SUSFOOD2 - A Horizon 2020 ERA-NET Cofund on Sustainable Food Production and Consumption

Communication and Dissemination

31 May 2017

This document is an attachment to the Announcement of the transnational co-funded call for research proposals of the ERA-Net Cofund SUSFOOD2 (published on 9 January 2017).

The document offers information and support for applicants in order to prepare the communication and dissemination plan for their projects, which is required for full proposals.

Event	Date
Invitation/ Opening for submission of full proposals	26/06/2017
Webinar for full proposal applicants on Communication	11/07/2017
Closing date for full proposals	08/09/2017 – 3 p.m. CEST

Communication and dissemination in SUSFOOD2 transnational research projects

SUSFOOD2 is collaborating with the Horizon2020 project CommBeBiz (www.commbebiz.eu) to enable more effective transfer of knowledge.

Communication and dissemination in your SUSFOOD2 project

Communication and dissemination of project outputs is obligatory and is the responsibility of the funded project partners. This can be organized in the form of various communication routes such as scientific papers, posters, presentations, a course or training material, web based tools, workshops as well as stakeholder involvement or direct intervention directed towards end users. Communication and outreach towards the general public should be envisioned.

Please consider that all project partners must give proper reference to the ERA-Net Cofund SUSFOOD2 in any document that is published (in written, oral or electronic form) within the research project.

What to consider for your full proposal´s communication and dissemination plan

Plans for communication and dissemination of the project and it´s results have to be described in the full proposal and are considered in the evaluation procedure. Appropriate resources should be dedicated for the communication and dissemination activities[1]. In addition, all project consortia should calculate costs for the attendance of three mandatory SUSFOOD2 network meetings in their project plan:

➢ **Kick-off seminar** at the start of the co-funded projects, including a Communication Workshop offered in collaboration with CommBeBiz; project partners will develop a communication toolbox to be used throughout and beyond the project runtime
➢ **Midterm seminar** and
➢ **Final seminar**

During all SUSFOOD2 seminars, projects will be asked to communicate content, aims and expected results in a way understandable to a general public, making use of the communication toolbox. Thus, the co-funded projects will get the opportunity to train and improve their communication skills with the overall aim to increase impact.

How to get support and advice for your communication and dissemination plan

➢ Read the **guidelines on communication** prepared by CommBeBiz (page 3)
➢ Attend an **online webinar on 11 July 2017** provided by CommBeBiz, during which the elements and the development of a communication and dissemination plan will be explained, together with the opportunity to ask questions and provide feedback (more information will be given together with the invitation to full proposal submission end of June)
➢ Take into consideration the EC guidelines on "Communication EU research and innovation guidance for project participants"

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[1] please check with your national funding agency/ contact point what costs are eligible for you and consider that national rules on communication and dissemination have to be followed

Guidelines on Communication by CommBeBiz

Dissemination and Communication – why is this important in planning, developing, delivering and evaluating a successful research project?

Communication is here defined as the work you do and the effort you put in informing and engaging with the wider public so they are aware of the issue your research is addressing, the question you are posing, the methods you are using to answer that question and the anticipated outcomes. Communication is in addition to '**dissemination**', the latter being focused on the production of scientific papers, posters and presentations at closed scientific congresses, and work with specialist stakeholder groups. Please include both communication and dissemination activities in your plan.

Communication activities may include activities, such as development of a website and/or app, media communications programme, social media programme, videos/podcasts, infographics/project literature, creative artwork/exhibition stands, quizzes / games / serious gaming, science fairs/open houses intended for wider audiences, meetings of targeted stakeholders, training for Consortium on aspects of communication. Please consult the national annexes of your respected funding agency for potential limitations to funding certain communication activities.

There are four clear reasons **why effective communication** is an essential element of any SUSFOOD2 funded research project:

> ➢ European tax-payers are providing the funding for your research and are interested in knowing where their money goes and that they are receiving 'value for money'.
> ➢ Communicating about the relevance of your research work and its potential outcomes to society and the everyday life of citizens will help ensure that your innovations – products, knowledge, thinking – are accepted and utilised by society – not ignored, nor opposed.
> ➢ Everyone is a citizen whether President, MEP, policy-player, teacher, student, entrepreneur or industrialist who watches TV, reads the news, accesses online sources and has interests beyond their immediate network. Effective communication raises awareness of your research project and of the professionals working on it to mutual advantage, potentially laying the ground for more funding or support.
> ➢ SUSFOOD2 wishes to ensure that the projects it selects to fund make the best use they can of the 'results' each of them generate – that means ensuring that as many groups in society know about the excellent work that is being conducted and their potential results so they will be taken up by decision-makers in policy, industry or science itself creating impact. Strategic communications programmes utilising creative but accessible actions with measurable outcomes are required to deliver this.

What is a Communication and Dissemination Plan?

It is a document that demonstrates that a Consortium has clearly thought through the rationale, target stakeholders, activities, timescales, budgets and measures including their key performance indicators (KPIs) of success behind the communications / dissemination activities it will implement as an integral part of its project plan.

Whilst each Communication and Dissemination Plan will be different, it is likely to consist of:

> ➢ a narrative (the rationale/ approach)
> ➢ a table which draws together information on priority target stakeholder groups and methods to reach them
> ➢ a timetable/GANTT chart
> ➢ a budget table with enough detail on each action/activity/product and its delivery
> ➢ a table pulling together the agreed key performance indicators or measures of success against each planned for activity.

The elements of a Communication Plan that will demonstrate clarity of thought and planning are likely to be:

➢ Evidence that the whole Consortium are 'on board' with the plan and that all partners will support the actions
➢ Focus on purpose/objective of each selected dissemination/communication action – Who is it for? What do we want to happen as a result?
➢ Clarity on the messages that the project wishes to communicate overall and to specific groups
➢ Clear understanding of what success looks like for each action
➢ Description of the method to be used for delivery
➢ Utilisation of resources and talents within the consortium
➢ Realistic assessment of the potential impact of each action
➢ Built-in time points for review and adjustment
➢ Appropriate focus on internal communications within the Consortium
➢ Appropriate utilisation of the services and channels provided by the EC

The Plan should be able to answer the following questions clearly:

➢ What are the objectives of our Communication Plan?
➢ Who are our priority audiences and why?
➢ When is the most appropriate time to engage with each audience and why?
➢ How does our Communication Plan create synergy with the rest of the project plan?
➢ How do we justify the budget allocated to each of our proposed communications actions?
➢ How are we splitting responsibility for the resources and actions across the Consortium?

For SUSFOOD2 applications the expected minimum requirements of the Communication Plan are:

➢ A maximum two A4 page document
➢ A narrative on approach/rationale/contribution to the project
➢ A list of priority stakeholders, messages, actions & timetable
➢ Key performance Indicators / measures of success

A Sample Approach to a Stakeholder Table (key part of any communication plan)

The issue: we need to ensure that more young people know how to code

Why: to improve their personal employment prospects

Impact: overall economic benefit

	Communication Plan – Priority Stakeholders & Actions			
Priority Stakeholder Group	*What message/info*	*How to communicate?*	*When?*	*Success measures*
Priority 1: Policy players in Education & Business	Resources required for upper schools to deliver next generation of IT stars	-Create Consensus White Paper to present to Ministers and special Committees - Secure political Ambassadors - One on one briefing meetings -Articles in business press	From Day One – complete by end of Year One	Number of one on one meetings Questions in Parliament Media coverage
Priority 2: Head-teachers/ Governors/ Proprietors of colleges	Need trained teachers to deliver the training required plus 'Train the Trainers facilities'	-Articles in the specialist education media -Identify and contribute to LinkedIn groups -Attend/speak at specialist meetings -Create database of interested parties & send occasional	Years One & Two	Number of active enquirers (no on database) New courses set up Evidence of internal cascade of issue/action Active recruitment & allocation of resources Capture of success stories for use in newsletter Media coverage
Priority 3: Teachers of students 14 - 18	Become active in a new area of teaching – professional opportunity Training available	-Articles in teacher press -Social media activity: IN, twitter etc	Years Two & Three	Pick up of places on training courses Appointments in schools/ colleges
Priority 4: Students 14-18	Coding is cool See what you can do with it – it's fun but it can be profitable too Demand that you are given resources and guidance to help yourself	-Recruit student ambassadors who can code -Let them loose to use social media/channels as they choose (provide resources if needed) -Support with an event – Coding Convention template (to be taken up in many places) with col coding paraphernalia -Create matching events for students with business to demo relevance to lives/future prospects	Years Three/Four	Number of active ambassadors with 'followers' Number of new students learning code Number of successful Conventions & matching events

Guidelines for preparing a Communication Plan prepared by: Rhonda Smith, CommBeBiz rhonda@minervacomms.net

Contact information

Call Office

(for administrative support regarding the call, call documents and procedures, submission tool)

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National Contact Points

(for issues related to the national regulations and contracting)
See Annex 1 of the Call Announcement