Identifying Opportunities and Building Co-operation Between Innovation Leaders

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Tuesday 24th November 2015
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- **Context**
- **Communications *not only* Dissemination**
- **Impact/relevance *not only* 'Results'**
- **Experience with Researchers & Publicly Funded Research**
- **Identifying Opportunities & Building Co-operation**

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Communications & Dissemination - expectations

From FP7 to Horizon 2020

Article 38 – Communications a legal requirement

38.1 " ..must promote the action & its results by providing targeted information to multiple audiences (including media & the public) in a strategic & effective manner.

Dissemination- a given: this is what scientists do; research papers are their 'day job'

Communications & Dissemination can both lead to Innovation and Exploitation and of course IMPACT

Communications & Dissemination

What is the difference?

Dissemination

- **Results focus – interim & final**
- **Specialist outlets**
- **Peer review process (mainly)**
- **At end of project (mainly)**
- **Impact factors**
- **Raise profile of scientists, group & institute as well as research issue**

Communications & Dissemination

What is the difference?

Communications

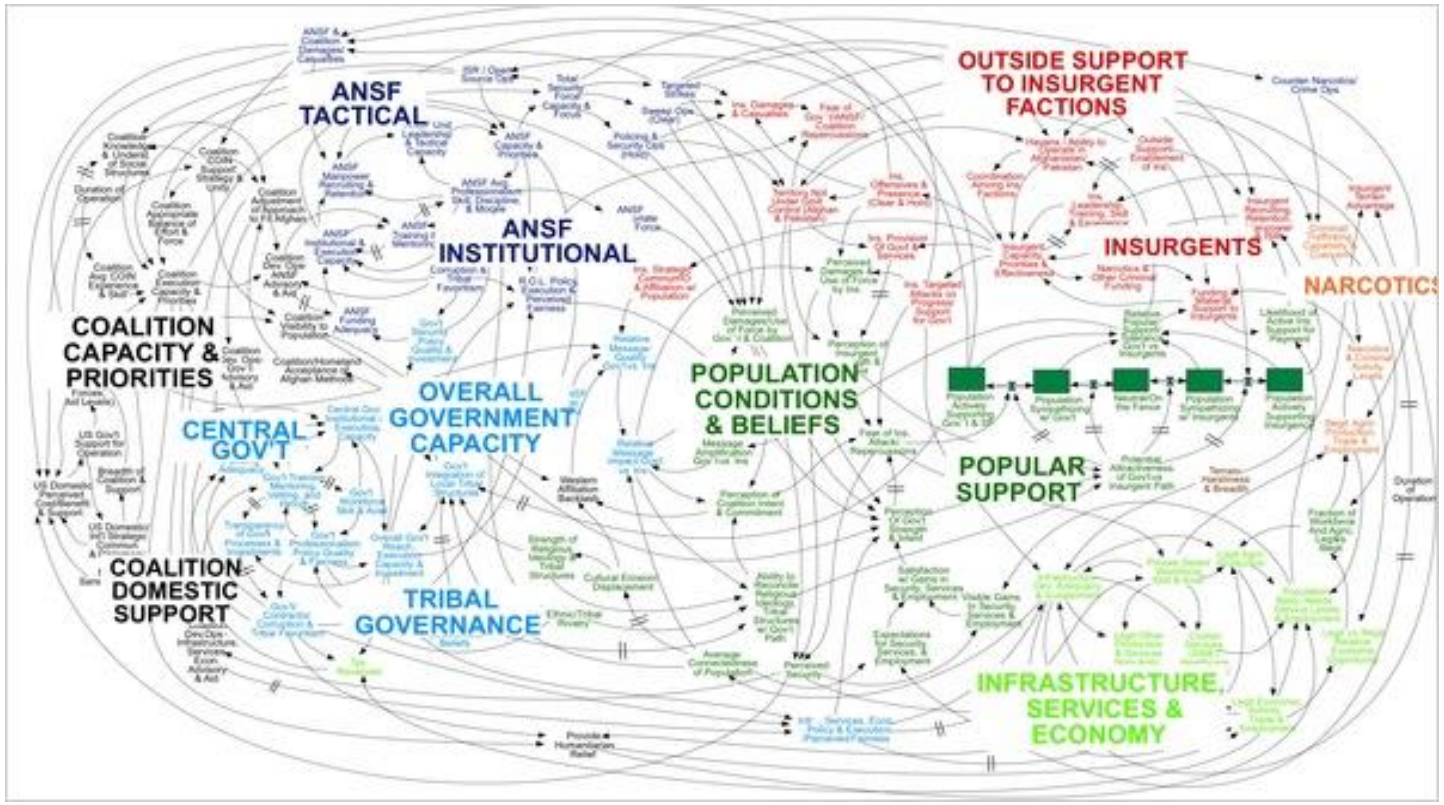
- From the very beginning
- The question the research is asking
- Why this question is relevant and/or important for you & me
- How the question is being answered
- Who is ‘doing’ the asking & answering

IF YOU THINK
YOU'RE TOO SMALL
TO HAVE AN IMPACT,
TRY GOING TO BED
WITH A MOSQUITO.
Anita Roddick

“The only limit to your impact is your imagination and commitment.”

“In every day there are 1440 minutes – that means 1440 daily opportunities to make a positive impact.”

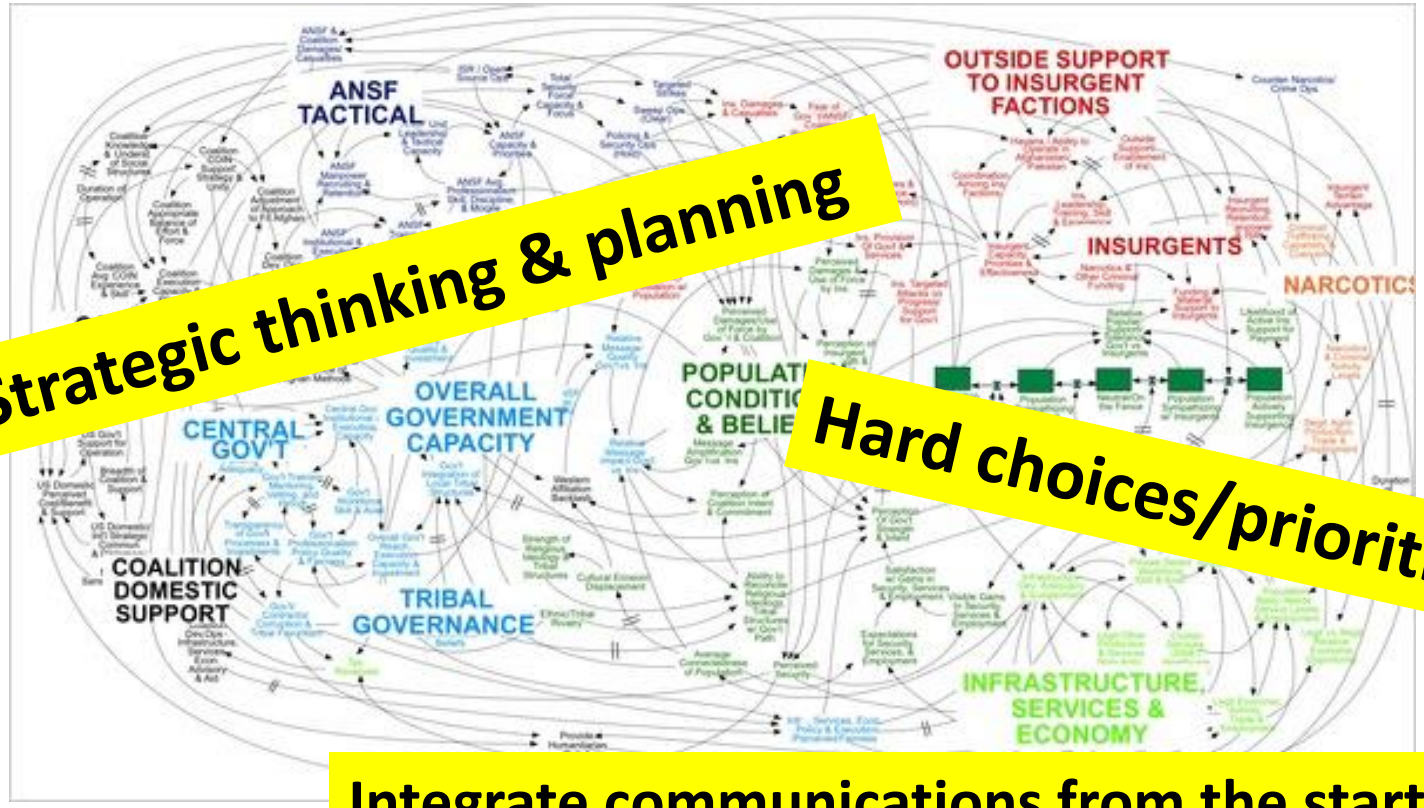
Communicating for Impact



A PowerPoint diagram aimed at portraying the complexity of American strategy in Afghanistan certainly succeeded in that aim.

"When we understand that slide, we'll have won the war," General McChrystal
New York Times 26 April 2010

Communicating for Impact



Strategic thinking & planning

Hard choices/prioritise

Integrate communications from the start

What exactly is Impact?

How can we define it in context of publicly funded research & science?

What exactly is Impact?

How can we define it in context of publicly funded research & science?

- Changing the population's perceptions &/or understanding
- Fulfilling a need in society: better or hitherto unmet
- Changing the direction/priorities of the scientific agenda for the good of us all
- Delivering 'improvements' for policy, economics, quality of life
- 'Making a difference' – alternative solutions

"Impact? I'll know it when I see it!"

What exactly is Impact?

How can we define it in context of research & science?

The **timeframe** of **delivery** of 'impact' will vary widely –

- **Immediate** impacts – within the timeframe of the project
- **Enabling** impacts – building blocks towards measurable impact (end + 3 years)
- **Societal** impacts – 'tipping point' reached (end + 10 years)

Consideration of Impact in terms of ***actual*** and ***potential*** impacts is valid and of potential interest to industry.

What exactly is Impact?

How can we define it in context of research & science?

'Categories' into which impact/s can be grouped

- **Policy** and/or standards – safety, health rules
- **Scientific** knowledge base – re-focus efforts, moving agenda forward
- **Technical** innovation and/or development
- **Societal** improvements – citizen actions & understanding
- **Economic** – competition, creation, cost
- **Quality of Life** – built & natural environment
- **Patents/licenses** – 'hard' measures

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Are there common characteristics of projects for the successful delivery of impact however defined?

1. **Planning**

'Awareness of **Impact** from the **beginning** of a project is a **pre-requisite** for its **delivery**.'

2. **People**

'Key foundation to the **delivery** of actual and potential **impacts'**

3. **Partnerships**

'Effective **co-working** of **multi-actors** across **multiple functions.'**

Hence the focus of EC funding in particular of instruments such as ERA-Nets, EPIs etc

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Scientists and Communications

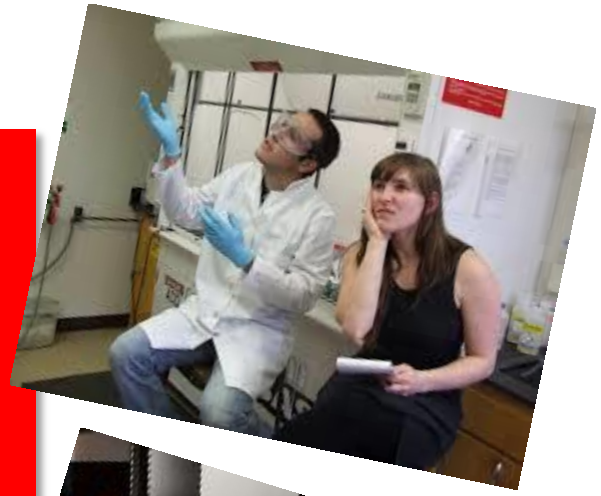
- ✓ Scientists are very good at science and research (they've been trained to do this)
- ✓ Scientists are very good at 'Dissemination' - research papers (these are measured & rewarded & they've been trained)

✕ But scientists are (usually) not good at Communications

Scientists and Communications

But scientists are (usually) not good at 'Communications'

- **Not embedded (usually) into Science Curricula**
- **Not measured – nor rewarded**
- **Not appreciated by Seniors (usually)**
- **Caution or worry about engaging with the media**



Experience 1/4

Recent European Training Projects

éclaire — Effects of climate change on air pollution impacts and response strategies for European ecosystems

Two day training course for young scientists on personal and professional communications

INCO-NET: strengthening bi-regional & bi-lateral dialogues Training in Athens, Istanbul & Germany

AgriFoodResults

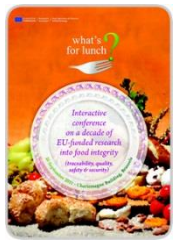
European Initiative for a better use of results of agri-food research

PIMMS Proton Ionization Molecular Mass Spectrometry

ARGENT – Advanced Radiotherapy Generated through Enhanced Nano Technologies

Training events – templates – best practice guidelines

EP lobbying & communications to embed malnutrition into European policy



DG Research & Innovation Project – What's for Lunch?
15 EC funded projects in food security, safety, provenance & quality

http://www.youtube.com/watch?v=eNbxYj6eB_s

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Current/Recent EC projects

CommNet

www.commnet.eu **Communicating the Bioeconomy**

ifamily

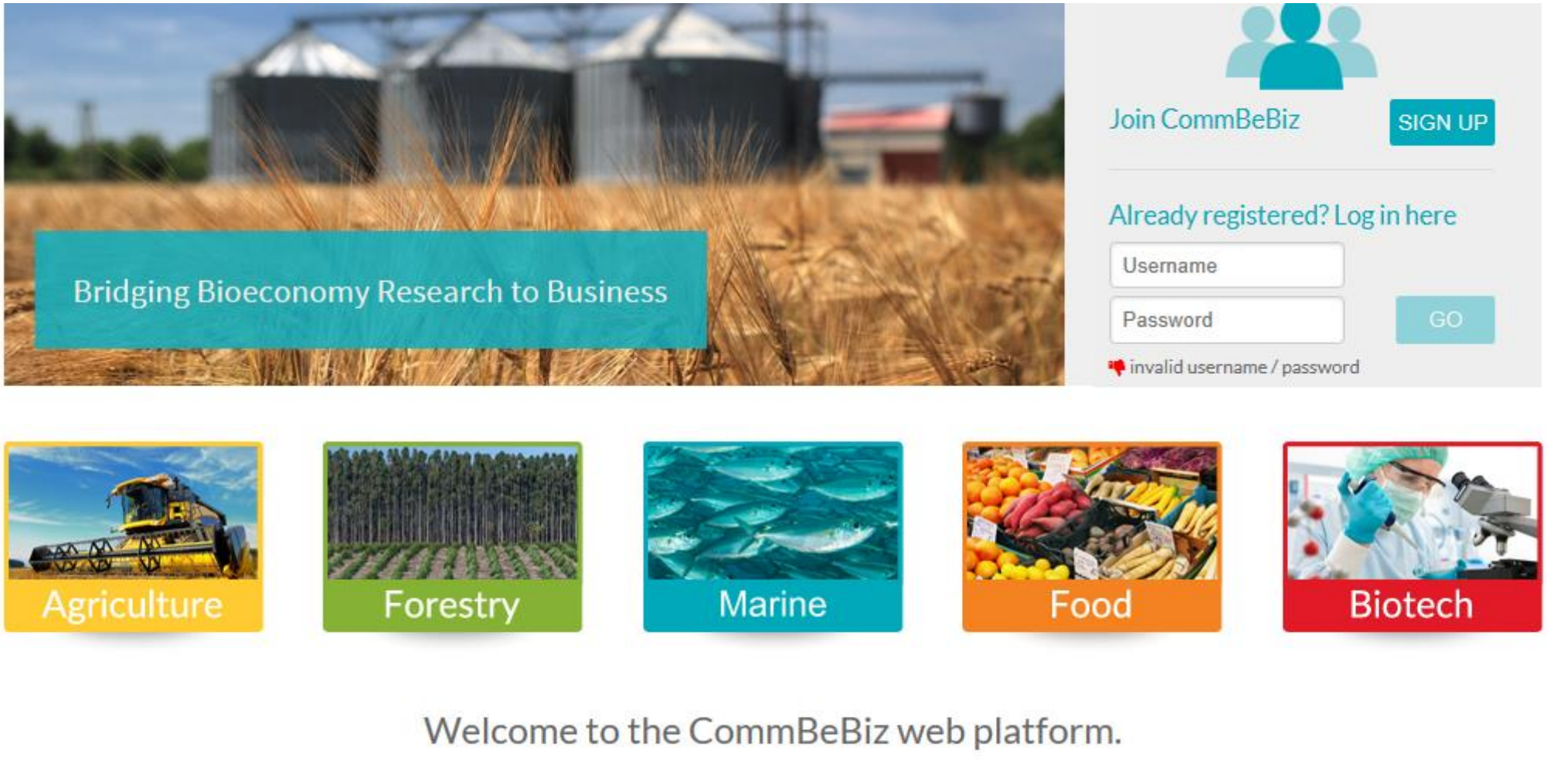
www.ifamilystudy.eu **Individual & family determinants of lifestyle & food choice**

PROteINSECT
INSECTS AS SUSTAINABLE SOURCES OF PROTEIN

www.proteinsect.eu

CommBeBiz

www.commbebiz.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

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CommBeBiz

Save the date

Bioeconomy Impact 2016

Connecting People, Projects and Purse Strings to Deliver Innovation in the Bioeconomy

Dublin 10/11 February 2016

www.commbebiz.eu/BioeconomyImpact2016

Search CommBeBiz Project on

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

info@commbebiz.eu

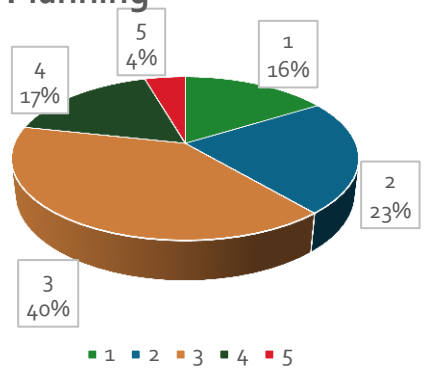
Training Courses provided

8 courses – plus 2 Master Classes at ESOF 2014
Brussels x 2, London, Dublin, Rome, Aberdeen, Copenhagen, Vienna, Tallinn

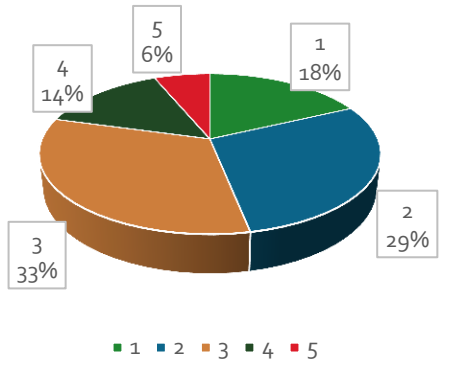
- 140 delegates participated
- 18 countries represented
- All sectors represented – more food projects at start; balance achieved o'all
- Range of seniority and experience
- Few Co-ordinators – more dissemination leads
- CommNet partners, external speakers & journalists at each course

Self-assessed experience of delegates – 5 high; 1 low

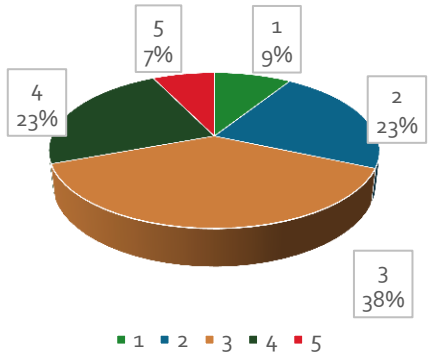
Strategic Planning



Media Communications

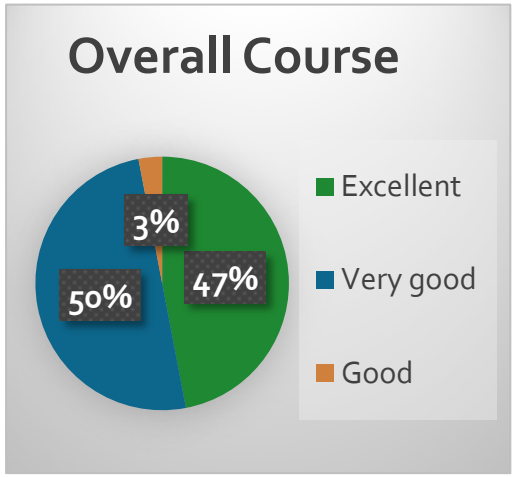


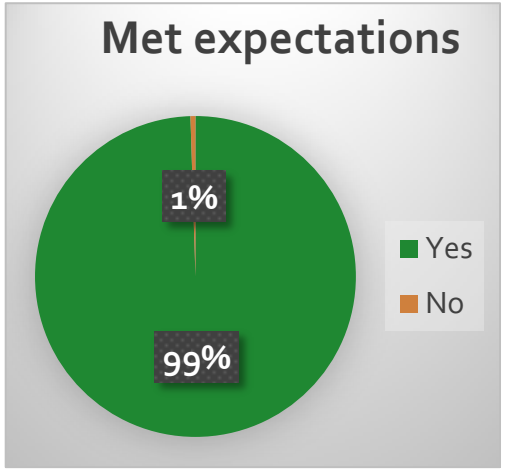
Events & other activities



- 39% no/low experience in strategy planning
- 47% no/low experience in media communications
- Majority were 'in charge' of communications/dissemination/exploitation

127 delegate feedback forms





Common points in feedback narratives

- Wider range of communication actions –opened my eyes!
- Differentiation between Dissemination & Communication – I understand now!
- Productive discussions with research/science colleagues – I can share my method!
- How to think and plan strategically – having a plan aids decision-making!
- Good to practice in a 'safe' environment – project meetings often not so!
- Greater understanding of working with 'the media' – walking in their shoes!

Delegates said .....

Most help with .....

- Awareness of the variety of new and established communications channels
- Dealing with journalists
- Developing measures of success
- Development of Strategic Communications Plan/s
- Identification of stakeholder groups
- More effective presentations
- Using social media communications
- Writing key messages for different audiences
- Writing press releases

"I want to thank you again for the great training. I was just reading my notes and your training gave me a lot to think about & change & also use for new proposals so once again big THANK YOU! :)"

The staff have been very supportive especially with a researcher very naïve on communication topics.

"Rarely the teams coordinating projects are aware that they need training in communication, to learn what to put special attention on when writing PR, presenting results, etc. and CommNet has put the finger in this wound."

"It was a great experience and pleasure for me (as a pure scientist) to learn about all these dissemination and communication items for KBBE projects via the CommNet platform. I personally have learned a lot of new things which I was not familiar with before".

The training course was the best I ever had, very effective and efficient training session, which also allowed a dialogue between the trainer (Rhonda) and the students."

"The easy atmosphere facilitated interaction"

Learnings – from CommNet Training

Individual scientists need more 'carrots' to enable them to make communications a priority - currently this activity is not acknowledged, supported or rewarded within the academic curricula

Horizon 2020 Article 38 is a 'stick' that will focus the attention of Research Leads & prospective Project Co-ordinators (in EC context)

But Scientists will need on-going support to further their understanding of the difference between Communications & Dissemination & improve their practice & deliver 'hard' and 'soft' measures of impact

Learnings – from CommNet Training

Project Co-ordinators & Partners need support to develop an appropriate and proportionate Strategic Communications & Dissemination plan ideally at Proposal stage & to be implemented right at the start.

HORIZON 2020 – WORK PROGRAMME 2014-2015

Communication, Dissemination and Exploitation

Introduction to communication, dissemination and exploitation

Activities to disseminate information and exploit research and innovation results as well as carry out communication activities will be an important and integral part of Horizon 2020. The European Commission will thus implement information and communication actions for Horizon 2020 which will include communication measures concerning supported projects and results. The communication efforts will also contribute to covering the overall corporate communication of the European Union's political priorities as far as they are related to the general objective of Horizon 2020.

Dissemination and exploitation

As in previous Research Framework Programmes, the Commission will continue its dissemination and exploitation policy providing web-based access to information on funded projects as well as their results. This will cover projects funded under Horizon 2020 and ensure continuity for the past Research Framework Programmes (FP7, FP6, etc.) also addressing Commission's commitment to open access to public service information.

The coordination and monitoring of these activities will be under the responsibility of the Common Support Centre (CSC). The CSC will also be in charge of having delineated by early 2015 a strategy for the dissemination and exploitation of remaining Seventh Framework Programme and Horizon 2020 research results in the longer term which will be aligned with the principles of IT and Web rationalisation; in that respect, it will ensure integration with the Research Participant Portal and the new IT systems developed for Horizon 2020. Moreover, it should result in efficiency gains in terms of cost reduction and job savings.

The Publications Office of the European Union (OP) will continue to act as a service provider to the European Commission providing the Community Research and Development Information Service (CORDIS) with dissemination services, until the end of 2015 mainly related to Seventh Framework Programme results. Together with other possible service provider(s) the OP will support the Commission in its dissemination and exploitation policy with the objective to:

- **Make available relevant services in a user-friendly way** including content management, IT developments, maintenance, operational and supporting activities;

All Scientists within a project need to take responsibility for communicating about their research to a wide range of stakeholders and not delegate the responsibility for that to one Work Package or a professional service.

Learnings – from CommNet Training

All researchers need to be familiar with the whole Project in which they are working, not just their own specialist area, so they can become Ambassadors for the project and the issue it is addressing.

Scientists need to be introduced to journalists and the media so that barriers and misunderstandings can be broken down and trust built up so that more scientists can become confident & competent enough to speak up and out particularly about controversial issues.

Scientists are creative and innovative – they need to be encouraged to apply these talents to Communications activities as well!

Peer reviewed publications (dissemination) are an ideal start for wider communications activities – ensure all partners take the Literature Carousel and make it turn!

What about Identifying Opportunities?

Vital to understand the wider landscape

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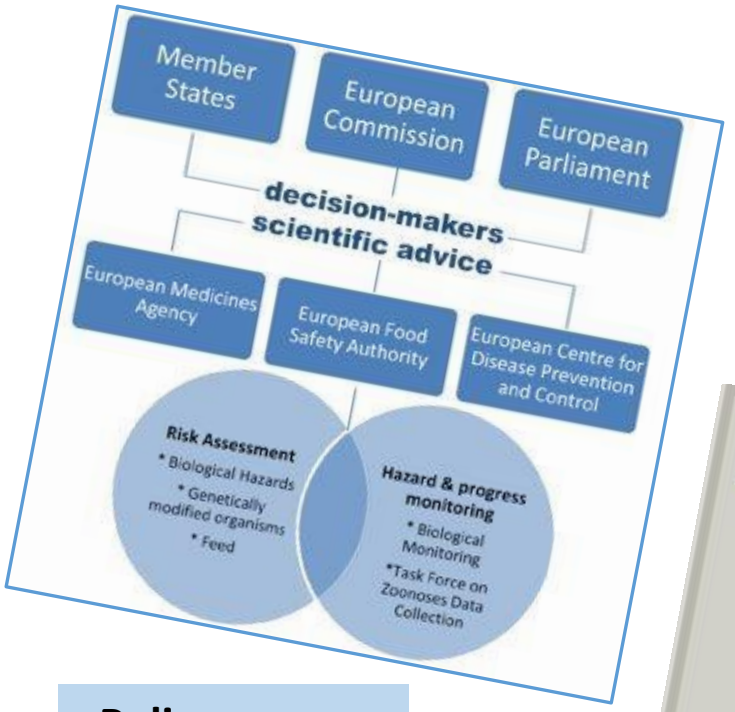
Vital to understand the wider landscape



Policy process

Consumer perception/opinion

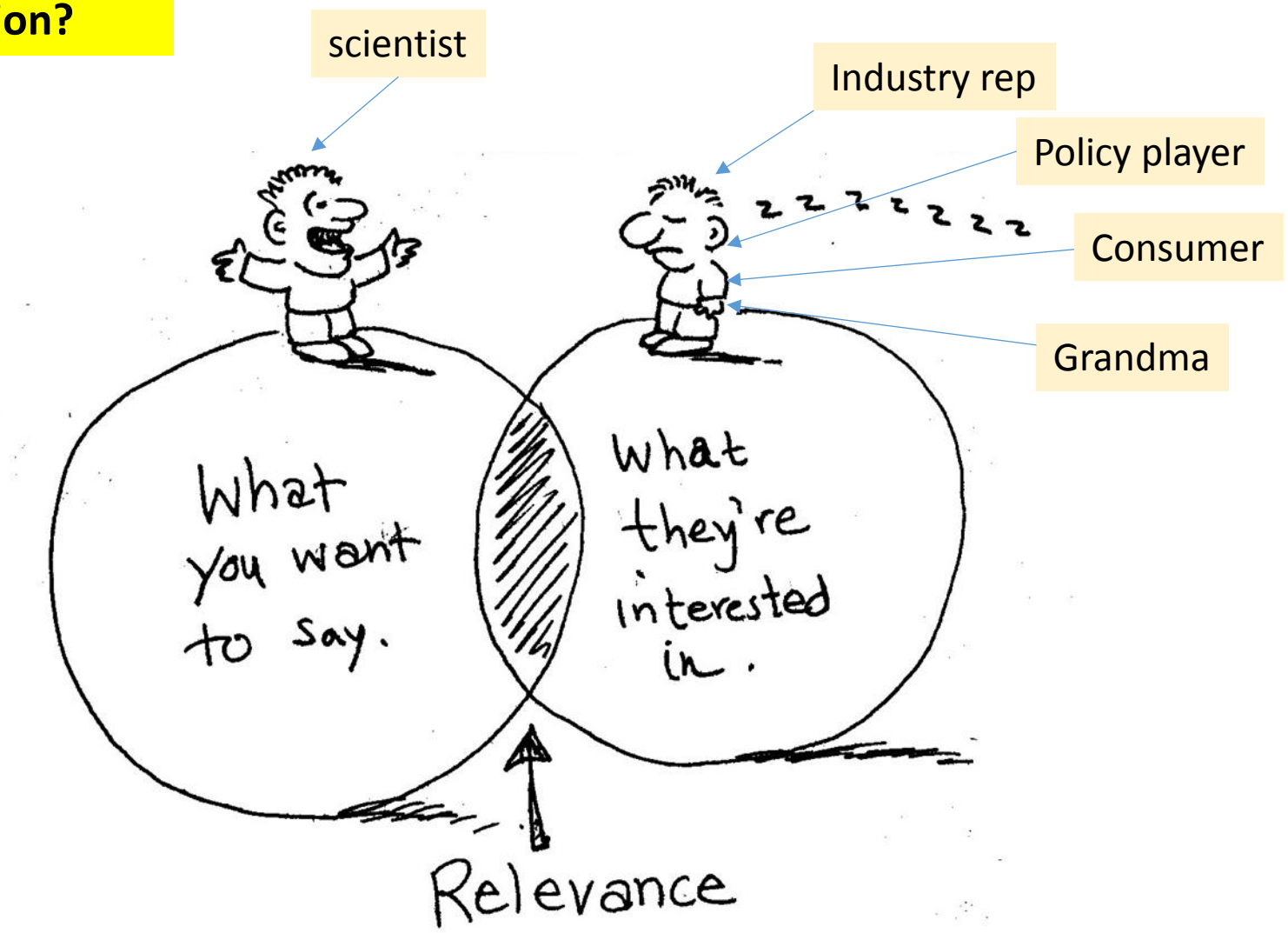
International similarities/differences

In brief		
'Precautionary principle'	Fundamental part of risk management	Concept not endorsed as a basis for policy making
Societal, economic, ethical or environmental concerns	Taken into account in risk management decision in line with the consumer right to information and choice	'other factors' considered as barriers to trade
Approach to ensuring food safety	Integrated "farm-to-fork" approach	Safety mostly verified at the end of the process
Food risk evaluation	Full scientific assessment by EFSA for regulated products such as GMOs and additives.	Largely relies on companies' own private assessment

Table 1: Comparison key elements of the EU-US food regulatory systems

What about Building Co-operation?

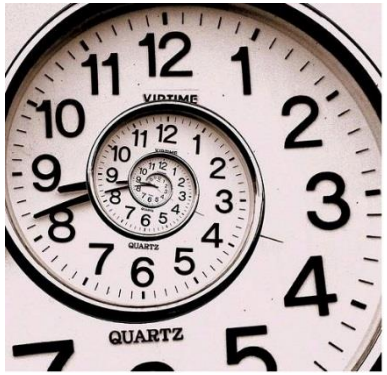
- **Relevance**
- **Language**
- **Trust**



What about Building Co-operation?

- **Build confidence**
- **Make time**
- **Create links**
- **Personal connections**
- **Two way flow**

  & of course
- **Food Innovation Gateways Events!**



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Thank you!

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