

# Dissemination and communication guide



**TECNIOSPRING INDUSTRY**

**GUIA DE COMUNICACIÓ I DIFUSIÓ**  
GENERALITAT DE CATALUNYA, ACCIÓ



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# 1. Why communicate and disseminate your research?

**Dissemination and communication** activities, including public outreach, **are part of the Tecniospring INDUSTRY fellowship** and complement the execution of the research.

Science communication is largely about communicating to non-experts. It is not enough to share and talk with specialists or colleagues from your environment, there is a need to step out of that arena and talk to other scientific experts as well as to the stakeholders. The communication and dissemination will help you to promote your research.

## 1.1 Communication, Dissemination and Exploitation

**Why they all matter and what is the difference?**

### COMMUNICATION

Inform, promote and communicate your activities and results and reach out to society.

It should be addressed to multiple audiences that go beyond the project's own community.

How?

- ✓ Having a well-designed strategy
- ✓ Conveying clear messages
- ✓ Using the right media channels

### DISSEMINATION

Open Science: It is your day job, it is about the production of papers that can be presented to peer-reviewed journals and ensuring that those are published.

The audience is the one who could make use of the results.

How?

- Publishing your results on:
- ✓ Scientific magazines
  - ✓ Scientific and/or targeted conferences
  - ✓ Databases

### EXPLOITATION

Make concrete use of results: commercial, social or political purposes.

Aimed at the Industry, including SMEs and those who can make good use of them: authorities, industrial authorities, policymakers, sectors of interest, civil society

How?

- ✓ Creating roadmaps, prototypes, software
- ✓ Sharing knowledge, skills, data

## 1.2 Benefits for your research project

Communication	Dissemination	Exploitation
<ul style="list-style-type: none"> <li>✓ Engage with stakeholders</li> <li>✓ Attract the best experts to your team</li> <li>✓ Generate market demand</li> <li>✓ Raise awareness of how public money is spent</li> <li>✓ Show the success of European collaboration</li> </ul>	<ul style="list-style-type: none"> <li>✓ Maximise results' impact</li> <li>✓ Allow other researchers to go a step forward</li> <li>✓ Contribute to the progress of the state-of-the-art</li> <li>✓ Make scientific results a common good</li> </ul>	<ul style="list-style-type: none"> <li>✓ Lead to new legislation or recommendations</li> <li>✓ In the best interest of innovation, the economy and the society</li> <li>✓ Help to address a problem and respond to an existing demand</li> </ul>

## 1.3 Contractual obligations

**The beneficiaries (researchers and Catalan host organisations) must promote the action and its results**, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (*Article 38 of the Grant Agreement*).

Unless it goes against its legitimate interests, the beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

With your communication activities you call the attention of multiple audiences about your research (in a way that they can be understood by non-specialists) and address the public policy perspective of EU research and innovation funding, by considering aspects such as:

- Transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible)
- Scientific excellence
- Contributing to competitiveness and to solving societal challenges (eg. impact on everyday lives, better use of results and spill-over to policy-makers, industry and the scientific community).

### Some rules you can't forget about:

Unless it is impossible, all external communication, dissemination and publicity actions, including conferences and seminars or any other type of information or promotional material (leaflets, dossiers, posters, presentations, etc.), must display:

- ✓ The EU emblem
- ✓ ACCIÓ's logo
- ✓ Tecniospring INDUSTRY logo
- ✓ The following **funding declaration**: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under Marie Skłodowska-Curie grant agreement No. 801342 (Tecniospring INDUSTRY) and the Government of Catalonia's Agency for Business Competitiveness (ACCIÓ)"*

All projects receiving Horizon 2020 funding are required to make sure that **any peer-reviewed journal article they publish is openly accessible, free of charge** (*article 29.2. Grant Agreement*). Consider how you will implement this obligation, which is described in more detail in the [H2020 Online Manual](#), including detailed guidance. You can find a summary of Open Access Publication rules described in the H2020 Online Manual, in the [OPEN ACCESS RULES](#) created by the Tecniospring team.

Remember you have all the rules concerning [COMMUNICATION & OPEN ACCESS RULES](#) and the logos that you must use in all the material you use to communicate and disseminate, in our [SharePoint](#). Check it out!

## 2. Communication

It is important, given that the money for EU-funded projects comes from the taxpayer, to communicate to society at large about the projects and where that money is being invested.

A good communication strategy can increase the success of your project's results. However, it is important to step into your audience shoes and think about how you are going to best serve their needs. The public wants to know why they should care about your work but talking about science often involves complex topics for most people, causing them to not be able to follow what you are trying to convey. It is therefore necessary **to create a communication strategy from the beginning, knowing your audience and the message you want to send, with a vocabulary that is understandable to all audiences.**

## What does a good communication look like?

- ✓ starts at the outset of the action and continues throughout its entire lifetime
- ✓ is strategically planned **and not just be ad-hoc efforts**
- ✓ **identifies and sets clear communication objectives (e.g. have final and intermediate communication aims been specified? What impact is intended? What reaction or change is expected from the target audience?)**
- ✓ **is targeted and adapted to audiences that go beyond the project's own community including the media and the public**
- ✓ **chooses pertinent messages (e.g. How does the action's work relate to our everyday lives? Why does the target audience need to know about the action?)**
- ✓ uses the right medium and means (e.g. working at the right level - local, regional, national, EU-wide?; using the right ways to communicate - one-way exchange (website, press release, brochure, etc.) or two-way exchange (exhibition, school visit, internet debate, etc.); where relevant, include measures for public/societal engagement on issues related to the action)
- ✓ **is proportionate** to the scale of the action

### 2.1 Communication channels

A comprehensive communication strategy is crucial in promoting your project and its results. Your plan should define clear objectives adapted to a range of target audiences. It should be proportionate to the scale of your project.

Are you considering the different ways to communicate?

#### Examples of interpersonal, two-way communication

Dialogues, face-to-face conversation  
 Group discussions  
 Conferences  
 Brokerage events  
 School visits  
 Tours  
 Round tables  
 Exhibitions  
 Meetings  
 Workshops  
 Open days  
 Internet debate

#### Examples of mass media, one-way communication

Newspapers and magazines  
 Press releases  
 Newsletters  
 Manuals  
 Brochures, booklets, flyers  
 Letters  
 Radio  
 Television  
 Video  
 Posters  
 Banners  
 Billboards  
 Website

What does the Tecniospring team offer you?

**SharePoint:** an internal tool for the Tecniospring community, where only the beneficiaries and researchers of the entities granted by the programme have access.

There you will find news, events, success stories, all the guides for the good management of the project and the tags you should use when you publish on social media, among other useful things. We have also created a networking section where you can find the contact details of all the researchers who have given prior consent, so you can get in touch with each other.

We want the SharePoint to be your tool, so feel free to suggest news, events, results of your projects or other interesting topics you would like to communicate and share with the community.

**Press releases:** ACCIÓ can help you maximise your dissemination and increase your Project's visibility through a press release. How?

1. Contact your ACCIÓ Project Officer and explain what you want to communicate about (successful prototype, overachieving results, milestones reached, etc.)
2. The ACCIÓ Project Officer will tell you if it can be published, where and how

ACCIÓ must be the first to publish, if the news has already been published and disseminated, ACCIÓ will not publish it again.

**Outreach and networking activities:** During the year, the Tecniospring team disseminates outreach and networking activities to which we encourage all researchers to participate in:

- ✓ **Outreach activities** are organised by other entities where researchers can promote their projects. For example, every year we encourage participation in the [Science Festival](#), in the [100tífiques](#) and in the [European Research Night](#). Three activities that bring science closer to children and society.
- ✓ **Networking activities** are organised by ACCIÓ to help you to get to know each other and make connections. For example, the Welcome Meeting is a good time to get to know all Tecniospring researchers.

**Tecniospring website:** we use our website to promote the different projects, explain success stories, disseminate statistics etc. Soon, we will rework the website to be more oriented to the promotion of the projects.

**ACCIÓ website:** we also have space on our corporate website to publish success stories of the Tecniospring projects. Some examples are [ModpoW project](#) and [Sequentia Biotech](#).

## 2.2 Social media

In order to continue offering programmes such as Tecniospring, it is essential to have an impact and be visible. The society needs to know the results of your projects in order to understand the importance of research.

How can you improve your impact on society? By posting on your social media!

Remember that it is very important that every time you post about your Tecniospring project, you use the corresponding hashtags and tags:

#Tecniospring @accio\_cat @MSCActions @H2020\_impact @FonsUECat

When you publish about trainings or activities organized by other entities than ACCIÓ, you can also tag them to have more impact. **Here are some examples:**

👏 Thanks #TECNIOspring and @LaSalleBCN for such outstanding training on #projectmanagement !!  
@accio\_cat @EU\_Commission @MSCActions  
😊 It was worth it waking up at 5:30am, driving 250km and 3 terrible traffic jams 3 days in a row 😊

#Tecniospring @accio\_cat is holding a 3-day high quality training in Project Management with @LaSalleBCN with the aim to help researchers to learn first-hand the best project management techniques and take their project to the next level. @MSCActions @H2020\_impact @FonsUECat

I will present the prototype of my WATERSCAN 💧 project in Barcelona this Saturday:  
[barcelona.cat/festa-de-la-ci...](https://barcelona.cat/festa-de-la-ci...)  
#Tecniospring @accio\_cat @MSCActions @H2020\_impact @FonsUECat #JRC

It will be a pleasure to participate in the 15th edition of the Science Festival of Barcelona (@BCNCiencia) presenting the NanoResist project financed by TECNIOspring Industry, Marie Skłodowska Curie Actions and @accio\_cat -Generalitat de Catalunya.  
#Tecniospring @accio\_cat @MSCActions @H2020\_impact @FonsUECat

## 3. Dissemination

Dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers). By sharing your research results with the rest of the scientific community, you are contributing to the progress of science in general.

### 3.1 Open Science

[Article 29.2 of the Grant Agreement](#) sets out detailed legal requirements on open access to scientific publications: under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results.



## What is Open Access?

**Open access** (OA) refers to the practice of providing online access to **scientific information** that is free of charge to the end-user and reusable.

'**Scientific**' refers to all academic disciplines. In the context of research and innovation, 'scientific information' can mean:

1. peer-reviewed scientific research articles (published in scholarly journals), or
2. research data (data underlying publications, curated data and/or raw data).

'**Access**' includes not only basic elements - the right to read, download and print – but also the right to copy, distribute, search, link, crawl and mine.

**The 2 main routes to open access are:**

- A. '**Green**' open access – the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. The duration of the **embargo period cannot exceed 6 months** after the date of publication (or 12 months for Social Science and Humanities).

**If the publisher does not accept this condition, and only in exceptional cases, a longer embargo period can be accepted (you must contact your Project Officer and he/she will assess the situation).**

- B. '**Gold**' open access - an article is immediately published in open access mode. The costs of gold open access publications are eligible costs. **Note that a copy of the publication must still be deposited in a repository to comply with the EC Open Access policies.**



Intellectual Property issues: Open Access will not affect the intellectual property of your research results. You may choose to publish your results after applying for IP protection (for instance, a patent). Similarly, the author retains the publications copyright even in open access publications. Thus, the protection of research results and their commercial exploitation is still guaranteed.

Recommendation: If you don't use any of the repositories, we recommend you to use, on the [OPEN ACCESS GUIDELINES](#), choose an OpenAire-compatible repository to deposit the publications. These repositories allow linking the publications to Horizon 2020 funding. Here is a list of institutional repositories in Catalonia which are OpenAire-compatible:

- Recercat: <https://www.recercat.cat/>
- UB repository: <http://diposit.ub.edu/dspace/?locale=ca>
- UAB repository: <https://ddd.uab.cat/>
- UPCommons: <https://upcommons.upc.edu/?locale-attribute=ca>
- e-Repository UPF: <https://repositori.upf.edu/?locale-attribute=ca>
- RIUVIC: <http://repositori.uvic.cat/?locale-attribute=ca>
- UdL repository: <https://repositori.udl.cat/?locale-attribute=ca>
- URV repository: <https://www.crai.urv.cat/ca/recursos-informacio/repositori/>
- DUGiDocs: <https://dugi-doc.udg.edu/?locale-attribute=ca>
- Digital CSIC: <http://digital.csic.es/>

Remember you have all the [rules](#) concerning Open Access publications on [COMMUNICATION & OPEN ACCESS RULES](#) in our [SharePoint](#).

Check it out!

## 4. Keep the Tecniospring team informed

Tecniospring INDUSTRY fellows **must keep a record of all communication and dissemination activities** done and include them in the **semi-annual and final reports**.

Once you have submitted all the reports, the Tecniospring team has to report all the indicators that are requested from the template to the European Commission. That is why it is very important that you provide us with accurate, verified and justifiable data. **This data will define the success and impact of the Tecniospring programme.**

- ✓ Remember that you have the templates for both semi-annual and final reports to [SharePoint](#).

Tecniospring INDUSTRY fellows must inform their Project Officer at ACCIÓ as soon as possible about major results published and about communication activities with a significant impact on media.



## 5. Final reminders

- **Plan** the communication and dissemination actions of your research project in advance in order to increase impact and visibility.
- Follow the **Open Science rules** explained in the guidelines: acknowledge the funding by the Tecniospring programme and the European commission. Publish in open access all peer-reviewed publications.
- **Participate in the outreach and networking events** and increase your visibility through **social media**.
- **Inform your project officer at ACCIÓ** as soon as possible about communication and dissemination activities.

## 6. European Commission Tools

**Always contact your project officer** before using the following tools, the Tecniospring team will explain to you how you can benefit from them.

✓ [Horizon Results Platform](#)

A public platform that hosts and promotes research results thereby widening exploitation opportunities to policy-makers, investors, entrepreneurs, other researchers, etc. It helps to bridge the gap between research results and generating value for economy and society. You can create your own page to showcase your results, find collaboration opportunities and get inspired by the results of others!

We strongly encourage you to publish on this platform to give visibility to your project to the European public. To publish, please contact your project officer.

See the [2 minutes video](#) about the Horizon Results Platform. Because making results matter!

✓ [Innovation Radar](#)

A data-driven method focused on the identification of high potential innovations and the key innovators behind them in EU-funded Research and Innovation projects.

✓ [Research and Innovation success stories](#)



A collection of the most recent success stories from EU-funded Research & Innovation

- ✓ [Horizon Results Booster](#)

A service free of charge in case you would like to apply to benefit from one of these services: 1. Portfolio Dissemination & Exploitation Strategy 2. Business plan development 3. Go-to-Market Support

### How to apply?

Beneficiaries can apply by filling out the [application form](#)

- ✓ [Horizon Magazine](#)

The latest news and features about thought-provoking science and innovative research projects funded by the EU.

- ✓ [Horizon Dashboard](#)

An intuitive and interactive knowledge platform where you can extract statistics and data on EU Research and Innovation programmes – sorting by topics, countries, organisations, sectors, as well as individual projects and beneficiaries!

See the 2 minutes [video](#) about the Horizon Dashboard

- ✓ [CORDIS](#)

Multilingual articles and publications that highlight research results, based on an open repository of EU project information.

- ✓ [Horizon Impact Award](#)

An annual prize to recognise and celebrate outstanding projects that have used their results to provide value for society. The award enables individuals or teams to showcase their best practices and achievements and inspire beneficiaries of research and innovation funding to maximise the impact of their research!



## 7. References and further information

- [Your guide to IP in Horizon 2020](#)
- [EU intellectual property rights \(IPR\) Helpdesk](#)
- [Making the Most of Your Horizon 2020 Project](#)
- [H2020 Online Manual: Open access & Data management](#)
- [The Social media guide for EU funded R&I projects](#)
- [Communicating Your Project](#)
- [Dissemination & Exploitation of results](#)
- [Guiding you in Open Science. OpenAIRE](#)

