Communication, Dissemination and Exploitation in ECSEL
“Plans and Dissemination”

What do we do?

• Known to our friends as “Communications”
  – Plans: - Multi-Annual Strategic Plan (MASP)
    • Collaboration with Private Members - “MASRIA”
  – Dissemination:
    • Promotion of the ECSEL JU and its programme
    • Support to projects for Communications
  – Stakeholder Engagement:
    • Institutional relations
    • Member organisations / bodies
    • RD&I community
    • Other stakeholders / public
All are vital for the programme

- **Communication**: informing a broader audience on the use of public funds
- **Dissemination**: information and access to results for direct stakeholders in the RD&I chain
- **Exploitation**: conversion of funded RD&I into added value (economic, societal, ...)

- **EC / H2020 has a specific Strategy for assuring adequate Dissemination and Exploitation**
• Strong focus on **COMMUNICATION** has been a strong feature of JU life since the start.
  – E.g. ECSEL JU Symposium
  – Publications ...

• Strongly supported by the Industry Associations
  – Several Project Communication opportunities
    • **EF ECS**, Brokerages, ...
Why the focus?

• Public funding so public benefits:
  – being accountable for expenditure and making sure that EU citizens benefit
  – maximising the take-up of the new knowledge, both for commercial purposes and for policy making
  – boosting research & innovation among participants in the programme and others who could benefit from the research
What’s in it for us?

• Need to constantly convince the public and the authorities of the benefits of their investments in our programme.
  – Weak or no answer will not help in any way to secure the future.
  – We need your help to make the best story!
  – So …

Disseminate and Valorise your results!
Publicise as much as you can!
Communication

• Diverse audiences, so be very clear
  – “an Informed but non-specialist audience”
  – Experts
    • Well written is more interesting
### Writing style: A guide

#### Science Articles: A Guide

<table>
<thead>
<tr>
<th></th>
<th>Average Sentence is Easy to Understand</th>
<th>Average Sentence is Hard to Understand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject Matter is Complex</td>
<td>Great Writing</td>
<td>Typical Writing</td>
</tr>
<tr>
<td>Subject Matter is Simple</td>
<td>Honest Writing</td>
<td>Probably Just Bullshit</td>
</tr>
</tbody>
</table>

Don't be this person! 😊

---

**ECSEL Coordinators’ Day**

- March 10th, 2021
Beware Copyright!

• Rule of thumb - *if even an iota of doubt exists whether an image is subject to copyright, assume that it is.*
• Using a copyrighted image can get you in serious (and expensive) trouble.
• Ask us – we can help!
  – Adobe Stock
• Free libraries
  – Unsplash, Pixabay, Flickr, & more.

Poster by Aleksandr Rodchenko. Used for illustration only
Communication Support and Promotion Actions

Project Documentation

- Poster templates + public summary (website)
- Books of Projects (volume 3 coming soon)
- Aim at “an informed but non-specialist public”
• It is an essential piece of communication strategy.
• Whether it is the regular public or stakeholders and decision-makers - your audience is on social media.
• Help bring down barriers and promote a culture of science communication.
• Long story short – use them! :-)

@ECSEL_JU #ECSELJU  ECSELJU  ECSEL JU
“Unless ECSEL JU requests or agrees otherwise, or unless it is impossible, any dissemination of results (in any form, including electronic) must:

1. display the EU emblem and Grant Agreement number
   - ECSEL JU Logo must also be included!

2. include the following text:
   “This project has received funding from the ECSEL Joint Undertaking under grant agreement N° [Number].”

Logos and EU Emblems are available via the ECSEL JU web-site (Participate/Useful Information)
https://www.ecsel.eu/useful-information
Our Team

Alun Foster
Luciano Gaudio
Anna-Zuzanna Nowak
Laurence De Lessines
Questions

Cartoon: xkcd.com
We have some questions for you ...

• Is what we offer helpful?
• What can be better?
• What else will you need?
• …?
Thank You