

Coordination, Dissemination and Exploitation of EU-research outcomes

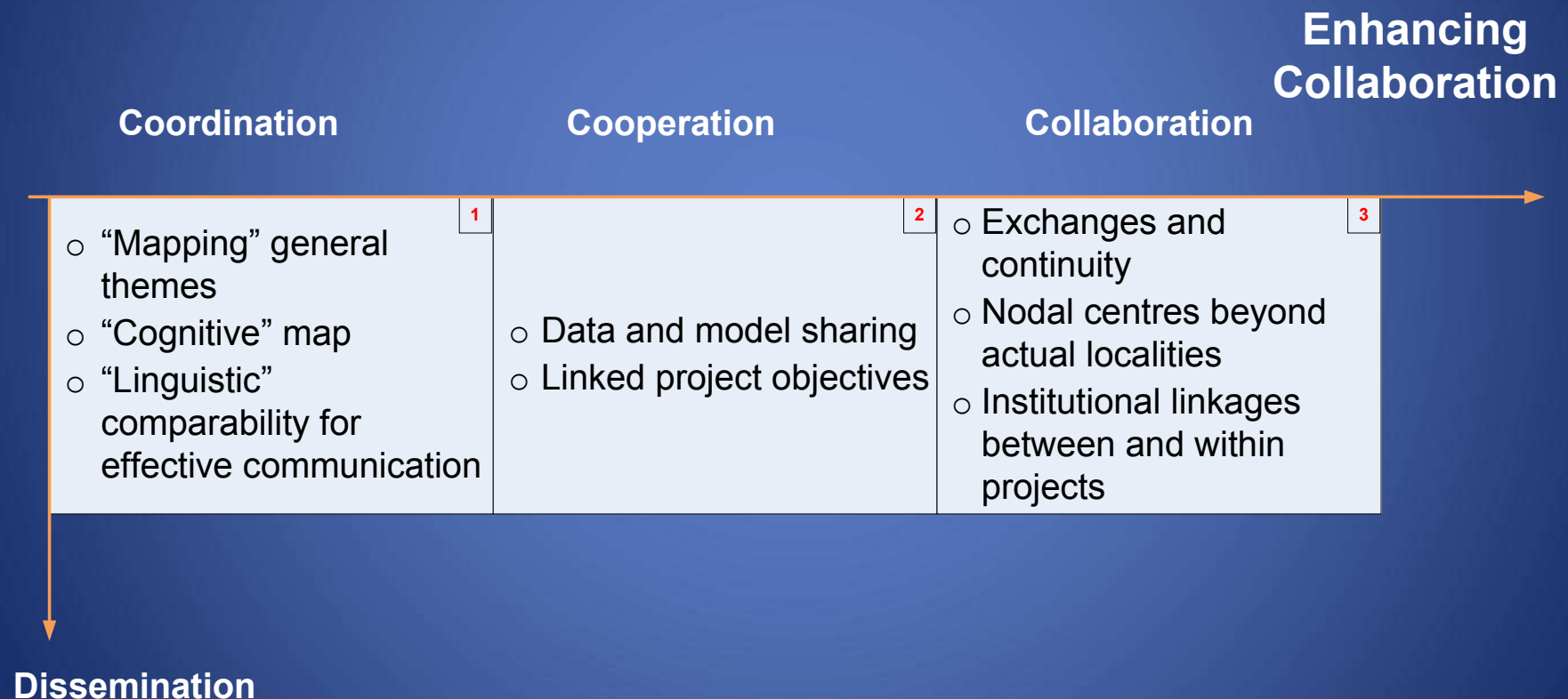
Expected Outcomes

- Development of a formal declaration, reflecting the objectives of “Project result coordination, dissemination and exploitation”:
 - Concrete ideas on how to coordinate activities of different projects, in order to reach a critical mass of products to be delivered to potential end-users;
 - Proposals for combining the activities of projects with different timing with the aim of supporting the maintenance of a common stream of actions;
 - Plans to expand the collaboration outside the range of the participating today projects;
 - Actions for improving the effectiveness of future EU-funded research

Session II: Forum discussion involving researchers, stakeholders and invited experts

<p>14:45-15:45 <i>5' round-the-table talks</i></p>	<p>Group session II.1: Reactions from invited experts (Chair D. Assimacopoulos) Invited experts present their reflections about the project experiences reported in the morning</p>	
<p>15.45-16.00</p>	<p>Presentation of the Working Group session: Dialogue, exchange, synthesis</p>	<p>Evan Vlachos, Department of Sociology, Colorado State University, USA</p>
<p>16:00-17:30 Coffee/tea available in the rooms</p>	<p>Plenary session II.2: Discussion on specific proposals/actions for enhancing coordination, dissemination and exploitation of research outcomes and Reports from groups Separation into 2 (or 3) sub-groups for discussing on specific actions/proposals on the meeting expected outcomes</p> <ul style="list-style-type: none"> - Discussion support: C. Giupponi, D. Assimacopoulos (J.A. Sagardoy) - Group facilitators and rapporteurs: E. Vlachos, A. Fassio (B. Barraqué) 	
<p>17.30-18.30 <i>5' round-the-table talks & discussion</i></p>	<p>All groups gather in “agora” (common room), reports on group work, invited experts present their reflections about the outcomes of the group discussion. All participants contribute indicate their preferences in terms of statements to be placed in the Joint Report with coloured cards posted on boards.</p>	

Enhancing collaboration in Dissemination



Enhancing collaboration in Exploitation

Enhancing
Collaboration

Coordination

Cooperation

Collaboration

- Commonalities
- Synthesis of related results
- Synergies in terms of meetings, tasks, etc.

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- Replicability and diachronic monitoring
- Interdependence of time streams and advantages of joint activities
- “Best”/”Appropriate” technologies

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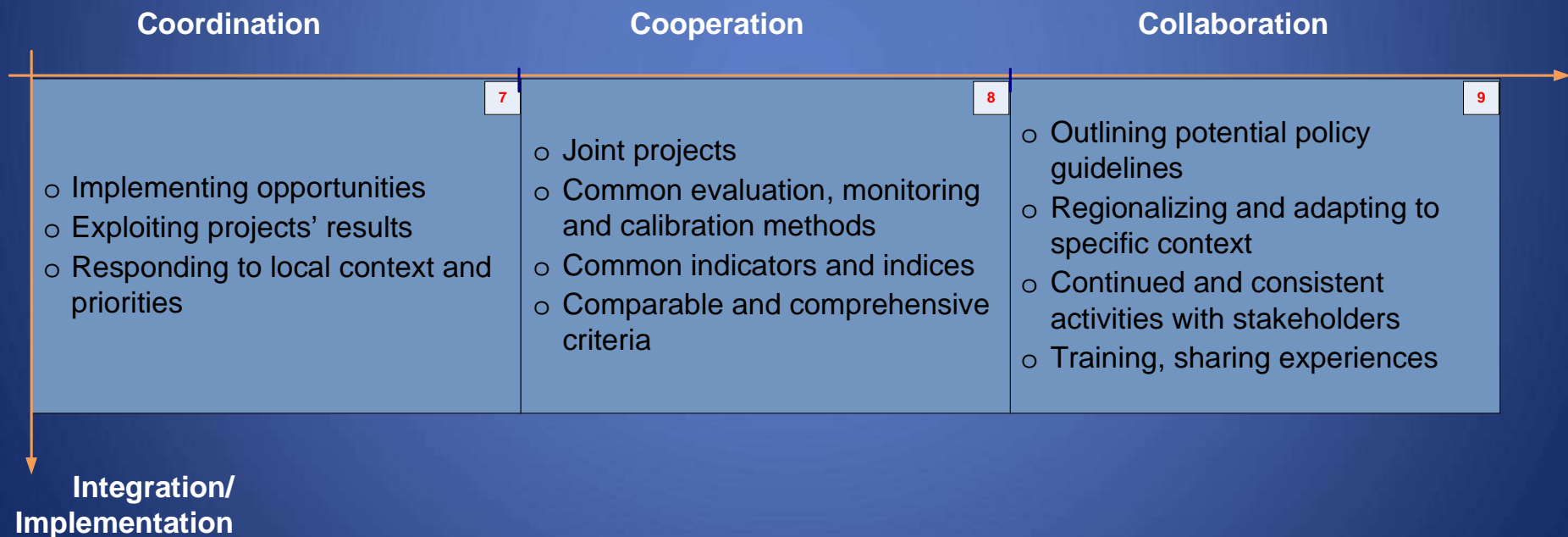
- Funding and personnel sharing
- Improving cost-effectiveness and efficiency

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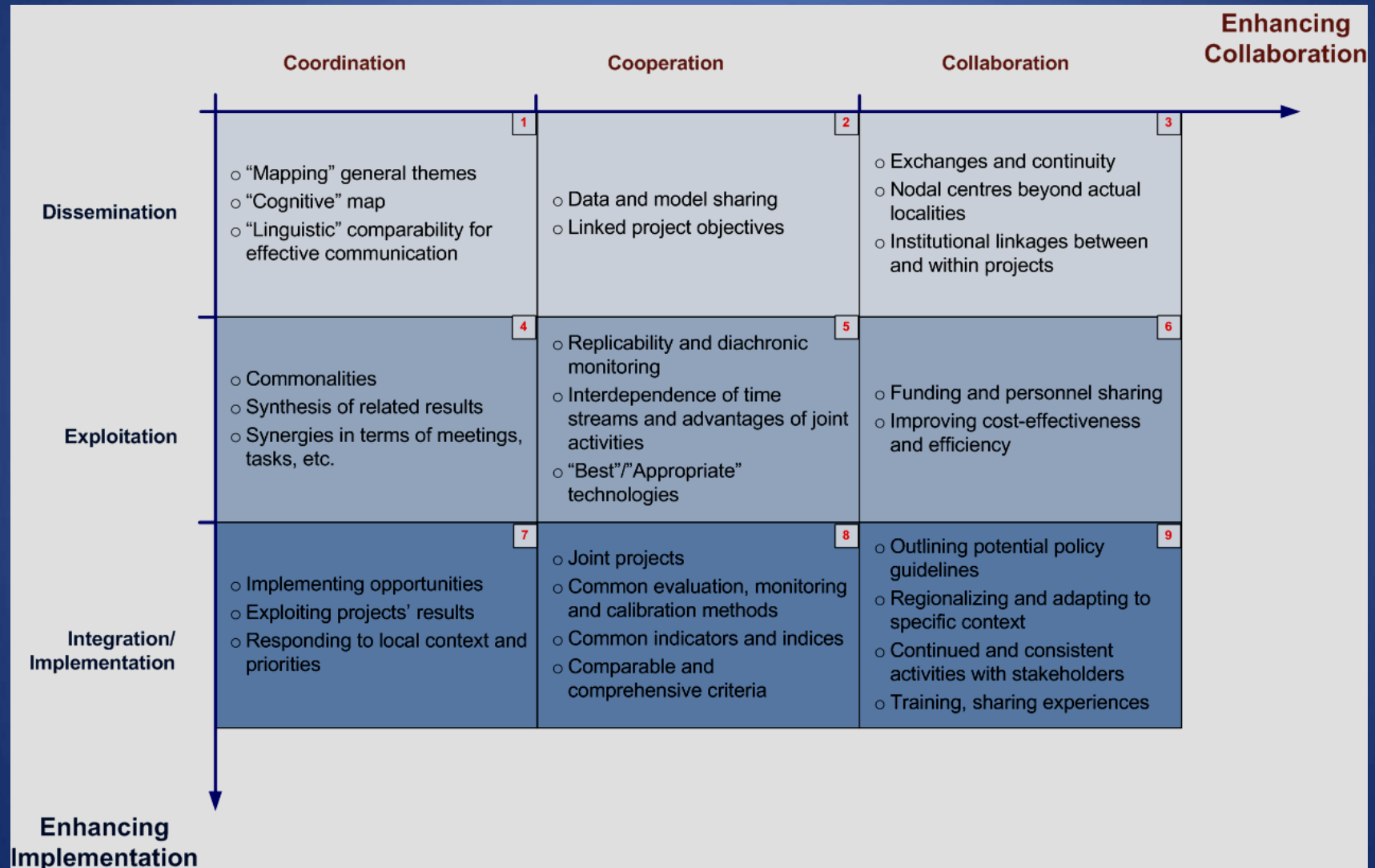
Exploitation

Enhancing collaboration in Integration and Implementation

Enhancing
Collaboration



Summary



Output 1

The synergies between different but related projects are a highly cost-effective way to improve the dissemination of projects outcomes (workshops, meetings, training, research objectives etc.)

Emphasis should be placed on avoiding duplications of previous efforts (i.e. previously published guidelines, toolboxes, manuals, etc.), preferring instead to build upon already existing materials and facilitating a guided access to available resources

Guide different users with different technical backgrounds to the available resources, starting with very concise documents, such as policy or technical briefs

A participatory strategy is needed since the beginning of the projects, to ensure that the products will take into account stakeholders' needs to produce tailored and accountable products

Links already established between the scientific institutions and the governmental and non-governmental organizations, small and medium enterprises and other stakeholders, during the project implementation should play a central role in the dissemination of projects outcomes but are hardly systematically maintained

Output 2

The products should be adapted to the local context responding to the priorities of the different countries

- Make clear the objectives of the products
- Make clear the targets of the products and adapt the communication strategy to the different types of targets
- Plan to have different formats for different audiences.
- Best Practices and good examples should refer to national/regional/local targets
- Carefully consider the linguistic barriers: technical documents may be provided in English only, but materials targeting policy makers should be in the local language
- Demonstration, field activities and face-to-face meetings are very important whenever the involvement of stakeholders is considered
- Training should be considered as part of the products to be delivered, in order to facilitate the - appropriate - use

Output 3

The internet is the most practicable mean for the dissemination of projects results, mainly because of its financial affordability

- Effective user friendly interfaces (e.g. translated into the local language) are very important
- Medium-long term maintenance is challenging open tools in which people can add materials could be considered (Wiki?)

Informal Internet based networks could be considered as means for avoiding the loss of project outcomes

The main obstacle to the maintenance and updating of the project's is the limited availability of funds and the funding mechanisms.

- Financial means and policy support for that strong dissemination policy should be found in other EC DG's or ideally other regional structures

Output 4

Decision makers are effectively engaged during face-to-face meetings which represent a very fruitful opportunity to acquire local knowledge about the traditional practices and decision-making processes

- Even more important is that local knowledge shows what new desirable initiatives and reforms are politically feasible and why

Researchers should consider that they have a duty to communicate despite predictable unreceptive politics

Scientists have limited capabilities to communicate effectively outside their well established modes of workshops, training seminars, conferences, technical reports, websites and refereed articles

It will be necessary to identify measurable indicators of effective communication: it is moreover necessary to develop a wide range of *soft* indicators to assess the communication impacts

New funding mechanisms should be designed in order to facilitate the establishment of long term networking activities

Output 5

Communicating science means disseminating research results and making them become part of the culture

Science is able to communicate when it represents a changing factor and has direct implications in everyday life and on the common needs and yearnings

Primary “tools” and factors behind successful Science-Policy interaction and communication are the people involved: the right kind of persons are good listeners

ICT tools can be used to find new ways of working once personal contacts have been established although they might also be used to make first contact

Inadequate level of understanding between Researchers and PM impaired satisfactory communication and impact

The processes of policy reform and changes in water managing practice take decades and the projects were carried out over periods of four years or less

Output 6

Scientists should learn a different language register to communicate their science to policy-makers and the general public scarcely figures amongst the priorities of higher education

The communication broadcast mode has not been sufficient to cope with the filtering deployed by government institutions, the selective picking of the private sector, nor the diverse filters deployed by the charismatic activists prevalent in civil movements. These strategies determine the political feasibility of the approaches of would-be communicators

The synergies between different but related projects are a highly cost-effective way to improve the dissemination of projects outcomes

There are 3 spheres of communication:

Policy making → science to decide

Popularisation → science to inform / raise awareness

Social debate → science to discuss

Output 7

The basic mean to communicate is the pres release; this will lead the journalist to contact you or not. Tell them a good story, they will come back

The key points to address when you want to effectively communicate, whatever the context is, are the followings (5 W): WHO, WHAT, WHERE, WHY, WHEN

In each institution and at each conference a press office should be set up. The press officer is the link between research results and the press industry that delivers the information to the wide audience

Prepare a take home message (THM): One statement, one sentence, the overriding message. In the development, vaguely the audience and come back on the THM at the end