

# Communication, Introduction and Obligations

*(for EU research projects)*

## **MIP-Frontiers<sup>1</sup>**

“New Frontiers in Music Information Processing”

### **ESR Student First training**

Paris, 20<sup>st</sup> September 2018

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# Why communication is important? **For EC**

- Responsibility – taxpayers' money
- Awareness
- Relates to EC political priorities/goals
- Impact on our lives
- EC role – gives higher visibility

Remember this for the Communication plan and action

# Communication in H2020 MSCA

1. When you communicate:
  - Always acknowledge your financial support “*EU and entity*”
  
2. Communication is described in your proposal:
  - And the Grant Agreement GA, there is an obligation
  
3. Action and activities must be in the submission of EU REPORTS:
  - Deliverables, Periodic and Final Reports

## Acknowledge your financial support “*EU and entity*”

*Always used the EU Emblem and statement*



<sup>1</sup> This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 765068.

Information on EU funding - use of EU emblem

[https://ec.europa.eu/info/sites/info/files/use-emblem\\_en.pdf](https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf)

Check your Entity communication Rules.

38.1.2 Information on EU funding — Obligation and right to use the EU emblem  
Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- Use EU emblem High-resolution emblems are available here  
<http://europa.eu/about-eu/basic-information/symbols/flag/>

- Use text as indicated in GA

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No [number].

## Communication in your proposal and in your GA

Grant Agreement: *The beneficiaries 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". [...] (Article.....*

But, what is in the GA:

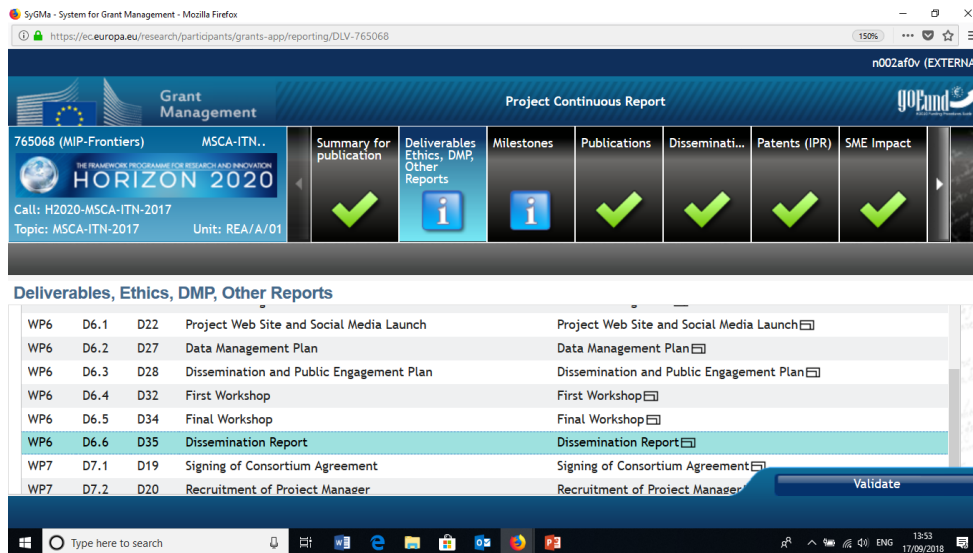
1. Can be change, need to be a reason why
  - Look for “better for the project and fellows”
2. New Situations will come, explain them

Ask and contact your supervisor and coordinator.

### EU Reports:

If not on any report, it is not done for the EC.

Please, please, send me any communication, info, link, image..  
and again, please, send it to me (I will send you a brief doc on how).



SyGMA - System for Grant Management - Mozilla Firefox

https://ec.europa.eu/research/participants/grants-app/reporting/DLV-765068

Grant Management

Project Continuous Report

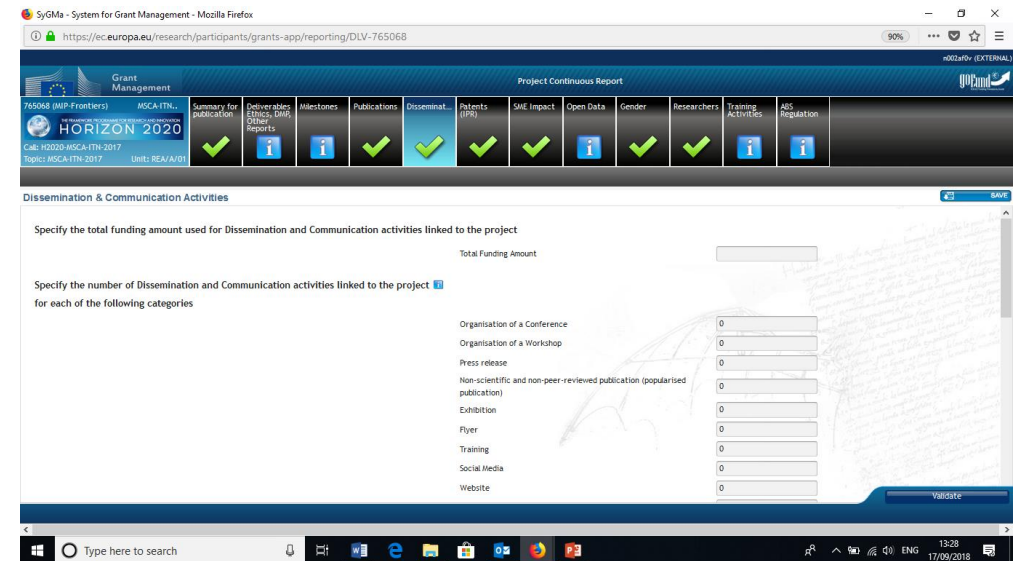
765068 (MIP-Frontiers) MSCA-ITN...  
Call: H2020-MSCA-ITN-2017  
Topic: MSCA-ITN-2017  
Unit: REA/A/01

Summary for publication ✓  
Deliverables Ethics, DMP, Other Reports  
Milestones ✓  
Publications ✓  
Dissemination ✓  
Patents (IPR) ✓  
SME Impact ✓

Deliverables, Ethics, DMP, Other Reports

WP	D6.1	D22	Project Web Site and Social Media Launch	Project Web Site and Social Media Launch
WP6	D6.2	D27	Data Management Plan	Data Management Plan
WP6	D6.3	D28	Dissemination and Public Engagement Plan	Dissemination and Public Engagement Plan
WP6	D6.4	D32	First Workshop	First Workshop
WP6	D6.5	D34	Final Workshop	Final Workshop
WP6	D6.6	D35	Dissemination Report	Dissemination Report
WP7	D7.1	D19	Signing of Consortium Agreement	Signing of Consortium Agreement
WP7	D7.2	D20	Recruitment of Project Manager	Recruitment of Project Manager

Validate



SyGMA - System for Grant Management - Mozilla Firefox

https://ec.europa.eu/research/participants/grants-app/reporting/DLV-765068

Grant Management

Project Continuous Report

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Summary for publication ✓  
Deliverables Ethics, DMP, Other Reports  
Milestones ✓  
Publications ✓  
Dissemination ✓  
Patents (IPR) ✓  
SME Impact ✓  
Open Data ✓  
Gender ✓  
Researchers ✓  
Training Activities ✓  
AIS Regulation ✓

Dissemination & Communication Activities

Specify the total funding amount used for Dissemination and Communication activities linked to the project

Total Funding Amount

Specify the number of Dissemination and Communication activities linked to the project for each of the following categories

Category	Number
Organisation of a Conference	0
Organisation of a Workshop	0
Press release	0
Non-scientific and non-peer-reviewed publication (popularised publication)	0
Exhibition	0
Flyer	0
Training	0
Social Media	0
Website	0

Validate

## Inform asap your Project Officer about:

- Important press releases
- Important events that will receive media attention
- Innovative outreach activities
- Awards of the fellows
- Important publications

## Try to enrol in European research initiatives

- ESR / European research nights
- H2020 and MSCA communication initiatives ( 2017 was MSCA 20<sup>th</sup> anniversary)
- Other scientific communication to the public... open university days, school visit...



Communication

Introduction

and obligations



## Communication, dissemination and exploitation

**Communication** means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

**Dissemination** is the public disclosure of the results of the project in any medium. Disclosure may sound passive, like a shop opening up, but it is an activity, like a shopkeeper attracting customers. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project, usually in a dissemination plan.

**Exploitation** is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.

Communication means:

- About **promoting your project**, its themes and the **challenges it is trying to solve**.  
**Week work:** Challenges of the projects (and relation to EU Challenges if possible)  
What is the problem, challenge the project tries to solve.
- Be understood also by **non-specialists**.  
Does society understand what I do and why? Person not working on MIP
- Address audiences that go beyond the action's own community (including the media and **the public**)

## Dissemination is:

- **Public disclosure of results**
- Dissemination addresses more **specific audiences** than communication. For example, for a scientific project about health in school, the results will particularly interest and target education boards health practitioners, policymakers to enable them to use the results in their own work. Dissemination **includes scientific publishing and press relations**, getting your results across to the public in order to **get them used and make a difference!**
- “Unless it goes against their legitimate interests, each 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).”
- “This does not change the obligation to protect results, confidentiality obligations, the security obligations or the obligations to protect personal data.”

	DISSEMINATION	COMMUNICATION
Objectives	Public disclosure of results	Promotion of the project and its results
Audience	Target groups, such as scientific communities, industry stakeholders, policy-makers, etc.	General public, including EU citizens, civil society and mass media
Language	Scientific language	Non-specialised language
Channels	Peer-review journals, scientific conferences, online repository of results, etc.	TV channels, radio, newspapers, generalist website, newsletters, etc.

## Communication will help to:

- Prove to decision-makers and industry that investing in you was vital to us all: "high risk, high gain"
- Let European citizens know how the EU spends public money, Potential in their lives
- Find a consensus within the research community
- Find synergies and potential collaborations for the project and after the project
- Find additional financial backers or licences
- Generate market demand for the products or services which have been developed

As a final advice, reflect the famous basis of Communication Theory:

**Sender → Message → Channel → Receiver**

## Links and Information

- Communicating EU research and innovation guidance for project participants  
[http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)
- Outreach and Communication activities in the MSCA under H2020  
[http://ec.europa.eu/assets/eac/msca/documents/documentation/publications/outreach\\_activities\\_en.pdf](http://ec.europa.eu/assets/eac/msca/documents/documentation/publications/outreach_activities_en.pdf)
- Science Communication  
<https://www.youtube.com/playlist?list=PLvpwljZTs-Lhe0wu6uy8gr7JFfmv8EZuH>

Twitter accounts:

- [@MSCActions](#)
- [@EU\\_H2020](#)



## Thanks, and remember

- Acknowledge your supporters “*EU and entity*”
- Report the Action and Activities
- Promote your project:
  - The challenges it is trying to solve and results
    - Communication  $\neq$  Dissemination

**Alvaro Bort**