Erasmus MC
University Medical Center Rotterdam

Innovative Training Network
INITIATE
antiviral immunometabolism

Communication within Horizon2020

Fred Balvert, Head of Congress Agency and

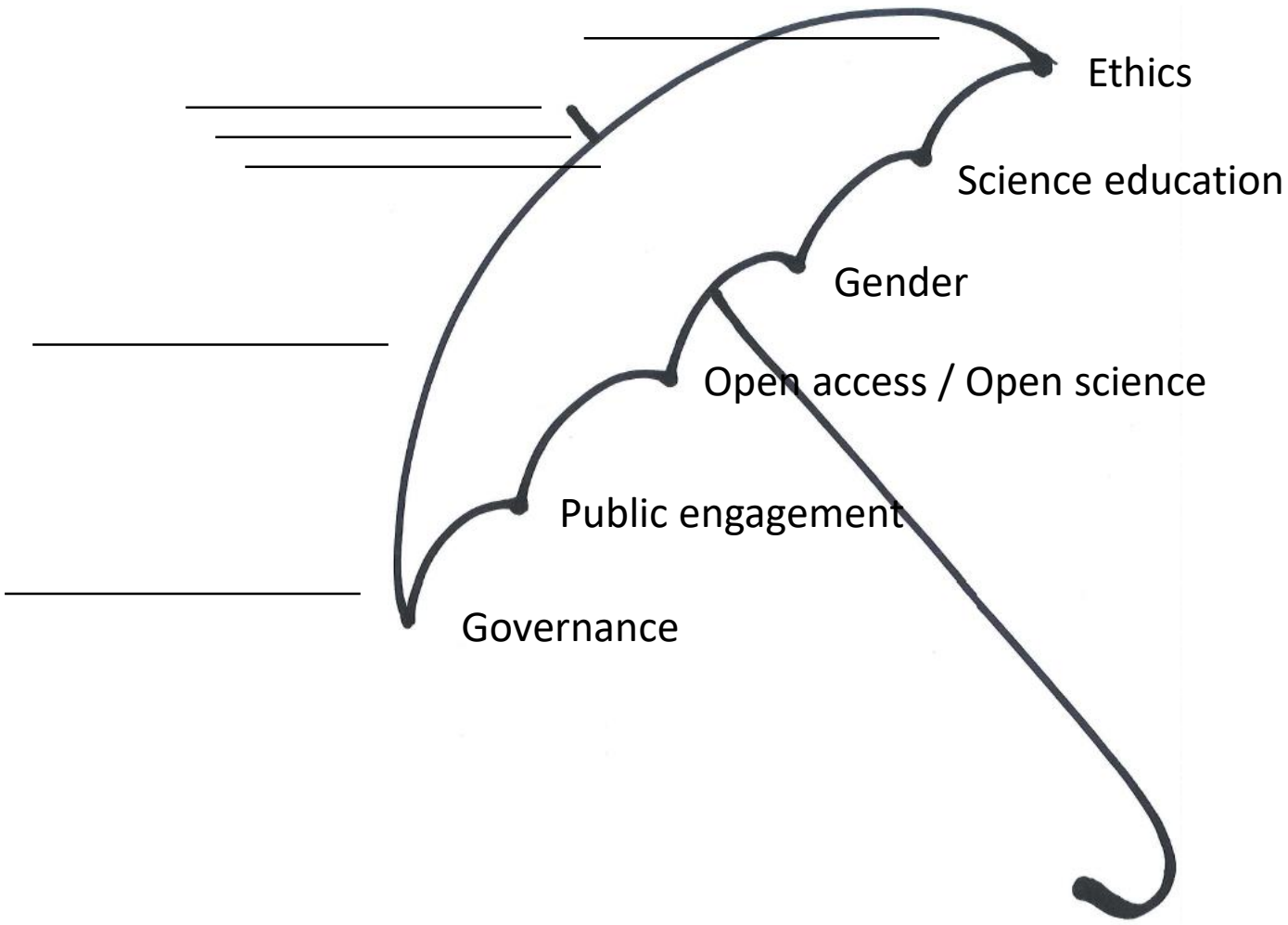
Science Communicator, Erasmus MC

Communication within Horizon2020

Content:

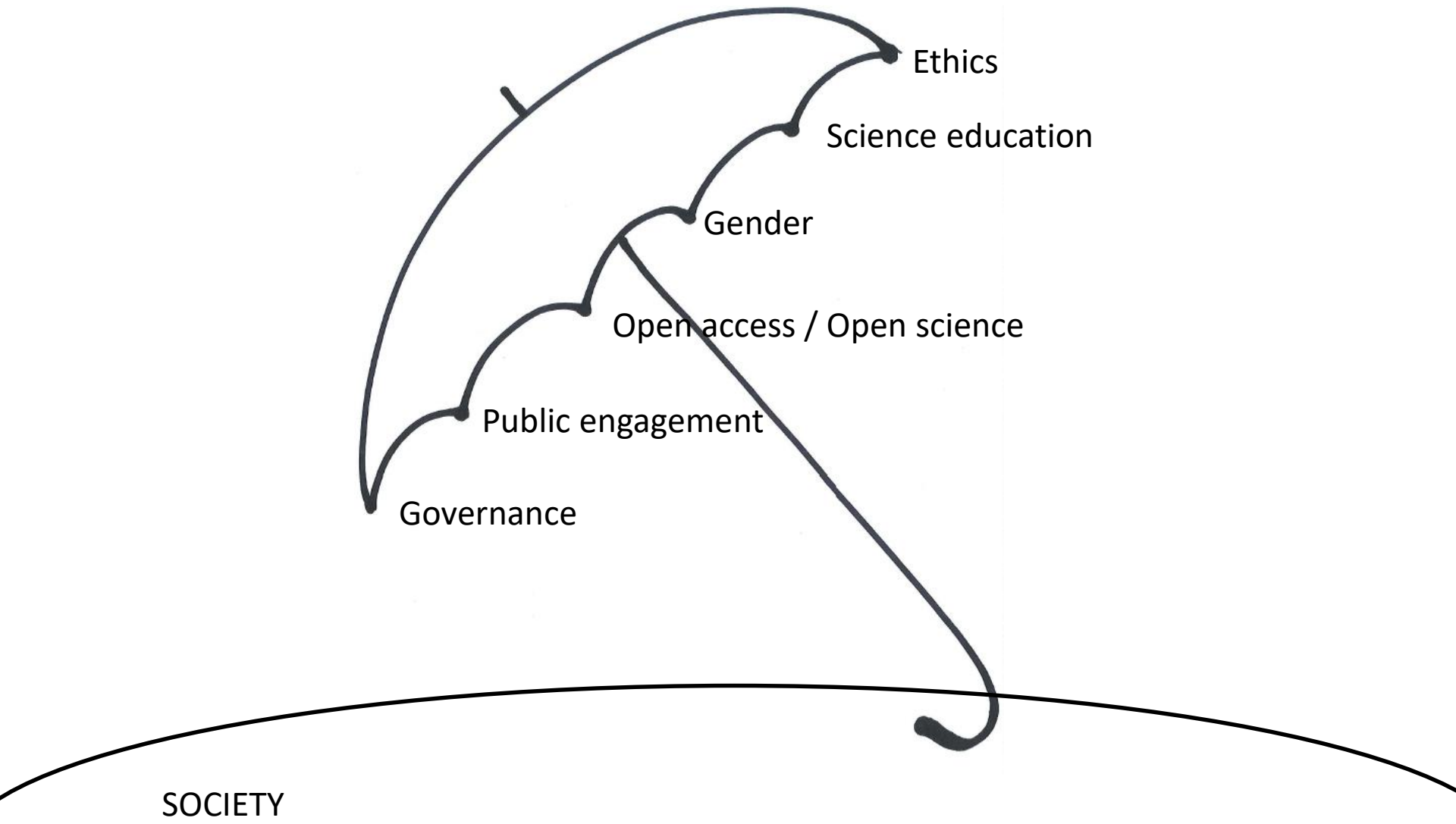
- Responsible Research and Innovation (RRI)
- Communication at the level of:
  - Work Programmes
  - Work Programme ‘Science with and for Society’
  - Research projects
- Practical exercises

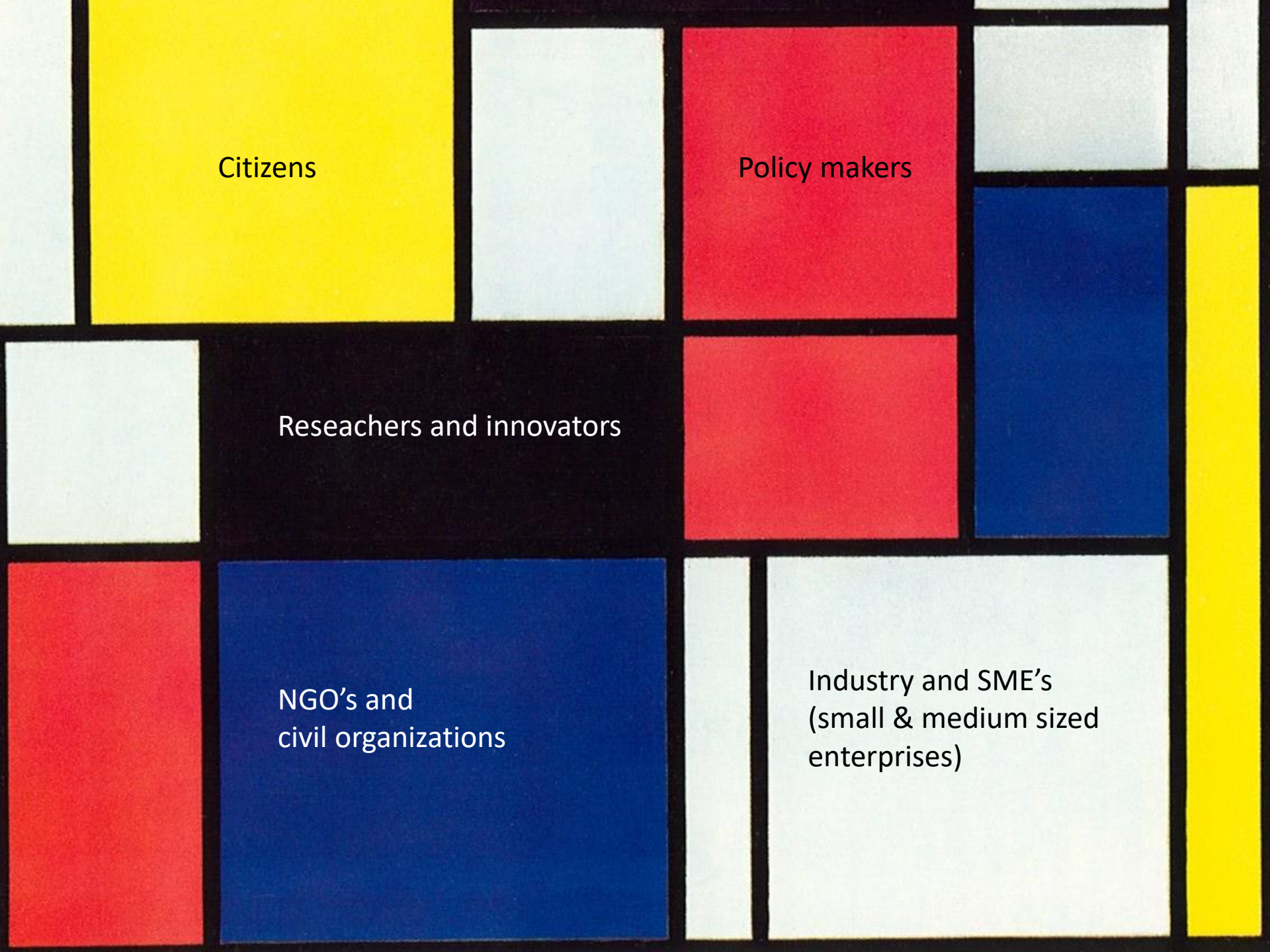
RESPONSIBLE RESEARCH & INNOVATION: AN UMBRELLA IN A EUROPEAN STORM



CROSSCUTTING THEME IN HORIZON2020

RESPONSIBLE RESEARCH & INNOVATION: AN UMBRELLA IN A EUROPEAN STORM




Citizens
Policy makers
Reseachers and innovators
NGO’s and
civil organizations
Industry and SME’s
(small & medium sized
enterprises)

RRI Policy keys

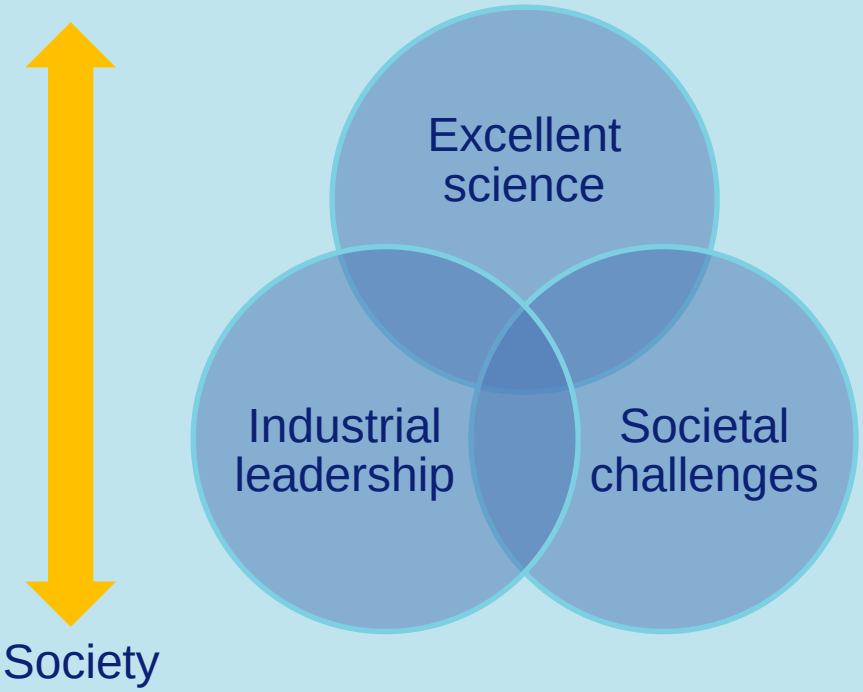
- **Ethics:** ethical consequences of research in society
- **Science education:** train and educate young generations
- **Gender equality**: organizational and in study design
- **Open access / open science:** sharing and using results
- **Public engagement:** involve all stakeholders in all stages
- **Governance:** policies to make the above possible

SOCIETY

Horizon2020

RESPONSIBLE RESEARCH & INNOVATION

Science



Society

- Engage society in agenda setting & design
- Gender equality in research process and content
- Science education: new generations
- Ethics: societal consequences
- Open Access: sharing results

Horizon 2020
Public engagement in science

Science communication, education and outreach

- Work programme level: special calls within work programmes
- Work programme ‘Science with and for Society’ (SwafS)
- Research project level

Special calls in work programmes

- MSCA-NIGHT-2020: European Researchers' Night
- SC1-HCO-12–2016: Digital health literacy
- EE-06-2016-2017: Engaging private consumers towards sustainable energy
- ICT-24-2016: Gaming and gamification

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Stem Cell Research | Uses of Ster

eurostemcell.org

Apps | Online uw lunch, br... | cateraar rotterdam...

EuroStemCell

Select language

Explore Stem Cells
Find out about stem cells and stem cell research

Education
Resources and activities for educational settings

Medicine and Stem Cells
Current and potential stem cell therapies

About Us
Our team, partners and contributors

Support Our Work

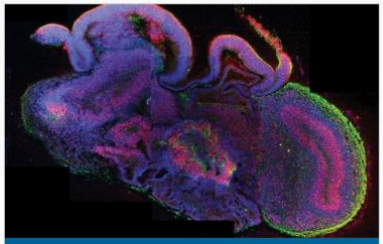
Browse by: Theme | Condition | Type

Search

EuroStemCell is here to help European citizens make sense of stem cells.

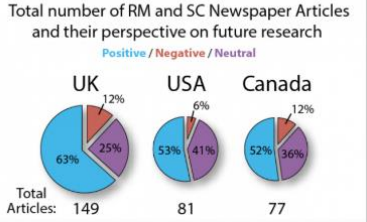
As a network of scientists and academics, we provide independent, expert-reviewed information and road-tested educational resources on stem cells and their impact on society. We also work with people affected by conditions, educators, regulators, media, healthcare professionals and policymakers to foster engagement and develop material that meets their needs.

Featured materials



Organoids: what are they & how do they help regenerative medicine?

Types of stem cells and their uses



Ethics to Hype: How Media Frames Regenerative Medicine

15:34
22-01-2020

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Stem Cell Research | Uses of Ster | European Researchers' Night | M

ec.europa.eu/research/mariecurieactions/actions/european-researchers-night_en

Apps | Online uw lunch, br... | cateraar rotterdam...

An official website of the European Union | How do you know?

European Commission

Search

European Commission > Marie Skłodowska-Curie Actions >

Marie Skłodowska-Curie Actions

Home | Actions | How to... | News & Events | Resources | Contact

European Researchers' Night

Get funding to organise an event, promote research and channel its impact to improve citizens' daily lives

Funding scheme: **MSCA-NIGHT**

European Researchers' Night

15:41
22-01-2020

Dedicated Work Programme

‘Science with and for Society’ (SwafS)

Calls:

- Science with and for Society
- Embedding Responsible Research and Innovation in Horizon2020 Research & Innovation
- Strengthening the Science with and for Society Knowledge-Base
- Developing Inclusive, Anticipatory Governance for Research & Innovation
- Other: Euroscience Open Forum

Science with and for Society

Examples of calls:

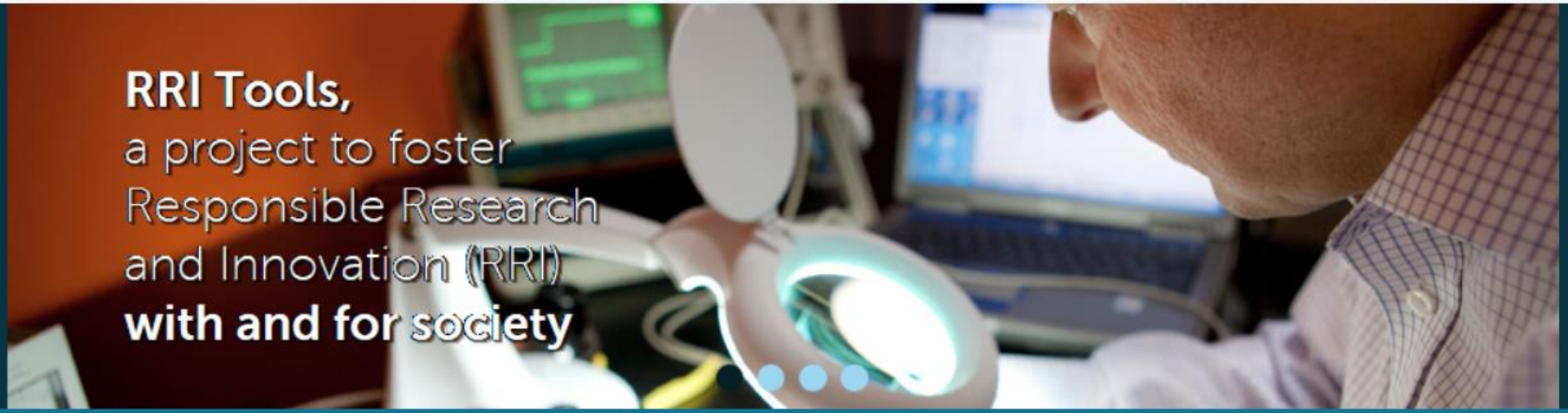
SwafS-15-2018-2019: Exploring and supporting citizen science

SwafS-05-2018-2019: Grounding RRI practices in research and innovation funding and performing organizations

RRI Tools

THE PROJECT | ABOUT RRI | TOOLKIT | EVENTS | MEDIA & BLOG | Q&A | JOIN US

EN



About RRI Tools

About RRI

Go to the Toolkit

Join the RRI Tools community

Follow us:

What's in it for me? Play your part in Responsible Research and Innovation (RRI)

Communication in research projects

Horizon2020 – Grant Agreement:

Art.38 PROMOTING THE ACTION –
VISIBILITY OF EU FUNDING

"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."

Obligation for research projects

- Define a **'comprehensive communication plan'**
- Include in the proposal a **Work Package for communication** or include it into another WP
- Address the **'public policy perspective'** with their communication activities.
- Keep communication measures **proportionate** to the scale of the action.
- Free to **choose the type of communication activities**.

Good communication – according to the EC

- **Starts** at the outset of the action
- **Continues** throughout the entire life cycle
- Is **strategically planned**
- Identifies and sets clear **communication objectives**
- Is targeted and adapted to **audiences beyond the project's own community**
- Chooses **pertinent messages**
- Uses the **right medium and means**
- Is **proportionate** to the scale of the action

Communicating EU Research & Innovation – A guide for participants

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

Communication in the project life cycle

- Proposal
  - Work Package for communication (or in other WP)
  - Comprehensive communication plan
- Evaluation
  - Taken into consideration as part of the criterion ‘impact’
- Reporting
  - Overview of progress must also describe the communication activities
- Project management
  - EC interim and final assesment
  - Beneficiaries need to inform EC (project officer) prior to communication activity with a major media impact

Key elements of slides 12-16

- Work Package Communication (or part of other WP)
- Comprehensive communication plan
- Start and continue during the project
- Strategic
- Promote the action and its results
- Public policy perspective (which makes it different than dissemination)
- Communication objectives
- Targeted information
- Pertinent messages
- Multiple audiences beyond the project's own community
- Free in choice of communication activities
- Right medium and means
- Proportionate

WP Communication plan

- Core message: follows directly from the action (research project) and its results (mission)
  - What problem does the project solve?
- Communication strategy: which objectives by which means at which moment
- Audiences: to whom (beyond the project's own community) is this relevant
- Messages: information targeted to these audiences
- Communication means: chosen to effectively deliver the messages

Example project: ADVANCE (IMI)

- Core message: Monitoring beneficial and side effects of vaccination on a European scale will further improve effectivity and safety.
- Audiences: general public, policy makers, school pupils, parents, elderly
- Messages:
  - School pupils: vaccination is a succesful health intervention, many infectious diseases are prevented
  - Parents: safety is continously monitored
  - Policymakers: results of ADVANCE are available
- Communication means: press release, leaflet, website, social media, video, informative meetings, science cafés, school lessons, science festivals.
- Strategy: planning a feasible and effective use of communication means.

Communication matrix

Target groups >	General public	Policy makers	Students	School pupils	Elderly	Etc.
Means ˅						
Press release	X	X			X	
Leaflet	X	X	X	X	X	
Website		X	X		X	
Social media			X	X	(X)	
Informative Meeting		X				
Video	X					
Science café	X		X		X	
Science festival			X	X		
School lessons				X		

- *Core message is leading*
- *Every X is a deliberate communication action*
- *Consisting of a message and a means*

I am a scientist. I don't have time for this! Who is going to do it for me?

- Use existing formats (these have proved to be working)
- Use existing series and platforms for audiences and promotion

  (European Researchers' Night, Science café's)
- Ask the Communication Dept. of your institute for advice and support
- And/or hire an external communication advisor or agency

  (But first ask around for references)
- To participate in Science with and for Society calls connect with network

  (Ecsite, EUSEA, Science Gallery)
- Be aware of opportunists! (generic communication business models)

But, don’t forget

- European citizens think scientists are the ones who should communicate about science (EUROBAROMETER).
- Communicators provide the stage, it is your show.
- It is fun to do!
- It opens your eyes for questions concerning your research from other perspectives.
- This is helpful for grant writing, media contacts and societal understanding.

Exercise 1

Defining a core message

1. Work in couples
2. Select an imaginary research topic from the Nano World Map
3. Define a core message for outreach

Exercise 2

Defining target audiences

For which audiences could this topic be relevant … and why?

Exercise 3

Defining messages

Define a message directed to

a specific target audience

Exercise 4

Developing communication means

1. Use one of your messages and target audiences
2. Develop a communication action