



EUROPEAN
COMMISSION

Community research

Meeting with project coordinators

Brussels, 2 July 2009

Louisa Anastopoulou
European Commission, DG RTD

Steps for a communication and dissemination strategy

From the start of the project:

- Defining **clear objectives** (including measurable results)
- Establishing **target audiences**
- Define **the problems to be tackled**
- Anticipating **key messages**
- Identifying the appropriate **communication partners**
- Selecting the appropriate **channels and tools**
- Planning a **communication process**

Strategy: Objectives

- 1● Stimulating a debate on research policy issues
 - enabling researchers to share the objectives of the projects with stakeholders
 - providing a forum in which a variety of stakeholders can participate in a dialogue

- 2● Stimulating a wider public interest
 - getting issues raised by research on the policy agendas at local, regional, national and European levels

Strategy: Target groups

- 1● **Research community** (in the widest sense)
- 2● **Policy makers** (at local, regional, national and European level)
- 3● **Citizens** (via information multipliers and opinion makers)

Policy makers are:

Commissioners

Members of the EP

Ministries

Regional authorities

NGOs

Strategy: Key messages



The key messages are to be tailored to
the different target groups !





Strategy: Appropriate tools

Here is a first **non-exhaustive** list:

1. Publications
2. Web site
3. Events and exhibitions
4. Media relations
5. Networking

Building policy-relevant projects: key performance areas for coordinators

Project coordinators should :

- Put the policy-usefulness of the research findings to the forefront of their objectives and their work programme;
- Ensure contacts with the world of policy-making;
- Develop more subtle ways of engaging with the broader public;



Building policy-relevant projects: key performance areas for coordinators

- Develop a programme and a methodology of dissemination of results over the lifecycle of the project;
- Focus on the added-value of the research;
- Prepare “attractive” policy briefs.

Key messages for coordinators: the importance of communicating their project

Template for policy briefs:

1. Title of the project and its acronym
2. Introduction of the policy problem and the main issues addressed
3. Key observations on the new knowledge, new concepts and European added value
4. Recommendations
5. Research parameters: objectives scientific approach
6. Project at a glance / project identity



Key messages for coordinators: the importance of communicating their project

- **Key policy messages and recommendations for different target groups, if appropriate:**
 - * Policy-makers (local, regional, national, European),
 - * Research community
 - * Business world
 - * Civil society organisations
 - * Media

Key messages for coordinators: the importance of communicating their project

At the end of the policy brief we find:

The PROJECT IDENTITY

- Acronym
- Title
- Project number
- Consortium details
- Duration
- Budget
- For more info about the project: website
- Further reading

Projects' presence on the Web

- The website should be available at the beginning of the project, and include:
 - ⇒ the European Commission flag
 - ⇒ the logo of the 7th Framework Programme
 - ⇒ mention of the Socio-economic Sciences and Humanities funding
- A specific and visible area for **policy-makers** should be created
- Deliverables should be uploaded to the website



Building policy-relevant projects: key performance areas for coordinators

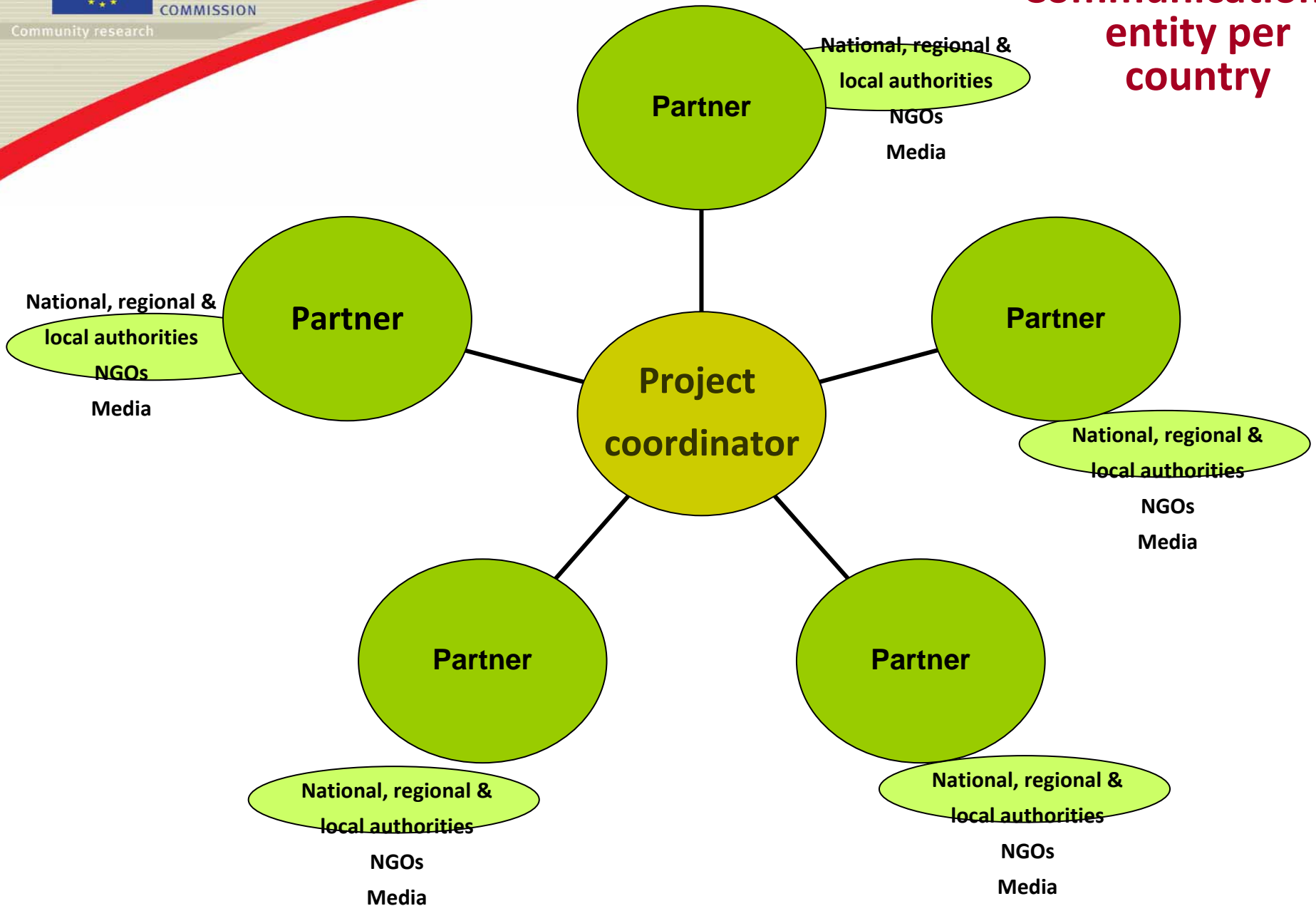


**Main
conclusion**

Enhanced and ongoing engagement between researchers and end-users at every stage of the project life cycle is necessary in order to maximise project impact and ensure its policy-making relevance.



Communication entity per country





EUROPEAN
COMMISSION

Community research

THANK YOU FOR YOUR ATTENTION!

