

# D8.1

## Initial Dissemination and Exploitation Plan



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## **Executive summary**

This document is the first 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 and Exploitation 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 in order to ensure the best exploitation of its 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 II 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.

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# 1. FRAMEWORK OF COMMUNICATION 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<sup>1</sup>.

**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.

**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 output 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.

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1

[http://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)



## 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.

## 1.3 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>).

#### 1.4 COMMUNICATION & DISSEMINATION ACTIVITIES – PARTNER CONTRIBUTIONS

	ZEW	CEPR	LUND	BOCCONI	UPF	LBS
<b>WEBSITE</b>						
Upgrade and management	●					
Constant update	●	<i>ALL PARTNERS COMMITTED TO PROVIDE CONTENT FOR THE WEBSITE</i>				
<b>TAILORED TOOLS</b>						
Production of videos and podcasts	●	●				
Dissemination of materials	●	●	<i>ALL OTHER PARTNERS COMMITTED TO THE TASK</i>			
<b>SOCIAL AND PROFESSIONAL NETWORKS</b>						
Management	●	●				
<b>PUBLICATIONS</b>						
Publications in specialized journals, magazines or newsletters	<i>ALL PARTNERS COMMITTED TO THE TASK</i>					
<b>EVENTS</b>						
Planning and organisation of mid-term Policy Conferences		●				
Planning and organisation of academic research workshops		●	●			
Organisation of training school for practitioners and young researchers	●					
Planning and organisation of the Final conference		●				
<b>CONTRIBUTION TO EXTERNAL EVENTS</b>						
Special FRAME session at Innovation Conference	●					
Session at EEA Congress/ AEA Annual Conference (depending on feasibility)	●	●				
<b>ASSESSMENT AND STRATEGY REVISION</b>						
Monitoring of the project communication and dissemination activities(M3 - M24)	●	●	●	●	●	●
Revision of the communication and dissemination strategy(M12-M24)	●	●	●	●	●	●
	ZEW	CEPR	LUND	BOCCONI	UPF	LBS

*L = Leader; C = Contributor*

**TABLE 1 – COMMUNICATION AND DISSEMINATION ACTIVITIES, ROLES AND RESPONSIBILITIES**

## 1.5 TARGET AUDIENCES

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 and dissemination activities:

**Table 2 – FRAME dissemination audiences and roles envisaged**

<b>TARGETED AUDIENCES</b> (reached through communication and dissemination, for awareness, understanding and support purposes)	<b>ROLE</b>
<b>Policymakers, governmental organisations, ,</b>	<ul style="list-style-type: none"> <li>• European Commission (DG RTD, DG ECFIN)</li> <li>• European Central Bank</li> <li>• Regulatory Authorities (central banks)</li> <li>• Member States' governmental bodies</li> <li>• Innovation and Employment policy bodies (NGOs)</li> </ul> <ul style="list-style-type: none"> <li>• 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</li> </ul>
<b>Research organisation and academia</b>	<ul style="list-style-type: none"> <li>• Research bodies/organisations (e.g. Fraunhofer)</li> <li>• Academic peers in EU and US</li> </ul> <ul style="list-style-type: none"> <li>• Ensure awareness of the available infrastructures services</li> <li>• Gather end users requirements and questions</li> <li>• Apply FRAME's models to other countries</li> <li>• Help identify priorities so that tailor project activities be tailored to their needs</li> <li>• Enhance project's visibility via promotion throughout their contact network</li> </ul>

## 2. 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. The latter 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  $\text{\LaTeX}$ . Examples are provided in appendix.

### 2.1.3 Communication tools versus dissemination tools

Some tools will be tailored for communication and others for dissemination purposes. Any is reflected below.

Tools	Communication	Dissemination
Visual identity		
eNewsletter – for general audience/stakeholders		
eNewsletter -Thematic, topic specific for academic audience		
Online videos		
Audio podcasts		
VoxEU columns		
e-Newsletters		
Project reports – Deliverables on specific research topics		
Media articles – building on CEPR links with press		

*Table 3 - Communication and Dissemination Tools*

### 2.1.4 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 specify in the Dissemination, Exploitation, and Communication plan. To maximise outreach to the relevant audiences targeted by FRAME, four main channels will be used:

- Social media – Twitter, Facebook (both CEPR) and LinkedIn, YouTube (both ZEW)
- Audio podcasts and online videos (through CEPR’s policy portal, VoxEU.org and YouTube channels run by ZEW)
- Special area devoted to FRAME on VoxEU policy portal (subject to approval by VoxEU Editor-in-Chief)
- FRAME project website

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.

### 2.1.5 Policy conferences and Training Schools

FRAME will organise a mid-term and Final Policy Conference and a training schools for practitioners and young academics

**OBJECTIVE:**

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

**OUTPUT:**

An event report will be provided for each activity and a video of highlights from the Policy Conferences will be made available online via the VoxEU policy portal (subject to editorial approval) and the FRAME project website.

**OBJECTIVES:**

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.

**2.1.6 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.

*TABLE 4 – LIST OF EXTERNAL EVENTS WHERE THE PROJECT MAY BE PRESENTED (TBC)*

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

Name	Expected contribution	Place/ Date
<b>MONROE research conference</b>		<b>TBC</b>
<b>ZEW Innovation Policy conference</b>		<b>TBC</b>

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.

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.

[H2020 guidelines for publication submission](#)

Before submitting a scientific publication, partners are invited to send a draft version to the consortium members According to Art. 29.1 of the [Annotated Model Grant Agreement of the European Commission](#) (V2.0.1, May 2015): “Beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate”. Therefore, “Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests”.

#### H2020 guidelines for open access to scientific publications

According to Art. 29.2 of the same Annotated Model Grant Agreement of the European Commission: “Each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results”.

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. All partners will fill it in regularly and all partners will also contribute to the promotion and dissemination of the various publications.

### **2.1.7 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.

## 2.2 Summary of preliminary communication versus dissemination channels

<b>Channels</b>	<b>Communication</b>	<b>Dissemination</b>
Project website – General presentation pages		
Project website–Specific pages dedicated to outputs		
Mailing lists & Contact databases – General		
Mailing lists& Contact databases – Segmented by WP		
Social media		
FRAME collaboration with MONROE		
External channels – of general, non-specialist nature		
External channels – Specialised, sectorial, targeted		
Project events – Presentation of project outputs		
External events– Achannel for oral announcements ofprojectupdates,distributeprojectbrochures and flyers, etc		
External events – Presentation of project results		

TABLE 5 – COMMUNICATION AND DISSEMINATION CHANNELS

## 2.3 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, ‘hits’ on the project website, any pages on the VoxEU portal dedicated to the project and click-throughs on Twitter feeds will help to provide the partners with a means of gauging outreach to a wider audience. However, the consortium will endeavour to develop a more comprehensive plan to assess its impact beyond the project’s immediate academic audience.