).



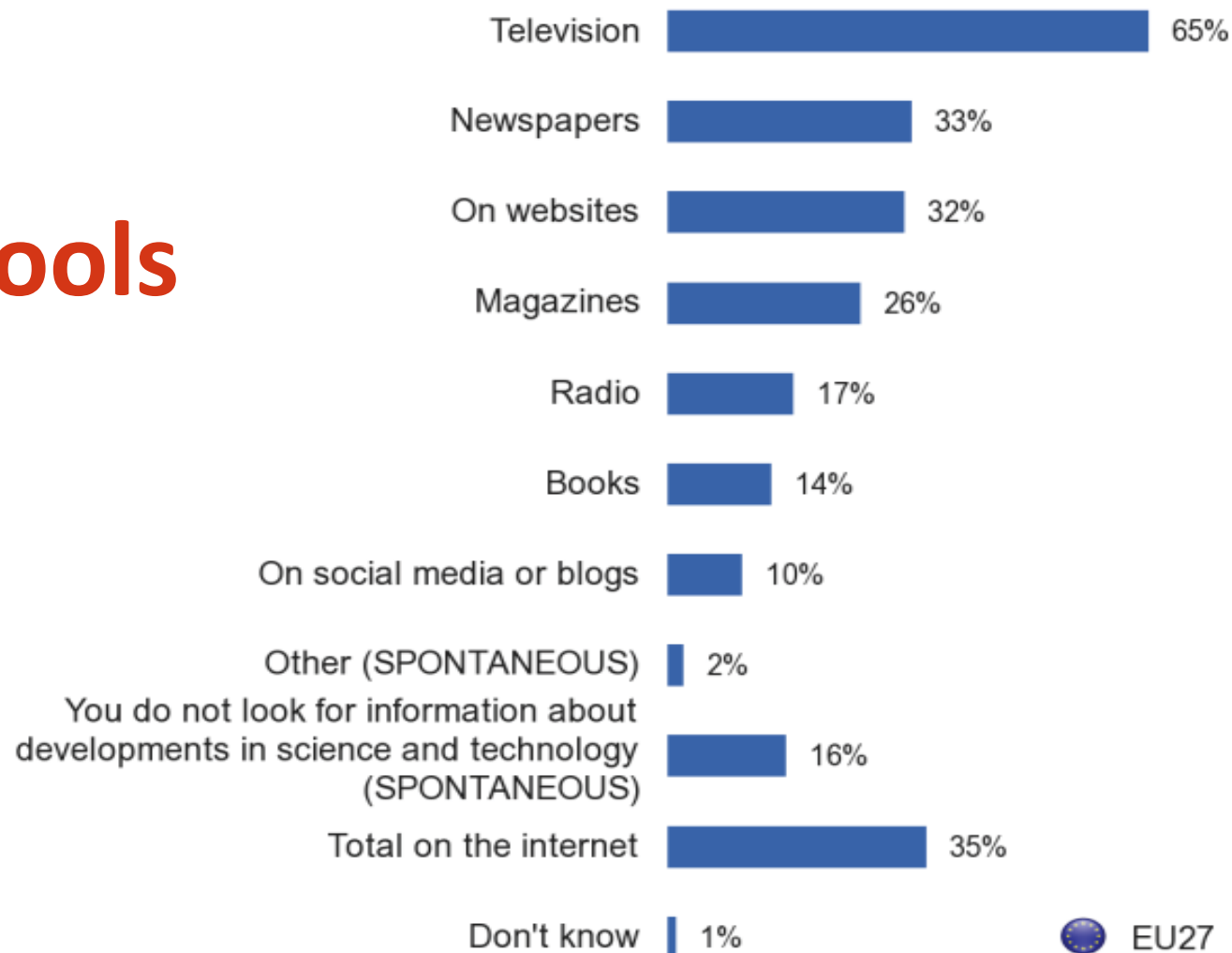
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CITIZENS

1

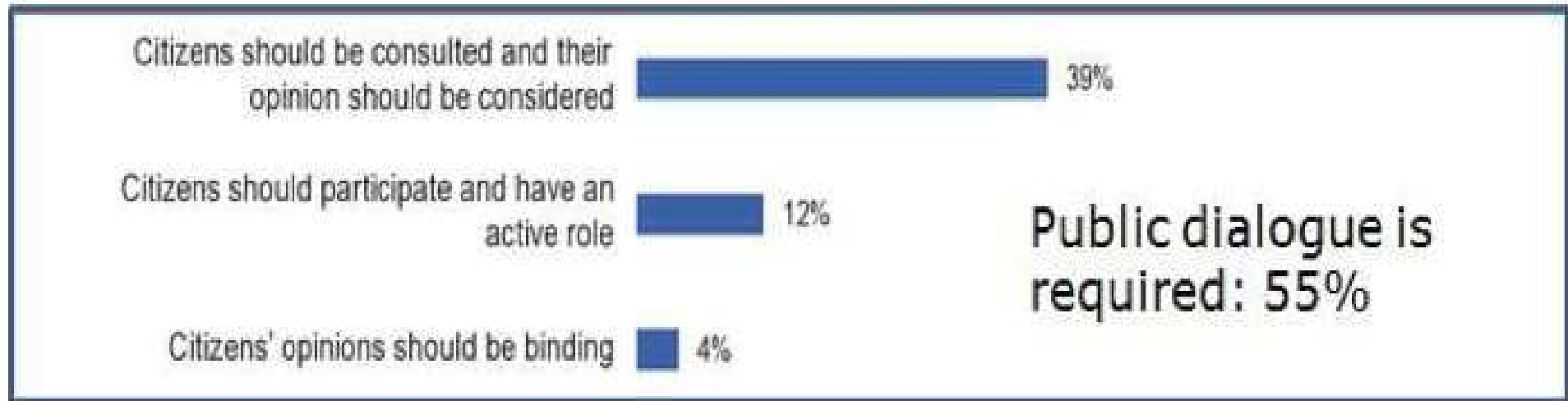
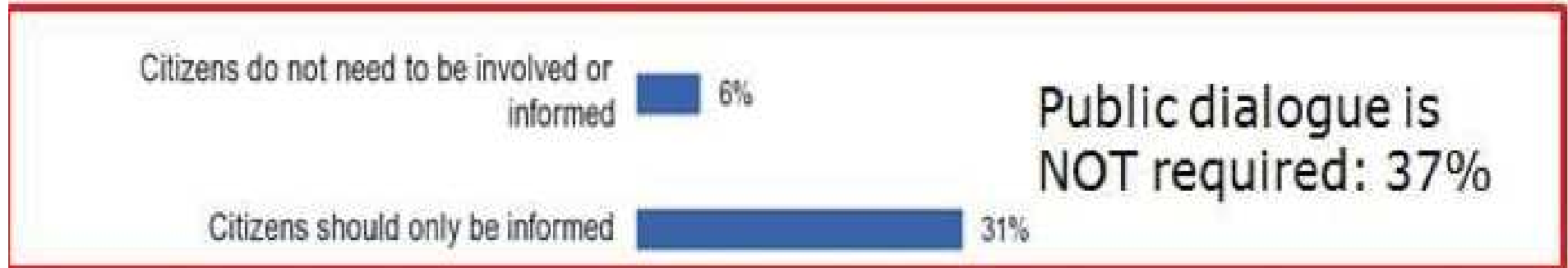
QD4. Where do you get information about developments in science and technology?

Tools



SCIENTISTS

QD6. What is the level of involvement citizens should have when it comes to decisions made about science and technology?



None (SPONTANEOUS) | 1%

Don't know | 7%

SPECIAL
EUROBAROMETER
401/14





Tutto molto interessante

Communicating EU research and innovation guidance for project participants

Progetto SCOOP – *Socio-economic and Humanities Research for Policy*

Un consigliere scientifico a livello europeo ha affermato:

*Certamente influenza il gergo, ma anche il fatto che molto **spesso i risultati sono presentati come importantissimi nel loro ambito disciplinare, senza poi spiegare perché**, senza ricostruire un po' di contesto e allora viene da dire: ok, sono risultati importanti, e allora?*

*Gli scienziati pensano che i loro report scientifici siano importanti, ma lo sembrano probabilmente soltanto per coloro della loro stessa comunità. **Se non sei del campo è difficile farsi veramente un'opinione** di cosa è importante e di cosa non lo è.*



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Section 2 of the H2020 index

b) Communication activities

Describe the **proposed communication measures** for **promoting** the project and its findings during the period of the grant. Measures should be proportionate to the scale of the project, with **clear objectives**. They should be tailored to the needs of different target audiences, **including groups beyond the project's own community**.



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Internal/external Communication

Guidelines Communicating EU research and innovation guidance for project participants

Can your audience help you reach your objectives?

Who has an **interest** in your research?

Who can **contribute** to your work?

Who would be interested in **learning about** the project's findings?

Who could or will be **affected directly by the outcomes** of the research?

Who are not directly involved, but **could have influence** elsewhere?

Does the project aim to address both a **direct audience and intermediaries** to reach more people?

What about the possibility of audiences at **local, regional, national and European level**?

Is the audience **external** (not restricted to consortium partners)?

What do they already know about the topic?

What do they think about it?

Do they need information and/or persuasion?

Have you tested your message?

Necessity to knowing the

15

PUBLICS



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Dissemination and Communication - 1

In the language of the European projects:

Dissemination → e.g. scientific publications, organisation of conferences, creation of a website, including Open Access to scientific publications resulting from Horizon 2020 actions.

“Open Access to scientific publications is a general obligation in Horizon 2020 and proposals must refer to measures envisaged”

Public(s) → ?

Communication and Dissemination -

Communication – H2020 Manual

*With your communication activities you call attention of multiple audiences about your research (in a way that they can be understood by non-specialists) and **address the public policy perspective of EU research and innovation funding***

Checklist

A. Ensure good management

- Have **resources** been allocated (time and money)?
- Did you involve professional communicators?
- Is continuity ensured?

B. Where's the news?

- Use the **right medium and means**



Checklist

C) Evaluate your effort

- Are the **objectives specific and measurable**, rather than vague?
- Does the project envisage **ways of measuring its communication efforts** and impact? For example:

- | | |
|---|--|
| – Evidence of debates in the media | – Number of people asking for feedback or more information |
| – Evidence of new funders for your area | – Number of references in scientific publications |
| – Evidence of transfer of research and innovation into practice (patents, prototypes, licenses) | – Participation in project events and seminars |
| – Number and turnover of new products, practices or procedures developed, based on your research outcomes | – Speaker evaluations from conference presentations |
| – Number of articles in the press | – Survey of end-users |
| | – Trends in website visits |



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Costs

- **Open access publications**
- **Workshops**
- **Final Conference**
- **Participative events (es. Open Space Technology)**
- **Magazines and press**
- **Website**
- **Videos**
- **Role games**
- **Docu-web**
- **Social (maintenance)**

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WP Comunicazione e Disseminazione

WP4					Lead beneficiary	UNIMORE
WP title	Communication and dissemination					
Participant n.	1	2	3	4	5	
Short name of participant	UNIMORE	?	?	?	?	
Person months per participant:	?					
Start month	M1		End month	M36		

Objectives

This WP aims at
WP Leader is..., sharing...

Description of work

Task 4.1: UNIMORE or ?. Communication Plan [Months: M2-M36]

Task 4.2: ?. [Months: M?-M?]

Task 4.3: UNIMORE. [Months: M2-M7]

...

Deliverables (brief description and month of delivery)

D4.1. Communication Plan (M2). *Contents*

D4.2. Website? (M4).

D4.3.

D4.4

...

Milestones:



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Projecting a workshop

Principali voci di costo

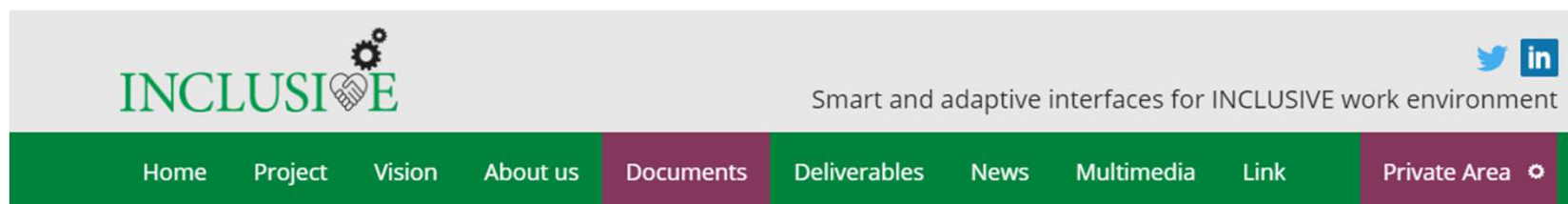
- Ore/persona
- Materiali
- ...



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Examples

<http://www.inclusive-project.eu/>



www.inclusive-project.eu/documents
lanocifixa 23 di 31 | 18 | Italiano (Italia)



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Examples

<https://www.hbm4eu.eu/the-project/>

HBM4EU science and policy for a healthy future

HOMEPAGE > STAKEHOLDERS

- ABOUT HBM4EU
- THE PROJECT
- STAKEHOLDERS
- HBM4EU STAKEHOLDER FORUM
- OUTREACH TO THE EUROPEAN PUBLIC
- HBM4EU PRIORITY SUBSTANCES
- RESULTS
- TRAINING
- CONTACTS
- ONLINE LIBRARY
- EVENTS

STAKEHOLDERS

Engagement with stakeholders, including non-governmental organisations representing environmental, health and consumer priorities, as well as trade unions and representatives of industry, is crucial to the success and sustainability of the HBM4EU project.

An introductory brochure entitled “[HBM4EU An introduction for stakeholders](#)” is available for download. An updated version “[HBM4EU Stakeholder Brochure 2018](#)” has been published in September 2018 and is available as well.

HBM4EU stakeholders play a key role in:

- Understanding societal challenges and needs
- Setting research priorities that address those needs
- Ensuring that HBM4EU activities are legitimate and credible
- Implementing procedures that are transparent and accountable
- Delivering result that respond to societal needs and generate benefits for society
- Acting as multipliers in the dissemination of HBM4EU results

The HBM4EU contact point for Stakeholders, the **Austrian Environment Agency**, is facilitating an on-going dialogue with stakeholders to ensure that a broad range of views are represented in the

CALENDAR | NOV 2018

<< Nov 2018 >>

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

HIGHLIGHTS

JRC Summer School 2019: Non-Animal Approaches in Science – Challenges & Future Directions will be held at JRC Ispra between 21-24 May 2019: [Please find the draft agenda here](#). Applications are open until 15



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Examples

<http://bigchem.eu/>

10010001110000100001000011
CC(=O)CC1=CC=CC=C1C(O)=O
11001010001010000000
CC(=O)N1=CC=CC=C1C(O)=O

Marie Skłodowska-Curie ITN
big data in chemistry + informatics = chemoinformatics

About News Partners Publications Fellows Schools Newsletters Lectures Contact

About

Next BIGCHEM School will be hold within [Chemoinformatics Strasbourg Summer School](#), University of Strasbourg, 25 June - 29 June 2018.

big data in chemistry + informatics = chemoinformatics

The increasing volume of biomedical data in chemistry and life sciences requires development of new methods and approaches for their analysis. This growth contributes to the increasing size of the market for big data, which currently develops six times faster than the overall IT sector, that itself is the driving force for our Information Age era. However, the specialized educational programmes in this area are currently limited and fragmented thus restraining its development.

The BIGCHEM project is a [Horizon 2020 MSC ITN EID project](#), started 01-01-2016, providing innovative education in large chemical data analysis. The innovative research program will be implemented with the target users, large pharma companies and SMEs, which generate and analyze large chemical data as well as will promote technology transfer from academy to industrial applications.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 676434.



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Sezione IMPACT

Guidelines

Please **be specific**, and provide only information that applies to the proposal and its objectives. Wherever possible, **use quantified indicators and targets**.

- Describe **how your project will contribute to:**
 - **each of the expected impacts** mentioned in the work programme, under the relevant topic;
 - any substantial impacts not mentioned in the work programme, that would enhance innovation capacity, create new market opportunities, strengthen competitiveness and growth of companies, address issues related to climate change or the environment, or bring other important benefits for society
- **Describe any barriers/obstacles**, and any framework conditions (such as regulation, standards, public acceptance, workforce considerations, financing of follow-up steps, cooperation of other links in the value chain), that may determine whether and to what extent the expected impacts will be achieved. (This should not include any risk factors concerning implementation, as covered in section 3.2.)

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Full impact

2.2 Measures to maximise impact

- **Dissemination and exploitation of results**

Provide a draft 'plan for the dissemination and exploitation of the project's results'. Please note that *such a draft plan is an admissibility condition, unless the work programme topic explicitly states that such a plan is not required*. Show how the proposed measures will help to achieve the expected impact of the project. The plan, should be proportionate to the scale of the project, and should contain measures to be implemented both during and after the end of the project. **For innovation actions, in particular, please describe a credible path to deliver these innovations to the market.**

- Your plan for the dissemination and exploitation of the project's results is **key to maximising their impact**. This plan should describe, in a concrete and comprehensive manner, the area in which you expect to make an impact and **who are the potential users** of your results.
- Your plan should also describe how you intend to use the **appropriate channels of dissemination and interaction** with potential users.

Full impact

- Consider the **full range of potential users and uses**, including research, commercial, investment, social, environmental, policy-making, setting standards, skills and educational training where relevant.
- Your plan should give due consideration to the possible **follow-up of your project**, once it is finished. Its exploitation could require additional investments, wider testing or scaling up. Its exploitation could also require other pre-conditions like regulation to be adapted, or value chains to adopt the results, or the public at large being receptive to your results.
- Include a **business plan** where relevant (vedi intervento di Francesco Baruffi 17/11).

Full impact

- As relevant, include information on **how the participants will manage the research data generated** and/or collected during the project, in particular addressing the following issues:
 - what types of data will the project generate/collect?
 - what standards will be used?
 - how will this data be exploited and/or shared/made accessible for verification and re-use? If data cannot be made available, explain why.
 - how will this data be curated and preserved?
 - how will the costs for data curation and preservation be covered? Actions under Horizon 2020 participate in the extended 'Pilot on Open Research Data in Horizon 2020 ('open research data by default'), except if they indicate otherwise ('opt-out'.). Once the action has started (not at application stage) those beneficiaries which do not opt-out, will need to create a more detailed Data Management Plan for making their data findable, accessible, interoperable and reusable (FAIR). You will need an appropriate consortium agreement to manage (amongst other things) the ownership and access to key knowledge (IPR, research data etc.). Where relevant, these will allow you, collectively and individually, to pursue market opportunities arising from the project's results. The appropriate structure of the consortium to support exploitation is addressed in section 3.3.

Full impact

- Outline the **strategy for knowledge management and protection**. Include measures to provide **open access** (free on-line access, such as the 'green' or 'gold' model) to peer reviewed scientific publications which might result from the project.
 - *Open access publishing (also called 'gold' open access) means that an article is immediately provided in open access mode by the scientific publisher. The associated costs are usually shifted away from readers, and instead (for example) to the university or research institute to which the researcher is affiliated, or to the funding agency supporting the research. Gold open access costs are fully eligible as part of the grant. Note that if the gold route is chosen, a copy of the publication has to be deposited in a repository as well.*
- *Self-archiving (also called 'green' open access) means that the published article or the final peer reviewed manuscript is archived by the researcher - or a representative - in an online repository before, after or alongside its publication. Access to this article is often - but not necessarily - delayed ('embargo period'), as some scientific publishers may wish to recoup their investment by selling subscriptions and charging pay-per-download/view fees during an exclusivity period.*



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Grazie per l'attenzione

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