



Actions Marie Skłodowska-Curie : Atelier Dissémination dans DN

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Point de Contact National Horizon Europe pour les Actions Marie
Skłodowska-Curie



Required sub-headings:

- Plan for the dissemination and exploitation activities, including communication activities:
Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Regarding communication measures and public engagement strategy, the aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens. Activities must be strategically planned, with clear objectives, start at the outset and continue through the lifetime of the project. The description of the communication activities needs to state the main messages as well as the tools and channels that will be used to reach out to each of the chosen target groups.

Définitions

- **Dissémination** = diffuser les résultats du projet auprès d'utilisateurs potentiels, tels que d'autres chercheurs, des industriels ou des acteurs politiques ou de standardisation (par ex. via des publications scientifiques, des présentations lors de conférences etc).
- **Exploitation** = utilisation des résultats du projet (par ex. continuation de la recherche, brevets et licences, vente de produits ou services, etc.)
- **Communication** = promouvoir le projet et ses résultats à des publics non-experts mais ciblés.
- **Public engagement** = contacts et échanges directs avec des publics non-experts mais ciblés.



Répondre aux points suivants :

| Objectif | Cible | Outil | Indicateurs | Impact | Responsable |
|--|------------------------------------|-------------------|---|---|------------------|
| La visibilité du projet et du financement de l'Europe. | Le grand public et les chercheurs. | Le site internet. | Le nombre de vues du site (par pays par exemple). | Le projet se fait connaître auprès de la société. | Les partenaires. |

- **Cible** = EU et gouvernements, citoyens, lycéens...
- **Outil** = visites en école, communiqués de presse, posters, podcasts,...
- **Responsable** = ESR, coordinateurs, partenaires....



Répondre aux points suivants :

Dissemination and exploitation of results



European
Commission

Table "Dissemination matrix"

| Targeted Communities | Knowledge | | | | |
|----------------------|---|--|---------------------------------|---------------------------------|--------|
| | Scientific | Technological | Economical | Environmental | Social |
| Host institutions | Daily exchanges by electronic means, weekly group meetings, annual reports, internal reports, ... | | | | |
| Academics | Articles, Patents, conferences | Conferences, Patents, Project showcases | Articles, Conferences, websites | | |
| Industries and SMEs | Articles, Conferences, Patents, Consultancy | Demonstration activities, project showcases, patents, newsletters, consultancy | | Articles, conferences, websites | |
| Press | Reports, website, interviews, project showcases | | | | |
| Governments | Reports, website, expertise, project showcases | | | | |
| General public | General public : Websites, concrete approach with a clear connection to daily life through organization of public conferences, science festival, publications in local newspapers (DNA) Students : Visits of high schools and universities and organization of seminars (Marie Curie Ambassador) | | | | |



Conseils :

Common mistakes: non-strategic communication

Focus on media before message

Creative people come up with a 'cool' idea

'Why' or 'what' questions are left unanswered

Better practice: strategic communication

Targets, audience and message clarified before deciding on the media

Creative people plan to achieve desired outcomes

Objectives are clearly defined

• Liens utiles:

- https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf
- <https://webgate.ec.europa.eu/funding-tenders-opportunities/pages/viewpage.action?pageId=1867972>
- <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>

Examples :

Multimedia releases: Marie Curie fellows make video-clips to be released on internet, in spaces open to the public at large

What is the audience for the video-clip? Does the researcher have a real story to tell? What level of interest is there likely to be? How much resource will it take to make?

Marie Curie Project Open Day: Students and the general public visit the research institutions or labs and receive a first hand experience or lectures. Such an event is typically organised as a continuation of project meeting (for example a Mid-Term Review meeting; the responsible PO and PTA can attend the event and follow up the different activities and their impact)

As above. Approximately how many students will be involved? What do they already know about research, about Marie Curie? What are they going to see? How interesting is it likely to be? Will changes in their attitudes towards research be measured e.g. by a questionnaire? Have local media been invited and have interviews with the fellows been planned.?



D'autres exemples :

- **Dissémination:**

- Avant tout les **publications** et la **participation à des conférences** :
 - Ne pas hésiter à indiquer les journaux et événements que vous allez cibler.
- La **conférence finale** :
 - Souvent organisée (en partie) par les doctorants.

- **Communication:**

- Les indémodables : **sites web, réseaux sociaux, vidéos du projet newsletters, blog, white paper.**
- Les actions de *public engagement* : participation des doctorants à un événement dédié à la mise en valeur de la science type **Fête de la Science** ou **European Researcher's Night**.
- Présentations dans les **écoles** (de l'école primaire au lycée).
- Si votre sujet s'y prête, ne pas hésiter à proposer des actions qui sortent des sentiers battus, par exemple :
 - Création de contenus en lien avec le projet : BD, vidéos, serious game...
 - Organisation d'événements avec un partenaire tiers (par exemple un musée).



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