



**THEME [INCO.2012-1.3]
INCONET – Mediterranean Partner Countries**

Deliverable N.: D3.7

Title: Dissemination Plan

Funding scheme: Coordination and support action

Project Acronym: MEDSPRING

Project Coordinator: CIHEAM-IAMB, Claudio Bogliotti

Grant Agreement n°: 311780

Author: CSIC

Dissemination level: PU (Public)

Coding: MEDSPRING/WP3/D3.7/V2/DisseminationPlan

Official delivery date: M3

Project start: 1 February 2013

Project duration: 48 months

Contents

1.	Introduction.....	3
2.	Objectives, strategy and expected impact	4
2.1	Objectives.....	4
2.2	Strategy	4
2.2.1	The Strategy for interacting with social web communities	4
2.3	Expected impact.....	8
3.	Communication channels and tools	9
3.1	Communication channels	9
3.2	Communication tools.....	10
4.	Target groups.....	12
4.1	Role of MED-SPRING partners	12
5.	Conclusions	14
6.	References	15

1. Introduction

The main objective of this Dissemination plan is to fix the basis and tools to promote the work of all MED-SPRING partners, by ensuring both the internal communication to guarantee the optimal outcomes of the project activities, and the foundations for an effective communication of innovations and benefits, produced by MED-SPRING towards users and stakeholders external to the consortium.

The basic approach is to:

- Determine **objectives, strategy** and **impact** to be pursued in the communication strategy,
- Determine the communication **channels** to be used,
- Determine the dissemination **tools** to be exploited,
- Identify the **target groups** to whom send the information on project activities and innovative results,
- Identify, through the **Quality Control Plan** prepared by the Project Coordinator, the procedures to be established within the framework of MED-SPRING project, to guarantee that the outcomes of the project are of high standards and meet its objectives.

Following this approach, the MED-SPRING Dissemination Plan aims at:

- Formulate a programme taking into account the virtual diffusion and dissemination materials,
- Implement a set of basic requirements applicable to all dissemination activities which will be targeted by the consortium,
- Build up an enlarged MED-SPRING community network,
- Pursue fruitful interactions with other significant projects and other initiatives of the field in Europe and the Mediterranean Area,
- Identify the best channels to address the target groups the project's innovative results,
- Evaluate the efficiency of the communication strategy by obtaining feedback information of the MED-SPRING community and the follow-up of the MED-SPRING uptake by end-users.

2. Objectives, strategy and expected impact

2.1 Objectives

The communication activities will contribute to the realization of the following objectives:

- Increase visibility and brand awareness of the MED-SPRING project;
- Promote the aims of the project in Europe and the MPCs;
- Disseminate information about the stakeholders involved in Euro Med Community working on the EU-MPC societal challenges, notably water, energy and food, the MED-SPRING target objectives;
- Promote workshops, conferences, meetings and last news on the MED-SPRING thematic priorities of interest for the Euro Med community

2.2 Strategy

The strategy to achieve the goals and ensure the impact of the dissemination activities will be met through a set of actions:

- Establish a consistent and continuous dialogue with EuroMed researchers, stakeholders and policy makers
- Reinforce links among the MED-SPRING project and other relevant projects and networks
- Involve the groups targeting the challenges addressed by MED-SPRING through key events.
- Involve the groups targeting the challenges addressed by MED-SPRING in the reports and analytical papers.
- Provide and disseminate relevant documentation and information about the project through specific tools.
- Start networking activities through specific channels.

2.2.1 The Strategy for interacting with social web communities

For encouraging the participation of the civil society (researchers, youths, NGOs.....etc) in project activities and influence project agenda, contents and outputs in relation to the societal challenges: resource efficiency (water), food, renewable energy, several operational activities and tools have been planned.

A wide, serious and dynamic participation of the civil society is needed through the MED-SPRING AGORA to substantiate proposals for research institutions, Euro-Mediterranean cooperation actors and policy makers, and have an impact on their agenda.

A huge number of thematic and non-thematic WEB communities and blogs are occupying INTERNET across the world and discuss / deliver on the above societal challenges. MED-SPRING, as a new “entry” among these web communities, will first build credibility and mutual trust in the existing “established” WEB Communities and will then become an

important “follower” and “followed member” based on robust content and values provided to the identified WEB Communities.

This will prepare the ground to autonomously create a successful MED-SPRING Social WEB Community on the above themes.

In the first 12 months, MED-SPRING (in the frame of WP4) will pursue the following goals:

- Prepare a MED-SPRING identity: a strategic message to be communicated when approaching the WEB communities and civil society in partners’ countries.
- Gradual participation in existing important Social Communities, keeping low profile, not imposing MED-SPRING to the communities but rather gaining trust through proposing a strategic and visionary identity and serious thematic content through MED-SPRING EMEG (Euro-Mediterranean Expert Group). Short-term (12 months) expected results: to become a major “follower” and “followed member” of the relevant social thematic WEB Communities.
- Mapping project partners’ countries groups, youths, scientific communities, associations/NGOs that could interact with EMEG while amplifying / disseminating the MED-SPRING identity and in social WEB Community and thematic blogs. Mapping will also address WEB initiatives like existing scientific coffees in partners’ countries.
- Establish the AGORA base facility (infrastructure/social HUB)

The AGORA’ main operational activities and expected results are schematized in the chart below. The chart shows also links between activities / results and partners’ engagement.

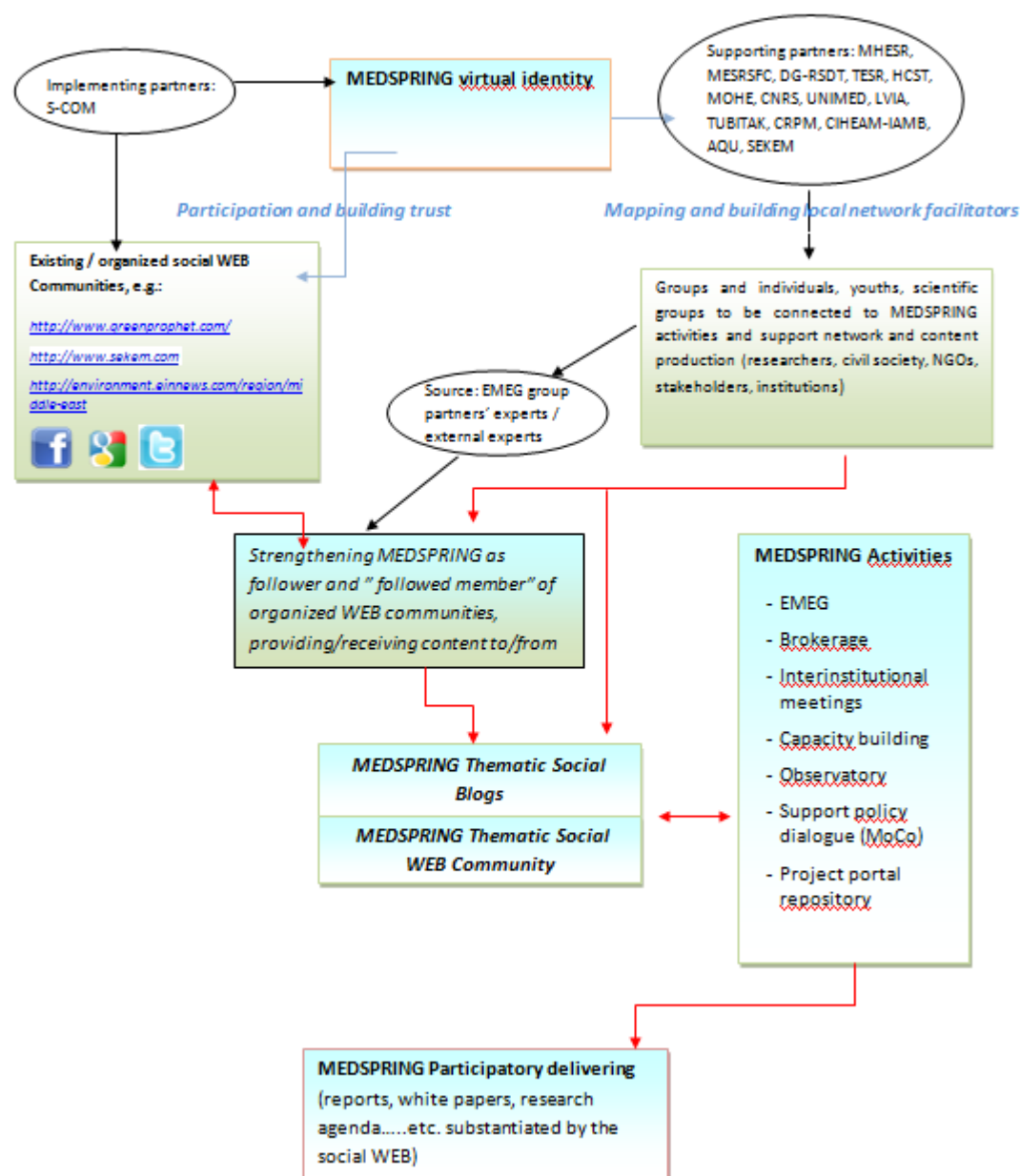


Figure n.1: AGORA main operational activities and expected results

The table below highlights partners' engagement and available resources in relation to activities to be implemented in the first 12 months.

	Main actions and expected results (12 months from start)				
	Preparing virtual identity, identifying of and activating participation in social WEB Communities	Mapping and building local network facilitators, and stimulate participation / connections by researchers, civil society, etc..	Facilitating EMEG develop and provide contents to/from existing WEB communities	Establishing AGORA facilities (infrastructure)	Start MED-SPRING Social WEB Community and MED-SPRING Thematic Blog
CIHEAM-IAMB	1	0,5	1		Link with EMEG
MHESR		0,5	1		Link with EMEG
TUBITAK		0,5	1		Link with EMEG
MESRSFC		0,5	1		Link with EMEG
DG-RSDT		0,5	1		Link with EMEG
TESR		0,5	1		Link with EMEG
HCST		0,5	0,5		Link with EMEG
MOHE		1			Link with EMEG
CNRS		0,5			Link with EMEG
S-COM	3	1		2	8
UNIMED		0,5			Link with EMEG
LVIA		2	1		1
CRPM		0,5			
AQU		1			EMEG input
SEKEM		1			EMEG input

A tentative detailed time table of activities carried out in preparation of the kick-off-meeting and to be carried out during the first 14 months of the project is provided here below. Table also shows the time of interaction between WEB Community activity and Work Package 2 (EMEG Meetings, Stakeholders Meeting) and Work Package 5 (first event Brokerage innovation). This interaction will be operate in practice by allowing the social WEB to interact with meetings participants and provide recommendations.

	2012			2013												2014	
	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2
Kick-off-Meeting																	
MED-SPRING virtual identity																	
Mapping Social WEB Communities																	
Getting contact with most promising WEB Communities																	
Building trust with WEB Communities																	
Providing content to WEB Communities																	
Tentative: becoming Community follower and followed																	
Mapping local groups (CIHEAM, LVIA, CNR, UNIMED)																	
Getting contact with local groups / youths																	
Start interaction EMEG-Local Groups																	
Building content with local group																	
First installation AGORA facility																	
MED-SPRING Thematic Blogs																	
MED-SPRING Social WEB Community																	
WEB participation in EMEG meetings /STH Workshop																	
WEB Community participation in 1st Brokerage event																	

2.3 Expected impact

MED-SPRING expects to reach the following impact:

- a significant number of actors (people coming from different sectors such as governmental organizations, NGOs, academic members, enterprises, etc) in the MED-SPRING arena are mobilized
- the collaboration among Euro Med stakeholders is increased
- the S&T dialogue capacities with public stakeholders and national/regional organizations is strengthened
- the visibility and awareness of stakeholders on the project aims is increased
- Outreaching: MED-SPRING documents on the addressed challenges reaches the decision making level

3. Communication channels and tools

The dissemination tools and activities are the main instruments through which communication will be presented and promoted and will be the principal means to achieve the expected impact of the objectives.

3.1 Communication channels

The identified communication channels are:

a) The MED-SPRING website and its connectivity.

The MED-SPRING website will include different sections dealing with the Societal Challenges addressed by the project from the scientific point of view as well as policy EU-MPC dialogue (ex.: MoCo dialogue). The website will act as a repository of information on cooperation experiences, notably on:

- Training on preparation of cooperation project proposals and its management (in cooperation with WP7);
- Training material on technological transfer-share;
- Materials on Intellectual Property Rights (IPR) issues.

It will also provide access to International Cooperation Programs and Projects, and brokerage facilities to build international consortia.

The website will facilitate the activities of the Euro-Mediterranean Agora (WP4) by publicizing outcomes and recommendations, and will connect with other Fora dealing with International (EU-MPC) Innovation Cooperation in the Mediterranean.

It will provide institutional communication vis-à-vis policy makers and organize the coordination of the relevant available knowledge through ad-hoc communications. The website will also serve as repository / library of all information concerning the project activities, supporting scientific and non-scientific outreach and dissemination.

Target group: Project beneficiaries, Researchers, Policy Makers, Euro-Mediterranean Stakeholders, relevant networks, EMEG experts.

Responsible partner: CSIC

b) The Euro-Mediterranean AGORA and other social networks.

The Euro-Mediterranean AGORA (EUMA) is a virtual, internet-based forum, acting as a platform to stimulate the participation and discussion of the civil society and stakeholders on research and innovation accounting for the selected societal challenges. In order to engage the society, a digital Social Web technology infrastructure will be established. EUMA will be an additional tool amplifying brokerage on research and innovation foreseen in WP5 as well as thematic workshop activities in WP2.

Social media channels and tools will be activated for creating the “virtual identity” of the project (Facebook pages, Twitter, Youtube Channel, Linkedin) and integrated with other mapped web communities. Social Media monitoring will also be activated to monitor social dialogue and will enable to evaluate how the project is perceived by users and followers. The contents defined on social networks will be discussed and further elaborated by WP2 and WP5 (via face-to-face meetings) on the model of the digital Agenda of the EU.

Target groups: Project beneficiaries, Researchers, Policy Makers, Euro-Mediterranean Stakeholders, relevant networks project partners, EMEG experts....

Responsible partner: S-COM

3.2 Communication tools

The identified communication tools are:

- a) MED-SPRING brochure.** To be prepared by MESRSFC with the support of CSIC and S-COM, the brochure will be prepared at the beginning of the project and will provide the main information in English about the project objectives, activities, expected impact and consortium. This brochure will be updated in the third-fourth year of the project. The brochure will consist on a a bi-fold document that will be printed in a high quality paper, and will be distributed in key events such as project events or European/International events. An electronic version of the same document will also be uploaded in the website in PDF format.

Responsible: MESRSFC

Number of copies: 1.000 copies, following the DoW.

Target group: Project beneficiaries, Researchers, Policy Makers, Euro-Mediterranean Stakeholders, relevant networks.

Means of dissemination: key events (project events, EU-Med projects/EU projects linked to MED-SPRING events, EC events, ILN events, UfM awareness raising events), website, Project beneficiaries local b events, AGORA and other social networks.

- b) MED-SPRING pamphlets.** To be prepared in English by MESRSFC with the advice of EMEG experts and the Coordination Team - which will provide instructions on how to prepare them -, a total of 5 thematic pamphlets will be published during the project life. Pamphlets will be focused on thematic and technical work, and could include also information about other projects activities and results. The first pamphlet will be ready by the end of the first year of the project (Month 11), once the EMEG group has relevant results to show. An electronic version of the same document will also be uploaded in the website in PDF format.

Responsible: MESRSFC

Number of copies: 500/each pamphlet, following the DoW.

Target group: Project beneficiaries, Researchers, Policy Makers, Euro-Mediterranean Stakeholders, relevant networks.

Means of dissemination: key events (project events, EU-Med projects/EU projects linked to MED-SPRING events, EC events, ILN events, UfM awareness raising events), website, Project beneficiaries local events, AGORA and other social networks.

- c) **MED-SPRING standard presentation.** A project PDF standard presentation in English, provided by the Coordinator, will be uploaded in the website and also updated with the last project events, with the objective of communicate briefly and effectively the project aims, conclusions and results, as well as information about the consortium.

Responsible: CIHEAM-IAMB

Number of presentations: 1, which will be updated following the development of the project.

Target group: Project beneficiaries, Researchers, Policy Makers, Euro-Mediterranean Stakeholders, relevant networks.

Means of dissemination: key events (project events, EU-Med projects/EU projects linked to MED-SPRING events, EC events, ILN events, UfM awareness raising events), website, AGORA and other social networks.

- d) **The Quarterly MED-SPRING E-Newsletter** will aim at disseminating news, events, and activities of the project in a quick, short, effective and free way. To be prepared by CSIC, the e-Newsletter will be prepared provide additional information in English to the project community, such as funding opportunity updates, Euro Med research news/events and information about project-related activities to communicate briefly and effectively the project's main issues and information.

Contents of the E-Newsletter:

Part 1: Short explanation of what the project is about/resume of the main results or conclusions achieved up to now; // Information about the last project activities/results/conclusions, and the activities/events coming soon; // Information about other events/information days/open calls for proposals of interest for the Euro Med area; // Last novelties about the Euro-Mediterranean AGORA

Part 2: Presentation of one MED-SPRING beneficiary: brief description of the organization, main highlights, expected contribution of this organization to the project, expected benefits of the project to this organization; // Presentation and interview to a high-level scientist from the same country than the before-mentioned MED-SPRING beneficiary.

Part 3: Invited key-note on some aspects of one of the societal challenges addressed by MED-SPRING

Responsible: CSIC

Number of issues: 16, following the DoW, to be published in months 3, 6, 9, 12, 15, 18, 21, 24, 27, 30, 33, 36, 39, 42, 45 and 48 of the project.

Target group: Project beneficiaries, Researchers, Policy Makers, Euro-Mediterranean Stakeholders, relevant networks.

Means of dissemination: mailing list, website, AGORA and other social networks.

4. Target groups

The target groups are the beneficiaries of the principal communication objectives, and mainly consist of:

- MED-SPRING Consortium
- Individual researchers
- Research Institutions/associations/organisations (public and private)
- Research and Support Networks and Projects
- Policy makers
- Enterprises, NGOs, public administrations, private organizations, technological platforms, etc
- National and local authorities
- European Commission, Union for the Mediterranean, and other institutions
- Civil society
- Others

4.1 Role of MED-SPRING partners

MED-SPRING partners will be responsible of providing CSIC with complete information about all the activities they may organize under the umbrella of MED-SPRING, in order to be published in the website, update the calendar of next coming events and disseminate the results and conclusions.

They will also inform about any further activities that may have interest for the project or the project community.

Specifically, the MED-SPRING partners responsible of informing CSIC about the main activities, conclusions and results per Work Package are the following:

WP1 - Coordination and Management

CIHEAM-IAMB and MHESR

WP2 - Societal challenges to reinforce the frame of cooperation

CIHEAM-IAMB, TESR, FCT and MHESR.

WP4 - Open dialogue on RI: the “Euro-Mediterranean Agora”

S-COM and MHESR

WP5 - Brokerage and venturing for innovation and EU-MPC research networking and cooperation

MHESR, DLR, NHRF, MCST and S-COM

WP6 - Institutional and funding synergies

DLR, CNR, MHESR, HCST and TUBITAK

WP7 - Capacity building in research, development and innovation

UNIMED, HCST, DLR and CNR

WP8 - Policy, societal challenges and cooperation observatory

CNRS and IRD

WP9 - Support to inter-institutional and policy dialogue

NHRF, IRD, NHRF, MHESR and CIHEAM-IAMB.

5. Conclusions

A good internal communication of the MED-SPRING consortium will allow – following the strategy and communication tools and channels already described - an effective communication of the debates, results, conclusions and recommendations of the project towards users and stakeholders external to the consortium.

MED-SPRING will play a key role in this internal communication, since they will be responsible of providing CSIC with complete information about all the activities they may organize under the umbrella of MED-SPRING, in order to be published in the website, update the calendar of next coming events and disseminate the results and conclusions.

The success of the dissemination plan will be monitored closely throughout the project, online press and media coverage will be tracked. Appropriate web analytics software will be installed on the project website to enable closer inspection of web traffic, including investigating any observed changes in traffic surrounding key project events, as well as basic information about visitors and the use they make of the site.

Short informal interviews and/or questionnaires will be used at the face-to-face events to gauge participant reactions to the activities, as well as gather valuable feedback for planning future ones. The responsible partner for this concrete action will be CSIC and, in case CSIC has no budget to attend the event, a partner attending the event will be nominated to do this activity.

The results of this monitoring process will be reviewed at the regular consortium management meetings. Such discussions will provide an opportunity to identify particular gaps or overlaps in existing dissemination activities, and adjust the strategic direction accordingly during the project itself.

6. References

- Communication Plan for Research Infrastructures Stakeholders (FP7 - EURISNET Project)
- FP7-INCO.Net GCC Dissemination Strategy
- Dissemination Strategic Plan, FP7 - CONSIDER Project. Karen Bultitude, University College London.
- “The plan for the use and dissemination of foreground in FP7”, December 2012, IPR Helpdesk – Fact Sheet.
- “How to write clearly”, Publications Office, European Commission.
- “Communicating EU Research and Innovation. A guide for project participants”. Directorate-General for Research and Innovation, Directorate A, Unit A.1 – External and Internal Communication. European Commission.