

Afin que l'atelier se déroule dans les meilleures conditions, nous vous demandons de bien vouloir :

- Couper votre **micro**
- Couper votre **caméra**
- En cas de **problème technique**, essayer d'abord de vous **déconnecter** puis de **vous reconnecter**

L'atelier démarrera à 11h00 (UTC+2).



Actions Marie Skłodowska-Curie : Atelier Dissemination dans DN

Octobre 2022 – Doctoral Networks

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

Définitions

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.

- **Dissemination** = 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** = contact et échanges directs avec des publics non-experts mais ciblés
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Répondre aux points suivants:

Objectif	Cible	Outil	Indicateurs	Impact	Responsable
Visibilité du projet et du financement de l'europe	Grand Public et Chercheurs	Site internet	Le nombre de vu du site (par pays par exemple)	Le projet se fait connaître auprès de la société	Partenaires

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



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?pagelId=1867972>
 - <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>
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Exemples

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.?



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Questions?

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