



31/03/2017, Dissemination, Communication and Exploitation Report Year 1

Deliverable:	<i>D8.3 - Dissemination, communication and exploitation report - Year 1</i>
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Version:	<i>FINAL - Updated July 2018</i>
Quality review:	<i>Florence Blandinières, Zentrum für Europäische Wirtschaftsforschung GmbH (ZEW)</i>
Date:	17/07/2018
Grant Agreement N°:	727073
Starting Date:	01/04/2017
Duration:	24 months
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Project Information Summary

Project Acronym	FRAME
Project Full Title	Framework for the Analysis of Research and Adoption Activities and their Macroeconomic Effects
Grant Agreement	727073
Call Identifier	H2020 - SC6 - CO-CREATION - 2016 -1
Topic	CO-CREATION-08-2016/2017: Better integration of evidence on the impact of research and innovation in policy making
Funding Scheme	Medium-scale focused research project
Project Duration	1st April 2017 - 31st March 2019 (24 months)
Project Officer(s)	Hinano SPREAFICO (Research Executive Agency) Roberto MARTINO (DG Research and Innovation)
Co-ordinator	Professor Georg Licht, Zentrum für Europäische Wirtschaftsforschung GmbH (ZEW), Mannheim
Consortium Partners	Centre for Economic Policy Research, London Lunds Universitet, Lund Università Luigi Bocconi, Milan Universitat Pompeu Fabra, Barcelona London Business School
Website	http://www.h2020frame.eu/frame/home.html

Table 1: Project Information Summary

Deliverable Documentation Sheet

Number	D8.3
Title	Dissemination, communication and exploitation report - Year 1
Related WP	WP8 Dissemination, Exploitation and Communication
Lead Beneficiary	Centre for Economic Policy Research (CEPR)
Author(s)	Reuben Almeida Monika Tsvetkova
Contributor(s)	
Reviewer(s)	All partners
Nature	R (Report)
Dissemination level	PU (Public)
Due Date	31st March 2018
Submission Date	31 st March 2018
Status	

Table 2: Deliverable Documentation Sheet

Quality Control Assessment Sheet

Issue	Date	Comment	Author
Draft v1.0	20/03/2018	First draft	Reuben Almeida, CEPR
Draft v1.1	21/03/2018	Second draft	Monika Tsvetkova, CEPR
Draft v1.2	22/03/2018	Second draft with comments	Florence Blandinières, ZEW
Draft v2.0	26/03/2018	Final version	Reuben Almeida, CEPR
Draft v3.0	17/07/2018	Updated with information for second project period	Reuben Almeida, CEPR

Table 3: Quality Control Assessment Sheet

Disclaimer

The opinion stated in this report reflects the opinion of the authors and not the opinion of the European Commission.

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Acknowledgment

This document is a deliverable of the FRAME project, which has received funding from the European Union's Horizon 2020 Programme for Research, Technological Development and Demonstration under Grant Agreement number 727073.

Executive Summary

This document is the third 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 D8.3 - Dissemination, communication and exploitation report - Year 1, which sets out the project activities under Work Package 8 against the project objectives for the WP as stated in the previous deliverable 'D8.2 - Dissemination, Exploitation and Communication Plan' (or 'Initial Plan'). As was the intention of this previous deliverable, the project consortium has sought to review the FRAME Dissemination and Exploitation Plan on a systematic basis and in line with the milestones met under the Research-related Work Packages 1 - 6, which are indicated in FRAME's Description of the Action (Annex I to the Grant Agreement). However, we have updated the document to better capture the enhanced targets to be achieved in the second period, including more key publications and presentation of project results at external and high-profile international events. This update follows the Mid-Term Conference in March 2018 and the Mid-Term Review in June 2018.

This Report summarises and updates the two main parts of the Initial Plan, which were (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. In this Report, we summarise the milestones and deliverables met under the aforementioned strategy for the first 12 months of the project in order that the project partners can assess how it can formulate the FRAME Exploitation Plan that is envisaged to be formulated and finalised by the end of the project. We note where objectives have not been adequately met in the first project period and propose some ways to improve the consortium's progress in achieving them in months 11 - 24.

This Exploitation Plan will help to enhance 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. Through the evolution of the Plan, we will be able to better identify key institutions and individuals to whom the results can be targeted both during the remainder of the project and beyond its end date.

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 It is useful to re-iterate what these definitions are and how they relate to the FRAME project.

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:

1. **Raise public awareness and ensure maximum visibility** of the project key facts, objectives, activities and findings among stakeholders in the EU and beyond;
2. **Announce and promote** FRAME events, contributing to upgrade its attendance and engagement potential;
3. **Support** FRAME’s dissemination objectives
4. **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

The project consortium has endeavoured to prioritise stakeholder awareness from the outset of the project. However, the main focus of the consortium’s work in months 1 - 12 has been on establishing baseline models with extensions to the models and parameter estimation work under the research WPs 1-6. In order to tailor the communication of the interim results achieved under these and to enhance interaction with the stakeholder community, the WP8 leader (CEPR), the project co-

ordinator (ZEW) and the Scientific Co-ordinator (based at Lund) worked together to finalise the composition of the Scientific Advisory Board. These were confirmed in month 9 and are as follows:

- **Alfred Gossner** (Chair) - Executive Vice-President, Fraunhofer Society
- **Gianluca Benigno** - Associate Professor, London School of Economics
- **Peter McAdam** - Principal Economist, European Central Bank
- **Huw Pill** - Chief Economist for Europe, Goldman Sachs
- **Stefan Proffit** - Head of Economic Analysis Division, Ministry of Economic Affairs, Germany
- **Werner Röger** - Head of Unit, Models and Databases, DG ECFIN, European Commission

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

1.3 Roles and Responsibilities including deviations with the Initial Plan

CEPR is the work package leader and collaborates with the project partners to ensure they fully engage with the WP objectives. However, as the project's co-ordinating institution, ZEW leads on decision-making in relation to the communication and dissemination of the project as a whole, including being responsible for hosting and maintenance of the project's website (<http://www.h2020frame.eu/frame/home.html>).

Due to the transfer of responsibility for the project's co-ordination from CEPR to ZEW, some modification of tasks have been applied to those to be carried out under WP8.

ZEW is now responsible for the Data Management and, as such, the production of videos (under **deliverables D8.4, D8.6, D8.7 and D8.8**) will be carried out by ZEW (rather than by CEPR as originally foreseen in the Description of the Action) in order to be in line with its own Data Protection policy regarding copyrights. It has designed a specific contract with the company in charge of the video production to avoid issues with copyrights and full ownership of the videos will consequently belong to ZEW owing to the different legal frameworks between the UK and Germany. Furthermore, to comply with ZEW's data protection policy, it has set up the right infrastructure to save the scripts generated during the project in order to ensure the replicability of the results.

Moreover, although according to the project Dissemination, exploitation and communication plan CEPR was responsible for the organisation of the lunchtime seminar in Brussels, the project consortium has decided to delegate the task to ZEW. The event will be held in the premises of the Representation of the State of Baden-Wuerttemberg to the European Union.

1.3.1 Future activities

The planned lunch seminar in Brussels will be organised by ZEW with the frame of its Lunch Time debate series at the Representation of the State of Baden-Wuerttemberg to the European Union. The presentation and discussion at the Lunch Time debate will be featured by a video clip which will be published on the YouTube channels of ZEW and CEPR as well as on the FRAME webpage.

This format represents a change from the original Lunchtime 'Seminar' that CEPR would be responsible for. In addition, the initial PhD students training has had to be postponed and combined with the expert research training due to the absence of partners' availability during the summer school organized by ZEW. This training seminar will take place on the 18th and 19th of October 2018 and will be hosted by ZEW with organisational support from CEPR in publicising the event. This revision to the planning of the event will enable the project partners to organise and host the key events (i.e. research workshop, Lunch debate, and training school) during the same week to maximise the attendance of project members and external stakeholders and researchers while also helping to minimise any necessary expenditure.

These events constitute a strategy for targeting key audiences: academic and policymaking peers (research workshop); the wider policymaking community (Lunchtime debate); and junior/up-and-coming researchers from academia, central banks, policymaking institutions at Member State- and EU-level (research training seminar).

1.4 Communication, Exploitation and Dissemination Activities - Partner Contributions

ZEW designed the logo and colour codes to ensure a consistent visual communication for the Kick-Off Meeting which took place in Mannheim on 25th April 2017. The introduction of the website was also done during this day and required the design of the logo and choice of colours for its conception. These were set out and confirmed in **D8.1 Project publishing channels**, which was uploaded to the project website on 31st May 2017.

CEPR was responsible for finalising and submitting **D8.1 Project publishing channels**; **D8.2 Dissemination, exploitation and communication plan (“Initial Plan”)** submitted to the Participant Portal on 31st July 2017; and **D8.6 first research workshop**, which took place at its premises on 10th November 2017.

E-Newsletter

Two FRAME e-newsletters have been issued to FRAME’s distribution list, including the general FRAME subscribers, the fellows from the CEPR MG and IO Programme Areas and the general ZEW contact list.

The content of the newsletter is co-ordinated by all partners, with oversight from Florence Blandinieres, (Project manager, ZEW). CEPR is responsible for the design and distribution in close liaison with ZEW.

Social media

CEPR is posting on Twitter on behalf of the consortium and the partners are re-tweeting CEPR’s posts. Moreover, ZEW is also tweeting via their institutional account in German and in English.

It is a responsibility of all project partners to share and post updates on FRAME via their communication channels. In order to keep track of all tweets, the partners have introduced a hashtag dedicated to FRAME: [#FRAMEEU](#).

VoxEU

Furthermore, CEPR has published a VoxEU column (<https://voxeu.org/article/publicly-funded-applied-research-pays-case-fraunhofer-gesellschaft>) on 8th March 2018 (**deliverable D8.6**, in month 12) on “Publicly funded applied research pays off: The effects of the Fraunhofer-Gesellschaft on firm performance”, which was jointly authored by Diego Comin (CEPR), Georg Licht (ZEW), Maikel Pellens (ZEW) and Torben Schubert (Lund). As of 20th March 2018, this has attracted over 6000 reads from the non-specialist subscriber base that the VoxEU policy portal has. It is among the most widely-read economic policy portals in the world and provides an invaluable platform for informed public discourse and debate on policy issues that affect the daily lives of European citizens, with strong multiplier effects.

Videos

ZEW produced a YouTube video to provide a non-specialist introduction to the aims of the research being carried out under the FRAME project and how the results could be developed into a policy toolkit to enhance the effects of public science and the knowledge produced to the benefit of EU countries and their citizens. This was published on 1st February 2018 and is available at <https://www.youtube.com/watch?v=q8E--UaVSaE>. The English version of this clip received about 570 views and the German version about 40.

Additionally, ZEW produced a second video, dedicated to the Mid-term Policy Conference in Mannheim. The video was promoted both via ZEW YouTube channel

(<https://www.youtube.com/watch?v=jSqXJSOZvnE>) and via VoxEU, the CEPR Policy Portal

(<https://voxeu.org/content/impact-rd-policies-innovation-frame-mid-term-conference>). The video got over 160 views on YouTube and 750 views on VoxEU.

Publications

The VoxEU column referred to above on publicly-funded research through the Fraunhofer Society and its effects on firm performance was published via Lund's (CIRCLE) Working Paper series (https://swopec.hhs.se/lucirc/abs/lucirc2018_007.htm). This will lead to further publications and represents the meeting by the project of its milestone MS10 for Work Package 6 in month 12.

	ZEW	CEPR	ULUND	UB	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 specialised 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		●				
ASSESSMENT AND STRATEGY REVISION						
Monitoring of the project communication and dissemination activities (M3 - M24)	●	●	●	●	●	●

Revision of the communication and dissemination strategy (M12 - M24)	●	●	●	●	●	●
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Table 4: Communication, Exploitation and Dissemination activities, roles and responsibilities (past and future activities)

1.5 Target Audiences

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

Targeted communication and dissemination (reached through awareness, understanding and support purposes)	Audiences	Role
Policymakers, governmental organisations	<ul style="list-style-type: none"> European Commission (DG RTD, DG ECFIN) European Central Bank Regulatory Authorities (central banks) Member States' governmental bodies Innovation and Employment policy bodies (including where possible 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	<ul style="list-style-type: none"> Research bodies/organisations Fraunhofer, VTT, Vinnova, NESTA, members of Science Europe, national Academies Academic peers globally, predominantly in EU and US 	<ul style="list-style-type: none"> 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 communication and dissemination audiences and roles envisaged

2. Communication, Exploitation and Dissemination Tools

The table below provides a breakdown of the dissemination, exploitation and dissemination tools that have been and will continue to 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			
VoxEU columns		X	
e-Newsletters	X		
Project reports - Deliverables on specific research topics		X	
Media articles - building on CEPR links with press			
Journal articles on research topics			
Conferences	X	X	
Social Media	X	X	
Training School			
Press releases	X		
Policy briefs			
Research database			

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.

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 Communication activities are fully implemented. While decisions on communication aspects will now be taken by ZEW as the Co-ordinator of the FRAME project, the other objectives are being led by CEPR. As a consequence of the Data Management policy that has had to be applied by ZEW in order to manage the project as a whole, responsibilities for the use of media tools to be applied for FRAME outreach activities have been revised accordingly. The four main channels identified in the Initial Plan are still the main focus of the project's efforts:

- FRAME project website (ZEW, with further outreach via CEPR's website - to be developed)
- Online videos (through CEPR's policy portal, VoxEU.org and YouTube channels run by ZEW and CEPR)
- At least one VoxEU column on FRAME research.
- Social media - Twitter (all partners), Facebook (CEPR) and LinkedIn (ZEW/CEPR) and YouTube (primarily ZEW but with input from CEPR).

2.2.1 FRAME website

ZEW has overall responsibility for hosting and maintaining the project website, allowing an online forum for efficient collaboration between the teams and for the joint development of and management of any knowledge produced by the consortium. All project deliverables are uploaded to the website, which will host data sources and scripts related to data extractions and modelling work as carried out through the Research WPs 1-6. These will be centrally maintained using a GitHub depository. Dedicated sections to the institutions and individuals involved, deliverables, events and scientific materials have been created. ZEW and CEPR will look to host any videos and audio podcasts (if any are produced if deemed to be beneficial to the project outreach objectives) on the website and also to develop links via CEPR's own website in order to maximise outreach to the wider academic, policymaking and non-specialist audiences it caters to.

2.2.2 Newsletters, columns, reports and media articles

CEPR has produced two newsletters as foreseen in the Initial Plan, which has been circulated to different mailing lists.

The FRAME mailing list comprises all subscribers who have actively signed up for the newsletter, together with all researchers from the CEPR Macroeconomics and Growth (MG) Programme Area, they will receive all newsletter editions, unless unsubscribed.

The academics within the CEPR Industrial Organisation (IO) Programme Area were included in the mailing lists of the first edition but will be further contacted only in case they have actively subscribed (double opt in). We are also sending the newsletter to a contact list, provided by ZEW, consisting of people who have registered for ZEW events and email campaigns.

The First FRAME Newsletter was created and distributed in September 2017 (month 6 of the project). It was sent to a total number of 4288 recipients and got 848 opens within the different campaigns:

- 3807 recipients from the ZEW contact list with 765 opens (20.1%);
- 376 recipients from CEPR's MG¹ and IO² Programme Areas and 83 opens (22.2%); of these all 293 (95 MG and 198 IO) Fellows will receive the newsletter while not all Affiliates will do so due to their status as newer members of the Centre. Among the IO Fellows are Jordi Gual, Chairman of CaixaBank; Tommaso Valletti, Chief Competition Economist, DG Competition; Lars-Henrik Röller, Director-General for Economic and Financial Policy at the German Chancellery (effectively chief economic advisor to Chancellor Merkel); Jean Tirole, Winner of the Nobel Prize in 2014; and Mathias Dewatripont, Executive Director at the National Bank of Belgium. The MG Fellows count among their ranks: Ramon Marimon, former Chief Advisor to EC Commissioner on Research & Innovation; Romain Ranci re and Antonio Spilimbergo at the IMF; Silvana Tenreyro, member of the Bank of England's Monetary Policy Committee; Mariacristina De Nardi, Federal Reserve Bank of Chicago; and John Fernald, Federal Reserve Bank of San Francisco.
- 7 recipients from the general FRAME subscribers and 3 opens (42.9%).

Link: <https://mailchi.mp/cepr/first-frame-newsletter>

The Second FRAME Newsletter (January 2018, month 10 of the project) was sent to a total number of 4022 recipients and got 992 opens within the different campaigns:

- 3829 recipients from the ZEW contact list and 927 opens (24.7%);
- 134 recipients from the CEPR MG contact list and 45 opens (33.6%);
- 59 recipients from the general FRAME subscribers and 20 opens (33.9%).

Link: <https://mailchi.mp/b44828330cef/frame-newsletter-495529>

2.2.3 Social Media

Updates have been published in various occasions (when there is progress with the project activities, to make an announcement and to promote an event).

A total of 25 #FRAMEEU tweets have been posted (as of end March 2018) on the following topics: announcement of the project start, publication of the newsletters, announcement of the SAB members, announcement of upcoming events, pictures and events news, etc.

It does so in close co-operation with ZEW's media department, which also publicises project activities on its own established Twitter account. CEPR will continue to co-ordinate the Twitter activity but will look to promote re-Tweets by the project partners and through the SAB members' own channels

¹The Macroeconomics and Growth (MG) Programme has 95 Fellows and 35 Affiliates. It is a new programme area for which only statistics are available on individuals who are Fellows, who are typically EU nationals based at universities and research organisations. Countries in which they are based are as follows: 26 in the US; 4 France; 5 Germany; 3 Belgium; 8 Italy; 4 Spain; 5 Sweden; 3 Netherlands; 1 Portugal; 7 Switzerland; 2 Norway; and 27 United Kingdom.

²The Industrial Organisation (IO) Programme has 198 Research Fellows and 62 Affiliates, of whom 42 are in the United Kingdom; 44 in the US; 30 in France; 20 Germany; 19 Italy; 16 Belgium; 14 Netherlands; 15 Spain; 13 Sweden; 7 Austria; 11 Switzerland; 17 Israel; 4 Canada; 2 Denmark and in Russia; with the remainder in Norway, Australia, India and Japan.

where possible to enhance the profile of the project. CEPR will also continue to encourage and support individual FRAME researchers to re-tweet from their personal Twitter accounts. Moreover, in the second year of the project, CEPR will work on establishing FRAME presence in different social media platforms, like Facebook and LinkedIn.

Milestone	Suggested social media post
FRAME website	http://www.h2020frame.eu/frame/home.html
FRAME Newsletter No 1	https://mailchi.mp/cepr/first-frame-newsletter
FRAME Newsletter No 2	https://mailchi.mp/b44828330cef/frame-newsletter-495529
Research Workshop 1	https://twitter.com/cepr_org/status/930032616434229248 Share key outcomes from the workshop http://www.h2020frame.eu/frame/events/conferences.html
Mid-term Conference	Tweets in the lead up to the conference: https://twitter.com/cepr_org/status/963800949805518849 Tweets from the conference: https://twitter.com/ZEW/status/975683870535376896 https://twitter.com/cepr_org/status/975703542999724032 https://twitter.com/ZEW/status/975766271643078656 https://twitter.com/cepr_org/status/97575440670777538 https://twitter.com/ZEW/status/976025184992940033 https://twitter.com/cepr_org/status/976041590392328198 https://twitter.com/ZEW/status/976043772915146752 and others (English and German) Slides to be uploaded on the website when available.
Online video clip Mid-term Conference	Share video on social media channels, as well as the FRAME website: https://www.youtube.com/watch?v=jSqXJSoZvnE
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 (for example

	https://swopec.hhs.se/lucirc/abs/lucirc2018_007.htm
VoxEU columns	https://voxeu.org/article/publicly-funded-applied-research-pays-case-fraunhofer-gesellschaft

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 include re-Tweets by partners and SAB members. Below is a summary of the 'impressions' achieved by CEPR's Twitter activity in relation to the FRAME project.

2.2.4 Press coverage

The project consortium will rely on CEPR's established links with the media throughout Europe. CEPR has found that the most effective way of attracting coverage of a project's activities and results will be generated through the VoxEU policy portal and the (typically) 1500-word VoxEU columns. These provide more information than a press release of around 500 words but are more concise than the Policy Insights that journalists can also download free of charge. The added value of VoxEU columns is that they provide the information in a non-specialist manner targeted at the interested general public and can therefore be transferred to a conventional media article more easily. We can also publicise future events through the VoxEU front page, which highlights upcoming events.

CEPR publicises key Policy Insights and eBooks to its mailing list of journalists throughout Europe and worldwide (811 as of March 2018), which includes the following publications and websites: Financial Times; Il Sole 24 Ore; Börsen Zeitung; La Repubblica; BBC News and World Service; New York Times; Bloomberg; Reuters; The Economist; Handelsblatt; Wall Street Journal; Nikkei Business; Frankfurter Allgemeine Zeitung; Die Zeit; RAI TV; Le Monde; El Pais; Irish Times; Algemeen Dagblad; CNN; Le Figaro; De Standaard; and many others.

Furthermore, ZEW has published a press release, announcing the Midterm Policy Conference. The press release was distributed alongside the ZEW monthly newsletter: http://rdir.zew.de/inxmail/mailarchiv_en.jsp?mail=4037&c=display.

2.3 Events

2.3.1 Summary of Events in Year 1

Kick-off meeting and first (internal) research meeting.

Following a Kick-off meeting in month 1 at which a schedule for events was agreed by all partners for the duration of the project.

A first internal research meeting took place at CEPR on 10th November 2017, which involved participation by all teams. This was originally intended to be the project's first research workshop involving external stakeholders but the partners felt that not enough research results would have been generated in the first six months to attract key stakeholders and potential end-users to participate in it. However, invitations were sent to Christopher Pissarides and Wouter Den Haan (LSE), Dietmar Harhoff (Ludwigs Maximilian Universitaet, Munich), Morten Ravn (University College London), Uwe Cantler (Jena) and Ingrid Ott (Karlsruhe Institute of Technology), all of whom were unable to attend but indicated their interest in being involved in project events at a later stage. Furthermore, while the SAB members were invited to hold their first meeting at the end of the internal meeting, the Co-ordinator approached and agreed with the EC Project Officer that the first Scientific Advisory Board (SAB) meeting would be postponed as the WPs 1-6 would still be in their infancy and

would therefore not provide enough material for the SAB to discuss. However, the composition of and the nature of the interaction with the SAB was agreed at the internal meeting, which provided the partners with their first proper opportunity to meet with and discuss the project research programme with one another and to formulate a plan to meet with the timetable of deliverables and milestones set out in the Description of Action.

Mid-Term Conference, 19th-20th March 2018

The Mid-Term Conference was brought forward by four months (to March 2018) from the original scheduled date in order to help disseminate initial results generated by the project consortium. In addition, holding the conference in month 12 rather than month 16 allowed the teams to make up lost ground in interacting with key stakeholders and with the SAB members, which could not be done before due to the first research workshop being turned into an internal research workshop.

The conference centred around the following key questions: what extent does innovation impact economic growth? Can public research foster innovation through the diffusion of knowledge? And how can policymakers encourage sustainable innovation and growth? During the conference, participants discussed the latest research findings on the effects of public research funding on economic development from projects carried out as part of FRAME. These included projects involving macroeconomic modelling and underlying microeconomic evidence on the effects of research carried out at universities and research institutions on innovation activity. One focus of the conference was conveying these findings to agents based at government ministries and the central banks who may want to implement the presented modelling approaches in the future as a means of backing up their decisions. Furthermore, it was an ideal forum for opening dialogue with similar H2020 projects working on macro-based approaches on similar research topics. A full description of the event can be found at <https://www.zew.de/en/das-zew/aktuelles/frame-konferenz-zum-beitrag-von-oeffentlicher-forschung-auf-innovationen-am-zew/>.

All changes implemented to the original schedule of events or in planning for events not previously envisaged in the Description of the Action.

Event (as per Description of the Action)	Deliverable no.	Original due date	Partner(s) responsible for presentation	Rescheduled due date	Date(s)
First internal research meeting (previously First Research Workshop)	D8.6	11	All partners	8	10th November 2017
Mid-Term Conference	D8.7	16	ZEW, CEPR, ULUND, UPF, UB	12	19th-20th March 2018
FRAME-MONROE technical workshop			CEPR, UPF, ULUND		7th June 2018
Mid-Term Review	N/A	N/A	CEPR, ZEW, UB,	15	8th June 2018
Second Research (project) Workshop	D8.10	23	All partners	19	15th-16th October 2018
Lunchtime Debate, Brussels			ZEW, CEPR	19	17th October 2018
Training School - PhDs and junior researchers,	N/A - Task 8.5	N/A	ZEW, CEPR,	19	18th-19th October

practitioners			UPF, UB		2018
Final Policy Conference	D8.10	23	All partners	23	February 2019

Table 8: Revised schedule and main events

An event report will be provided for each activity and a video of highlights from the mid-term and final policy conferences as well as the Lunchtime 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

FRAME partners are using high-profile, non-FRAME events to disseminate key results, which have been carefully selected the events to maximise the chances of optimal impact.

A summary of events already attended by project partners as well as a tentative list of potential events organised external to the FRAME project can be found below:

Name	Partner responsible for presentation	Place/Date
Meeting of the Fraunhofer Society	LUND	July 17, 2017, Munich
Economic and Social Impact of Research (ESIR) Kick-off meeting	ZEW https://ec.europa.eu/info/sites/info/files/esir-1stmeeting-minutes_october2017_en.pdf	October 3, 2017, London (first meeting of EC expert group)
VdMA talk	ZEW http://www.zew.de/en/forschung/productivity-paradox-in-the-manufacturing-of-machinery-and-equipment-industry/?cHash=f10af597ec851329cbcf91d938f570a	September 22, 2017, Frankfurt am Main, VDMA headquarters
The Productivity Paradox from the Perspective of Innovation Economics Conference	ZEW http://www.zew.de/en/veranstaltungen-und-weiterbildung/detail/the-productivity-paradox-from-the-perspective-of-innovation-economics-symptoms-causes-and-potential-cures/2429/?cHash=4364af606fa3e7106b34cd24ae4f4f5b	January 29, 2018, Berlin (German Federal Ministry of Education)

Table 9: List of external events where results from the FRAME project was presented in first project period (months 1 - 10)

Name	Partner responsible for presentation	Date/Place
FRAME MidTerm Policy Conference	ZEW, ULUND, CEPR, UPF, UB	March 19-20, 2018, Mannheim (ZEW)
IMF-Bank of Spain workshop "Spain: From Recovery to	CEPR Session 3: Raising	April 3, 2018, Banco de España, Madrid

Resilience”	Medium-Term Growth Prospects https://www.imf.org/en/News/Seminars/Conferences/2018/03/05/spain-from-recovery-to-resilience	
HSE Institute for Statistical Studies and Economics of Knowledge (ISSEK)	ZEW https://conf.hse.ru/en/2018/about Section on “Foresight of the Russian S&T Strategy Priorities” https://conf.hse.ru/en/2018/associated	April 12, 2018, Moscow
Banque de France internal workshop	CEPR (Paper presentation on “Long-Run Effects of Fiscal Consolidations”)	June 7, 2018, Banque de France, Paris
International Conference on the Dynamics of Entrepreneurship	ZEW ZEW, UB, UPF	June 18-19, 2018, Mannheim (ZEW)
BETA-ZEW Workshop (joint with INRA/University of Strasbourg)	ZEW	June 19, 2018, Mannheim
NBER Summer Institute	CEPR (to be confirmed)	July 9-27, 2018, Cambridge
Austrian presidency of the council of the European union conference - impact of research and innovation policy at the crossroads of policy design, implementation and evaluation	ZEW/ULUND (to be confirmed)	November 5-6, 2018, Vienna
EIB-ECB workshop “Investment, Technological Transformation and Skills”	CEPR Parallel Session 1: Digitalisation - the Productivity Puzzle http://www.eib.org/attachments/general/events/investment-technological-transformation-and-skills-draft-agenda.pdf	November 28-29, 2018, Luxembourg
Jahrestagung des Vereins für Socialpolitik		2018/2019 TBC
EEA Congress/AEA Annual	A dedicated session about	TBC 2019

Conference	DSGE modelling putting FRAME at the forefront of new tools
8th ZEW/MaCCI Innovation and Patenting Conference	May 2019, Mannheim

Table 10: List of future external events or events held with external parties identified as opportunities to disseminate results from the FRAME project i.e. where they will (or potentially may) be presented in months 11 - 24 (second project period) and beyond

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.

2.4 Publications

The first project period has not generated many results as these will not be due until month 16 at the earliest (for WPs 1 - 5). WP6 generated the following:

Type of publication	Title	Partner responsible
VoxEU column	https://voxeu.org/article/publicly-funded-applied-research-pays-case-fraunhofer-gesellschaft	CEPR, ZEW, ULUND
Working paper	https://swopec.hhs.se/lucirc/abs/lucirc2018_007.htm	ULUND (CIRCLE Working Paper Series)

Table 11: Publication of results in first project period (Months 1 - 10)

In order to promote the results of WPs 1 - 5 in the most high-profile manner available to the project consortium, CEPR will work with the other partners to disseminate these through the VoxEU portal, which allows research to be presented in a non-specialist to the interested general public. In addition, the results will be presented in a more formal, policy-orientated way through CEPR's Policy Insight series, which are made available for download via its website to policymakers and the media. An eBook summarising the final results of the project will be published to tie in with the Final Policy Conference in month 23 and (as with all CEPR eBooks) will be made accessible to download free of charge to the general public via its website. Finally, all partners will publish research through their own institutional discussion papers series and submit for publication in high-quality academic journals.

<i>Type of publication</i>	<i>WPs from which published work will emanate</i>	<i>Partner(s) responsible</i>
VoxEU column on development and extension of FRAME baseline model and use for policymakers	1	CEPR, UPF, ULUND, ZEW, LBS
VoxEU column on R&D policies, public policy and effects on job creation and unemployment	5	UB, CEPR
CEPR Policy Insight targeted at policymakers and media for potential use in monetary and fiscal policymaking	WPs 4 & 5	Contributions from all partners
eBook (to tie in with Final Policy	WPs 1 - 6	Contributions from all partners

Conference)		
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Table 12: Planned publications for second project period (Months 11 - 24)

2.5 Acknowledgement

The acknowledgement adopted by the consortium in line with EC H2020 rules for properly drawing attention to the funding received from the EU's Horizon 2020 programme has been included in all publications and videos published in the project's first period.

2.6 Synergies with related projects and initiatives

The Research Executive Agency 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. This has already been initiated at the joint event hosted by the MONROE project on 13th September 2017, while MONROE researchers were invited to speak at FRAME's Mid-Term Conference on 19th-20th March 2018. Further synergies and collaborations will be promoted during the course of the remaining 12 months of the project.

- MONROE-FRAME technical workshop - on the 7th of June 2018
- A possible MONROE-FRAME assessment workshop - winter 2018/ 2019(TBA)

Furthermore, the FRAME team has interacted with two other H2020 projects - ISgrowth and I3U. Representatives of their project teams attended the Midterm Policy Conference in Mannheim.

2.7 Summary of preliminary communication versus dissemination channels achieved to date

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 13: Communication and Dissemination Channels

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

The FRAME partners will continue to assess the impact of any activities carried out under WP8 - Dissemination, Communication and Exploitation in months 13 - 24 and will refer to the external Scientific Advisory Board for guidance in doing this. In the short term, multiple measures are being used to gauge outreach to a wider audience. These include:

- visits on the project website which will be counted via page impressions using Webtrekk software (405 page impressions to 26/03/2018)
- views of VoxEU pages dedicated to the project (5,422 reads to 26/03/18 of the VoxEU column published on 8th March 2018)
- click-throughs on Twitter feeds and other social media (see 8.2.3 Social media for a summary of Twitter activity by CEPR)
- social media interactions e.g. re-tweets, sharing, comments, likes.
- Video views (730 views of YouTube videos by ZEW)
- Podcast downloads (if effectiveness can be determined)
- Applications to attend conferences/workshops/training school
- Attendance figures for conferences/workshops/training school

However, the consortium will endeavour in months 13 - 24 to develop a more comprehensive plan to assess its impact beyond the project's immediate academic audience and to help establish deliverable D8.9 Final Exploitation Plan in month 24.

4 Timeline of FRAME's Dissemination and Communication Activities

Below is the summary of the activities representing the deliverables achieved in months 1 - 12 of the project. Where there has been a deviation (i.e. achieved before or after the due date specified in the Description of the Action/Annex I to the Grant Agreement), the original due date indicated in the Annex I is highlighted in yellow.

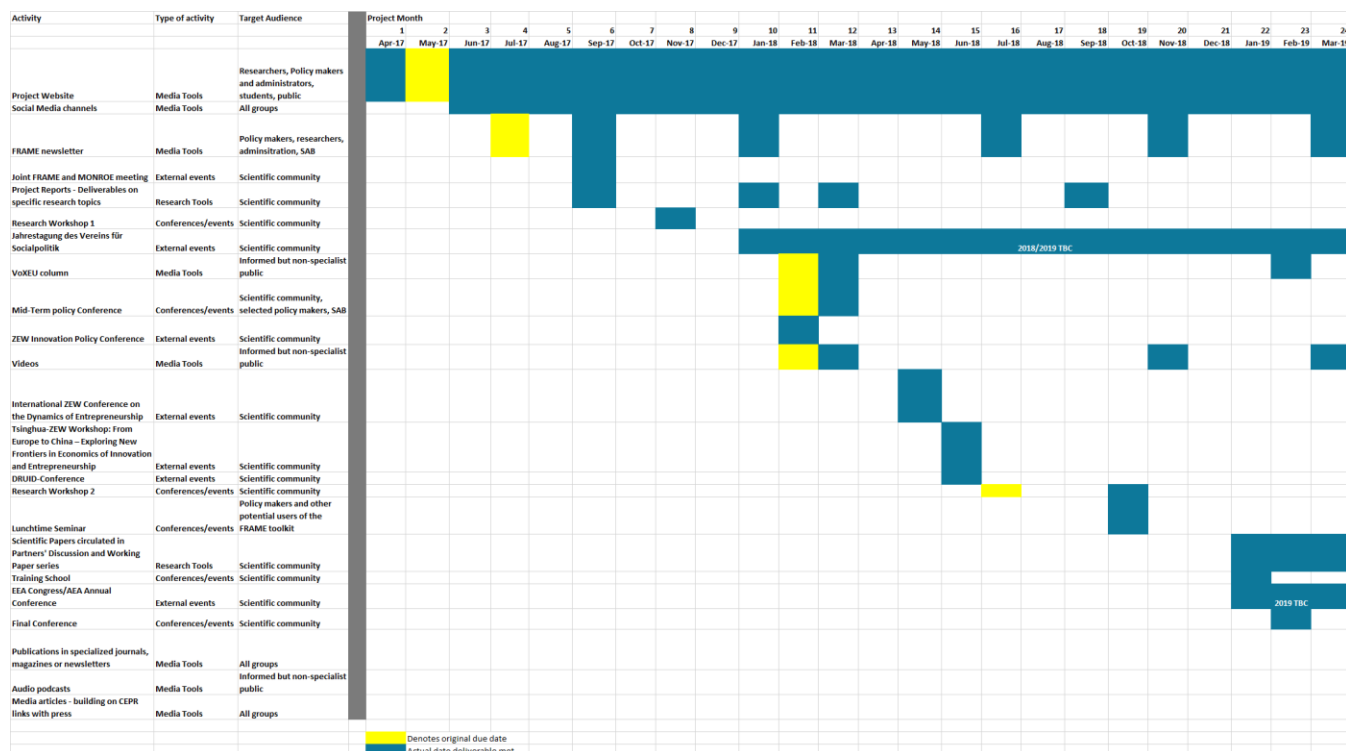
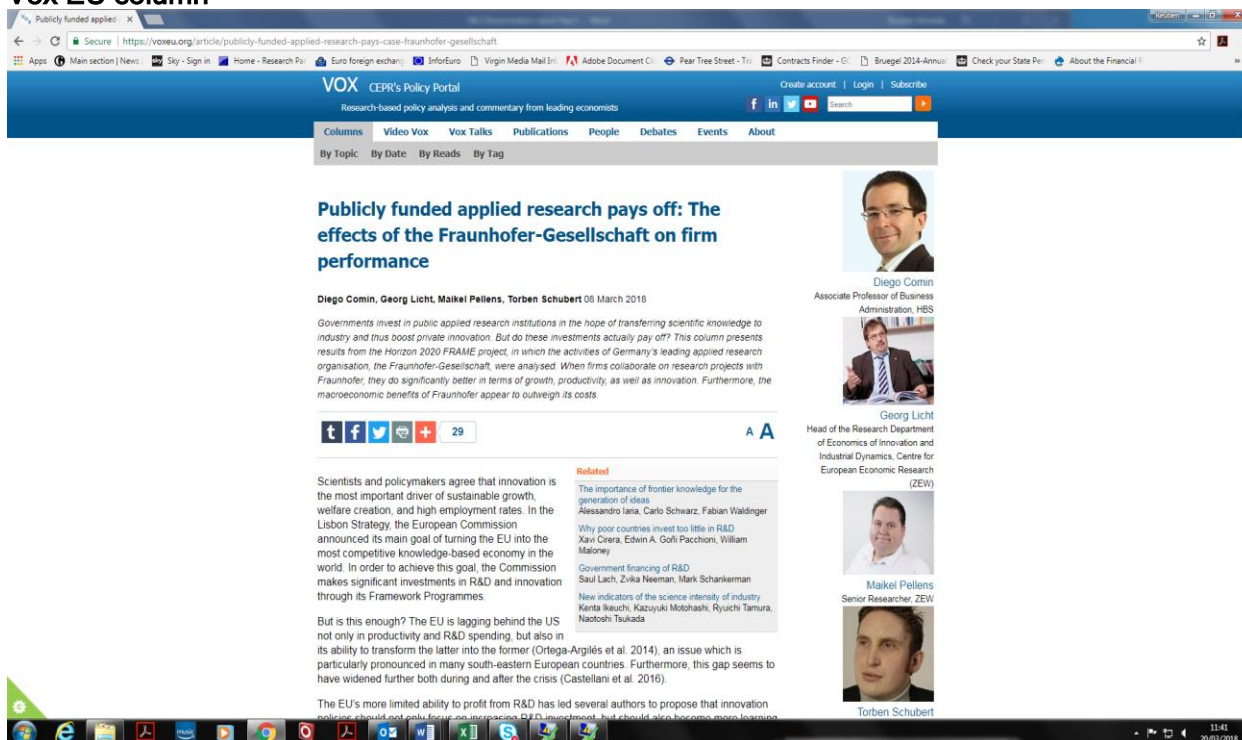


Table 14: Communication and Dissemination Timeline updated Month 12



Appendix: Twitter, Vox EU Activity

Vox EU column





FRAME VoxEU column (deliverable D8.6)



Twitter Activity

	Tweet	
1	<p>Tweet Activity</p> <p>CEPR @cepr_org CEPR is a partner in the new @EU_H2020 #macroeconomics project FRAME Sign up for the newsletter here http://ow.ly/d1w630eoin #FRAMEEU pic.twitter.com/979s5U4GUB</p> <p>Promote your Tweet Your Tweet has 4,003 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p>	<p>Impressions 4,003</p> <p>Total engagements 35</p> <p>Link clicks 13</p> <p>Hashtag clicks 7</p> <p>Media engagements 6</p> <p>Detail expands 4</p> <p>Likes 3</p> <p>Retweets 1</p> <p>Profile clicks 1</p>
2	<p>Tweet Activity</p> <p>CEPR @cepr_org Estimating the impact of public research on #innovation, #productivity and #unemployment #FRAMEEU http://ow.ly/gXr930gt7OH</p> <p>Promote your Tweet Your Tweet has 2,019 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p>	<p>Impressions 2,019</p> <p>Total engagements 14</p> <p>Link clicks 9</p> <p>Retweets 2</p> <p>Likes 2</p> <p>Detail expands 1</p>



3	<p>Tweet Activity</p> <div data-bbox="491 309 852 398"> <p>CEPR @cepr_org What were the drivers of #unemployment during the great recession? Discussion at the First #FRAMEEU Workshop http://ow.ly/gXr930gt7OH</p> </div> <div data-bbox="874 309 1270 405"> <p>Impressions 1,563 Total engagements 3 Link clicks 3</p> </div> <div data-bbox="491 427 852 539"> <p>Promote your Tweet Your Tweet has 1,563 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div>
4	<p>Tweet Activity</p> <div data-bbox="491 645 852 734"> <p>CEPR @cepr_org What is the impact of #public #research organisations on company performance? #FRAMEEU http://ow.ly/gXr930gt7OH</p> </div> <div data-bbox="874 645 1270 741"> <p>Impressions 1,692 Total engagements 11 Link clicks 11</p> </div> <div data-bbox="491 763 852 875"> <p>Promote your Tweet Your Tweet has 1,692 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div>
5	<p>Tweet Activity</p> <div data-bbox="491 981 852 1137">  <p>CEPR @cepr_org How to make #DSGE models accessible to policymakers in relation to macroeconomics, employment and R&D See more about #FRAMEEU project here http://www.h2020frame.eu/frame/home.html pic.twitter.com/xtoM1rBa8f</p> </div> <div data-bbox="874 981 1270 1256"> <p>Impressions 5,945 Total engagements 187 Link clicks 77 Media engagements 50 Detail expands 24 Likes 14 Profile clicks 8 Retweets 7 Hashtag clicks 6 Follows 1</p> </div> <div data-bbox="491 1167 852 1279"> <p>Promote your Tweet Your Tweet has 5,945 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div>
6	<p>Tweet Activity</p> <div data-bbox="491 1379 852 1514">  <p>CEPR @cepr_org We are excited to announce the completion of the FRAME Scientific Advisory Board #FRAMEEU http://www.h2020frame.eu/frame/people/advisory-board.html pic.twitter.com/YYmI2hMjPL</p> </div> <div data-bbox="874 1379 1270 1659"> <p>Impressions 4,150 Total engagements 42 Media engagements 12 Link clicks 9 Hashtag clicks 6 Detail expands 6 Profile clicks 5 Likes 2 Replies 1 Retweets 1</p> </div> <div data-bbox="491 1547 852 1659"> <p>Promote your Tweet Your Tweet has 4,150 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div>
7	<p>Tweet Activity</p> <div data-bbox="491 1760 852 1850"> <p>CEPR @cepr_org Latest #FRAMEEU newsletter https://mailchi.mp/b44828330cef/frame-newsletter-495529 ...</p> </div> <div data-bbox="874 1760 1270 1939"> <p>Impressions 2,092 Total engagements 6 Link clicks 2 Profile clicks 2 Likes 1 Hashtag clicks 1</p> </div> <div data-bbox="491 1883 852 1995"> <p>Promote your Tweet Your Tweet has 2,092 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div>

8	<p>Tweet Activity</p> <div data-bbox="486 309 847 376"> <p>CEPR @cepr_org What is FRAME H2020? https://youtu.be/q8E--UaVsaE @ZEW #FRAMEEU</p> </div> <div data-bbox="486 409 847 521"> <p>Promote your Tweet Your Tweet has 2,316 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div> <div data-bbox="868 300 1262 577"> <table border="0"> <tr><td>Impressions</td><td>2,316</td></tr> <tr><td>Media views</td><td>1</td></tr> <tr><td>Total engagements</td><td>16</td></tr> <tr><td>Profile clicks</td><td>5</td></tr> <tr><td>Likes</td><td>3</td></tr> <tr><td>Link clicks</td><td>3</td></tr> <tr><td>Hashtag clicks</td><td>3</td></tr> <tr><td>Media engagements</td><td>1</td></tr> <tr><td>Detail expands</td><td>1</td></tr> </table> </div>	Impressions	2,316	Media views	1	Total engagements	16	Profile clicks	5	Likes	3	Link clicks	3	Hashtag clicks	3	Media engagements	1	Detail expands	1
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Media views	1																		
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Profile clicks	5																		
Likes	3																		
Link clicks	3																		
Hashtag clicks	3																		
Media engagements	1																		
Detail expands	1																		

<p>12</p>	<p>Tweet Activity</p> <div data-bbox="491 309 853 421"> <p>CEPR @cepr_org New insights on designing #EU strategies for sustainable growth @AndreaRoventini @SIGROWTH at the #FRAMEEU CEPR-ZEW conference @ZEW #Mannheim #sustainablegrowth #sustainability</p> </div> <div data-bbox="497 450 847 555"> <p>Promote your Tweet Your Tweet has 1,071 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div> <div data-bbox="874 309 1268 517"> <table border="1"> <tr><td>Impressions</td><td>1,071</td></tr> <tr><td>Total engagements</td><td>12</td></tr> <tr><td>Detail expands</td><td>4</td></tr> <tr><td>Hashtag clicks</td><td>3</td></tr> <tr><td>Profile clicks</td><td>3</td></tr> <tr><td>Retweets</td><td>1</td></tr> <tr><td>Likes</td><td>1</td></tr> </table> </div>	Impressions	1,071	Total engagements	12	Detail expands	4	Hashtag clicks	3	Profile clicks	3	Retweets	1	Likes	1				
Impressions	1,071																		
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Profile clicks	3																		
Retweets	1																		
Likes	1																		
<p>13</p>	<p>Tweet Activity</p> <div data-bbox="491 658 847 792">  <p>CEPR @cepr_org New #DSGE frameworks to explain the #growth in the long-run and technological adoption: #FRAMEEU and MONROE @ZEW with @Giarda_M and @t_holden pic.twitter.com/4k6wH0pVlc</p> </div> <div data-bbox="497 824 847 929"> <p>Promote your Tweet Your Tweet has 1,899 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div> <div data-bbox="874 651 1268 913"> <table border="1"> <tr><td>Impressions</td><td>1,899</td></tr> <tr><td>Total engagements</td><td>84</td></tr> <tr><td>Detail expands</td><td>18</td></tr> <tr><td>Media engagements</td><td>17</td></tr> <tr><td>Profile clicks</td><td>16</td></tr> <tr><td>Hashtag clicks</td><td>12</td></tr> <tr><td>Link clicks</td><td>8</td></tr> <tr><td>Likes</td><td>7</td></tr> <tr><td>Retweets</td><td>6</td></tr> </table> </div>	Impressions	1,899	Total engagements	84	Detail expands	18	Media engagements	17	Profile clicks	16	Hashtag clicks	12	Link clicks	8	Likes	7	Retweets	6
Impressions	1,899																		
Total engagements	84																		
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Media engagements	17																		
Profile clicks	16																		
Hashtag clicks	12																		
Link clicks	8																		
Likes	7																		
Retweets	6																		
<p>14</p>	<p>Tweet Activity</p> <div data-bbox="491 1048 853 1173"> <p>CEPR @cepr_org Day 2 #FRAMEEU CEPR-ZEW Conference in #Mannheim: Keynote by Prof. Bart Verspagen @UNUMERIT on the interplay between private and public #ResearchandDevelopment #Horizon2020 @ZEW</p> </div> <div data-bbox="497 1205 847 1310"> <p>Promote your Tweet Your Tweet has 815 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div> <div data-bbox="874 1048 1268 1227"> <table border="1"> <tr><td>Impressions</td><td>815</td></tr> <tr><td>Total engagements</td><td>6</td></tr> <tr><td>Profile clicks</td><td>3</td></tr> <tr><td>Likes</td><td>1</td></tr> <tr><td>Hashtag clicks</td><td>1</td></tr> <tr><td>Detail expands</td><td>1</td></tr> </table> </div>	Impressions	815	Total engagements	6	Profile clicks	3	Likes	1	Hashtag clicks	1	Detail expands	1						
Impressions	815																		
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Profile clicks	3																		
Likes	1																		
Hashtag clicks	1																		
Detail expands	1																		
<p>15</p>	<p>Tweet Activity</p> <div data-bbox="491 1413 847 1621">  <p>CEPR @cepr_org #Panel discussion at the #FRAMEEU Conference on Challenges in Designing Policies for #Research and #Innovation in #Europe with P. McAdam @ecb, A. Gossner @fraunhofer, W. Roeger @EU_Commission, D. Comin @dartmouth and A. Roventini @ScuolaSantAnna @ZEW pic.twitter.com/IPYicGuxP</p> </div> <div data-bbox="497 1653 847 1758"> <p>Promote your Tweet Your Tweet has 1,807 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> </div> <div data-bbox="874 1406 1268 1668"> <table border="1"> <tr><td>Impressions</td><td>1,807</td></tr> <tr><td>Total engagements</td><td>33</td></tr> <tr><td>Media engagements</td><td>8</td></tr> <tr><td>Likes</td><td>6</td></tr> <tr><td>Link clicks</td><td>6</td></tr> <tr><td>Detail expands</td><td>4</td></tr> <tr><td>Retweets</td><td>3</td></tr> <tr><td>Hashtag clicks</td><td>3</td></tr> <tr><td>Profile clicks</td><td>3</td></tr> </table> </div>	Impressions	1,807	Total engagements	33	Media engagements	8	Likes	6	Link clicks	6	Detail expands	4	Retweets	3	Hashtag clicks	3	Profile clicks	3
Impressions	1,807																		
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Likes	6																		
Link clicks	6																		
Detail expands	4																		
Retweets	3																		
Hashtag clicks	3																		
Profile clicks	3																		

FRAME Website Impressions (to 31 March 2018)



Months ↑	Page Impressions	Visits	Visitors	Page Impressions, Unique	Page Impr. per Visit	Page Duration Avg	New Visit Rate %
2017/06	16	2	2	5	8,00	00:01:09	100,00 %
2017/07	63	13	9	17	4,85	00:01:32	69,23 %
2017/08	294	56	40	19	5,25	00:01:23	62,50 %
2017/09	606	85	53	23	7,13	00:00:43	58,82 %
2017/10	157	21	17	20	7,48	00:00:32	47,62 %
2017/11	619	187	133	24	3,31	00:00:29	67,91 %
2017/12	123	21	15	17	5,86	00:00:37	61,90 %
2018/01	391	80	48	21	4,89	00:01:06	53,75 %
2018/02	253	70	46	34	3,61	00:00:58	48,57 %
2018/03	518	133	53	36	3,89	00:01:07	33,83 %

Months

— Page Impressions

