Dissemination, exploitation and communication plan

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Project Information Summary

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Consortium Partners	Centre for Economic Policy Research, London Lunds Universitet, Lund Università Luigi Bocconi, Milan Universitat Pompeu Fabra, Barcelona London Business School
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Table 1: Project Information Summary

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Table 3: Quality Control Assessment Sheet

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Acknowledgment

Executive Summary

This document is the second deliverable of Work Package 8 – Dissemination, Exploitation and Communication of the FRAME project, funded by the European Commission through its H2020 programme (Grant Agreement number 727073).

The document is the initial 'Dissemination, exploitation and communication plan', defining the strategy and implementation measures proposed by and adopted by the project consortium to communicate project objectives and activities and disseminate project outputs. The strategy will ensure the best exploitation of the project's results by key stakeholders such as the European Commission; the European Central Bank; policymakers in Member States e.g. central banks and government ministries; non-governmental agencies specialising in innovation, research and employment policies; the private sector; and the wider academic community.

The FRAME Dissemination and Exploitation Plan will be systematically reviewed and updated on the occasion of each consortium meeting in a dedicated slot and in line with the milestones indicated in FRAME's Description of the Action (Annex I to the Grant Agreement).

This 'Initial Plan' can be broken down into 2 main parts: (A) A "setting the scene" describing the framework of communication and dissemination activities; (B) the communication and dissemination strategy with their corresponding charts of activities and an envisaged impact. These will lead to the project partners starting to assemble the FRAME Exploitation Plan, presenting briefly the paths that will be investigated when identifying measures to ensure the legacy of the project beyond its lifetime.

1. Framework of Communication, Exploitation and Dissemination Activities

1.1 Key concepts and Objectives

The following definitions of the key terms used in this document originates from the European Commission participant portal website.[1]

Communication: "Communication on projects is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."

The general purpose of communicating about European projects is to promote European collaborative research and innovation.

The FRAME project communication objectives are to:

- **Raise public awareness and ensure maximum visibility** of the project key facts, objectives, activities and findings among stakeholders in the EU and beyond;
- **Announce and promote** FRAME events, contributing to upgrade its attendance and engagement potential;
- **Support** FRAME's dissemination objectives
- **Promote research** collaboration and exchange of knowledge between EU academics and EU policymakers.

Communication will therefore contribute to supporting dissemination and exploitation objectives while targeting stakeholders beyond dissemination and exploitation purposes to non-specialist audiences.

Exploitation: "The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities."

The general purpose of the exploitation plan will be to ensure future (re)-use of the project results amongst various stakeholders and user groups.

Dissemination: "The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."

The dissemination of the project outputs to key stakeholders aims at (1) making the knowledge (results) developed through the project available to the widest audience and (2) enhancing project exploitation potential.

1.2 Roadmap of Activities

At the start of the project, it is inevitable that no results will be available to publish. Therefore, the communication strategy from the outset will focus on raising project awareness among the stakeholder community. As the initial project results become more and more available, dissemination of project outputs will commence and last until the end of the project period. During the final quarter of the project (M19 – 24), the consortium will ensure that the project results are made available to a wider audience to be used in future research activities and to ensure that they can be exploited beyond the scope of

the project.
[1] http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

1.3 Roles and Responsibilities

CEPR will act as the work package leader and will collaborate fully with all FRAME partners. However, ZEW as co-ordinating institution will lead on decision-making in relation to the communication and dissemination of the project as a whole, including being responsible for the project's website (http://www.h2020frame.eu/frame/home.html).
The core tasks of the work package are five, as defined in the Grant Agreement.

Task 8.1: Establishing of a Dissemination and Exploitation Plan
The responsible partner is CEPR. The work will include the development of the Initial Project Dissemination Plan (D8.2), the Dissemination report after the first project year (D.8.3), the Update of the Dissemination Plan (D.8.5) and the Final Dissemination and Exploitation report at the end of the project (D8.9). Furthermore, CEPR will be monitoring the dissemination activities implemented by all partners.

Task 8.2: Data Management, Knowledge Management and Intellectual Property Protection
As per the Grant Agreement, CEPR will responsible for this task and will make sure that all scientific materials and deliverables developed under the project will be freely available on the project website.

Task 8.3: Dissemination and Communication of Findings via Specific Events and Channels
The responsibilities under this task will be shared between CEPR and ZEW.
- ZEW will establish, maintain and periodically update the project website;
- CEPR will coordinate the social media activity of the project;
- ZEW will create the project branding (logo, templates to be used by partners to disseminate the project outputs);
- CEPR will create and distribute the FRAME bi-annual e-Newsletter;
- ZEW/ CEPR will communicate the project results to policy makers in order to involve them in the project activities. ZEW will lead the task, as project coordinator and CEPR will contribute, taking advantage of the wide network of contacts the Centre works with on daily basis. In order to do this CEPR will coordinate the lunchtime seminar in Brussels with policy makers to gather their feedback and improve the project strategy. Furthermore, CEPR will explore the its unique communication tools (Vox EU and the CEPR Policy Briefs) in order to communicate the FRAME outputs to a broader non-specialist audience;
- ZEW will produce three videos to promote the project results;
- Communication towards the scientific community – all partners. The leading researchers from all partner institutions will attend high profile academic conferences in Europe and the United States to present the papers, produced under the project.
CEPR will host one Research Workshop and the Final Policy Conference ZEW will host the Midterm Policy Conference in its premises. Furthermore, ZEW will dedicate sessions on FRAME during their bi-annual conference on Economics of Innovation and Patenting;
- CEPR will publish the working papers developed under the project via its DP series;
- CEPR will invite media representatives to attend the final policy conference (ex. Bloomberg, the Financial Times, The Economist, etc.) and ZEW will publish press releases related following the completion of the events.

Task 8.4: Establishing SAB Support to Dissemination of Results
The establishment of the Scientific Advisory Board (identification of potential participants, invitation and communication with them) will be a task shared between CEPR and ZEW.

Task 8.5: Provide Training to Practitioners and PhD Students based on the FRAME results
ZEW will host a training school in their premises and will be in charge of the organisation and logistics. CEPR will assist ZEW with the promotion of the event and recruitment of participants.

The following table better outlines the distribution of tasks and responsibilities between the project partners.

1.4 Communication, Exploitation and Dissemination Activities – Partner Contributions

	ZEW	CEPR	LUND	BOCCONI	UPF	LBS
WEBSITE						
Upgrade and management	●					
Constant update	●	ALL PARTNER COMMITTED TO PROVIDE CONTENT FOR THE WEBSITE				
TAILORED TOOLS						
Production of videos and podcasts	●	●				
Dissemination of materials	●	●	ALL OTHER PARTNERS COMMITTED TO THE TASK			
SOCIAL AND PROFESSIONAL NETWORKS						
Management	●	●				
PUBLICATIONS						
Publications in specialized journals, magazines or newsletters	ALL PARTNERS COMMITTED TO THE TASK					
EVENTS						
Planning and organisation of mid-term Policy Conferences	●	●				
Planning and organisation of academic research workshops		●	●			
Organisation of training school for practitioners and young researchers	●					
Organisation of lunchtime seminar in Brussels	●					
Planning and organisation of the Final conference		●				
CONTRIBUTION TO EXTERNAL EVENTS						
Joint IMF-Bank of Spain conference on Resilience versus Recovery		●				
Joint EIB-ECB Conference on Investment, Technological Transformation and Skills		●				

Session at EEA Congress/ AEA Annual Conference (depending on feasibility)	●	●				
International ZEW Conference on the Dynamics of Entrepreneurship	●					
Innovation and Patenting Conference	●					
DRUID-Conference			●			
Jahrestagung des Vereins für Socialpolitik			●			
ASSESSEMENT AND STRATEGY REVISION						
Monitoring of the project communication and dissemination activities (M3 - M24)	●	●	●	●	●	●
Revision of the communication and dissemination strategy (M12 - M24)	●	●	●	●	●	●

Table 4: Communication, Exploitation and Dissemination activities, roles and responsibilities

1.5   Target Audiences

Roles, target numbers, strategies for involvement and expected timing

The FRAME partners have identified (on a preliminary basis) the following groups of stakeholders likely to be interested by the project outputs, and therefore targeted by the consortium for communication, exploitation and dissemination activities:

- **Internal audience**

These are the members of the project consortium and the Scientific Advisory Board. They will be kept informed about the progress of the project activities throughout the project life-cycle via regular correspondence (emails, conference calls) and the planned project partner meetings.
Expected number of people to be involved: 12 project members + 6 SAB Members.
Timing: Months 1-24

- **Other projects**

The FRAME team will closely collaborate with the teams of several other H2020 projects - MONROE ISIgrowth and I3U.
Given that the topic of MONROE is close to the FRAME topic, the two project teams will meet several times in order to exchange ideas and share their experience.
The project teams of ISIgrowth and I3U will be invited to attend the major FRAME research events (the Midterm Policy Conference).
Expected number of people to be involved: 50 project members.
Timing: Throughout the development of the project, most likely from months 3-24.

- **External stakeholders**

The external parties most likely to benefit from the project results are policy-makers and academia.
The external stakeholders are identified and their roles described in detail in Table 5 *FRAME external communication and dissemination audiences and roles envisaged* (below).

Targeted Audiences (reached through communication and dissemination, for awareness, understanding and support purposes)		Role
Policymakers, governmental organisations	- European Commission (DG RTD, DG ECFIN) - European Central Bank - Regulatory Authorities (central banks) - Member States' governmental bodies - Innovation and Employment policy bodies (including NGOs)	Strong policy support to the implementation and strengthening of FRAME modelling and other outputs at national and EU-level with oversight and direction by independent Scientific Advisory Board.
Research organisation and academia	- Research bodies/organisations (e.g. Fraunhofer) - Academic peers globally, predominantly in EU and US	- Ensure awareness of the available infrastructures services - Gather end users requirements and questions - Apply FRAME's models to other countries - Help identify priorities so that project activities can be tailored to their needs - Enhance project's visibility via promotion throughout their contact network - Develop further and extend the models provided by FRAME

Table 5: FRAME external communication and dissemination audiences and roles envisaged

Diego Comin (CEPR) has already presented work to be done on creating FRAME models and discussed the project's aims with top ECB and EC leaders – Mario Draghi, Vitor Constancio and Carlos Moedas) in March 2017 at the Joint ECB-MIT Conference on "Productivity and the Great Recession", prior to the start of the FRAME project (https://www.ecb.europa.eu/pub/conferences/html/20170313_fostering_innovation.en.html).

We will aim to build on these (and other undocumented) interactions by inviting practitioners and policy makers to attend the major FRAME events – the Midterm Policy Conference and the Final Policy Conference. Both ZEW and CEPR have a large network of contacts and good long-standing relationships with a broad range of institutions, which will potentially benefit from the project outputs. Expected number of people to be involved: 50
Timing: Months 8-24
Furthermore, we target the academia (research organisations, universities and individual researchers) in the field of Macroeconomics, Industrial Organisation, Innovation, Entrepreneurship, among other fields. We will use a combination of strategies to approach this group of people – invitation to attend the project events, e-newsletter, social media (CEPR, ZEW and all partners' channels). Furthermore, the leading scientists in FRAME are expected to attend a number of external events to promote the project and to involve a larger audience.
Expected number of people to be involved: 250 (project events), 1000 (external events), 4000 (project

e-newsletter).
Timing: Months 6-24

- **General audience**

These is the wider audience that might be interested in the implications of the project – researchers in fields, outside of macroeconomics and innovation, students and the general public.

We expect that the FRAME researchers will involve their colleagues in their home institutions from different fields informally or via presentations. Moreover, we will use several of the CEPR communication tools – Vox EU, policy briefs, podcasts and social media to approach the general audience.

Additionally, the project consortium will aim to promote FRAME in the media in order to maximise the outreach, mainly to announce the policy conferences. CEPR will invite the press, with whom has a longstanding relationship to attend (ex. Bloomberg, the Financial Times, The Economist, etc.) and ZEW will publish press releases related following the completion of the events.

We expect to attract over 10,000 people via these channels.

Expected timing: months 1-24.

2 Communication, Exploitation and Dissemination Tools

The table below provides a breakdown of the dissemination, exploitation and dissemination tools that will be used.

Tools	Communication	Dissemination	Exploitation
Visual identity	X		
e-Newsletter – for general audience/stakeholders	X		
e-Newsletter - Thematic, topic specific for academic audience		X	
Online videos	X		
Audio podcasts	X		
VoxEU columns		X	
e-Newsletters	X		
Project reports – Deliverables on specific research topics		X	X
Media articles – building on CEPR links with press		X	
Journal articles on research topics			X
Conferences	X	X	X
Social Media	X	X	
Training School			X
Research database			X

Table 6: Communication and Dissemination Tools

2.1   Visual Identity

Figure 1: FRAME logo

2.1.1 Colour and logo

The choice of colours and the design of the logo has been proposed by ZEW at the FRAME project kick-off meeting and accepted by the other partners. The colours have been selected to provide a slight colour-contrast, forming complementary colours of orange and blue to resemble those used in the European Union's flag. The colours are defined in RGB decimal respectively by:

- Orange: 242, 148, 0
- Blue: 13, 120, 154

The orange is related to a shade of tangerine, also known as #F29400 in Hex colour. Similarly, the blue colour is also known as Cerulean associated to the Hex colour #0D789A. By the same token, the logo was designed to refer to the H2020 grant by depicting a logo rather large and blue with a few orange spikes, like the stars of the European flag. The logo is inspired by the contents of the FRAME project e.g. knowledge and technology diffusion. For this reason, the letter 'e' has been customised with a light bulb has been used to refer to the production of ideas and a wheel with spikes to represent technologies. In a similar way, the idea of a frame has been reflected around the project acronym.

2.1.2 Templates

ZEW was in charge of the design of the templates, which will be available for download from the website via the section Scientific materials (see http://www.h2020frame.eu/frame/scientific-materials/templates.html). The templates are designed to be in line with the main colours of the project. Lines and rectangular have been favoured to be in line with the main characteristics of the logo. A version is available on Word, Power Point and LATEX. All templates are available on the FRAME website.

2.2 Media tools

The European Centre for Economic Research (ZEW) and the Centre for Economic Policy Research (CEPR) are both involved in the Work Package 8 in ensuring the Dissemination, Exploitation, and Communications. While decisions on communication aspects will be taken by ZEW as the Co-ordinator of the FRAME project, the other objectives will be led by CEPR. More details about each media, intended use and targeted groups will be specified in this plan. To maximise outreach to the relevant audiences targeted by FRAME, four main channels will be used:

- FRAME project website
- Audio podcasts and online videos (through CEPR's policy portal, VoxEU.org and YouTube channels run by ZEW and CEPR)
- VoxEU columns on FRAME research and conferences.
- Social media – Twitter (all partners), Facebook and LinkedIn (CEPR) and YouTube (both ZEW and CEPR)
- Traditional media: The project consortium will aim to promote FRAME in the media when

announcing the major policy conference.

We expect the media interest towards the project to intensify in the second year of FRAME, when we there will be outputs available. The media coverage of the results will be ensured by both ZEW and CEPR. The partners are expecting to involve the press which emphasized on economics (The Financial Times, Bloomberg, The Economist, etc.). We will be contacting the media in the occasions of a significant project announcement (ex. the Final conference). Additionally, ZEW will publish press realises alongside their monthly newsletter, when announcements need to be made.

2.2.1 FRAME website

ZEW will be responsible for providing and maintaining the project website, particularly with regard to allowing efficient collaboration between the teams, as well as the joint development of and management of any knowledge produced by the consortium. The website will host all the project deliverables including datasets. Dedicated sections to the institutions and individuals involved, deliverables, events and scientific materials have been created. Video clips and audio podcasts can also be published on the website, as well as graphics of the results of different stimulations.

2.2.2 Newsletters, columns, reports and media articles

Additional materials will be created to ensure wide communication and dissemination of FRAME. 4 e-newsletters will be shared with FRAME's distribution list. This will be made up of interested parties/stakeholders including those from the research and policy making community. The list will be made up of partners and SAB members' contacts and affiliates. The content of the newsletter will be co-ordinated by all partners with oversight from Diego Comin, Torben Schubert and ZEW. CEPR will be responsible for the design and distribution. Public interest in the project will also be generated through VoxEU columns, videos and media coverage, while audio podcasts may be included if their effectiveness in reaching the intended audience can be gauged against similar work currently undertaken by CEPR and ZEW.

2.2.3 Social Media

No new Twitter account will be necessary for enhancing public awareness of FRAME but CEPR will build on its existing Twitter activities and exploit its current outreach on Twitter and Facebook using hashtags and other feeds to identify FRAME-specific activities and developments. CEPR will co-ordinate the twitter activity but partners and SAB members will also be asked to re-tweet to increase the profile of the project. Individual FRAME researchers may also re-tweet from their personal Twitter accounts.

The table below provides a list of suggested project milestones that can be shared on social media.

Milestone	Suggested social media post
FRAME website	Share website link when any key updates are made
FRAME Newsletter No 1	Share link to downloadable version of newsletter
FRAME Newsletter No 2	Share link to downloadable version of newsletter
Research Workshop 1	Tweets in the lead up to workshop Create Facebook event Tweets from the workshop Share key outcomes from the workshop
Mid-term Conference	Tweets in the lead up to event Create Facebook event Tweets from the conference

	Share key outcomes from the conference
Online video clip Mid-term Conference	Share video on social media channels, as well as the FRAME website
Research Workshop 2	Tweets in the lead up to workshop Create Facebook event Tweets from the workshop Share key outcomes from the workshop
Brussels Lunch Time Seminar	Tweets in the lead up to seminar Create Facebook event Tweets from the seminar Share key outcomes from the seminar
Online video clip Lunch Time Seminar	Share video on social media channels, as well as the FRAME website
FRAME Newsletter No 3	Share link to downloadable version of newsletter
FRAME Training School	Tweets in the lead up to school Create Facebook event Tweets from the school Share key outcomes from the school
FRAME Newsletter No 4	Share link to downloadable version of newsletter
Final Conference	Tweets in the lead up to event Create Facebook event Tweets from the conference Share key outcomes from the conference
Online video clip Final Conference	Share video on social media channels, as well as the FRAME website
Final FRAME Newsletter	Share link to downloadable version of newsletter
Scientific Papers and deliverables	Share website links to publications and deliverables via social media channels
VoxEU columns	Column tweeted from VoxEU account

Table 7: Social Media Activities

Based on the above we approximate 60 tweets from the CEPR account related to FRAME over the course of the project, which will be shared by partners and SAB members. Individuals in the project may also share these via their personal social media accounts. Therefore, combined with this we expect the total number of tweets, including all re-tweets, to be over 250.

2.2.1 Events

2.3.1 Policy conferences and Training schools

FRAME will organise a mid-term and final policy conference, a lunchtime seminar and a training school for practitioners and young academics.

OBJECTIVE

With a particular focus on specific thematic topics (e.g. innovation policy, job creation, labour markets, migration), the conferences will represent the opportunity to spread awareness and debate with national and regional stakeholders (governmental authorities,   regulatory bodies, deciders of research and education institutions, donors).

The main objectives of the high-level policy conferences are to present the project's outputs to a broad

community of stakeholders and offer direct interaction between experts and key stakeholders in the field.

The training school will address primarily modelling experts (advanced PhD students, researchers in universities, public research organisation, central banks, etc.), which are interested in learning more on the virtues and limits of DSGE models and on the microeconomic base of parameter estimates.

OUTPUT

An event report will be provided for each activity and a video of highlights from the mid-term and final policy conferences and lunch time seminar will be made available online via the VoxEU policy portal (subject to editorial approval) and the FRAME project website. Information and outcomes of the events will also be shared on social media.

2.3.2 External events

Already regular and widely attended events are unique opportunities to reach and meet targeted communities. The FRAME partners will use them to disseminate key results, and will do so by carefully selecting the events that will allow optimal impact. A preliminary objective is to represent the project in at least 6 events.

A tentative list of potential events organised external to the FRAME project is reflected below:

Name	Expected contribution	Place/Date
ZEW Conference on Economics of Innovation and Patenting		Late February 2018 Mannheim
Joint IMF-Banco de Espana conference on Resilience and the Great Recession		April 2018 Madrid
International ZEW Conference on the Dynamics of Entrepreneurship		May 2018 Mannheim
Innovation and Patenting Conference		May 2019 Mannheim
DRUID-Conference		June 2018 Copenhagen June 2019 TBC
Joint EIB-ECB Conference on Investment and Technology		November 2018
Jahrestagung des Vereins für Sozialpolitik		2018/2019 TBC
EEA Congress/AEA Annual Conference	A dedicated session about DSGE modelling putting FRAME at the forefront of new tools	TBC 2019

Table 8: List of external events where the project may be presented (TBC)

All FRAME partners will seek to raise public awareness of the project's activities, developments and contributions to the knowledge base to their peers and to non-academic audiences alike through international conferences and policy-orientated meetings. All partners will be expected to update this table regularly.

2.3   Academic Publications

When submitting papers for publication in externally-published journals (i.e. not related to the FRAME

project partners), all FRAME partners must ensure they comply with H2020 rules in doing so.

All partners will make sure that the project publications will abide by these rules. A shared internal document has been set up in order to follow up partners' contributions to publications (see Chapter 5 for a copy of the template). All partners will fill it in regularly and all partners will also contribute to the promotion and dissemination of the various publications.

FRAME partners' will also take advantage of existing Discussion Paper and Working Paper series to publicise the research such as the ZEW Working Paper Series.

All publications under FRAME will be using the agreed project template, created by ZEW. All papers will be made available on the project website.

The project is still in its initial phase, however, we estimate the first working paper to be available in month 9-10.

2.4   Non-academic Publications

All partners will commit to publishing work in non-traditional publications that can be made available to a non-academic audience. CEPR publishes policy-orientated and free-to-download papers for academics, policymakers and the interested general public and will encourage partners to disseminate their work through these media.

2.5   Synergies with related projects and initiatives

The REA has requested that FRAME develops on its synergies with the MONROE project (principally through the participation of ZEW researchers in both projects) in order that the different approaches to modelling being undertaken by each can complement one another. ZEW will be responsible for facilitating collaboration by FRAME partners with those of the MONROE project, which is led by the Dutch Ministry for Infrastructure and the Environment.

Furthermore, several joint FRAME-MONROE workshops will be organised, in order to promote the cooperation between the two project teams.

Finally, the project teams of two other H2020 projects will be invited to attend the Midterm Policy Conference in Mannheim and the Final Conference in London, which will provide the FRAME team with valuable feedback from fellow academics.

2.6   Summary of preliminary communication versus dissemination channels

Channels	Communication	Dissemination
Project website – General presentation pages	X	
Project website – Specific pages dedicated to outputs		X
Mailing lists & Contact databases – General	X	
Mailing lists & Contact databases – Segmented by WP	X	X
Social media	X	
FRAME collaboration with MONROE	X	X
External channels – of general, non-specialist nature	X	

External channels – Specialised, sectorial, targeted		X
Project events – Presentation of project outputs		X
External events – A channel for oral announcements of project updates, distribute project brochures and flyers, etc	X	
External events – Presentation of project results		X

Table 9: Communication and Dissemination Channels

3 Assessing the impact of FRAME's communication and dissemination activities

The FRAME partners will undertake to assess the impact of any activities carried out under WP8 – Dissemination, Communication and Exploitation and will refer to the external Scientific Advisory Board for guidance in doing this. In the short term, multiple measures will be used to gauge outreach to a winder audience. These include:

- visits on the project website which will be counted via page impressions using Webtrekk software
- views of VoxEU pages dedicated to the project
- click-throughs on Twitter feeds and other social media
- social media interactions e.g. re-tweets, sharing, comments, likes.
- Video views
- Podcast downloads
- Applications to attend conferences/workshops/training school
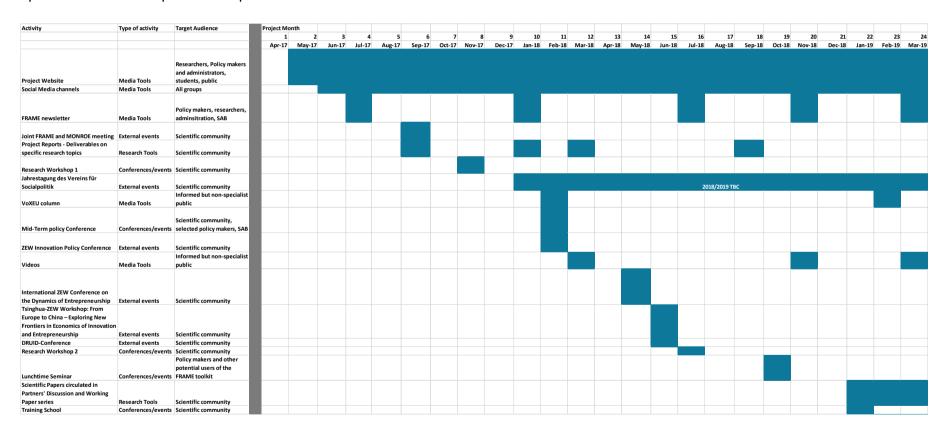- Attendance figures for conferences/workshops/training school

We hope the use of VoxEU will increase the project's coverage as the site receives about 250,000 hits per month, and has become the premier economic policy portal in Europe.

However, the consortium will endeavour to develop a more comprehensive plan to assess its impact beyond the project's immediate academic audience.

4 Timeline of FRAME's Dissemination and Communication Activities

The timeline shows expected delivery dates and will be revised when updated versions of this plan are submitted according to Annex I to the Grant Agreement. Some activities have not been scheduled yet as efforts to complete these will continue throughout the project. The timeline will be updated when more specific time periods are known.

Activity	Type of activity	Target Audience	1 Apr-17	2 May-17	3 Jun-17	4 Jul-17	5 Aug-17	6 Sep-17	7 Oct-17	8 Nov-17	9 Dec-17	10 Jan-18	11 Feb-18	12 Mar-18	13 Apr-18	14 May-18	15 Jun-18	16 Jul-18	17 Aug-18	18 Sep-18	19 Oct-18	20 Nov-18	21 Dec-18	22 Jan-19	23 Feb-19	24 Mar-19
Project Website	Media Tools	Researchers, Policy makers and administrators, students, public		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Social Media channels	Media Tools	All groups		X	X																					
FRAME newsletter	Media Tools	Policy makers, researchers, adminsitration, SAB				X						X	X					X				X			X	
Joint FRAME and MONROE meeting	External events	Scientific community						X																		
Project Reports - Deliverables on specific research topics	Research Tools	Scientific community										X		X						X						
Research Workshop 1	Conferences/events	Scientific community								X																
Jahrestagung des Vereins für Socialpolitik	External events	Scientific community										X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
VoXEU column	Media Tools	Informed but non-specialist public																							X	
Mid-Term policy Conference	Conferences/events	Scientific community, selected policy makers, SAB											X													
ZEW Innovation Policy Conference	External events	Scientific community																								
Videos	Media Tools	Informed but non-specialist public												X							X					X
International ZEW Conference on the Dynamics of Entrepreneurship	External events	Scientific community														X										
Tsinghua-ZEW Workshop: From Europe to China – Exploring New Frontiers in Economics of Innovation and Entrepreneurship	External events	Scientific community															X									
DRUID-Conference	External events	Scientific community															X									
Research Workshop 2	Conferences/events	Scientific community																X								
Lunchtime Seminar	Conferences/events	Policy makers and other potential users of the FRAME toolkit																		X						
Scientific Papers circulated in Partners' Discussion and Working Paper series	Research Tools	Scientific community																						X	X	X
Training School	Conferences/events	Scientific community																						X		

Note: Jahrestagung des Vereins für Socialpolitik marked "2018/2019 TBC"

Activity	Type of activity	Target Audience	Project Month																						
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
			Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
EEA Congress/AEA Annual Conference	External events	Scientific community																						2019 TBC		
Final Conference	Conferences/events	Scientific community																							■	
Publications in specialized journals, magazines or newsletters	Media Tools	All groups																								
Audio podcasts	Media Tools	Informed but non-specialist public																								
Media articles - building on CEPR links with press	Media Tools	All groups																								

Table 10: Communication and Dissemination Timeline

5. Record/checklist for reporting partners' dissemination activities

Template for recording communication and dissemination activities

Publications/ media coverage in national or international press etc						
Partner	Audience type	Country(-ies) in which audience based	Communication/ Dissemination tool or method	Date	Title of article or publication (plus summary)	Hyperlink