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COMMISSION

Community research

Communicating EU Research

**Meeting of FP7 NCPS
Paris, 2-3 October 2009**



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Communicating EU research

- ◆ What is expected of project participants?
 - **Examples**
 - **Contribution of NCPs**
- ◆ Open Access Pilot in FP7
 - **Scope**
- ◆ New challenges for communication
 - **New media**
 - **European issues**
- ◆ The role of NCPs
 - **In the European Research Area ?**
 - **« Research Connection 2009 », Prague, 7-8 May 2009**



Communicating EU research

“Researchers are reacting to recent public concerns about the direction and potential outcomes of their work by increasing their efforts to communicate to non-specialists.

While this is a necessary practice, such communication has often had limited success [...]. Science communication has tended to involve researchers talking at the public about what science is doing with the expectation that this would increase acceptance.”



Communication in FP7

Grant agreement, Annex II, General conditions

II.12. Information and communication



The beneficiaries shall, throughout the duration of the project, take appropriate measures **to engage with the public and the media about the project aims and results** and to highlight the Community financial support.

...

FP6 model contract:

The beneficiaries shall, throughout the duration of the project, take appropriate measures to ensure suitable publicity for the project **in order to highlight** the Community financial support.



Communication in FP7

Grant agreement, Annex II, General conditions

II.12. Information and communication

Unless the Commission requests otherwise, any publicity, including at a conference or seminar **or any type of information or promotional material (brochure, leaflet, poster, presentation etc)**, must specify that the project has received **Community** research funding and display the European **emblem**. When displayed in association with a logo, the European emblem should be given appropriate prominence. This obligation to use the European emblem in respect of projects to which the European Community contributes implies no right of exclusive use.



[...]



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Communicating withing EU-funded projects

External communication helps ...

- Disseminating research results
- Increasing visibility and science awareness EU-wide
- Achieving successful integration with stakeholders
- Promoting internal communication
- Networking and marketing the consortium
- Bridging the gap between scientists and the public
- Making European research more attractive



Good practices

MAR-ECO

- ◆ **MAR-ECO is an international study (with FP5 funding) of the animals inhabiting the northern mid-Atlantic**
- ◆ **Public communication built-in**
- ◆ **Descartes Prize 2006**
- ◆ **Produced beautiful photos, amazing videos and a travelling exhibition**



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Good practices

Noah's Ark

- ◆ Impact of global warming on cultural heritage
- ◆ 'Diary note' published on 23 May
- ◆ 400+ articles incl. New York's Metro: 'Monuments threatened by global warming'

Research - News Alerts on EU Research - Microsoft Internet Explorer

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Diary Note

Climate change impact on cultural heritage: Last results of Noah's Ark project

What?

Conclusions of "Noah's Ark", a research project addressing the impact of global change in cultural heritage buildings. The research is grounded in climate science and the conclusions are based in present and future scenarios, from the recent past to the late 21st century.

Noah's Ark will present the first *Vulnerability Atlas* that maps the climate likely to affect European cultural heritage through the 21st century. The Atlas provides climate data relevant to cultural heritage as well as meteorological information in terms of potential risks to heritage and changes due to damage.

For its impact on policy, Noah's Ark has also produced *Guidelines* that scope "adaptation strategies" for cultural heritage under conditions of a changing climate. These adaptation strategies should enable heritage stakeholders, public policy-makers and national heritage organizations to prepare for future climate change pressures.

The *Vulnerability Atlas* and *Guidelines* will be distributed to the participants of Noah's Ark concluding meeting.

When?

30 May 2007 at 9 a.m.

Where?

Ex Chiesa di Santa Marta, Ministero per i Beni e le Attività Culturali, Piazza del Collegio Romano 5, Rome, Italy

Who?

Representatives of Noah's Ark project consortium, including partners from Italy, Spain, UK, Czech Republic, Sweden, Poland and Norway, and coordinated by Prof. C. Sabbioni of the Institute for Sciences

Done



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Good practices

Census of Antarctic Marine Life (CAML)

- ◆ The largest international biological research programme undertaken during the 2007-2008 International Polar Year (IPY)
- ◆ Daily journal published by Gauthier Chapelle
- ◆ Increased media coverage by 30%





Good practices

COMNET

- ◆ Informal network of communication managers in 15 FP6 projects
- ◆ About 3,000 are engaged in the COMNET projects
- ◆ COMNET members address the design and implementation of communication activities in the health and food sector



Open Access Pilot

- ◆ **Special clause added to all grant agreements of 7 FP7 research areas (Health, Energy, Environment, E-Infrastructures, ICT, Science in Society and Social science and humanities)**
- ◆ **Grant recipients in these 7 areas are required to:**
 - deposit peer reviewed research articles or final manuscripts resulting from their FP7 projects into an online repository;
 - make their best efforts to ensure open access to these articles within either six months (twelve months for social sciences and humanities, science in society) after publication.



Communication challenges

1. New technologies (digital TV, SMS alerts, e-zines, forums, podcasts, news feeds, clips, webcasts, weblogs)
2. Beyond “popularisation”
3. European fragmentation ⇔ US big machinery
4. Scientists to become communication-minded?
5. No propaganda !

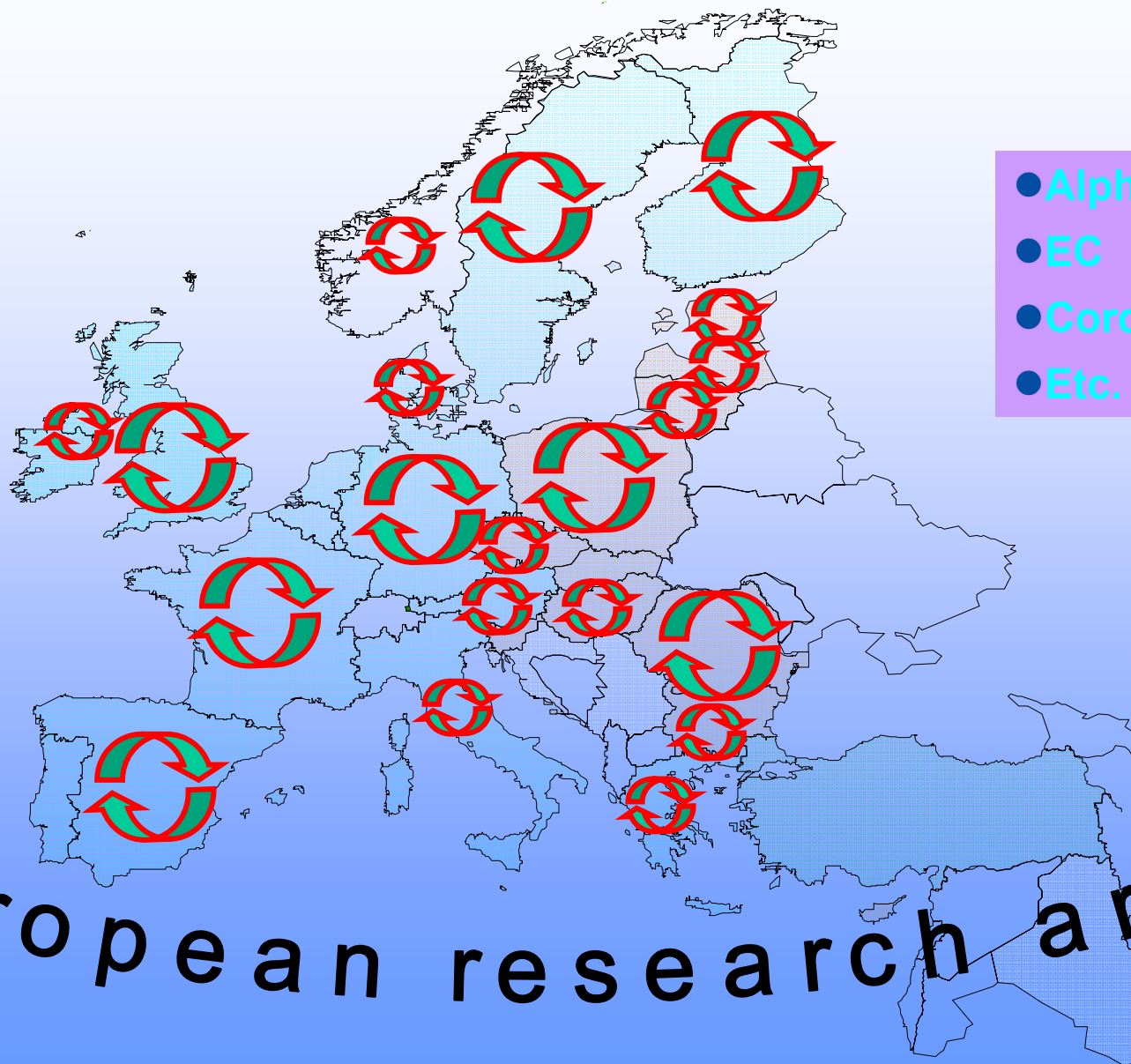




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... Fragmentation



- AlphaGalileo
- EC
- Cordis
- Etc.

European research area

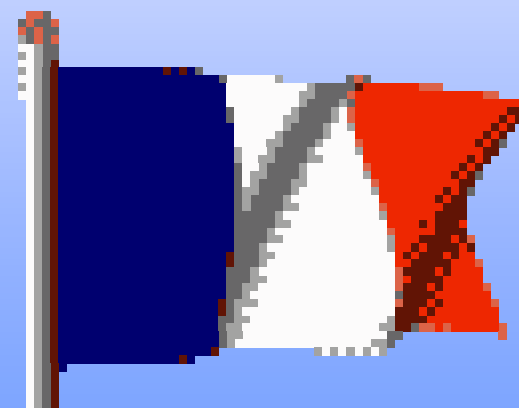


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« Que fait l'Europe ? »

« La France arrache ITER au Japon ! »
(7 mai 2005)

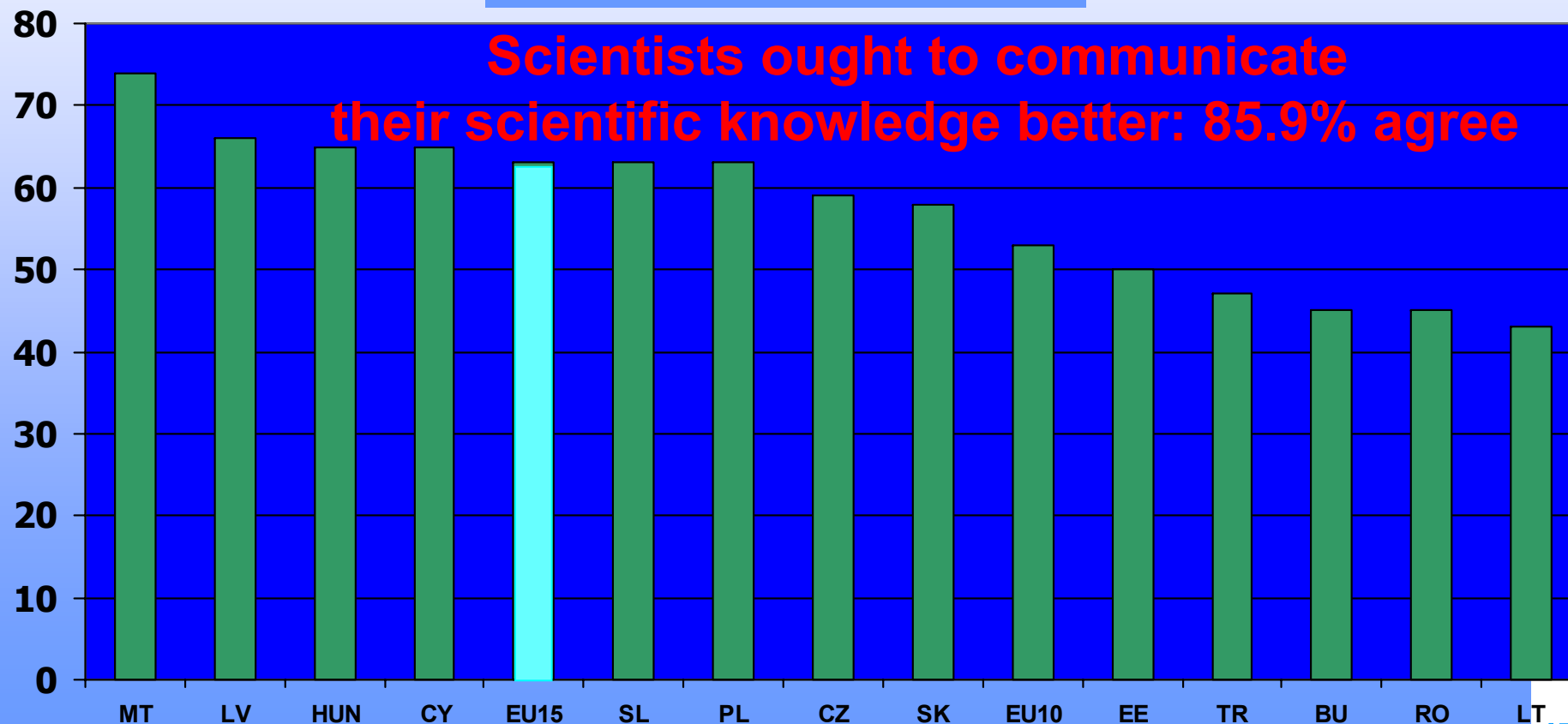




... Lack of communication culture

Scientists are dangerous!
"Because of their knowledge, scientists have a power that makes them dangerous"

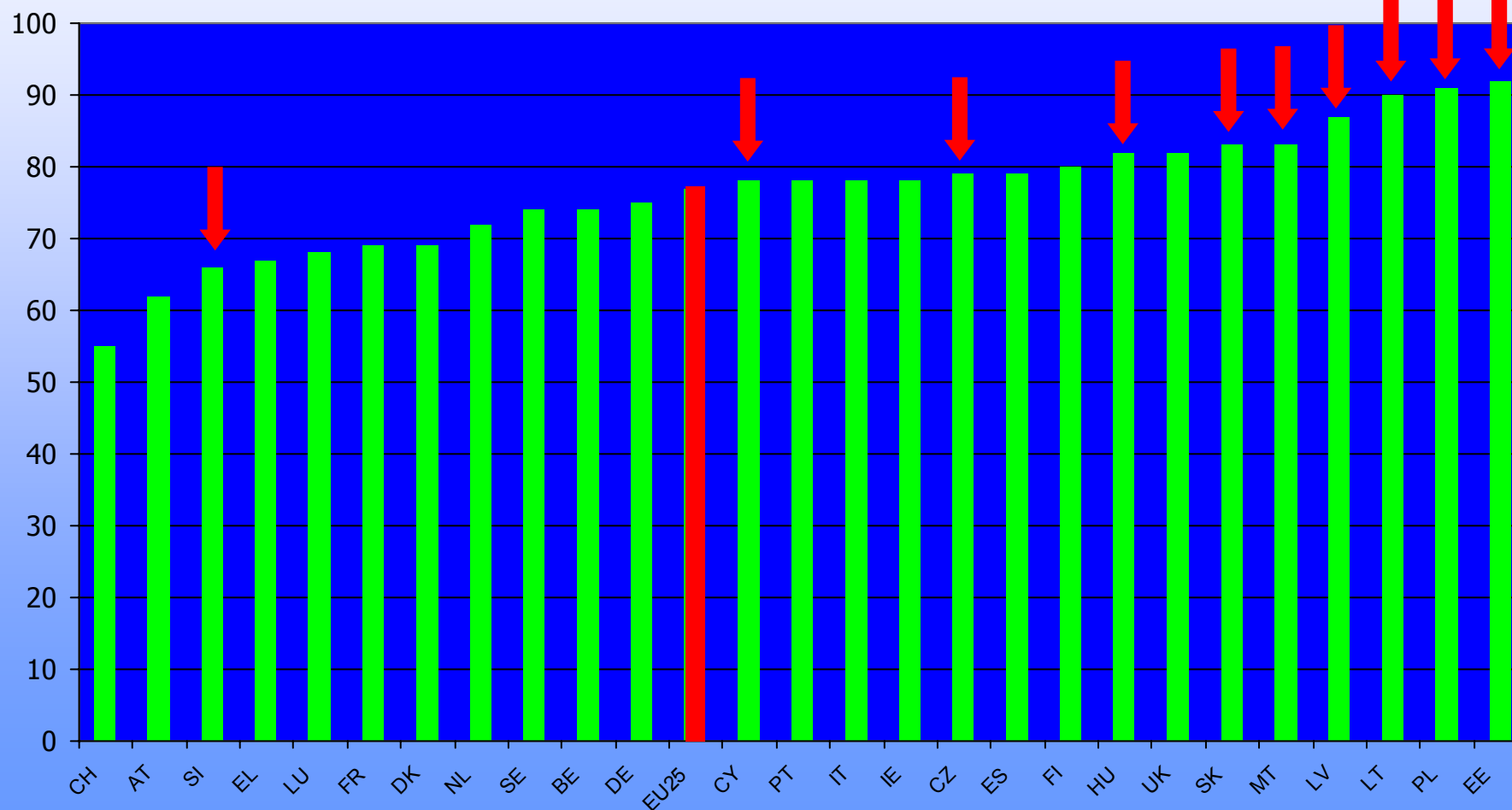
Percentage of people who tend to agree





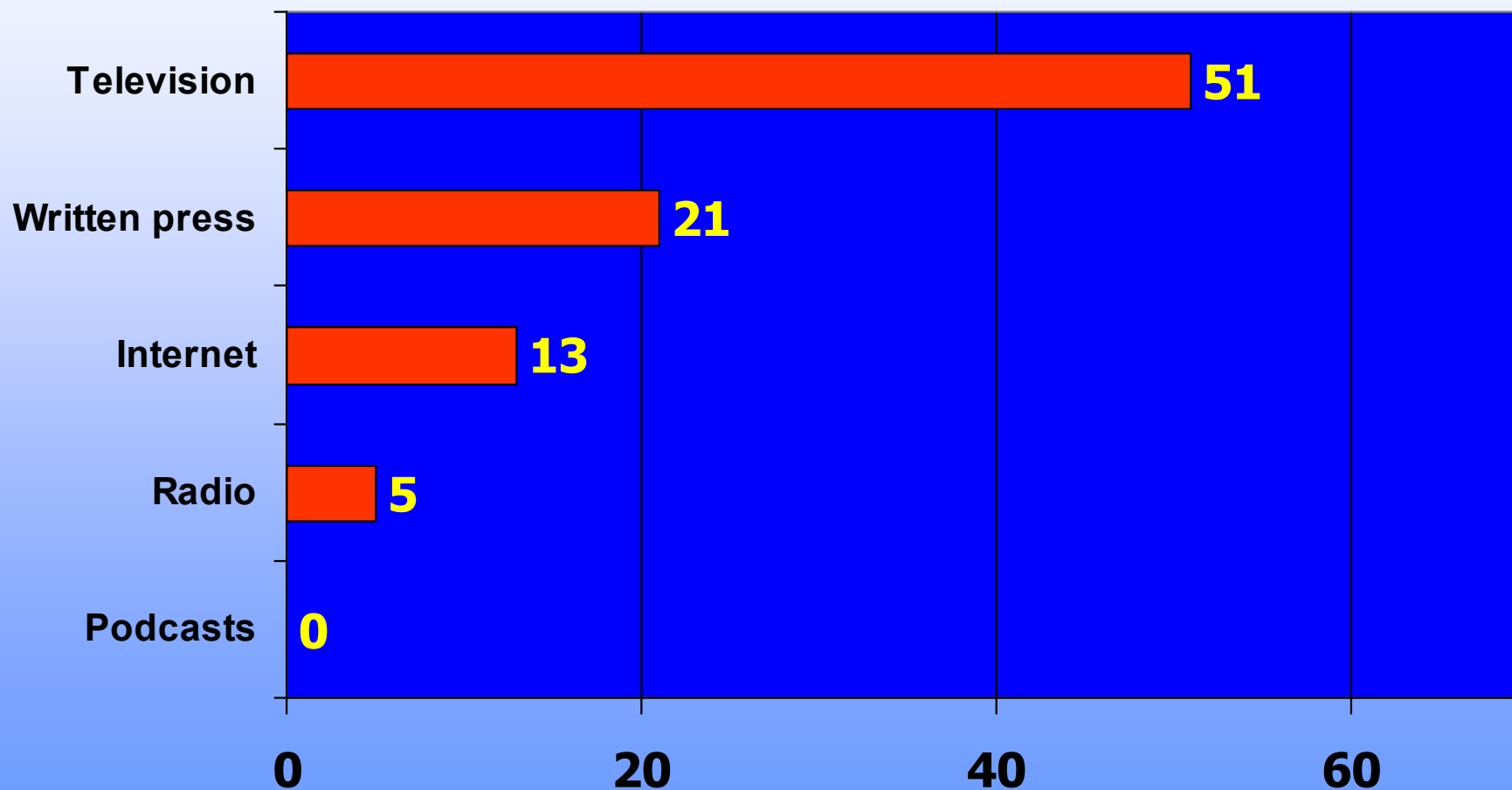
Optimism about science and technology

% of people agreeing that s&t will improve the quality of life of future generations





Europeans and scientific information





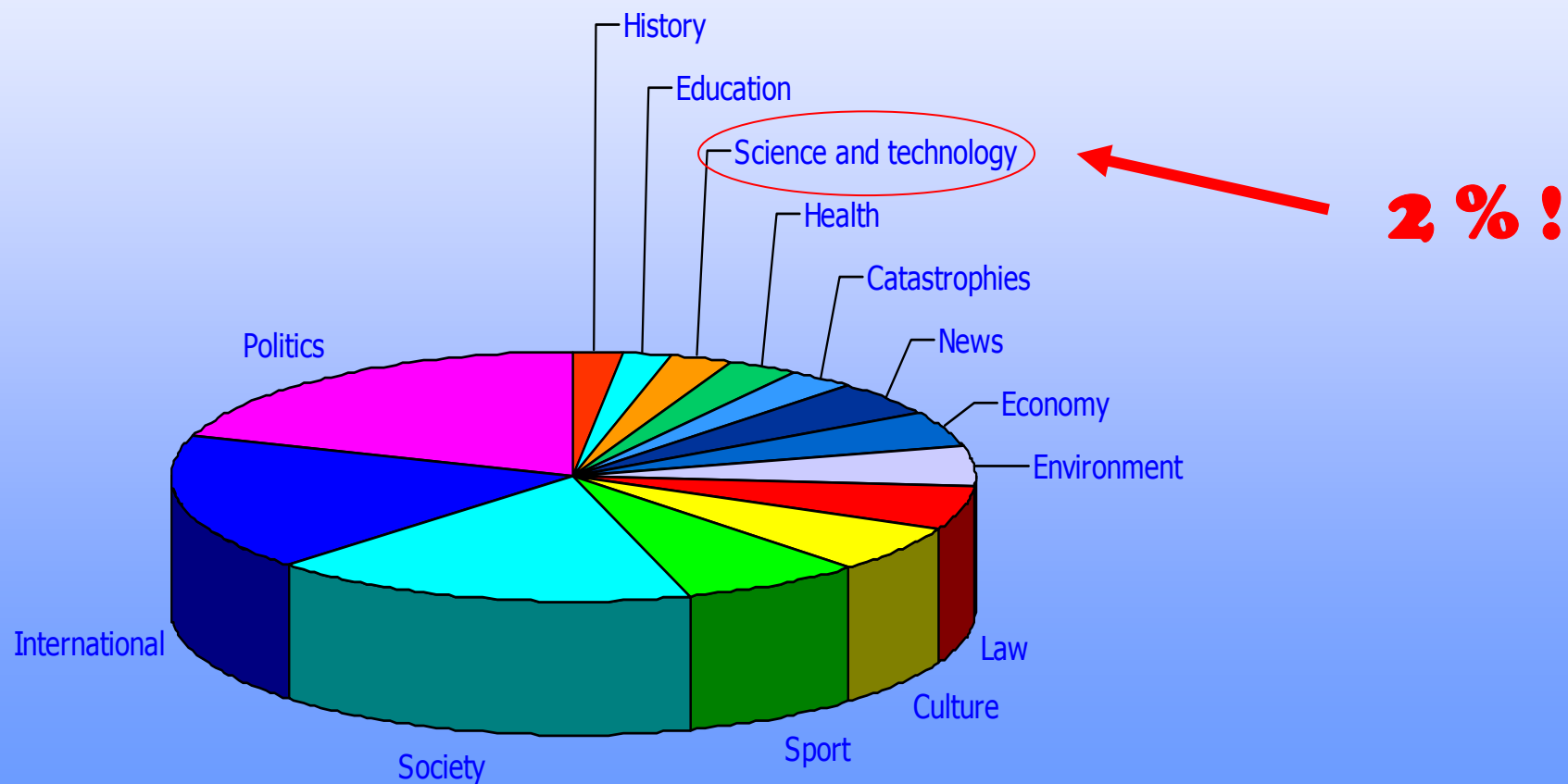
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Europeans and scientific information

Science on prime time (TF1, France 2 et 3, Canal+, M6 et Arte), 2nd trimester 2007

Source: Inastat, September 2007





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Out

**Research
DG**

Communication @ EC

- ◆ Calls for proposals
- ◆ CORDIS
- ◆ Reports etc

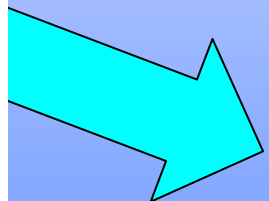
◆ “Communication” main activities:

- Web (EUROPA + CORDIS)
- Media events
- *Research*eu* magazine
- FUTURIS on Euronews
- Publications (400 per year incl videos, DVDs, VNRs...)
- Public awareness (Science Week)
- Visitors
- Events



CORDIS in 2008

- ◆ ***research*eu* to become a family of publications (magazine + supplements + interactive website)**
- ◆ **Supplements: *research*eu RTD results* and *research*eu thematic***
- ◆ **CORDIS focus discontinued (in print)**
- ◆ **CORDIS news and Europa headlines to merge**
- ◆ **New search engine**
- ◆ **Cleaning of old pages and links, Document management system2**
- ◆ **PIDS - Project Information Dissemination Service**





PIDS - Overview

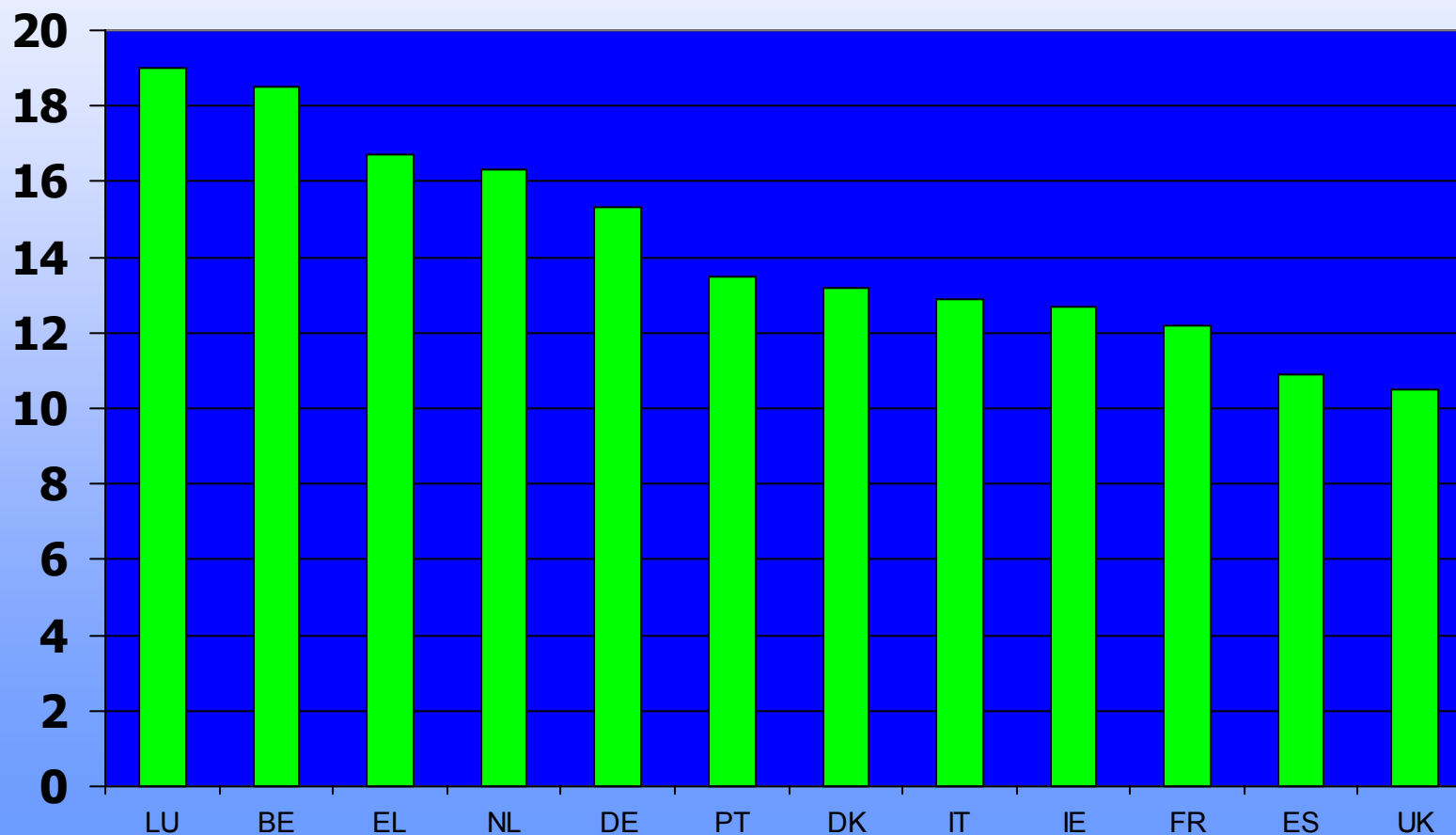
- ◆ **A service that enables FP6 Project Coordinators (COs) and Project Officers (POs) to**
 - **Find** information on their projects
 - **Store** their projects' deliverables (news, events, results, documents...)
 - **Disseminate** these deliverables through CORDIS services (CORDIS Wire, results database, CORDIS Library...) and in a longer run, through projects' mini sites.

- ◆ **The PIDS should offer a complete service to assist the Participants – and the Officers - throughout the whole participation process:**
 - **Proposal preparation** (*foreseen*)
 - **Project**
 - **Publication**



Improvement of scientific literacy (EC 12)

% of increase (2005 vs 1992) of the percentage of good answers





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The End

Thank you for your attention!



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