



FRAME Policy Mid-Term Conference Video

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Project Information Summary

Table 1: Project Information Summary

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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
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Deliverable Documentation Sheet

Table 2: Deliverable Documentation Sheet

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Quality Control Assessment Sheet

Table 3: Quality Control Assessment Sheet

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V2.0	13.03.2019	Public version	Florence Blandinieres

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Executive Summary

D8.8 presents an overview of the key contents presented within the FRAME Lunch Debate and the Final Policy Conference. Considering that the update of the video linked to the final conference has been done at the time of writing the report, the figures presented below are still preliminary.

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1 Introduction

The video of the FRAME Lunch Debate and the Final Policy Conference represent the last video outputs aiming at advertising the project to general audiences. As discussed within the interim report, new communication activities were added to the second part of the project considering the inception phase of the project during the first half period. Therefore, the report will also describe and list the videos recorded in Lund, aiming at advertising the contents of the project to more specialized audiences (i.e. scientists and policy-makers). The videos recorded in Lund contrast by their style but also the level of details about the main scientific questions addressed in the FRAME project. The next sections develop in details the choices related to the contents of the videos to target the different types of end users of the FRAME research results. Finally, the last section illustrates how the videos summarize the efforts to promote the videos and how they helped increasing the visibility of the project.

2 FRAME Lunch Debate Video

The FRAME Lunch Debate video aims at underlining the purpose of the event: on the one hand, increasing the visibility of the project within the policy-makers sphere, and on the other hand, engaging a discussion about the relevancy of the project findings with a wide range of stakeholders. As developed within the grant, FRAME aims at providing a toolkit to improve the evaluation and simulation of innovation policies at the European level. In this regard, Work Packages 1 and 6 look at the return of public applied research on firms' and macroeconomic outputs. The micro and macro models developed within Work Packages 1 and 6 provide thereby estimates of the impact of public and applied research. These findings nicely fit with the idea of developing a mission-oriented research, in line with the pillars characterizing Horizon Europe. FRAME could therefore provide some estimations to assess the social returns of mission-oriented research. As suggested within Georg Licht's presentation, the applicability dimension plays an increasing importance within the orientation of the new EU funding. The Lunch Debate was therefore an opportunity to put the FRAME research results in a broader perspective.

2.1 Overview of the video

The FRAME Lunch Debate video aims at underlining the purpose of the event: on the one hand, increasing the visibility of the project within the policy-makers sphere, and on the other hand, engaging a discussion about the relevancy of the project findings with a wide range of stakeholders. As developed within the grant, FRAME aims at providing a toolkit to improve the evaluation and simulation of innovation policies at the European level. In this regard, Work Packages 1 and 6 look at the return of public applied research on firms' and macroeconomic outputs. The micro and macro models developed within Work Packages 1 and 6 provide thereby estimates of the impact of public and applied research. These findings nicely fit with the idea of developing a mission-oriented research, in line with the pillars characterizing Horizon Europe. FRAME could therefore provide some estimations to assess the social returns of mission-oriented research. As suggested within Georg Licht's presentation, the applicability dimension plays an increasing importance within the orientation of the new EU funding. The Lunch Debate was therefore an opportunity to put the FRAME research results in a broader perspective. The video provides an overview of the event (i.e. lunch, presentation, and panel discussion) and highlights the diversity of the audience. The topic of the Lunch debate (e.g. ensuring the translation of public research results into innovation) is also of interest for a wide range of stakeholders

(i.e. academia, foundations/lobbists, policy-makers, industry). The video stresses the different views taken by the panelists within the discussion, combining theoretical arguments and insights from their own experience as advisors and practitioners. As reflected in the discussion and the questions from the audience, fostering the diffusion of research relies on multiple channels and requires taking into account the specificities of the context characterizing the sector and countries using these results. The video ends by reflecting the questions and answers sessions during which the participants could specify the panelists' point of view.

2.2 Impact of the video by crossing CEPR and ZEW network

The FRAME Lunch Debate video was launched on the 13th of December 2018 on the ZEW Youtube channel. To maximize the number of views and enhance the visibility of the project, CEPR and ZEW combined their networks to cover the largest scope of relevant audiences for the project. For this reason, two versions of the videos have been uploaded, one in German and in English, to respect each institution guidelines. The video can be seen on the VoxEU portal ¹ and the Youtube ZEW channel ². At the time of writing the report, the video in English accumulated 309 views and the VoxEU page related to it was seen 834 times.

Moreover, the FRAME newsletter³ and the ZEW newsletter⁴ were used to advertise the videos. The video was also advertised on Twitter⁵.

3 FRAME 2nd Research Workshop

The FRAME 2nd Research Workshop constituted a good opportunity to gather most of the consortium members. Therefore, to fill the gap between the release of the Lunch Debate and the Final Policy conference, we decided to launch another set of videos to advertise the key contributions of the project. Even if October was still an intermediate stage regarding the maturity of the research results, the latter were described in a broader economic perspective. Researchers developed the reasons why they decided to pursue such scientific avenues, the new ones opening and their policy implications. The idea was to attract scientists' attention towards the scientific topics characterizing FRAME. To do so, three different package leaders and one SAB member accepted to share their views on their research conducted within FRAME. Doing so helped in producing videos which are complementary to the ones launched to advertise the FRAME events, more general audience oriented than made for scientists.

The videos were recorded by CEPR and ZEW helped with the montage. The upload of the videos was done on the VoxEU website ⁶ and cross-linked to the project website. The videos were also distributed within the FRAME newsletter ⁷. Overall, the set of videos was viewed 71 times.

¹<https://voxeu.org/content/europe-needs-innovation-policy-more-oriented-towards-diffusion>

²<https://www.youtube.com/watch?v=R0pY2zWk7Yo>

³<https://us10.campaign-archive.com/?e=&u=bb253d28cb05d3719c9e0c960&id=6f760cf812>

⁴http://rdir.zew.de/inxmail/mailarchiv_de.jsp?mail=5051&c=display

⁵ <https://twitter.com/maikellpellens/status/1073511677612748800>

⁶<https://cepr.org/content/frame-research-workshop>

⁷<https://us10.campaign-archive.com/?e=&u=bb253d28cb05d3719c9e0c960&id=6f760cf812>

4 FRAME Final Policy Conference Video

The FRAME final policy conference took place in London on the 18th and 19th of February in 2019. The event was organized by CEPR and host at the Grocer's Hall. The FRAME final policy conference was built around two days: one dedicated to the macroeconomic impact(s) of innovation, and a second day more oriented to policies looking at directing technological change. The organization of the conference echoes the nobel prize received by Romer and Nordhaus who worked respectively on endogenous growth and sustainable growth, constituting a form of directing technological change. The choice of these topics was justified by the revival of interest in the academic and political communities coming from the Nobel prize.

The final version of the deliverables has been submitted and the project comes to an end with novel modeling approaches and methodologies. The final conference was thereby a great opportunity to diffuse the results to a broad audience: 70 people attended the final conference and represented the diversity of the FRAME stakeholders. Different insights coming from Work Packages 2, 4, 5 were presented and compared to other existing H2020 project results (ADEMU for example), or discussed with micro-empirical researchers. The links with MONROE were sustained by inviting their respective consortium, only one project partner could attend. Panel sessions were also organized for each two days to put to the front the policy implications and potential applications of the FRAME research results. Like in the case of the Lunch Debate, the event constituted a framework to put the research results into a broader perspective regarding ongoing policy reforms in Europe.

4.1 Overview of the video

The video aims at advertising the key question - How do macroeconomics and innovation policy interact?- at the core of FRAME to a broad audience (i.e. civil society, policy-makers, foundations, academia, other research organizations). The video underlines the variety of participants (international scholars and policy-makers) who discussed related topics at the FRAME Final Policy Conference in London on 18 and 19 February 2019. The contents of the video show the presentations done by the project members to diffuse the key results and discussed their related policy implications with different end users of FRAME research results. In this regard, the video demonstrates the involvement of the Scientific Advisory Board members over the two days and the interest of different stakeholders of research results (policy-makers, central banks, policy advisors, academics). As mentioned above, the project coming to an end soon, the video was also used to signal the achievements and milestones reached over the project (see Diego Comin and Antonella Triagari). The success of the project was also validated by Ramon Arjona's interview about the future use and avenues opened by the project. Two other famous researchers confirm the relevancy of the approaches (see Ramon Marimon and Philippe Aghion). As underlined in Weder DiMauro's interview, FRAME did not only generate interesting scientific approaches but also political relevant results to help to create new innovation policies in Europe.

4.2 Impact of the video by crossing CEPR and ZEW network

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. The video has been first uploaded by ZEW on its Youtube channel⁸ on the 12th of March and will be soon uploaded by CEPR. Moreover, twitter, the FRAME, and the ZEW newsletters will be used to announce the release of the video and to maximize the number of views.

5 Additional Podcasts launched by CEPR

In fall and winter 2018-2019, CEPR launched a few audio podcasts to increase the visibility of the project. In September, an interview with Diego Comin was launched to describe the main motivations and questions related to the project. The interview provides also some snapshots of the key results of the project and how the latter will change ongoing practices across a wide range of actors (researchers in governmental, international, organizations, but also central banks and academia). In this regard, Work Package 6 contents were put to the front. For this reason, the 1st VoxColumn was also linked to interview webpage in order to provide more details on the most mature output of the project. For more details, see <https://voxeu.org/vox-talks/impact-innovation>. The number of downloads will be specify in D8.10.

In March 2019, a second podcast has been launched on the Vox-talk portal <https://voxeu.org/vox-talks/innovation-policy-europe>. The number of downloads will be also specify in D8.10. Within the context of FRAME Final Policy Conference, several interviews have been recorded to diffuse to a broader audience the key policy implications regarding the future of innovation in Europe. External participants, such as Roman Arjona and Jonathan Haskel, have shared their views regarding the key challenges that Europe faces to boost innovation and how FRAME can provide some insights to do so. Diego Comin and Francesco Bianchi provided a more insiders' perspective to share their experience as project members on building the FRAME agenda, and collaboration. The latter concluded on their enthusiasm regarding the audience's questions and involvement over the final conference.

⁸<https://www.youtube.com/watch?v=mIaHGFAz7k8&feature=youtu.be>