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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*

## **Federica Manzoli e Nadja Sändig**



# 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 (and in publicly funded projects in general), 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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# 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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# *Perché*

Per far cambiare idea a quelli che non la pensano come i ricercatori

Per convincere i cittadini e i policy makers dell'importanza dei finanziamenti alla ricerca

Per convincere il pubblico che la ricerca scientifica è necessaria

Perché è giusto che bambini e adulti apprezzino il bello della ricerca

Aumentare la conoscenza pratica e / o teorica

Per avere i cittadini dalla «nostra parte»

Per aumentare il numero di studenti in determinate discipline

Per definire l'agenda della ricerca insieme agli altri attori sociali

Per ottenere finanziamenti

Per costruire una percezione positiva dell'Accademia

Per aumentare la fiducia del pubblico nella ricerca

Per favorire il confronto e lo scambio di opinioni tra ricercatori e territorio

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# Projecting research in Europe

Towards the concept of *co-production*  
The scientific community jumps down 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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# 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.**

## Publici?

- 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...*



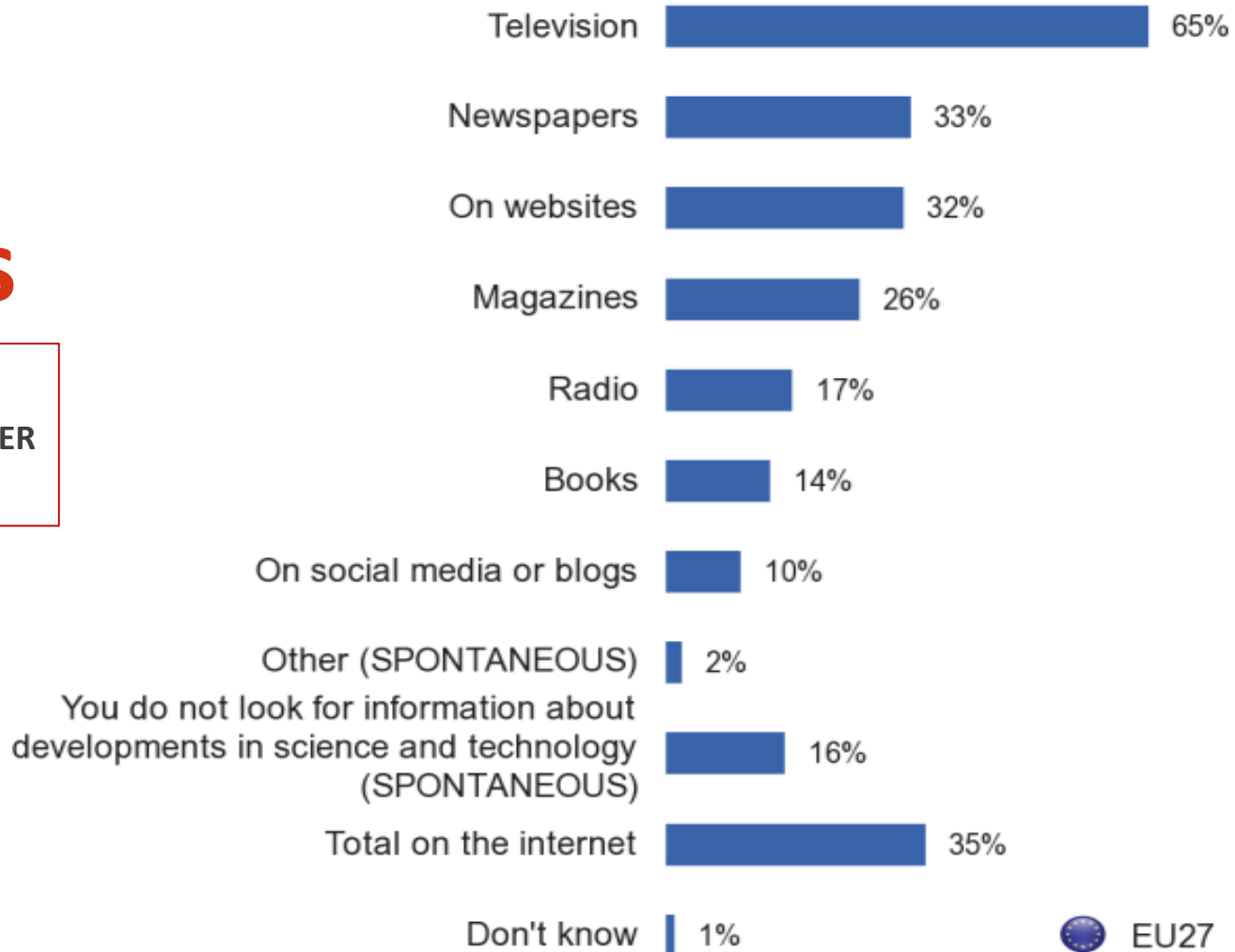
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# CITIZENS

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

## Tools

**SPECIAL  
EUROBAROMETER  
401/14**





# Competenze per comunicare: la comunità scientifica

- 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, questi diventino famosi anche fra il pubblico generico, cosa che ovviamente non è vera”.*

# SCIENTISTS

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

Citizens do not need to be involved or informed 6%

Citizens should only be informed 31%

Public dialogue is NOT required: 37%

Citizens should be consulted and their opinion should be considered 39%

Citizens should participate and have an active role 12%

Citizens' opinions should be binding 4%

Public dialogue is required: 55%

None (SPONTANEOUS) 1%

Don't know 7%

SPECIAL  
EUROBAROMETER  
401/14



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# Tutto molto interessante, MA

## Progetto SCOOP (FP7) – *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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# MISSIONs

## MISSIONS

### Mission-Oriented Research & Innovation in the European Union

A problem-solving approach to fuel innovation-led growth

by Mariana MAZZUCATO



Mariana Mazzucato (2018). Mission-Oriented Research & Innovation in the European Union. *A problem-solving approach to fuel innovation-led growth*

*Societal challenges are complex. **More complex than going to the moon**, which was mainly a technical feat.. This also requires **stronger civic engagement**.*

Without it, the **risk of alienation from the broader public** and a **purely technocratic approach** is too high. A mission will not inspire people **unless they are part of it**.

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# Section 2 of the H2020 index

## b) Dissemination and 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 **indirect audiences** to reach more people?

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

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

*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?*

**PUBLIC  
ENGAGEMENT**

**Ever heard about it?**

**Necessity to knowing the**

16  
**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)** → General public, school students, **STAKEHOLDERS/Who are they?**



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# Responsible Research and Innovation

← → ↻ rri-tools.eu ☆

**RRI Tools** LANDING ON RRI TOOLKIT TRAINING RRI COMMUNITY REGISTER/LOGIN EN (GB) ▼

## Welcome to the RRI Toolkit

Towards an open science and innovation system that tackles the societal challenges of our world

▶

WHAT IS RRI?

I am looking for resources ▼ Type here what you are looking for SEARCH IN THE TOOLKIT

WHAT  
JOIN  
HOW  
MORE



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# 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                                 |



# Costs

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

# WP Comunicazione e Disseminazione



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

## 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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Libri  
Musei  
Incontri con  
gli scienziati  
**Festival**  
Conferenze  
Attività nelle  
scuole  
Orientament  
o

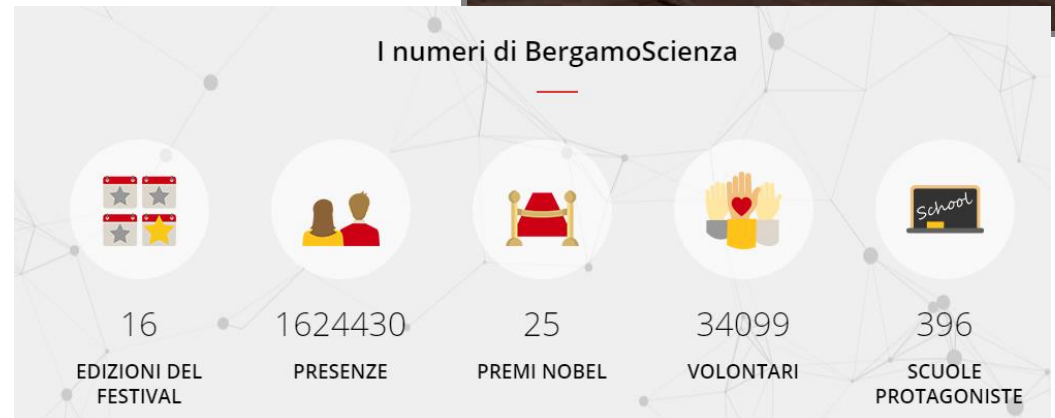
Riviste  
Stampa  
quotidiana  
Siti Web,  
Social Media,  
Programmi  
TV,  
Film/Serie,  
Programmi,  
Radio



## Festival della Scienza

Genova, 22 ottobre \_ 1 novembre 2020

Onde



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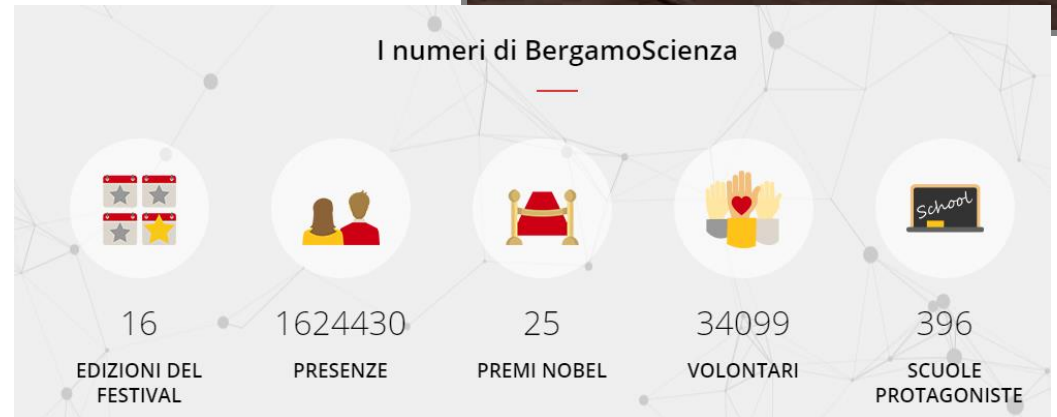
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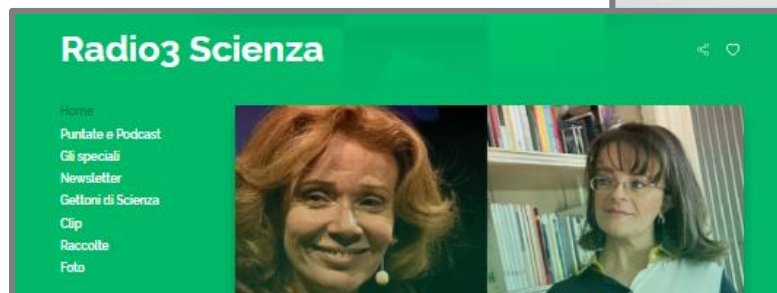
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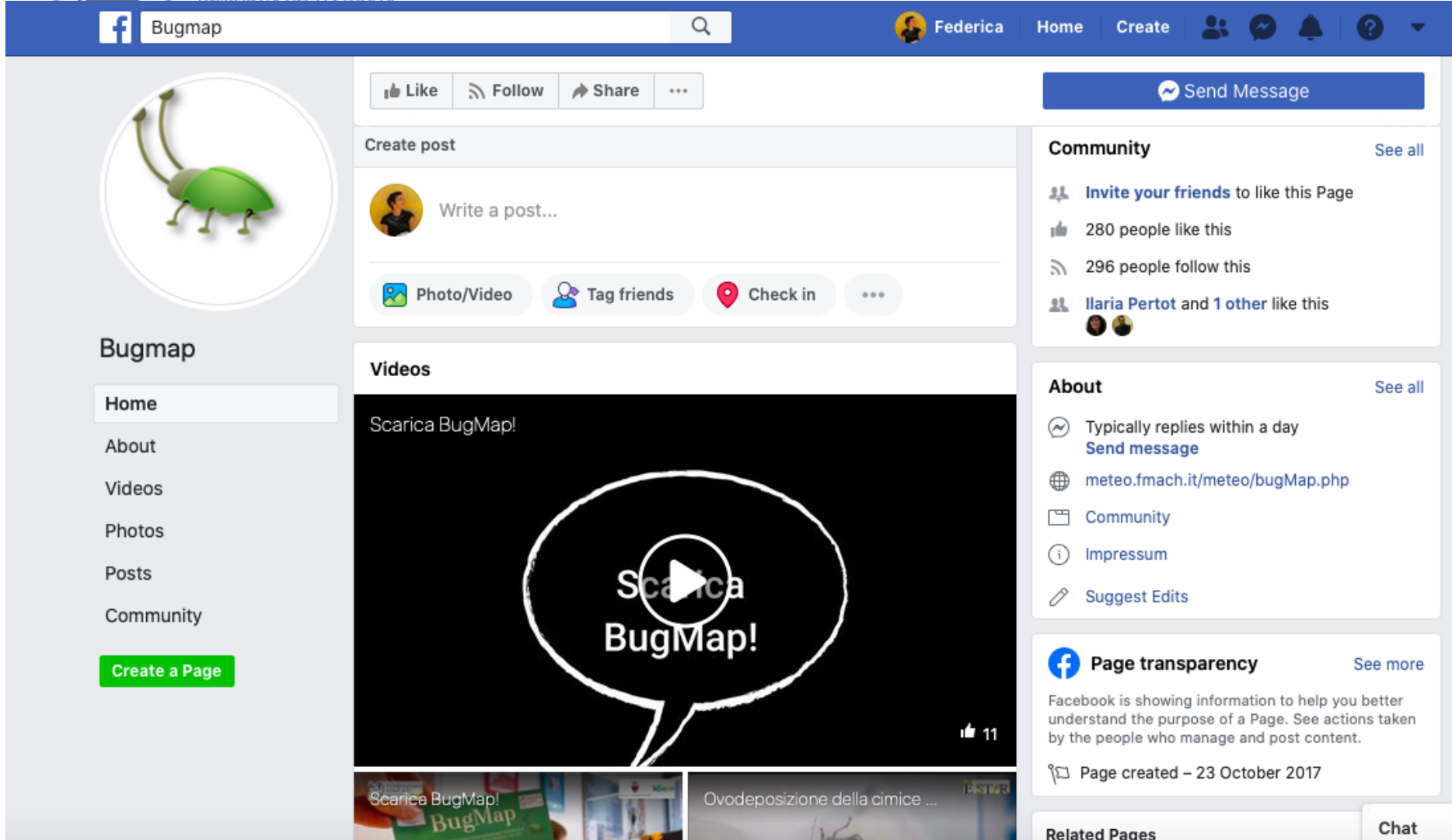


Libri  
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Film/Serie,  
**Radio**

O





The image shows a screenshot of a Facebook page for 'Bugmap'. The page header includes the Facebook logo, the name 'Bugmap', and a search icon. The user 'Federica' is logged in, with navigation options for 'Home', 'Create', and various notification icons. The page profile picture is a green beetle. The main content area features a 'Create post' section with a 'Write a post...' prompt and options for 'Photo/Video', 'Tag friends', and 'Check in'. Below this is a 'Videos' section with a video titled 'Scarica BugMap!' showing a play button icon and the text 'Scarica BugMap!' inside a speech bubble. The right sidebar contains a 'Send Message' button, 'Community' information (280 likes, 296 followers), 'About' information (typically replies within a day, website link, and other details), and 'Page transparency' information (created on 23 October 2017). A 'Related Pages' section is partially visible at the bottom.



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# Examples

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



science and policy  
for a healthy future



<https://www.rri-tools.eu/>

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



CHROMIC

[PROJECT](#)

[GETTING TO KNOW](#)

[PARTNERS](#)

[CALENDAR](#)

[CONTACT](#)

[NEWS](#)



## The project

Securing a steady supply of **chromium, vanadium, molybdenum** and **niobium** is of strategic importance for the European industry. These metals are fundamental for the competitiveness of the manufacturing sector and the innovation potential of high-tech sectors. Yet Europe remains highly dependent on import for these metals, leading to an inflexible and insecure supply. At the same time, a wealth of such metals is entrapped in industrial wastes or used in applications where their intrinsic value is not fully utilized.

The CHROMIC project aims to unlock the potential of these resources. By smart combinations of existing methods and new technological innovations, CHROMIC will develop new processes to recover chromium, vanadium, molybdenum and niobium from industrial waste. A range of chemical and physical methods will be developed, tested and validated to extract valuable and critical metals from the initial slags in the most sustainable way: economically, environmentally and socially.

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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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