



Updated Dissemination and Exploitation Plan

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Project Information Summary

Project Acronym	FRAME
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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
Website	http://www.h2020frame.eu/frame/home.html

Table 1: Project Information Summary

Deliverable Documentation Sheet

Number	D8.5
Title	Update of Dissemination, communication and exploitation plan
Related WP	WP8 Dissemination, Exploitation and Communication
Lead Beneficiary	Centre for Economic Policy Research (CEPR)
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Contributor(s)	
Reviewer(s)	Florence Blandinières
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Table 2: Deliverable Documentation Sheet

Quality Control Assessment Sheet

Issue	Date	Comment	Author
Draft v1.0	10/08/2018	First draft	Reuben Almeida, CEPR
Draft v1.1	23/08/2018	Second draft	Reuben Almeida, CEPR
Draft v2.0	29/08/2018	Third draft	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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All FRAME consortium members are also committed to publish accurate and up to date information and take the greatest care to do so. However, the FRAME consortium members cannot accept liability for any inaccuracies or omissions nor do they accept liability for any direct, indirect, special, consequential or other losses or damages of any kind arising out of the use of this information.

Acknowledgment

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Executive Summary

This document is the sixth deliverable (in chronological terms) 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 D8.5 – Updated exploitation and dissemination plan, in which the project consortium will seek to set out targets for beneficiaries and examine ways in which the knowledge generated can be imparted to interested end-users. At the time of writing (month 16), specific targets may be difficult to gauge as key events such as the Lunchtime Debate and Research Training School that are due to take place in month 18 will be of immense help in helping the consortium to identify such end-users. This update of the plan follows on from the Mid-Term Conference in March 2018 and the Mid-Term Review in June 2018.

We endeavour in this document to lay down some initial thoughts and targets for exploiting the research results, most of which will not be available until month 18 in order that the project partners can assess how it can formulate the FRAME Exploitation Plan. This Plan is therefore intended to be a formal but working document to incorporate further updates based on these results as well as further dissemination activities to be carried out in the remainder of the project. Another key objective of this document is to make up for those targets and deliverables that have not been adequately met in the first project period and ensure that these will be improved upon and achieved in line with the Description of the Action pertaining to months 11 – 24.

A good Plan for the Exploitation and Dissemination of Results (PEDR) defines clear objectives and sets up a concrete strategy for exploitation and dissemination – key aspects for H2020. Each PEDR is dependent on the unique aspects of the specific research project, but all respond to questions such as:

- What kind of needs does the project respond to?
- What new knowledge (results) will the project generate?
- Who will use these results?
- How will end users be informed about the generated results?

This PEDR will therefore continue to be updated throughout for the remainder of the FRAME project with the key objective of using it to help 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 Exploitation and Dissemination Activities

1.1 Implementation of key project objectives and expected impacts

FRAME aims to provide Europe with a toolkit for reliably assessing the impact of innovation policies on key variables such as productivity, output, job creation, and unemployment. To do so, FRAME will develop a new generation of models, using new data sources and methodologies. The latter will provide a better understanding of the impact of EU innovation policies and institutions on over the short, medium and long term.

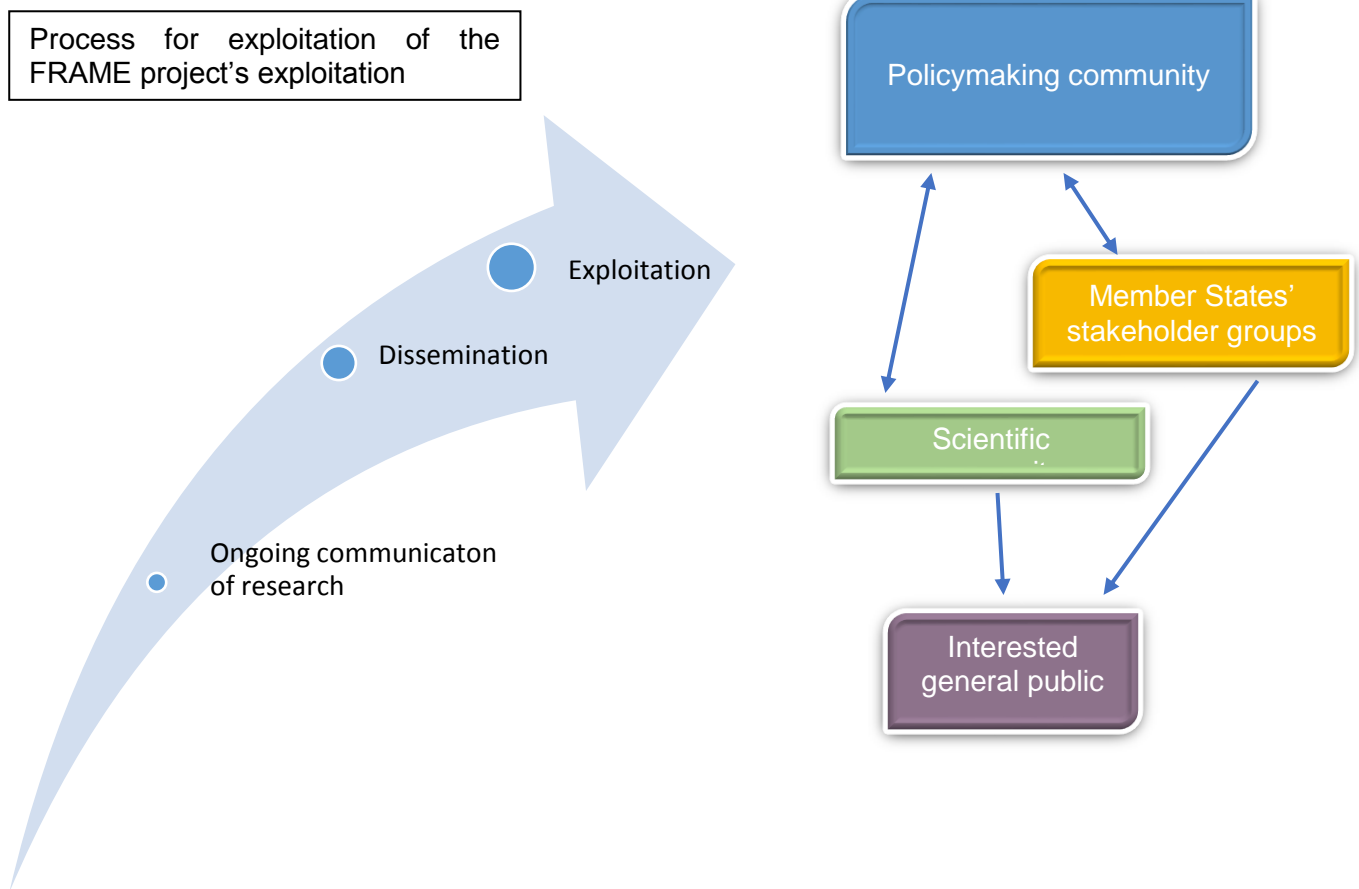
The dissemination and exploitation of the knowledge generated by FRAME will occur in six main ways:

1. Advancing current academic knowledge and debates around Dynamic Stochastic General Equilibrium (DSGE) models by allowing for the first time more realistic estimates of the impact of public research and innovation activities on innovation, production growth and unemployment.
2. Embracing social media as an interactive engaging communication tool targeting policy-makers and stakeholders alike.
3. Producing innovative outputs to stimulate debate and action: videos (both interview and animation-based), podcasts and publicising key results through a free-to-download eBook and social media.
4. Influencing policy in a variety of ways through policy briefs, a policy forum hosted on the project website and dissemination events, building on previous and existing interactions with stakeholders (EU, ECB and EIB, central banks, Member States' ministries, academic peers, commercial banks).
5. Creating a toolkit based on the knowledge generated in WPs 1 – 6 and the new models created thereof. This shall then be made available for the benefit of both practitioners in the policymaking community and researchers in both the private sector and academic community for use after the project.
6. Any new data generated and collated by the project should be made available for multiple research use beyond the life of the project if the nature of it is in line with GDPR and is not commercially sensitive.

1.2 Expected Impacts

Expected Impact	FRAME's contribution
<p>The development of models which provide a realistic assessment of the variety of ways in which research and innovation activities transmit into outputs and impact and of the ways in which public funding and policies can influence this transmission</p>	<p>The development of the baseline model in WP1 and further extensions under WPs 2-4 will provide evidence of how public funding of R&D has produced outputs and what future outputs will be produced beyond the project. Modelling work carried out under WP5 will demonstrate evidence relating to the cyclical variation of employment.</p>
<p>An empirical determination of realistic values for the underlying parameters used in the models</p>	<p>The project will make a direct contribution to this through the activities of WP6, particularly its use of the Fraunhofer dataset to estimate innovation-related parameters. Furthermore, the project will produce TFP estimations for the EU that have previously been done.</p>
<p>A monitoring of research and innovation performance which captures the broader spectrum of ways in which research and innovation activities translate into outputs and impact, in which knowledge circulates between public and private sectors and internationally or through which quality of research and innovation can be assessed</p>	<p>Increased scientific understanding of how R&D (public and private), policy and macroeconomic variables interact in the short, medium and long-term. The scientific knowledge-base in relation to how R&I activities translate into outputs and impact is still in its infancy so the project will contribute to shifting the scientific frontier of macroeconomic modelling based on DSGE models.</p>
<p>A reliable assessment of the societal benefits generated by public funding for research and innovation, not only in terms of productivity growth, economic growth and job creation, but also the impact it has on tackling major societal challenges.</p>	<p>Policymakers, research funding bodies as well as private and public sector bodies and the research communities will be able to exploit the results of the project. Furthermore, FRAME will provide a toolkit that will enable these stakeholders to help reinforce this objective.</p>

1.3 Key target and user groups



1.4 Focusing on end-users to target through communication and dissemination activities (months 12 – 24)

Primary communication targets: these are stakeholders for whom the research outputs are of high interest and with whom we will actively engage throughout the second year of the project

Secondary communication targets: these are stakeholders for whom the research is of potentially more limited interest but who will be still be key beneficiaries of the knowledge generated beyond the project.

We have prioritised the primary communication targets, which are organisations and individuals with whom we want to have a highly-interactive dialogue on the content of our research and demonstration activities:

- Research initiatives with which there are synergies e.g. MONROE, with which we can share the benefits of increased co-operation and harmonisation of standards
- Researchers working in key study groups based at central banks within the EU and Associated States
- Policymakers at Member State and EU-level and beyond e.g. European Central Bank, government departments, the European Commission, Bank for International Settlements, European Investment Bank
- Organisations involved in funding of R&D at Member State or EU-level (both private and state)

agencies) with potential beneficiaries including Fraunhofer (and Fraunhofer UK), VTT, Vinnova, EARTO, Science Europe

- Study groups at private banks working on DSGE modelling.

Secondary communication targets with whom we plan to have a less intensive interaction about outcomes and user experiences may include:

- Policy analysts' groups at investment banks
- Economists and policy analysts representing beneficiaries of R&D funding e.g. technology agencies, trades unions, employers' organisations
- Wider research community in areas related to our project activities
- Policy makers at European or national level.

Our communication priorities will shift in the remainder of the project; the second year will mainly be concerned with building momentum for promotion and adoption of the models developed by the consortium.

2. Exploitation

Our exploitation strategy will be dependent on understanding that any successful exploitation implies turning scientific results generated by FRAME into sustainable, user-optimised and ready-for-use applications for economic modelling and policymaking. We will need to ensure activities undertaken during the project have to be aware of potential end-users and targeting them possible exploitation routes after it finishes.

2.1 Reporting on Exploitation of FRAME activities

Each FRAME partner will need to report exploitable foreground generated to the co-ordinator, ZEW, and do so in line with the specifications for the use of Foreground set out in the FRAME Consortium Agreement. All partners will be required to report to ZEW:

- the impact of the Foreground on the FRAME project;
- that it was generated according to the rules stated in the Consortium Agreement; and
- providing details of targeted recipients and beneficiaries to ensure the details of end-users and beneficiaries of the project's results are updated regularly so that the project reporting to the EC is accurate and up-to-date.

2.2 Intellectual Property Rights

We do not *a priori* expect that we will create IPR in the form of patents in relation to any new code or models being generated through the project. FRAME's primary objective will be to publish the results of its research under the gold open access scheme. This will make scientific papers freely available for all to build on.

2.3 FRAME Consortium’s Exploitation Interests

Through their participation in the project and the work they will undertake, consortium partners have various interests in exploiting:

- new knowledge generated and any intellectual property rights (should any need to be created)
- technical know-how derived from the new models created and any new code or variations to Dynare code applied in their creation; and
- implicit knowledge resulting from their participation.

The particular consortium partners’ exploitation interests are summarised according to the following table.

Partner	Contribution to Exploitation	Primary Interest
ZEW	Research, Dissemination	Evaluation of R&D policy, innovation, empirics of estimating elasticities based on microeconomic data
CEPR	Research, Dissemination	Macroeconomic modelling, technological change and technological diffusion across countries, monetary policy
ULUND	Research	Innovation and analyses of economic change using micro-level data on individuals, firms and sectors
BOCCONI	Research	Macroeconomic modelling, labour economics
UPF	Research	Macroeconomic modelling, skills, simulations of innovation policies
LBS	Research	Innovation policy, investment in R&D, monetary policy

2.4 Route to End-Users

Timeline	2017 – 2019	2019 - 2021	2021 – 2023	2023 - 2025
<i>Phase</i>	<i>Project Execution</i>	<i>Development of FRAME model solutions for use by policymakers</i>	<i>Penetration of ideas into Policymaking community</i>	<i>Mainstream adoption</i>
<i>Users</i>	Central banks and academia	Member States Central Banks; existing collaborations with academic peers	Roll out beyond EU-based central banks to include EEA and Associated States and those with which there are existing links (Ukraine, Canada, Federal Reserve, Malaysia, Peru, Dominican Republic, IMF)	
<i>Users</i>	(Government officials – Member States and EU institutions)	European Central Bank; European Commission	Member States’ finance ministries; economic analysts at investment/commercial banks, employers’ organisations, trade unions	
<i>Training in use of Knowledge/ toolkit</i>	Partners; practitioners and students	Further dissemination in related PhD programmes and training of practitioners outside academia	Academic journals and textbooks	
<i>Implementation</i>	Partners only	More general adoption in academia, policymaking circles and industry		

The first phase of the process of transferring the knowledge to end-users (2019-2021) will comprise making available to them the toolkit to be produced by the project and publicising this at the final policy conference. We will ensure that as wide an audience representing the users identified in the table above will be attracted in order that we can use them as a user-base from which we can target further end-users beyond the lifetime of the project.

After establishing the models in a user-friendly format and understanding the potential to tap into

industry and policymaking community, we will explore the viability of expanding the range of solutions generated by the models so that they can be applied beyond the first wave of end-users identified. The knowledge will be made public and disseminated further with co-operation from the first set of users in 2021-23. However, the knowledge is expected to evolve beyond the project and so co-operation with each new set of end-users will be crucial for the successful legacy of the project.

The final phase of the exploitation foreseen for 2023-25 is expected to see the knowledge diffused more widely with as large an uptake of it as possible. The project and any activities of the partners are expected to be self-supporting and to include initiatives to generate new solutions with upgrades in the collaboration between the FRAME consortium and the end-users with which they can establish new projects and enduring partnerships.

2.5 Planned activities in months 12 – 24 to aid further exploitation of results

The intended end users are the academic community; central banks' study groups and modelling analysts at private sector banks; public R&D funding agencies; and policymakers at national level, ECB and EU. In addition to these specific groups, we believe that the research will be of potentially significant interest to economists of business groups, employers' organisations and trade unions. We will therefore target the following activities at these potential end-users using both long-standing relationships with them at individual researcher- and partner-level.

- CEPR will publish two audio podcasts, the first of which will be based on an interview with Diego Comin scheduled for month 18 on its VoxTalks web site (hosted on the VoxEU portal). This podcast will discuss the project's policy- and scientific-related implications. Links to this will also be provided through the project website, the main VoxEU portal page and any existing YouTube channels.
- A video based on interviews with key FRAME researchers (Comin – CEPR and Licht – ZEW) and notable invited participants at the Lunchtime Debate in Brussels scheduled for month 19 to be posted on or linked where possible (i.e. subject to data protection) to VoxEU, Facebook (all partners' and individual researchers' accounts), Twitter (all partners' and individual researchers' accounts if possible), project website and partners' websites.
- One Policy Insight based on key aspects of work generated in WPs 4 & 5 to be disseminated by CEPR to its established audience in the policymaking community. The 10 pages or so will be assembled by a PhD student or junior post-doc to be contracted by CEPR and whose work will be edited and supervised by Prof Comin. This will be published in time for and as a means of maximising interest in the Final Policy Conference. (Month 23)
- Updates of work to be posted on Twitter and LinkedIn by CEPR, with the latter taking the form of a blog on a bi-monthly basis to summarise work done by FRAME researchers
- A second VoxEU column linked to WP5 and which will be published in time for and as a means of maximising interest in the Final Policy Conference. (Month 23)

3 Conclusion

The Dissemination and exploitation plan will remain the key tool for the remainder of the project to ensure the proper and most effective execution of activities for dissemination and exploitation of the project and its results. Through this plan, we present dissemination tools for particularly targeted audiences and initial thoughts for the exploitation strategy to be undertaken. It is therefore a living document, which will be continually monitored, updated and reported during the project.