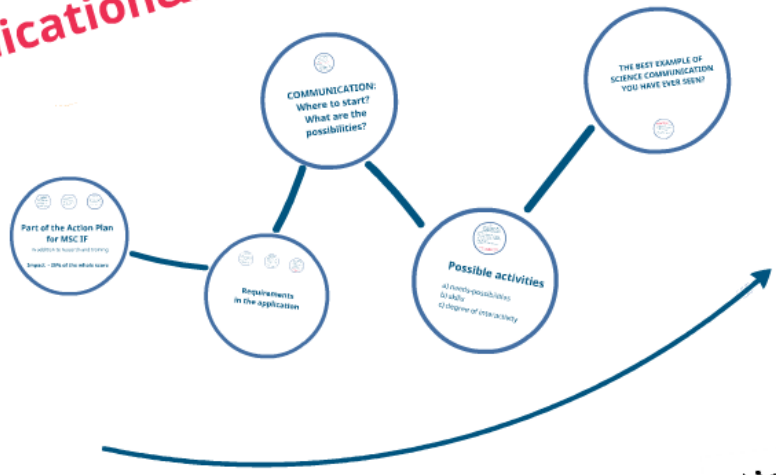
Marie Słodovska Curie Individual Fellowships:
Dissemination&Exploitation,
Communication&Public Engagement



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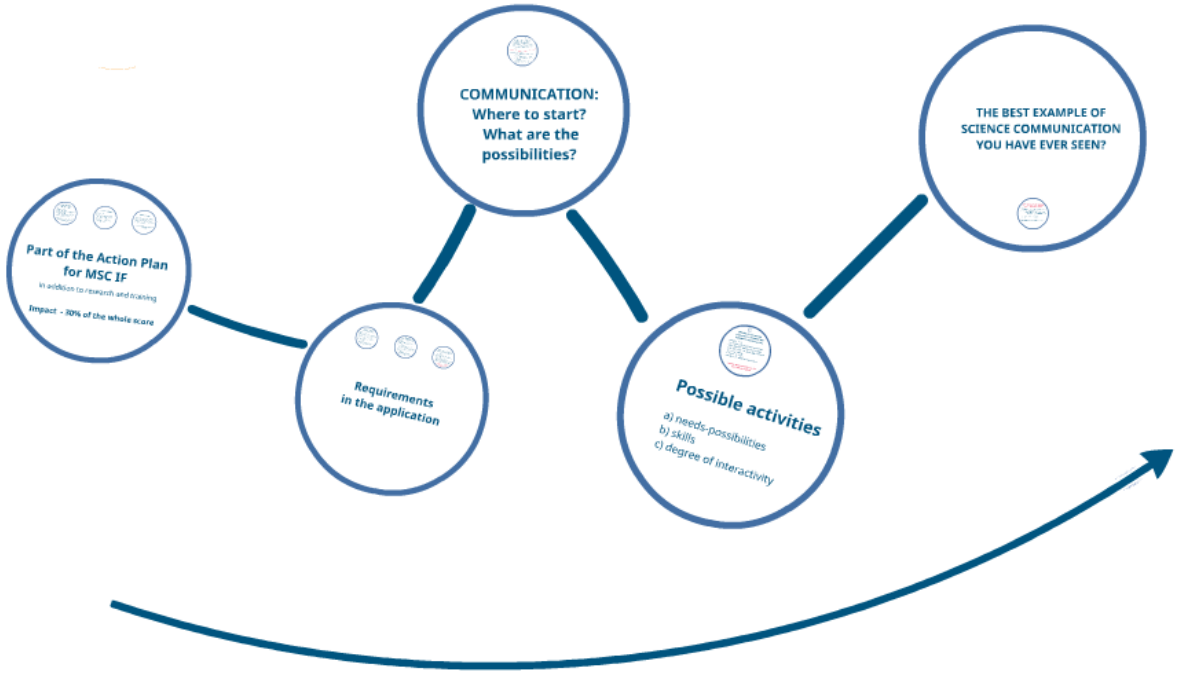

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My research: what is it about, what is most fascinating about it, what can others (incl. society) gain from it

Reflect: What do you remember from your partners' talk and what didn't you fully understand

Part of the Action Plan for MSC IF

in addition to research and training

Impact - 30% of the whole score

6.2 Dissemination& Communication

SHOULD SHOW HOW:

- your project makes possible more effective uptake of the research results by industry, scientific community, policy-makers etc
- the research results will have an effect to the wider society and our everyday life (by creating jobs, creating novel technologies etc)

TARGET GROUP - other scientists, exploiters of the results (public sector, industry, policy-makers, teachers etc)

6.3 Public Engagement

SHOULD SHOW HOW:

- you plan to create awareness among the general public of YOUR research and its impact for citizens and society

TARGET GROUP - general public, ordinary people, NON-scientists

6.4 Gender issues

1) research objects and end users (taking into account potential gender-related issues and differences already in the planning phase)
2) in the research and in people involved in your mobility (equal opportunities)

These 3 areas could be also added to your training plan

Requirements in the application

2.2 Quality of the proposed measures to exploit and disseminate the action results:

CONTENT:

Disclosure of the research results in any media, dissemination of the results and enabling the exploitation

- usual forms are publications, conference presentations etc.
- intellectual property rights and its' exploitation

To plan for the period when there is something to talk about (results) and need for it

TARGET GROUP: other scientists, professional organisations, policy-makers, industry, public sector and other direct users of your results

2.3 Quality of the proposed measures to communicate the action activities to different target audiences

THE GENERAL AIM:

to communicate your area of research, research itself, the results and impact to the general public and society at large

The planning depends on the research topic:

- if the general public could have problems with the results or potential impact they could be involved from the planning phase
- definitely should be planned after the results are ready

TARGET GROUP - society at large

more focused target groups should be defined, communication should be interactive

Issues to think of during the planning in addition to timing:

- target groups
- justification of the choice of these target groups, incl. what are your expectations from them
- messages (based on target groups)
- what are the best communication channels and tools to reach your target groups
- how to measure the impact of your activities

WHO ARE THE MAIN TARGET GROUPS OF YOUR RESEARCH RESULTS?

COMMUNICATION: Where to start? What are the possibilities?

Act alone or join someone?

- impact might be bigger if you join some ongoing actions
- it is easier to start new initiatives together with others
- it's better to plan less activities with bigger impact

If join, where to start?

1) find out what is already happening in the host organisation
2) find out what are the local regulations
3) think what kind of activities fit best to me and my target groups
4) sketch the activities plan
5) create the approximate schedule

Host organisation:

- Supervisor
- Unit dealing with Public Engagement (Public Outreach, Science Communication, Scientific Culture etc.)
- Public Relations
- Partner schools or other partner orgnisations (f.e. in Finland LuMa centers)

European Networks and organisations:

- European Network of Science Centers (Ecsite)
- Researchers Night - EC initiative in September, 30 countries, 300 cities
  NB! Obligation to involve MSC fellows!
- European Children' s Universities Network (EUCU.net)
- National organisers of European Contests for Young Scientists (EUCYS)
- European Union of Science Journalists' Associations (EUSJA)
- World Federation of Science Journalists (WFSJ)

Writing in non-science publications - targeted and available to general public

- personal blog
- publications of your host organisation
- other popular science or mainstream publications or specialized publication of your target group
- videos in YouTube
- social media (MSC has FB account)

could be also useful reference for your next applications

Possible activities

a) needs-possibilities
b) skills
c) degree of interactivity

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Press releases on your results and research activity

may bring interest from press ...

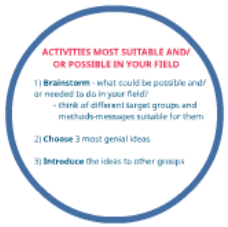
Open lectures and discussions:

- Children's Universities
- Science Cafes
- series of public lectures from universities to different audience - elderly people, families etc.)

Actively involving activities

- Science festivals (Researchers Night, IT-night, Museum-night ...)
- Science days and workshops at schools
- Science camps and clubs
- Different activities in public space - streets, shopping malls etc.
- supervising science projects at school
- "Shadowing"
- Trainings for teachers or other target groups

THE BEST EXAMPLE OF SCIENCE COMMUNICATION YOU HAVE EVER SEEN?



ACTIVITIES MOST SUITABLE AND/ OR POSSIBLE IN YOUR FIELD

1) **Brainstorm** - what could be possible and/ or needed to do in your field?

- think of different target groups and methods-messages suitable for them

2) **Choose** 3 most genial ideas

3) **Introduce** the ideas to other groups

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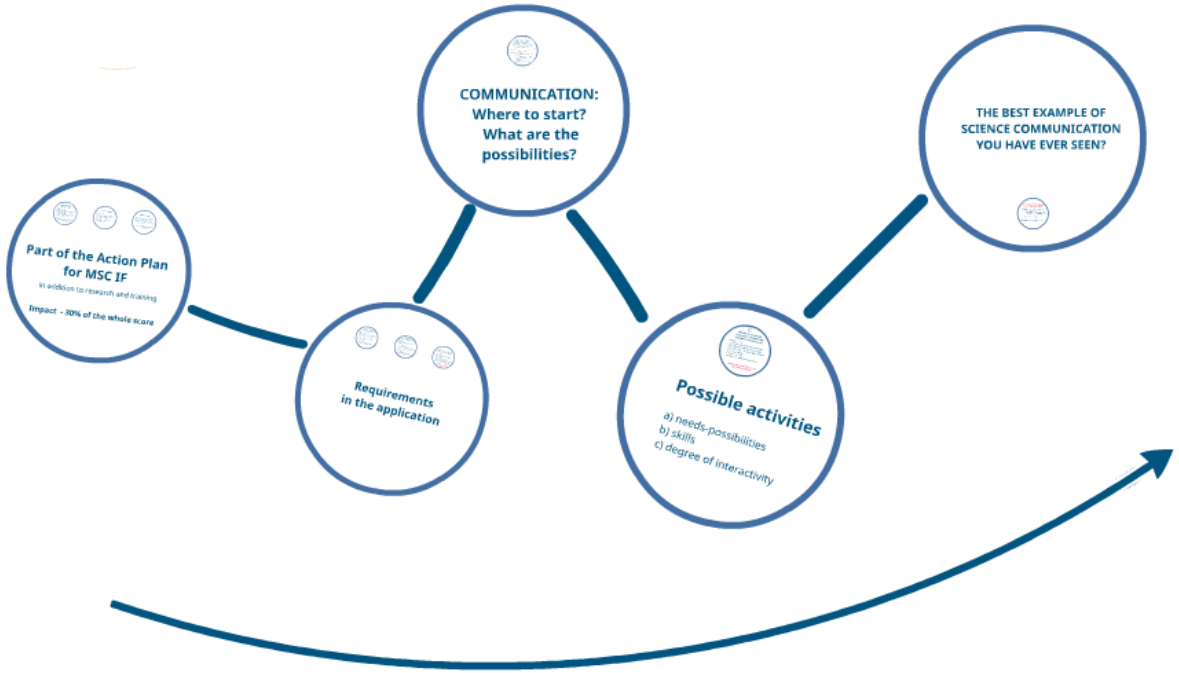

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