



# European Research Infrastructures Development Watch (ERID-Watch)

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## ***DELIVERABLE D9***

# **ERID-Watch Dissemination Plan**

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## 1. Introduction – the Dissemination Plan

The Dissemination Plan is an instrument and planning tool for the communication of a project, its results and current state of affairs. It is a strategic document, containing lists and actions to be undertaken during and at the end of the project. As such, it includes detailed information about selected means and channels for communication – meetings, reports, web presentation, cd's etc. It also specifies the different target groups – both internal and external - including media and proposed actions to reach the objectives for the communication.

A dissemination or communication plan regarding a research project must to some extent be flexible regarding the later parts of the projects. Depending on the outcome of the studies, some communication activities may have to be adapted, enforced or tuned down in relation to the original plans.

A communication plan or dissemination plan often starts out by establishing the “communicative platform”. That is the core values and concepts of the project or organisation. The plan is built in relation with the major events of the project in order to give it the largest possible publicity.

In the case of ERID-Watch, it includes the central themes of the project, such as the ambition to contribute to the improvement of the economic impact of Research Infrastructures, the cross-boundary approach (including not only the research infrastructures but also industrial companies as well as authorities and scientific institutions), the openness and transparency. The characteristics of the open method of cooperation (OMC) should also be summarized – in order to create a vision of the projects “personality”.

The communicative challenges of the ERID-Watch project are to be discussed and evaluated in the light of the overall objectives – possibly with some regard to strengths, weaknesses and characteristics compared to other projects or organisations. The ERID-Watch project is especially occupied with the market of RIs, and not particularly with the question why RIs are important to science.

These characteristics form a kind of limits regarding the dissemination actions and plans. If complete transparency is part of the platform – then it is impossible to suggest a dissemination plan that for some reason excludes one or more target groups (such as industrial competitors).

## 2. Target Groups

The ERID-Watch project consists of a large number of different target groups, from governments, scientific institutions and companies as well as from the research infrastructures themselves. However, basically there are four major target groups of significant importance for the project's communication:

- The **Member States** – specifically the ministries and authorities with final responsibility for the country's policies towards research infrastructures;
- **Other European wide decision makers within the Research Infrastructures field;**
- **The Research Infrastructures operators** (whatever their size, origin, domain or impact) under national or European responsibility;
- **Companies** (all sizes, including the subsidiaries of non-European companies).

The **European Member States** constitute a primary target group for the ERID-Watch project, partly because the states normally are the most important stakeholders; as funders, partners and buyers of the services provided by Research Infrastructures. Furthermore, it is the Member States through the European Commission, who have commissioned the ERID-Watch partners to carry out the project, and as such the states are entitled to extensive feedback and reports. The national and international policies, that are expected to take advantage and be influenced by the findings of the project, are produced and published by Member States.

**Other European wide decision makers within the Research Infrastructures field** include the European Commission, the Members of the Parliament, ESFRI, I3 Forum, and ESF members – including organisations addressing issues concerning the European Research Area as a whole (CREST, JRC, ERA-Watch, foundations). Naturally, a rather large number of other organisations and people with influence on decisions regarding Research Infrastructures are of importance – the RI market is dependent on a multitude of decisions, within research organisations, political groups, users, policy makers etc. In a longer term perspective, organisations in charge of the ERA perspective may act both as an evaluator of the project and as the final repository of the data collected by ERID-Watch.

The **Research Infrastructures operators** are of importance to the ERID-Watch project, not least thanks to the multiple interviews that constitute the basis of relevant information for both the good practices and the economic data for market studies.

Finally, **industrial companies and service companies** constitute an important target group of the project, taking into account the potential for a larger involvement of the private sectors in research activities in Europe. There is also reason to expect that companies will have an interest in the technology transfer, human resources, best practices and the possible impact on the legal environment that the ERID Watch project may provide.

The presentation and identification of the “exact” target groups will be refined as the project goes on. The market studies of Work Package 1 and 2 will describe the situation in detail for each member state: number of research infrastructures, governmental organisation for funding RI:s etc. This will form the ground for a revised communication plan as well as for the data base that is envisaged in the following.

## **Others**

There are also a couple of “go-between targets” for communication, with specific purposes:

## **Media**

Although ERID-Watch itself may not be that “newsworthy”, the project and its research field may be of interest to specific media for some selected purposes.

- Financial / business press for the market evaluation
- Scientific journals within selected scientific areas for the presentation of RI’s in its field, and the career possibilities the RI’s may offer
- Publications like RTD-info, aimed at the “commission community”, i.e. people working in European institutions and organisations.

## **Universities of Technology and Business Schools**

There is a general need to introduce students at higher education schools and universities to the job – and research – opportunities within the Research Infrastructure sector. Preliminary results of the ERID-watch project indicate that a) established contacts between companies and infrastructures are important for the choice of suppliers, and b) these contacts often are created through, or lead to, an exchange of staff between research institutions, research infrastructures and companies. These career paths seem to be relatively unknown among students, but might be important in order to create a more efficient and effective market.

For several of these groups there are different levels within the group; it can be expected that the sort of information to the minister at a department is composed differently from the information to the department’s infrastructures specialists.

### 3. Strategic positioning

The approach towards the target groups includes changes and updates of messages over time.

All the partners are convinced to **impose a rhythm** for the communication actions (and the appropriate tools to be used) around three frequencies adapted to the messages:

- quarterly periods : tools for mobilising the expert-partners such as newsletters (see table above)
- event-focused actions : press releases, graphic identity tools, press book
- permanent (or "semi-permanent") information such as web-based presentations

#### 3.1 - General approach

For this reason, the messages must be delivered in a periodical approach, with respect to a **general approach** and the anticipated development during the course of the project :

*1/ from the kick-off (Jan.2007) to the 4th ECRI Conference in Hamburg (June 2007):*

***"ERID-Watch exists"***

*2/ from the 4th ECRI Conference (June 2007) to the mid-term review (Oct. 2007):*

***"ERID-Watch is going to produce relevant information that may interest your business in the future"***

*3/ from the mid-term review (Oct. 2007) to the Final Conference (Oct. 2008):*

***"ERID-Watch has produced relevant preliminary information that will impact your business in the future"***

*4/ from the Final Conference (Oct. 2008) to 5th ECRI Conference in Paris (Dec. 2008) and later:*

***"Here are the results of ERID-Watch and the prolongations induced by the project"***

#### 3.2 - Targeted messages

Going further in details, the messages will be refined depending on the Target Groups

TARGET GROUP	MESSAGE*	MEANS	EXPECTED OUTCOME	COMMENTS
<b>MEMBER STATES</b>	Report on RI market: this is the situation	Final conference	Recommendations for revised policies, raised awareness of RI importance	(EW group commissioned by member states)
<b>COMPANIES/ SUPPLIERS</b> participating companies	Interesting market. Best practices. Technology transfer.	Newsletter (C), invitation to final conference, the	On average more tenders to each call from RI's	Company section of website

/ senior management	Human resources. Legal environment.	conference itself, website		
<b>COMPANIES/ USERS</b> participating companies / senior management	Best practices. Technology transfer. Human resources. Legal environment.	Newsletter (C), invitation to final conference, the conference itself, website	Advancement of use of RIs	Company section of website
<b>COMPANIES</b> non-participating companies/ senior management	"This market is interesting – maybe you should find out more" (and if so: Best practices. Technology transfer. Human resources. Legal environment.)	Press releases or stories for financial/business press. Newsletter and invitations to conference to "representatives" such as chambers of commerce, industrial organisations, technology development agencies	Increased interest in the field of RI's. Long-term more tenders to each call from RI's	
<b>RESEARCH INFRASTRUCTURES</b> Participating in the studies	"Thank you for your time. This is what we found out. See how you can get more efficient/effective through bench- marking and best practices	Final report (two versions, one complete, one "executive summary"). Newsletter (RI). Invitation to and the conference itself. Website.	More efficient way to handle procurement. Possible co- operation in the purchase area.	RI section of website
<b>RESEARCH INFRASTRUCTURES</b> Not participating	"See how bench- marking and best practices may support YOUR Research Infrastructure."	Newsletter (RI). Possibly also summary of final report. Invitations to final conference.	Larger participation in efforts to create a higher degree of efficiency, such as co-operation in purchasing.	
<b>POLICY MAKERS AND ORGANISATIONS</b>	"This is a sector vital to the research efforts in Europe, not least in the light of the Lisbon agenda, that deserves attention..."	Newsletter (L). Final report AND summary of final report. Invitations to final conference.	Enhanced average knowledge of RI structure, market and conditions.	"lobby" section of website
<b>RI USERS</b>	State-of-the-art concerning Ris and RI markets.	Newsletter (C) Invitations to final conference. Website.	Increased knowledge of Ris and RI market	
<b>MEDIA GROUP</b>	"RIs are not only important for scientific research but also offer niche markets for companies and job opportunities for young scientists and high qualified technicians"	Web site, invitations to final conference.	Better knowledge of RIs activities, market, links with companies, job opportunities	
<b>STUDENTS</b>	Possible career path.	Website, media reports.	Increased knowledge	
<b>GENERAL PUBLIC</b>	RI Infrastructures	Website	Increased knowledge	

Table 1. Target groups and general messages with expected outcome

#### 4. Dissemination structure and products

Table 1 above shows possible dissemination products, adapted to the different identified target groups. Naturally, the distinctions between the different products are not that big – a receiver of the project’s newsletter should recognise and understand also newsletters to other target groups.

The primary dissemination products targeted at external receivers mentioned in the table are these:

1. The final conference
2. Announcements and invitations to this conference
3. The final report
4. The ”executive summary” of this report
5. Newsletters to different sub-groups
  - a. Companies (suppliers holding key technologies as well as RI users)
  - b. Research infrastructures
  - c. Influential people and organisations
6. Press information concerning the different media groups
  - a. Financial & business press about markets
    - i. general business (e.g. engineering, mechanical)
    - ii. specialised : RI suppliers (optics, vacuum, electron devices, microscopy) and RI customers (pharma, micro-nano electronics)
  - b. Scientific press about project, research infrastructures and specifically the career opportunities it involves
  - c. ”commission community media” – press read by commission people (RTD-info, Europa, etc)

Furthermore, as the number of possible presenters of the ERID-Watch results may be large, **a set of presentation materials** will be produced, such as PowerPoint and prints of presentations and talks (see below). This is also an important part of the internal communication, as it may form a basis for a common understanding of the project and its objectives.

**Governmental agencies in charge of member states RIs policies** will be offered the possibility to arrange presentations at their own locations, possibly with invitations also to other national or European groups of interest. The exact form for these presentations/conferences /information opportunities will have to be discussed during the course of the project.

And so far regarding the **“European-relay” institutions**: similar presentations may be officially arranged for the European Parliament members and for all European wide RI stakeholders mixing EC representatives, member-state representatives and professional lobbyists located in Brussels.

#### **Project presentations (set preparation and design)**

There is a need for presentation material during all phases of the project, not only concerning what already has been achieved, but also what is going to be done in the near future. This is not least important in the extensive contact and network building work, which precedes the actual interviews and market studies.

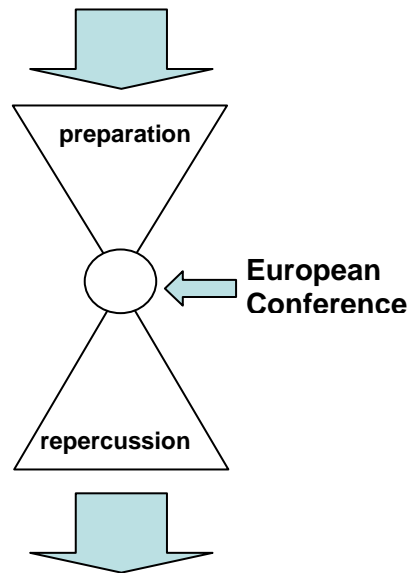
A number of PowerPoint presentations as well as flyers with contents adapted to the actual target group (industry, government or research infrastructures) are produced. Such material will also be available – in suitable formats - for presentations at conferences, e.g. the ECRI conference in Hamburg, June 2007.

Instructions will be prepared regarding the format (basic wording, frame, font, logo, etc) to be used for accompanying the diffusion of news within the ERID-Watch project stakeholders.

## 5. The final conference and pre-/post-event activities

Being the single most important part of the project's dissemination plan, it is reasonable to some extent to structure the Dissemination Plan around the organisation and the implementation of the final conference. Communication tools and actions of ERID-Watch have to be planned and organised in such a way that the conference gets maximum attention.

The Final European Conference to be held in Prague in October 2008 which symbolises the Open Method of Coordination substance, represents the corner-stone of the project communication with respect of the following diagram :



The communication actions before the Conference will be focused on this objective. All actions after will be aimed at further dissemination of the results of the project and the conference's outcomes.

### 5.1 - Final Conference preparation and calendar

**Basics:** 2 days long conference in Prague, around 250 attendees

**Composition:** all ERID-Watch partners (legal & expert), all member-state representatives, EC and MoP representatives, RI operators, industrial companies

**Objectives:** official presentation of the OMC-recommendations and the market studies.

**Structure :**

- inaugural session (including general presentations)
- working groups sessions (prospective, industry, legal implementation) and report
- final session

#### Conference preparation agenda

Designations of the organisation and a scientific committee: October 2007

Official announcement: December 2007 (including a first agenda draft)

Logistic works (reservations) : from March 2008

Second draft agenda (once speakers have confirmed their participation): May 2008

**Organisation preparatory committee** (provisional) : Dr. Ivan Stekl, Jan Riise, Dr. Christine Porcheray, Dr. Carlos Gramia.

## **5.2 - Pre-event manifestations** may be:

- the outcomes and the publicity around the Mid-Term Review meeting in Hamburg where the first good practices and market studies results will be presented and discussed,
- the preparation of the conference itself : invitations and preparatory work (sessions, talks),
- a series of interviews to be given to the European Commission media : RTD info, Europa News, and other publications in that category

The ERID Watch Executive Board has decided to propose the project at important conferences until mid 2008, such as the EPAC Conference in June (Genoa) and ESOF2008 in July (Barcelona).

Also national initiatives regarding industry/RI relationship may be used also for presenting the ERID-Watch activities (examples include STFC showcase organised by KTN in Harwell, an the plenary meeting of EIFast - the European Industry Forum for Accelerators with SCRF Technology).

## **5.3 - Main events after the ERID Watch final conference** will be :

- the official distribution of the policy-mix recommendations to the Member-States' relevant organisations, including those represented in the project's Mirror Group,
- a series of conference and meetings all over Europe for officially presenting the ERID-Watch recommendations and Market Studies results : in each M-S as far as it is demanded + a dedicated meeting for the 'European-relay' in Brussels (see below)

Possible extensions after the ERID Watch final conference may be – provided sufficient resources can be allocated:

- the 5<sup>th</sup> ECRI conference that should take place in France in December 2008 in which the topic 'industrials for RIs' will be addressed. This conference will focus on the relationship between industry and research infrastructures, thus making it a significant opportunity for further distribution of the ERID-Watch conclusions,
- the opportunity to prolong/perpetuate the collect of economic information thanks to the potential implication of the ERA-WATCH team in JRC-Seville,
- the publication of the recommendations of the Prospective and Industrial Groups regarding the opportunity to further structure the RI-linked industrial landscape into a club or e.g. Technology Platform or an ERA-Net

All of these will require specific actions of communication.

**For this reason, the ERID-Watch Executive Board will investigate possibilities to extend the EC contract, in order to allow the use of resources for preparing the ECRI 2008 conference in December 2008. The Board's view is that it would add significant value to the dissemination opportunities with an opportunity to present and discuss ERID-Watch findings also at this occasion. If decided, the dissemination plan will include final events both of large importance.**

## **5. The website [www.eridwatch.eu](http://www.eridwatch.eu)**

The project website, [www.eridwatch.eu](http://www.eridwatch.eu), is a major means of communication during the entire project. Its importance is emphasized by its status as “deliverable” D3. All of the above mentioned activities are to be reflected at the website.

The website includes a presentation, including the organisation, the project and its partners, conferences and a time plan. The communication of the final conference, including registrations, news, programme etc, will to a large extent be done through the website.

There is also a password protected document site for the administration of documentation of the project’s different deliverables and work packages. All members of the organisation have access to this site; thus securing a transparency of the project.

At T0+8, after the ECRI conference in Hamburg in June 2007 and the first Industrial Group meeting, a video section has been added to the website, including video recordings, with presentation slides and speakers. This makes it possible to find recent presentations of the ERID-Watch project at all times.

## 6. Resources

The Dissemination Plan is a concern for all work groups, committees and boards involved in the ERID Watch project.

The resources for dissemination are provided by all partners, however with some emphasis on the Swedish Research Council, which is main partner for Work Package 3 Dissemination. In the Description of Work, the allocation of resources for dissemination activities was described as follows:

Product	Planned resources	Partner	Comment
Website	½ day/week (average)	Swedish Research Council, VR	Major updates Oct 2007, Oct 2008
Reports	3 x 1 week	DESY, VR, NC	
Final conference	Average one half-time for a year	IEAP	
Final conference outcome	2 x 1 week	IEAP, NC	Reports and cd
Information days	VR 6 weeks, other partners 2 weeks	all partners, VR main partner,	
Participation in selected conferences	1.5-2 weeks per event	CEA main partner	EPAC Genoa 2008, ESOF Barcelona 2008
Presentation material (incl flyers, newsletters, slides etc)	6-8 weeks	VR main partner	
Video recording	2 week/event	CEA main partner, VR support	At selected events
Press and media contacts	3 weeks, unevenly distributed	All partners, VR main partner	At selected times, see box above

Table 2. Allocation of resources for dissemination

This table includes all dissemination products mentioned in the Description of Work. During the course of the project, it has been pointed out that there is a need for additional communication work. Activities and proposals for activities include:

- press and media material
- presentation material, incl flyers and slides
- video recordings of presentations
- newsletters

The total resources in the above table will exceed the budgeted amounts in the Description of Work and following negotiations before the contract. It is the intention and ambition of the partners that there will be – and already has been – additional costs that will have to be covered by the partners themselves. The partners ensure that every best effort will be made to realise the plans.