

Dissemination and Exploitation

How to stand out in the information jungle?



Sylvia Walter

Utrecht University, The Netherlands

s.walter@uu.nl

Excellence - Impact - Implementation

The EU funding programmes support research and development activities resulting in new knowledge, new products and services, and also in non-technological and social innovation. EU projects are aiming on innovation and increasing benefits to the EU economy and citizens by converting the public investment. Participants are obliged to exploit and disseminate the outcome of their projects, which means to use and communicate results and multiply the benefit of investments.

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Valorisation

Maximize the impact of a project...

Dissemination

public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium

Exploitation

use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities

... think about the results right from the beginning!

Who might be interested in the results?

Define your audience! Which people or groups of people you most want your message to reach? Scientists, industry, SME's, public bodies, government, local organisations, schools, friends and grand parents, ...

How to reach the envisaged audience?

Successful D&E depends on clear aims and audience adapted language. Think about needs and wants, attitudes or intentions of your audience. Not all channels are even suitable and depend on whom you want to reach. Have a clear plan and make the promised impact consistent with the expected results and the D&E strategy.

What can we use to make our project visible?

Tools and media depend on the targeted audience. Measure which channels are commonly used by your audience, as e.g. websites, logos, publications, reports, presentations, open days, collaborations, social media, press releases, local newsletters, trade shows, advertisements, games, films, personal contacts, flyers, smartpen lectures, ...

Be creative

EXAMPLES

DVD



The DVD "Expedition Greenhouseworld" contains clips for supporting school education in several natural sciences. It was the result of winning the Academic price of the year 2007, a national prize to stimulate dissemination and communication between science and the broader public.

YOU TUBE



Uitleganmatie ECN Meten van broeikasgassen

MOOC'S



MOOC's or Massive Open Online Courses are interactive courses for a geographically widespread audience. In addition to traditional course materials such as filmed lectures, readings, and problem sets, many MOOCs provide interactive user forums to support community interactions among participants.

For the EU FP7 project InGOS a you tube animation was produced to show how the project measures non-CO2 greenhouse gases and why this is important. The animation aimed on the broad public

SCIENCE FESTIVAL



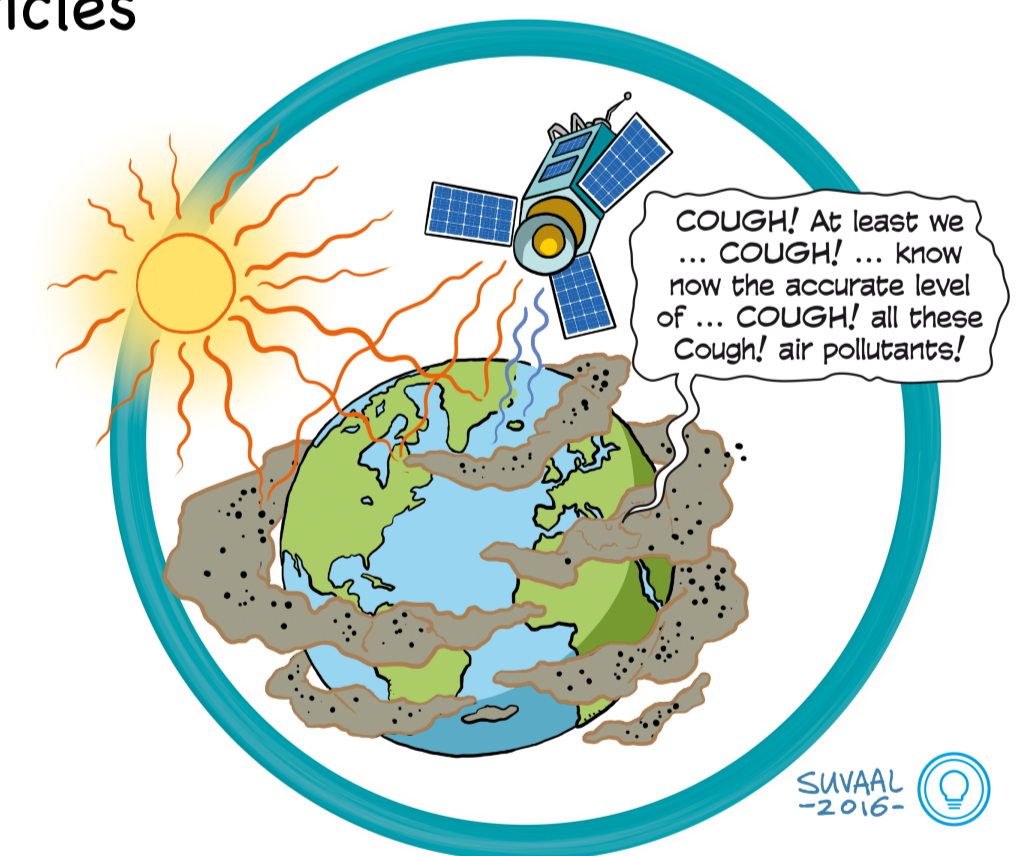
In 2006 Wageningen (NL) was transformed into the "City of Insects" (Academic price of the year 2006). During the festival, which underlined the importance of insects, the public was actively involved in several creative activities, workshops and lectures about insects. Academic and non-academic partners worked together, and the festival initiated further interest and governmental support on the subject.

PENCAST

By using a smartpen you can produce video sequences of writing down a lecture and include calculation, explanations, ect.

SCIENCE SKETCHES

Improving the atmospheric NO₂ satellite measurements in presence of fine particles



It is a challenge to translate science into something understandable for non-experts. At the TU the Valorisation office supports scientists by making a 2D or even 3D sketch of their project, which show very clear the aim and intention of it. By making research tangible, insight is provided for business, co-researchers and society. Projects are presented during the TU Delft Research Exhibition 6-8 June 2017. (<http://digit.tudelft.nl>)

Last but not least ...

General visibility by regular updates, e.g. newsletter, flyer, blogs