ECSEL – JU

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Head of Plans and Dissemination
Communication, Dissemination and Exploitation in ECSEL
Communication, Dissemination & Exploitation

• All are vital for the programme
  – **Communication**: informing a broader audience on the use of public funds
  – **Dissemination**: information and access to results for direct stakeholders in the RD&I chain
  – **Exploitation**: conversion of funded RD&I into added value (economic, societal, ...)

• EC / H2020 has a specific Strategy for assuring adequate Dissemination and Exploitation
• Strong focus on **COMMUNICATION** has been a feature of JU life since the start.
  – E.g. ECSEL JU Symposium
  – Publications ...

• Strongly supported by the Industry Associations
  – Several Project Exhibition events
    • **EF ECS**, SSI event, Brokerages, ...

• But...
• Public funding so public benefits:
  – being accountable for expenditure and making sure that EU citizens benefit
  – maximising the take-up of the new knowledge, both for commercial purposes and for policy making
  – boosting research & innovation among participants in the programme and others who could benefit from the research
The Executive Agency shall report on the activities it has undertaken over the reporting period in order to:

1. focus its project management cycle on dissemination and exploitation aspects,
2. identify and help successful projects in their dissemination and exploitation activities
3. support the processes for feedback of results into policy making ...

"
Need to convince the public and the authorities of the benefits of the investments in our programme.

– Weak or no answer will not help in any way to secure the future.
– We need your help to make the best story!
– So ...

Publicise, Disseminate and Valorise your results!
Where to get info

• H2020 “Funding & Tender” Portal
  – On-line Manual pages:
  • Communication
  • Dissemination and Exploitation
“Unless ECSEL JU requests or agrees otherwise, or unless it is impossible, any dissemination of results (in any form, including electronic) must:

a) display the **EU emblem** and Grant Agreement number
   o **ECSEL JU Logo** should also be included

b) include the following text:
   “This project has received funding from the ECSEL Joint Undertaking under grant agreement N° [Number]”.

Logos and EU Emblems are available via the ECSEL JU web-site (Participate/Useful Information)
[https://www.ecsel.eu/useful-information](https://www.ecsel.eu/useful-information)
Publicise your Results!

Communication

• Diverse audiences, so be very clear
  – “Informed but non-specialist audience”
  – Experts
    • Well written is more interesting

Cartoon: xkcd.com
## Writing style: A guide

### Science Articles: A Guide

<table>
<thead>
<tr>
<th>Subject Matter is Complex</th>
<th>Average Sentence is Easy to Understand</th>
<th>Average Sentence is Hard to Understand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Writing</td>
<td></td>
<td>Typical Writing</td>
</tr>
<tr>
<td>Honest Writing</td>
<td></td>
<td>Probably just Bull<strong>it</strong></td>
</tr>
</tbody>
</table>

Don't be this person! 😊
Questions

Cartoon: xkcd.com
EU Decision Making

- Ordinary Legislative Procedure

Diagram showing the flow of decision-making:
- Commission proposes legislation.
- Council and Parliament have a co-decision role.
- European Commission supervises and appoints Council of Ministers.
- Citizens are involved in the process.
Symposium 2019 Exhibition

- Project participation in the exhibition
  - Many key influencers and decision-makers will be present
  - Guided tours: volunteer projects to present to VIPS
  - Information pack being prepared.
  - You will receive it this week
Symposium 2019 Exhibition
Thank You