FRAME Policy Mid-Term Conference Video

Deliverable: D8.4: Video related to the FRAME Policy Mid-Term Conference

Author: Florence Blandinieres

Version: 0.2

Quality review: All partners

Date: 01 August, 2018

Grant Agreement number: 727073

Starting Date: 01/04/2017

Duration: 24 months

Coordinator: Dr. Georg Licht, ZEW

Email: licht@zew.de

Project Information Summary

Table 1: 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-scaled 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	Dr. Georg Licht, Zentrum für Europäische Wirtschaftsforschung GmbH
Consortium Partners	Centre for Economic Policy Research
	Lunds Universitet
	Università Luigi Bocconi
	Universitat Pompeu Fabra
	London Business School
Website	http://www.h2020frame.eu/frame/home.html

Deliverable Documentation Sheet

Table 2: Deliverable Documentation Sheet

Number	D8.4
Title	
Related WP	WP8
Lead Beneficiary	Centre for European Economic Research (ZEW)
Author(s)	Florence Blandinieres
Contributor(s)	
Reviewer(s)	All partners
Nature	R (Report)
Dissemination level	PU (Public)
Due Date	31.03.2018
Submission Date	01.08.2018
Status	

Quality Control Assessment Sheet

Table 3: Quality Control Assessment Sheet

Issue	Date	Comment	Author
V0.1	26.07.2018	First draft	Florence Blandinieres
V0.2	01.08.2018	Second draft	Florence Blandinieres

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Acknowledgment

Executive Summary

D8.4 presents an overview of the key elements characterizing the FRAME Policy Mid-Term Conference video (targeted audiences, main contents) and provides a few figures to show how the video impacted the visibility of the project.

Contents

1 Introduction

The video of the FRAME Mid-Term Policy Conference represents the second video produced over the first half period of the project. The first one was an animated video to introduce to general audience what are the main scientific questions addressed in the FRAME project. We decided to link this first video to the FRAME Mid-Term Policy Conference to illustrate what are the intended uses of the FRAME models, before starting an overview of the conference per se. The next section develops in details the choice about the contents of the video to target mainly general audience and more specific ones (i.e. academia and policy-makers). Finally, the last section illustrates how the video helped to increase the visibility of the FRAME project.

2 Main contents and targeted audiences

The idea behind the video was to provide an overview of the key topics discussed during the conference but also the purpose of the latter to general and more targeted audiences (i.e. academia and policy-makers). First, the role of such event within the life-cycle of the project was explained (e.g. early stage work that can benefit from feedback from peers, face to face explanations to deepen the understanding of the ongoing contributions). Second, the need to combine different macro-perspectives to design policy measures by relying on insights from ongoing H2020 projects (i.e. ISIGROWTH, MONROE, I3U).

2.1 Overview of the video

The FRAME Midterm Conference was designed to foster the dialogue between different European projects which like FRAME, aim at developing macro-frameworks to assess the link between research efforts, innovation, and growth. Several project leaders from different H2020 projects accepted to join the conference (Giovanni Dosi from ISIGrowth, Bart Verspagen from I3U, and Olga Ivanova from MONROE). Their respective contributions reflected different schools of thoughts and paved the way to intense controversies between the proponents of dynamic stochastic general equilibriums approaches and agent-based modelers. These aspects were also higlighted within the videos.

The involvement of the FRAME Scientific Advisory Board was also underlined within the part dedicated to summarize the key topics discussed during the Panel discussion. The latter shows how FRAME aims at contributing from a scientific perspective and developing new tools for policy-makers in Europe. Finally, the video acknowledges the contributions of each institution involved within the FRAME consortium.

3 Impact of the video

To maximize the number of views and enhance the visibility of the project, CEPR and ZEW combined their networks to cover the wider spectrum of audiences. For this reason, two versions of the videos have been uploaded, one in German and in English, to respect each institution guidelines.

3.1 Combined upload of the video through CEPR and ZEW networks

On the 26th of March 2018, a video of the conference has been released and made available on the ZEW Youtube account `https://www.youtube.com/watch?v=jSqXJSoZvnE&feature=youtu.be`, which was then uploaded by CEPR a few days later on the VoXEU CEPR Policy Portal `https://voxeu.org/content/impact-rd-policies-innovation-frame-mid-term-conference`.The video has been advertised on Twitter by CEPR and ZEW [1] but also within the 3rd FRAME newsletter[2]. The link to the video has also been cross-linked to the FRAME project website in order to give a concrete overview to people interested in having some insights about the conference[3].

3.2 Figures about the video

Overall, the video has been viewed 244 times, which can be decomposed through each two versions: 183 times (English version) and 61 times (German version). However, the VoxEU webpage has attracted 772 reads at the time of writing this report. Therefore, even if the number of views of the video remains relatively low (e.g. the animated video for general audience has been viewed 622 times), it had a positive impact on the visibility of the project. Besides the VoXEU webpage, the video also participated in increasing the number of visitors and visits on the FRAME website: on the 31st of July, the conference section attracted 113 visitors and represented 204 visits (see Appendix for more details). The latter constitutes the 3rd most frequented side of the website, with 285 page impressions. At the time of writing the deliverable, the newsletter has just be sent. We therefore hope to increase the visibility of the project thanks to the link to the video, leading to a higher number of views.
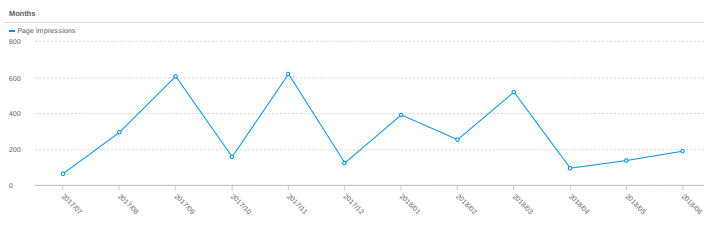
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[1] `https://twitter.com/voxeu/status/983322498942078976`
[2] `https://mailchi.mp/82f76d5bd2bc/frame-newsletter-496749`
[3] http://www.h2020frame.eu/frame/events/conferences.html

Months

Page Impressions

Pages

Page Impressions

Months ↑	Page Impressions	Visits	Visitors	Page Impressions, Unique	Page Impr. per Visit	Page Duration Avg	New Visit Rate %
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 %
2018/04	94	36	28	22	2,61	00:00:58	52,78 %
2018/05	137	47	22	31	2,91	00:01:02	34,04 %
2018/06	189	46	20	30	4,11	00:00:55	30,43 %
Sum	3.444	795	484	294	4,33	00:00:53	52,20 %
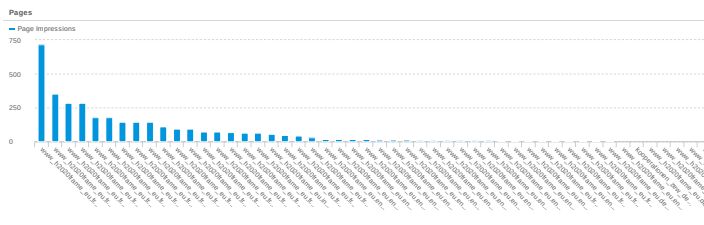
Pages	Page Impressions ↓	Visits	Visitors	Page Impr. per Visit	Page Duration Avg	Bounce Rate %	Exit Rate %
www.h2020frame_eu.frame.home_html	718	533	306	1,35	00:00:54	39,10 %	48,59 %
www.h2020frame_eu.frame.project.about-frame_html	353	256	183	1,38	00:00:45	53,68 %	33,98 %
www.h2020frame_eu.frame.people.project-management-board_html	285	211	153	1,35	00:00:20	0,00 %	7,58 %
www.h2020frame_eu.frame.events.conferences_html	285	204	113	1,40	00:01:08	69,23 %	42,65 %
www.h2020frame_eu.frame.scientific-materials.data_html	178	131	83	1,36	00:00:45	33,33 %	19,85 %
www.h2020frame_eu.frame.people.members_html	176	130	102	1,35	00:01:51	41,67 %	46,92 %
www.h2020frame_eu.frame.people.partners_html	144	117	92	1,23	00:00:37	66,67 %	9,40 %
www.h2020frame_eu.frame.people.advisory-board_html	143	127	98	1,13	00:00:41	65,22 %	33,86 %
www.h2020frame_eu.frame.results.reports_html	142	106	87	1,34	00:00:17	50,00 %	3,77 %
www.h2020frame_eu.frame.contact_html	110	82	55	1,34	00:00:43	20,00 %	14,63 %
www.h2020frame_eu.frame.scientific-materials.templates_html	95	73	42	1,30	00:02:44	65,00 %	47,95 %
www.h2020frame_eu.frame.events.workshops_html	93	70	50	1,33	00:00:53	66,67 %	27,14 %
www.h2020frame_eu.frame.contact.newsletter_html	74	49	40	1,51	00:01:13	23,53 %	34,69 %
www.h2020frame_eu.frame.scientific-materials.deadlines_html	73	64	35	1,14	00:01:31	0,00 %	28,13 %
www.h2020frame_eu.frame.project.overview_html	68	61	47	1,11	00:01:02	33,33 %	9,84 %
	63	46	35	1,37			
www.h2020frame_eu.frame.results.working-papers_html	62	53	43	1,17	00:00:14	66,67 %	13,21 %
www.h2020frame_eu.index_php	55	16	10	3,44	00:01:01	7,14 %	62,50 %
www.h2020frame_eu.frame.results.deliverables_html	47	45	38	1,04	00:00:09	0,00 %	2,22 %
www.h2020frame_eu.frame.events.podcasts-videos_html	42	34	26	1,24	00:00:28	0,00 %	14,71 %
www.h2020frame_eu.frame.contact.social-media_html	28	18	12	1,56	00:01:24	0,00 %	38,89 %
www.h2020frame_eu.en.frame.people.members_html	19	19	16	1,00	00:02:46	100,00 %	26,32 %
www.h2020frame_eu.en.frame.people.project-management-board_html	19	17	16	1,12	00:00:09	0,00 %	17,65 %
www.h2020frame_eu.en.frame.events.workshops_html	19	16	9	1,19	00:00:43	50,00 %	43,75 %
www.h2020frame_eu.en.frame.events.conferences_html	18	12	10	1,50	00:01:20	50,00 %	50,00 %
www.h2020frame_eu.en.frame.home_html	13	12	10	1,08	00:00:21	0,00 %	66,67 %
www.h2020frame_eu.en.frame.results.working-papers_html	13	11	10	1,18	00:00:37	0,00 %	9,09 %
www.h2020frame_eu.en.frame.people.partners_html	11	11	9	1,00	00:00:07	0,00 %	9,09 %
www.h2020frame_eu.en.frame.project.about-frame_html	10	7	6	1,43	00:00:27	0,00 %	42,86 %
www.h2020frame_eu.en.frame.scientific-materials.data_html	9	9	9	1,00	00:00:10	0,00 %	22,22 %
www.h2020frame_eu.en.frame.scientific-materials.templates_html	9	9	7	1,00	00:01:11	100,00 %	55,56 %
www.h2020frame_eu.en.frame.results.reports_html	9	8	8	1,13	00:00:19	0,00 %	0,00 %
www.h2020frame_eu.en.frame.people.advisory-board_html	8	8	7	1,00	00:00:20	0,00 %	12,50 %
www.h2020frame_eu.en.frame.scientific-materials.deadlines_html	8	6	4	1,33	00:00:35	0,00 %	33,33 %
www.h2020frame_eu.en.frame.results.deliverables_html	6	6	4	1,00	00:00:04	0,00 %	0,00 %
www.h2020frame_eu.en.frame.project.overview_html	5	5	5	1,00	00:07:51	0,00 %	0,00 %
www.h2020frame_eu.en.frame.scientific-materials.scripts_html	5	5	5	1,00	00:00:04	0,00 %	0,00 %
www.h2020frame_eu.en.frame.suchergebnisse_html	4	3	3	1,33	00:00:01	0,00 %	0,00 %
www.h2020frame_eu.en.frame.events.podcasts-videos_html	3	3	3	1,00	00:00:27	0,00 %	33,33 %
www.h2020frame_eu.en.frame.imprint_html	3	3	3	1,00	00:00:11	50,00 %	33,33 %
www.h2020frame_eu.frame.footer-menu.impressum_html	3	3	2	1,00	00:01:53	100,00 %	33,33 %
www.h2020frame_eu.frame.footer-menu.inhaltsverzeichnis_html	3	2	2	1,50	00:00:06	0,00 %	0,00 %
www.h2020frame_eu.de.frame.suchergebnisse_html	3	1	1	3,00	00:00:04	0,00 %	0,00 %
www.h2020frame_eu.en.frame.contact_html	2	2	2	1,00	00:04:01	0,00 %	50,00 %
kooperationen_zew_de.frame.home_html	2	2	1	1,00	00:00:23	100,00 %	50,00 %
www.h2020frame_eu.de.frame.people.members_html	2	2	1	1,00	00:00:19	0,00 %	0,00 %
www.h2020frame_eu.en.frame.data-protection_html	1	1	1	1,00	00:00:30	0,00 %	100,00 %
www.h2020frame_eu.home	1	1	1	1,00	00:00:25	0,00 %	0,00 %
www.h2020frame_eu.de.frame.contact.newsletter_html	1	1	1	1,00	00:00:09	0,00 %	0,00 %
www.h2020frame_eu.en.frame.searchresults_html	1	1	1	1,00	00:00:02	0,00 %	0,00 %
Sum	3.444	2.612	1.812	1,32	00:00:53	41,94 %	30,09 %

Figure 1: FRAME Website traffic on the 31st of July 2018