



H2020-ITN-2017 Coordinator's Info Day

11 December 2017

Communication/Outreach and Dissemination

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1. Contractual obligation

GA Article 38 - PROMOTING THE ACTION – VISIBILITY OF EU FUNDING

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

Communication/Outreach	Dissemination
About the project and results	About results only
Multiple audiences Beyond the project's own community (include the media and the public)	Audiences that may use the results in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
Inform and reach out to society , show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29
Starts at the beginning of the project	When results are available and even after the end of the project
Communication/Outreach \neq 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

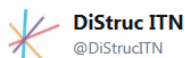
1. Interact/Follow EU social media Channels

- Facebook: Marie Skłodowska-Curie Actions
<https://www.facebook.com/Marie.Curie.Actions/?fref=ts>
- Twitter accounts: @MSCActions @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



DiStruc ITN
@DiStrucITN

Follow

Check out @DiStrucITN Newsletter 4
[mailchi.mp/db6bac67b309/d...](mailto:db6bac67b309@d...)
@OxfordChemistry @OxfordPhysics
@Colldense_ITN @MSCActions @CORDIS_EU

5:02 am - 28 Sep 2017



Answer-ITN
@answer_itn

Follow

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



6:49 am - 29 Nov 2017



Marion Roulet

@LabSquishyStuff

Ακολουθείτε

We are bringing our #outreach workshop "Nature matters" about #materialscience at @EdSciFest on 6th-8th April 2018! More #scicomm info to come! With @Colldense_ITN @DiStrucITN @PhysAstroEd @S4P_no_profit @MSCActions

Μετάφραση από Αγγλικά

UoE WORKSHOPS 2018		Time of day	Date: March – April 2018													
			31	1	2	3	4	5	6	7	8	9	10	11	12	13
Seminar Room	Game On! Capacity 16 Age 8-14	1pm and 3pm														
	Marty: Activatel Capacity 16 Age 10-15	1pm and 3pm														
Studio 1	Make It Glow! Capacity 15 Age 8-12	1pm														
	Nature Matters Capacity 24 Age 8-12	11am and 1pm														
Studio 2	Physics Wizardry Capacity 24 Age 7-11	11am, 1pm and 3pm														
	Amazing Immunology Capacity 20	12pm														

2. Participate to Science Fairs

- **Researchers' Night** events in Europe

https://ec.europa.eu/research/mariecurieactions/about/european-researchers-night_en

Other examples:

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

<http://www.science-on-stage.eu/page/display/4/88/0/festival-2017>

- **Cambridge Science Festival, UK**

<https://www.sciencefestival.cam.ac.uk/>

- **Science Festival TU/e, NL** <https://www.tue.nl/en/university/about-the-university/science-festival/>

- **Athens Science Fair, GR** <http://www.athens-science-festival.gr/en/>

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/>

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



The Higgs Boson's Symphony

<https://amva4newphysics.wordpress.com/2017/06/09/art-science-14-the-higgs-bosons-symphony/>



5. Blogging by the fellows

 **INFRASTAR**
@INFRASTAR_ITN

Follow

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



12:25 am - 30 Nov 2017

 **COSMIC**
@ETN_COSMIC

Follow

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

<http://ec.europa.eu/research/investeuresearch/index.cfm>

DEMETER video wins prize during EC JRC conference

September 28, 2017



During the annual JRC EU4Facts conference in Brussels, the EU MSCA-ETN DEMETER video was awarded as a showcase example on how science can contribute to evidence based policy making.

[Read More »](#)



Incite @inciteitn · 2 Okt
Our project INCITE (incite-itn.eu) was made possible thanks to #H2020 #InvestEUresearch!

Μετάφραση από Αγγλικά



Our project INCITE was made possible thanks to #H2020 funding

€30 billion is still available in the 2018-20 Work Programme!

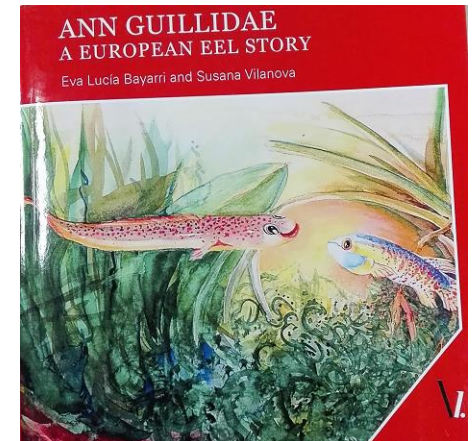
#InvestEUresearch



7. Other activities

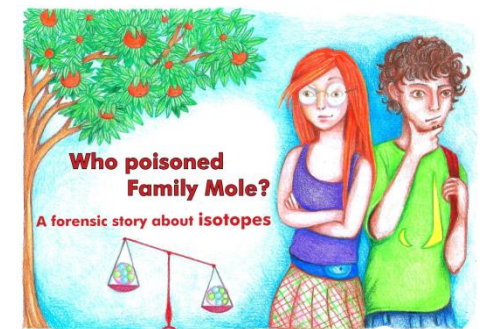
IMPRESS: Children's book:

<http://www.impress-itn.eu/dissemination/stakeholders-general-public/ann-the-eel-a-story-for-children-about-the-european-eel-9/>



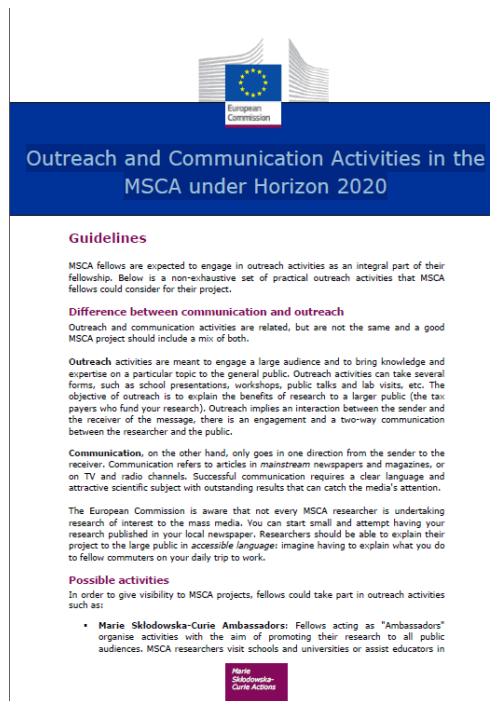
IsoNose: Comic book

http://www.isonose.eu/fileadmin/isonose/docs/Outreach/Who_poisoned_Family_Mole-V1.pdf



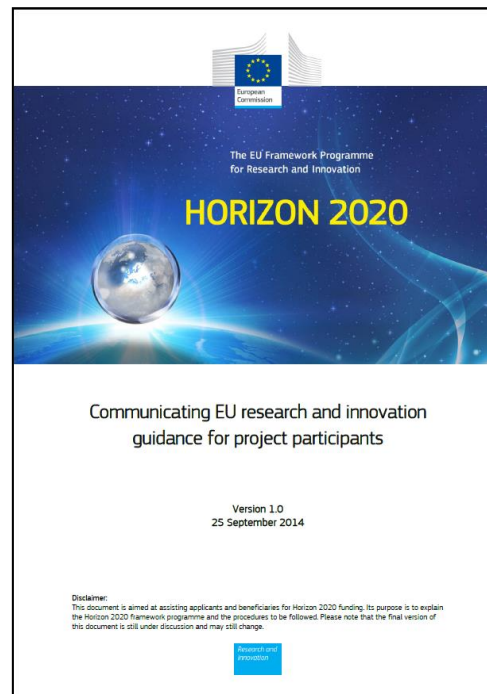
5. EU resources for communication in H2020

Outreach and Communication Activities in the MSCA under Horizon 2020



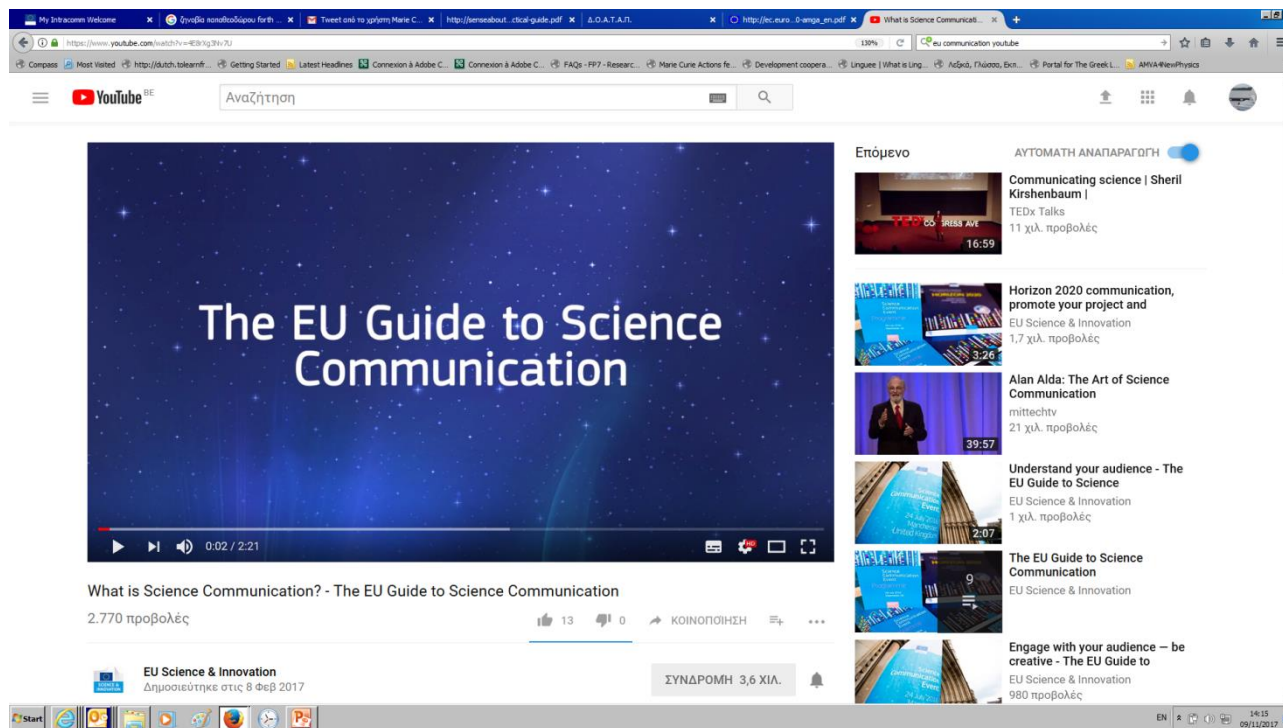
http://ec.europa.eu/assets/eac/msca/documents/documentation/publications/outreach_activities_en.pdf

Communicating EU Research & Innovation - Guidance for project participants



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

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>