



Rhonda Smith

Co-ordinator, CommBeBiz

Annabel Mead

Work Package Lead, CommBeBiz



10/11 October 2017 – Wageningen

Minerva Communications UK Ltd

rhonda@minervacomms.net +44(0)1264-326427 +44(0)7887-714957



11 October 2017



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

info@commbebiz.eu



2-part workshop



Communication & Stakeholder Engagement

Part 1: Stakeholder Engagement: Strategic Focus

Objectives:

- (1) awareness/importance of stakeholder engagement;
- (2) ways to engage;
- (3) common initiatives to engage

Part 2: Communication: Tactical Focus

Objectives:

- (1) basic sci-comms strategies;
- (2) practical tips for creating impact;
- (3) feedback on draft comms plans provided





2-part workshop



Communication & Stakeholder Engagement Part 2: Communication: Tactical Focus

- What is Science Communication?
- Science Communication Strategies
- Tactics 1 – Principles
- Tactics 2 - Story-telling
- Tactics 3 – Relevance
- Expectations & Support from HQ
- Overview observations on submitted plans
- Take home messages







- Compare & Contrast:**
- Dissemination
 - Knowledge Transfer
 - Exploitation
 - Communications

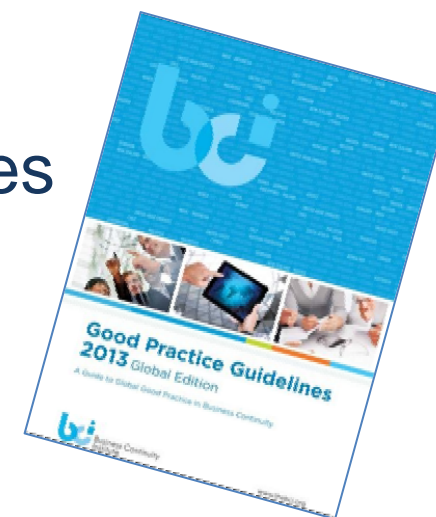


Dissemination & Communication

- two sides of the same coin



- Peer review paper a new starting point
- Media release start of social media
- Meeting creates a position paper / White Paper
- Presentation basis of good practice guidelines





Communications is our focus – & for H2020 & bioeconomy

“Communicating your project:

The beneficiaries **must promote the action** and its results, by providing targeted information to multiple audiences (including the **media and the public**), in a **strategic** and **effective** manner and possibly engaging in a two-way exchange.”

<http://ec.europa.eu/research>



Communications is our focus – & for H2020 & bioeconomy

“Sharing scientific work (& its results/products) in a format which is designed for and understandable by your intended audience.”

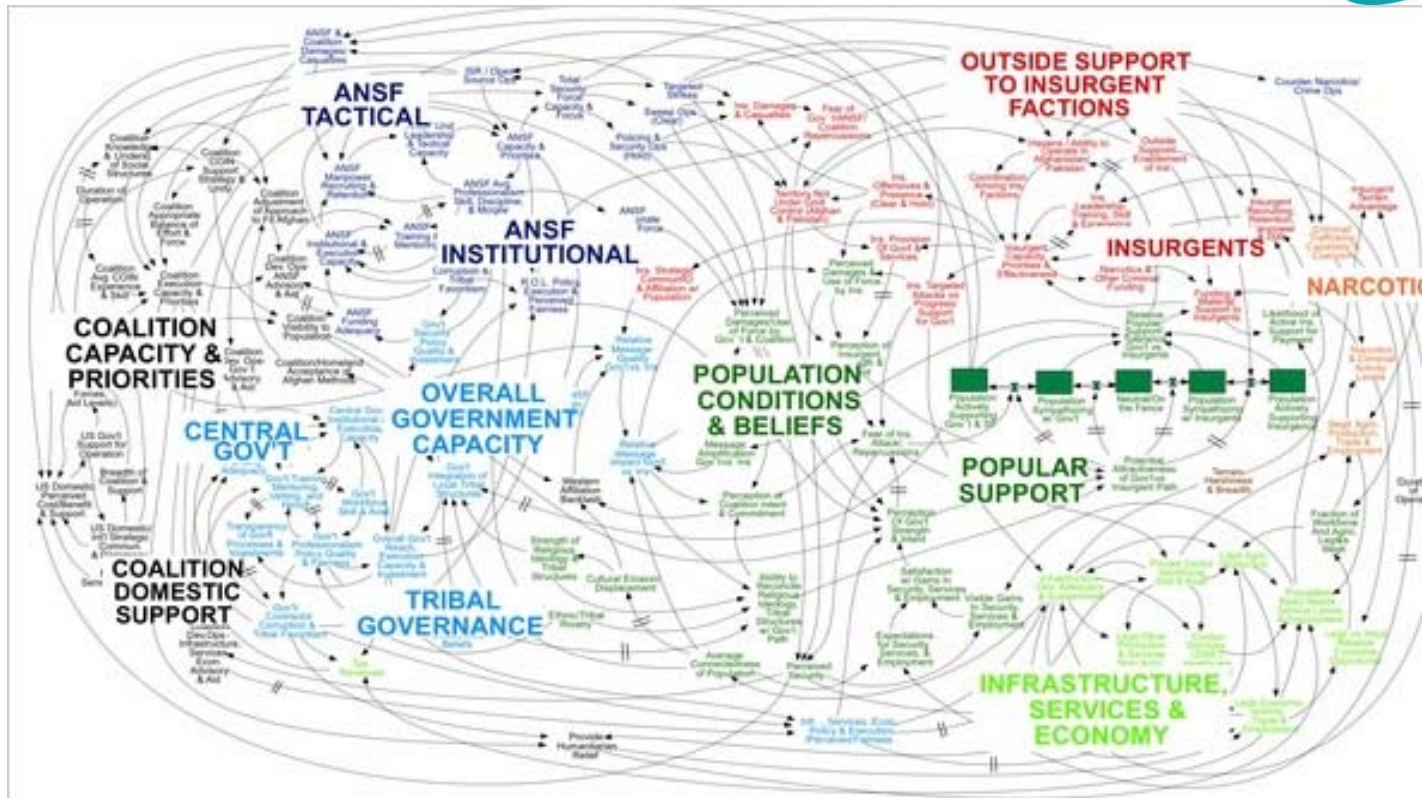
“Any means by which scientific theory or practices are shared and heard.”

“Science communication is...making complicated concepts accessible for the general public.”

“Science communication is taking research out of the lab and into the wider arena, influencing perspectives of the world around us.”

And for CoBioTech ensuring that the concepts & products emerging from successful funded products are accepted, supported & utilised.

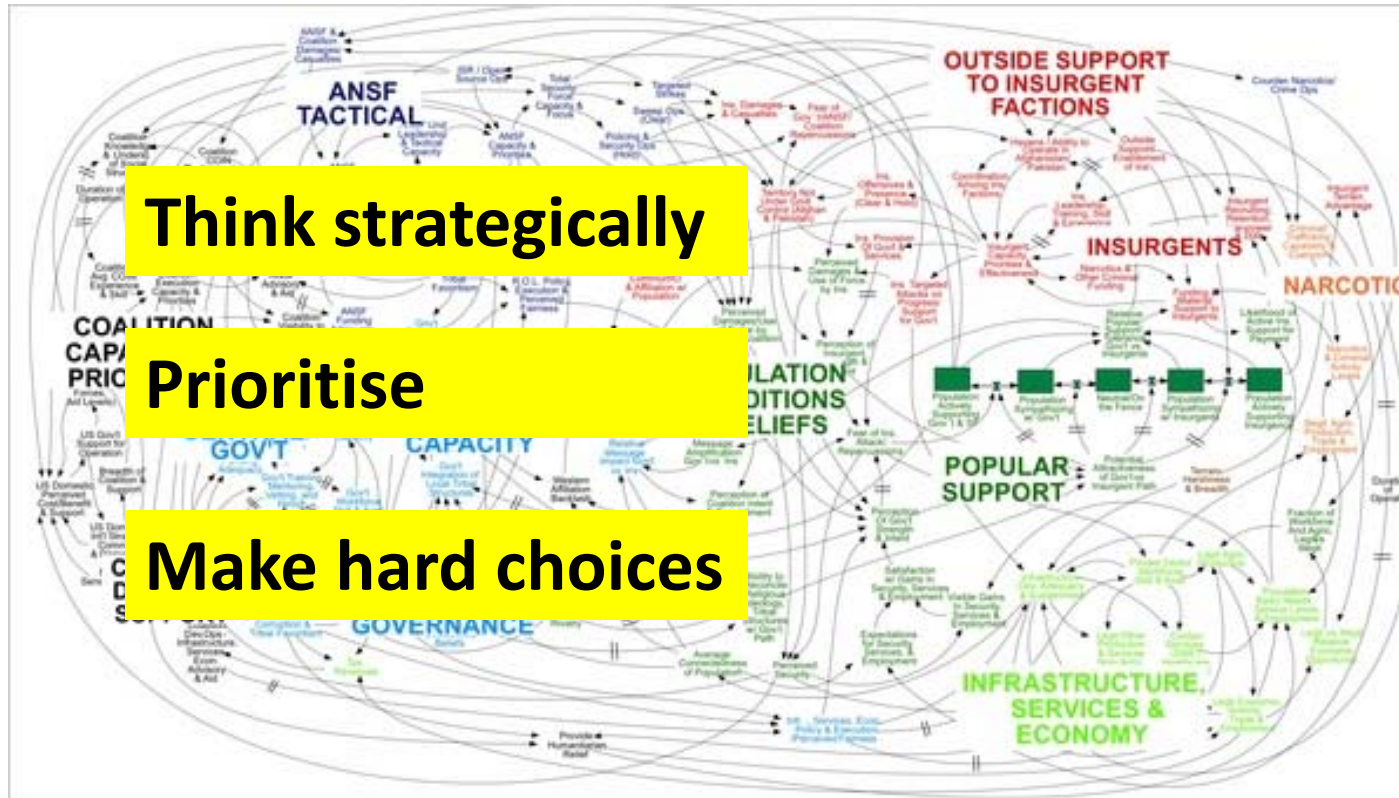
SciComms – common comms challenges



A PowerPoint diagram aimed at portraying the complexity of American strategy in Afghanistan.

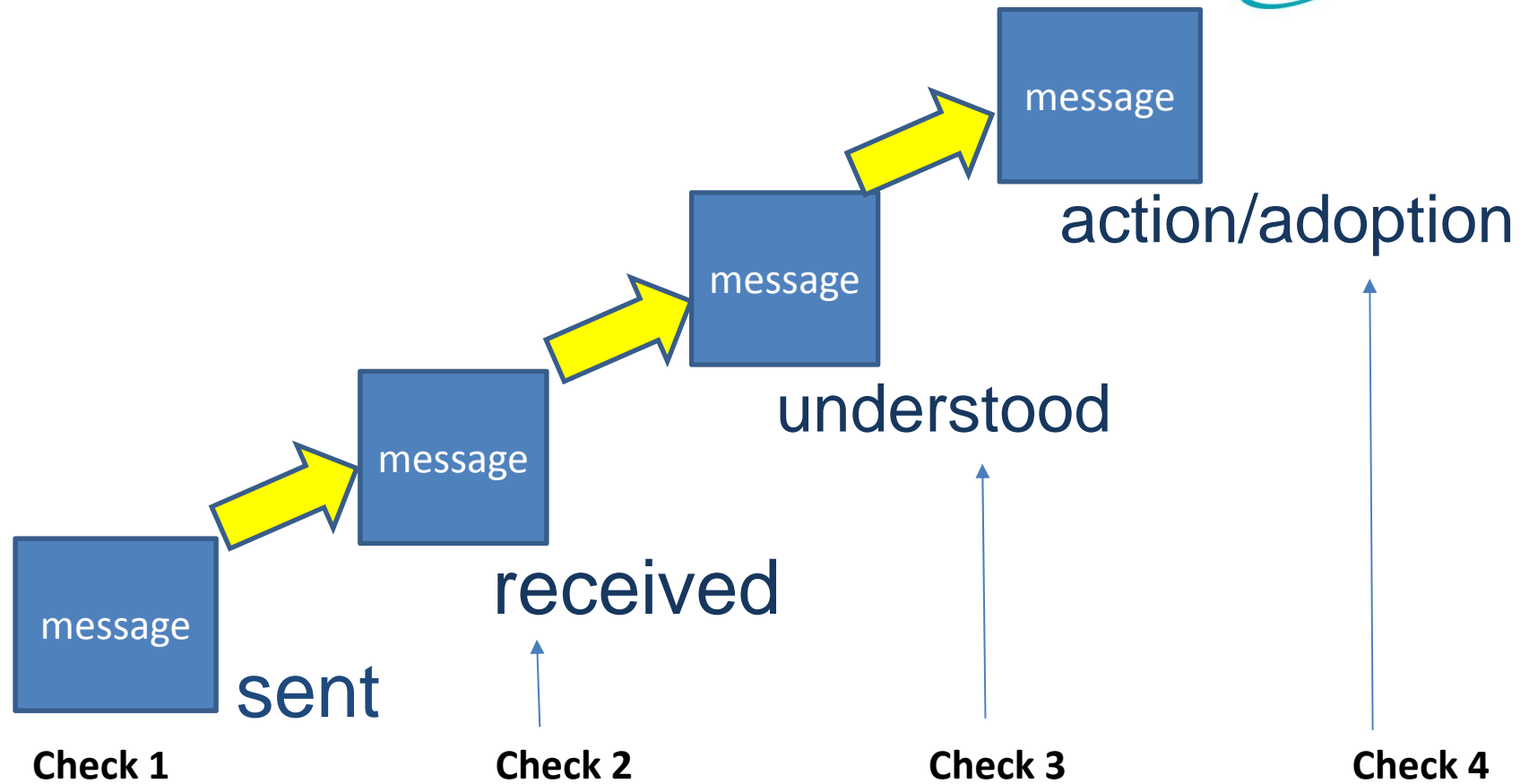


SciComms – common comms challenges





SciComms – common comms challenges



© Minerva HCC UK Ltd 2017



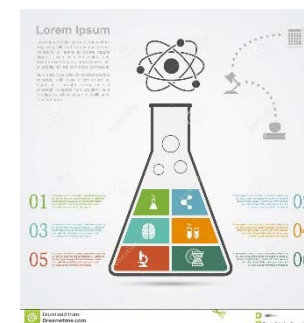
This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

info@commbebiz.eu

Messaging



- One **size** does not fit all
- Different audiences require ***different*** messages
- Messages must be **RELEVANT** for each audience
- Different audiences will require different **γλώσσες**
- Words will need reinforcement with **images** and/or **infographics**





“ IF YOU THINK
YOU'RE TOO SMALL
TO HAVE AN IMPACT,
TRY GOING TO BED
WITH A MOSQUITO. ”
Anita Roddick



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

info@commbebiz.eu



Projects delivering impact

Do they have common characteristics?

1. Planning

'Awareness of Impact from the **beginning** of a project is a **pre-requisite** for its **delivery.**'

2. People

'Key foundation to the **delivery** of actual and potential **impacts**'

3. Partnerships

'Effective co-working of **multi-actors** across **multiple functions.**'

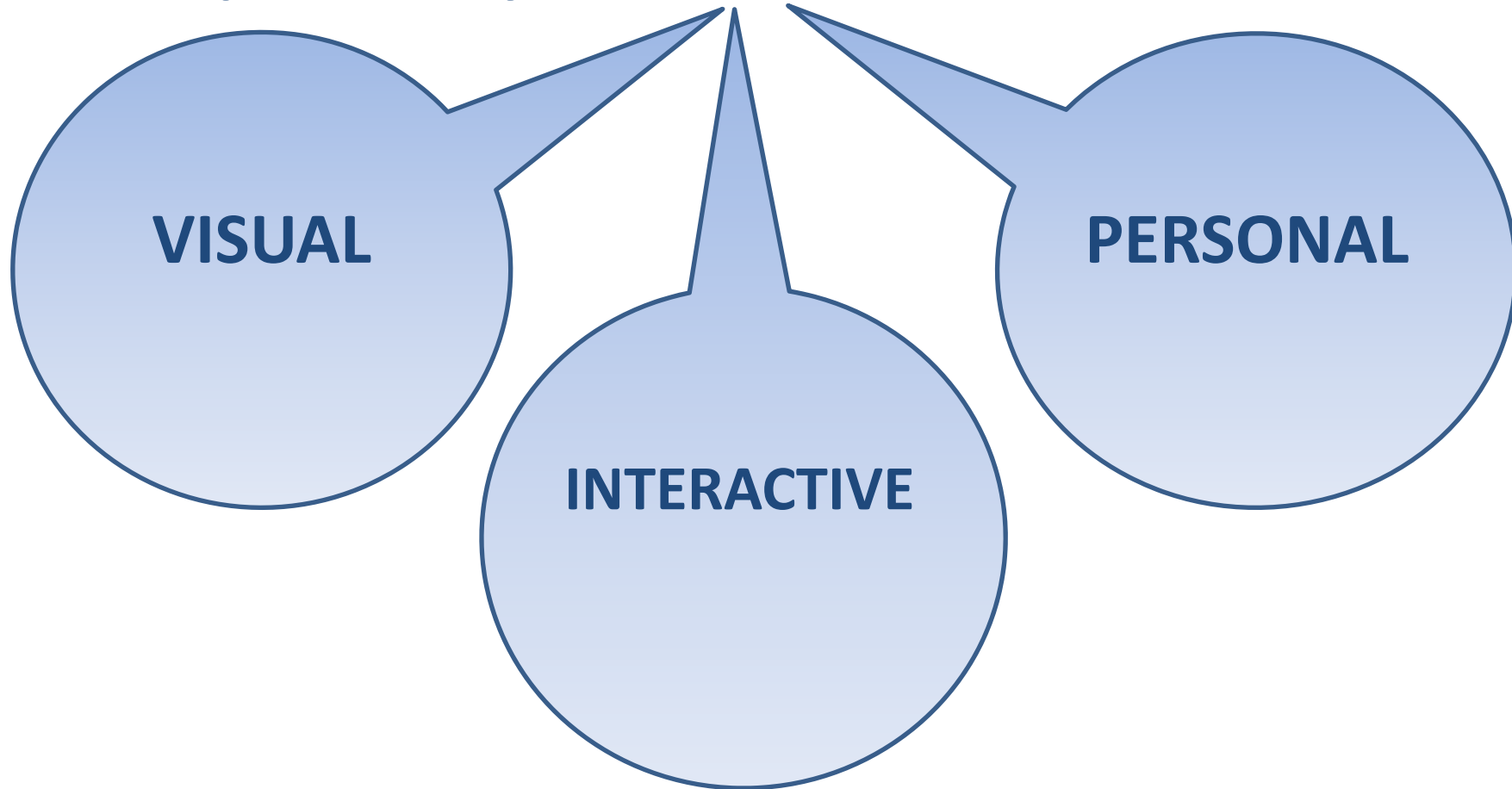
***Build these strategies into your project communications
– and also your presentations***



How to deliver communications that engage & create impact?

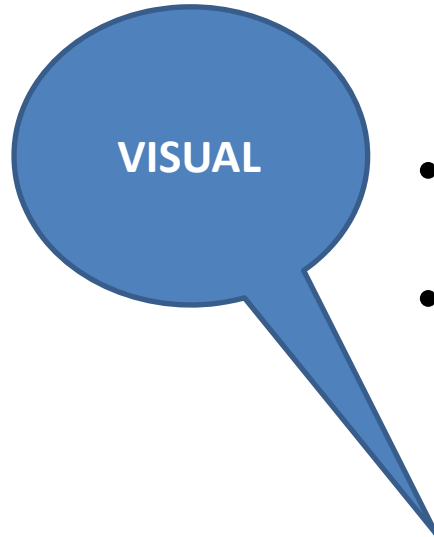


Three proven ways

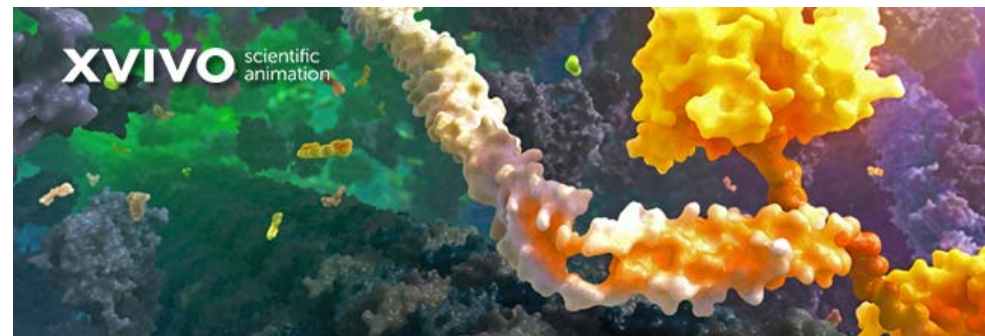


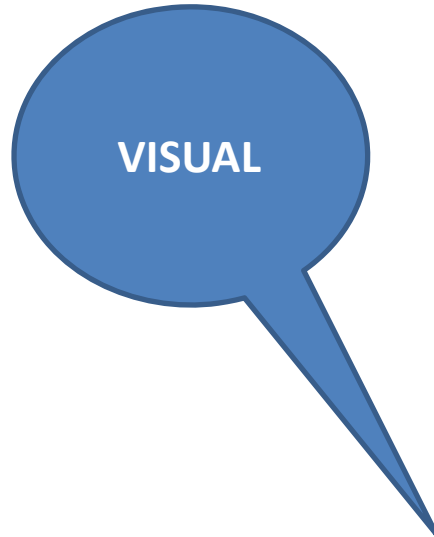
This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

info@commbebiz.eu

A blue speech bubble with a white play button icon in the center. The word 'VISUAL' is written in white, uppercase letters inside the bubble.

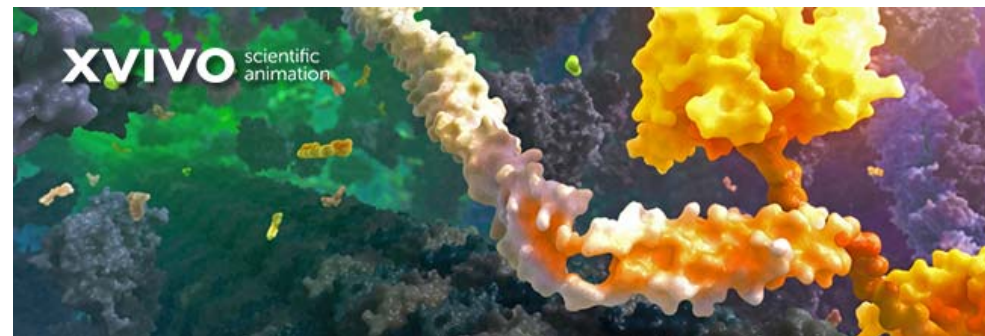
- Images attract our attention – fastest growing social media element
- Images leave a lasting impact as we remember more of what we see – & more in common.





And projects now have a huge variety of cost-effective visual techniques available to use:

- Photographs
- Posters
- Infographics
- Videos
- Animation

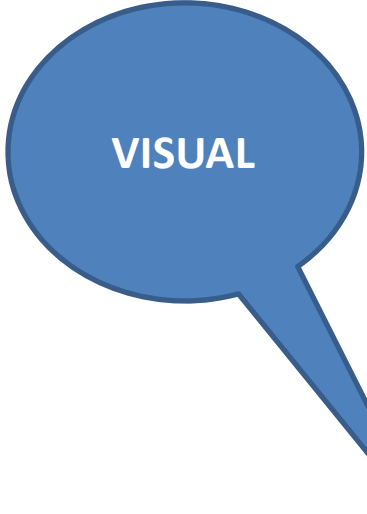


VISUAL

And project stories now have a huge variety of cost-effective visual techniques available to use:

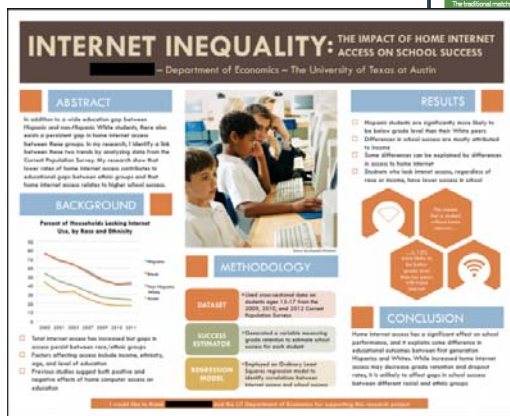
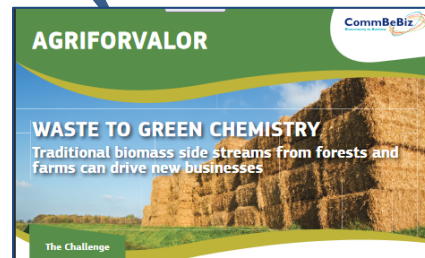
- **Photographs**
- Posters
- Infographics
- Videos
- Animation

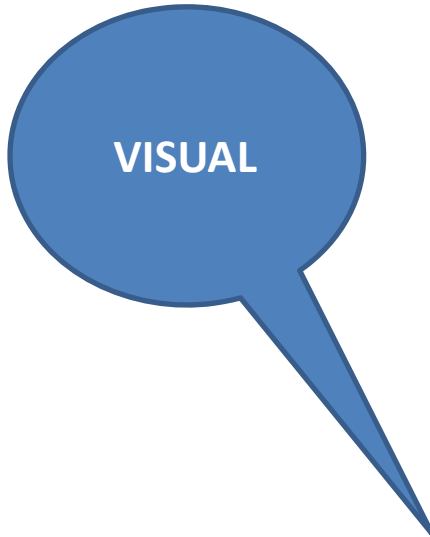




And project stories now have a huge variety of cost-effective visual techniques available to use:

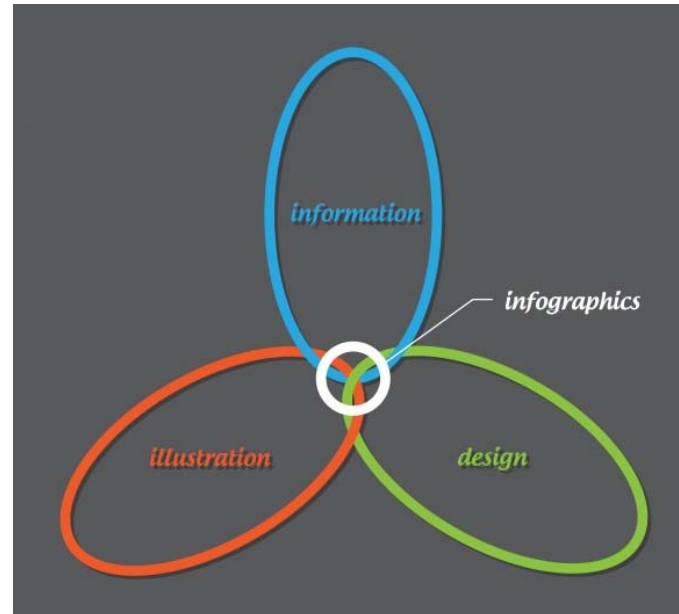
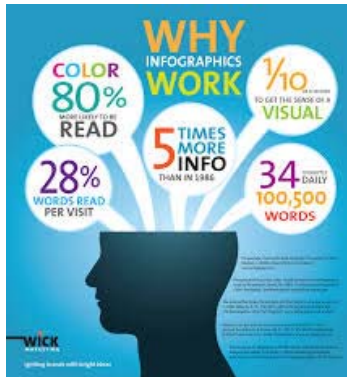
- Photographs
- Posters
- Infographics
- Videos
- Animation





And project stories now have a huge variety of cost-effective visual techniques available to use:

- Photographs
- Posters
- **Infographics**
- Videos
- Animation



Research Methods

Qualitative vs. Quantitative

How to analyze a website?

SEMANTIC layer Plastic Figurative

SYNTACTIC layer Action-Object Object-Action

PRAGMATIC layer Communicative Meta-communicative

SEMANTICS

- Understand user behavior
- Subtle

SYNTACTICS

- Interpret as a production device
- Propose a framework for understanding through website as sign systems
- Benefit Engineering

PRAGMATICS

- Limits the interaction between human and computers.
- Semiotic has not yet produced an integral theoretical framework.

Analysis of the USABILITY

According to Jakob Nielsen

INSPECTION

- Analysis of the interface to detect possible interaction errors
- Heuristic evaluation
- Nielsen's heuristics (and more)

INQUIRY

- Collecting quantitative data from users and getting information about them
- Field observation
- Interviews/focus group

TESTING

- 5 parting with feedback from users
- Subjective measurements
- Performance measurements

Researcher's immersion

- Direct observation
- Interviews

Virtual Ethnography

- Identify + sociability online
- Social engagement, virtual contexts

Technology is social

- Difficult to get the objectivity and the real immersion
- Uncontrollable circumstances
- Limits are not clear
- Real online identity?
- Technological mediation*

More a DISCOVERY process than a EVALUATIVE process

Performance measurements

- Task Analysis/ Use Cases, success, errors, time, clicks...
- Create Scenarios what users come to your site with, how to satisfy them





VISUAL

And project stories now have a huge variety of cost-effective visual techniques available to use:

- Photographs
- Posters
- Infographics
- **Videos**
- Animation



- **Short videos** (i.e. less than 2 minutes long) are **popular** & their use increasing
- Suitable for web and distribution through thematic-non generalist TV channels & person to person
- Consider also for presentations – comments from third parties endorsing your work/product

Technology now makes it easy to capture people, processes, prototypes, products



CommBeBiz

Bioeconomy to Business



Motivating

Access to experts, policy makers & industry

www.commbebiz.eu



The EC's 3 minute video challenge!

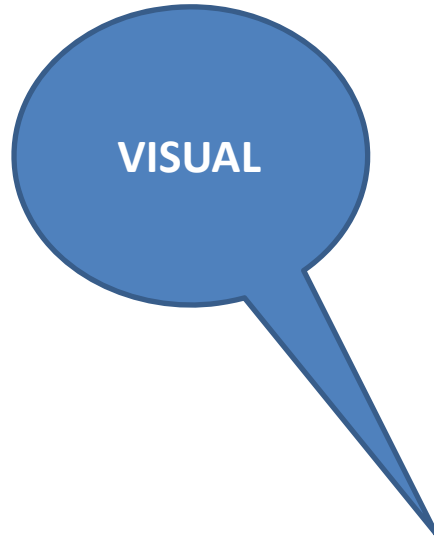
The screenshot shows the InvestEUresearch website with the following content:

- Header: RESEARCH & INNOVATION, A Vision for Europe
- Navigation: European Commission > Research & Innovation > InvestEUresearch
- Section: EU-FUNDED R&I PROJECTS
- Image: A child in a director's chair shouting into a megaphone. Text overlay: WE WANT TO KNOW MORE ABOUT YOU! #InvestEUresearch
- Text: Calling all EU-funded R&I projects
- Section: Showcase your project!
- Text: Research and innovation projects supported by the EU through Horizon 2020 and previous framework programmes are having a real impact on the life of Europe's citizens and our society as a whole. The projects often have compelling stories to tell. But reaching out to a large non-specialist audience is not always that easy. So we are opening a communication channel based on our network of social media followers to complement your own outreach activities.
- Text: We aim to build up a new portfolio of project videos that clearly showcase the impact of EU funded research and innovation on our daily lives.
- Section: Links
- List:
 - EUScienceInnov on Twitter
 - EUScienceInnov on Facebook
 - EUScienceInnov on YouTube
- Vertical button: YOUR FEEDBACK

BBI – JU

https://www.youtube.com/watch?v=kym3mIYo_30



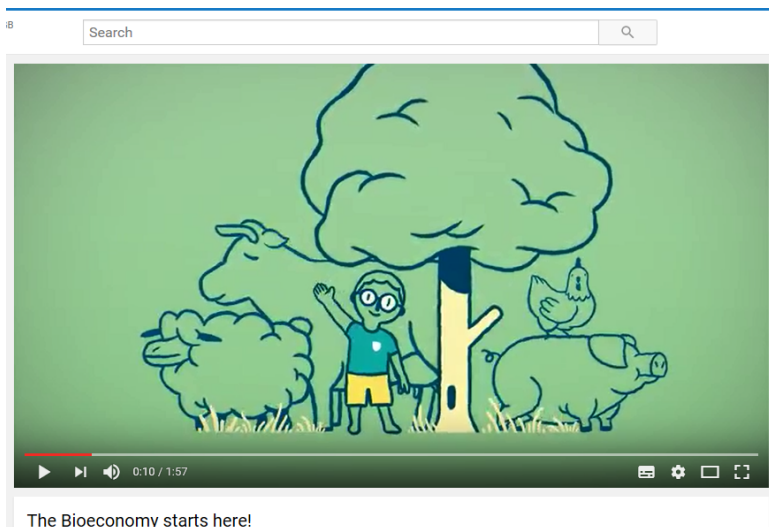
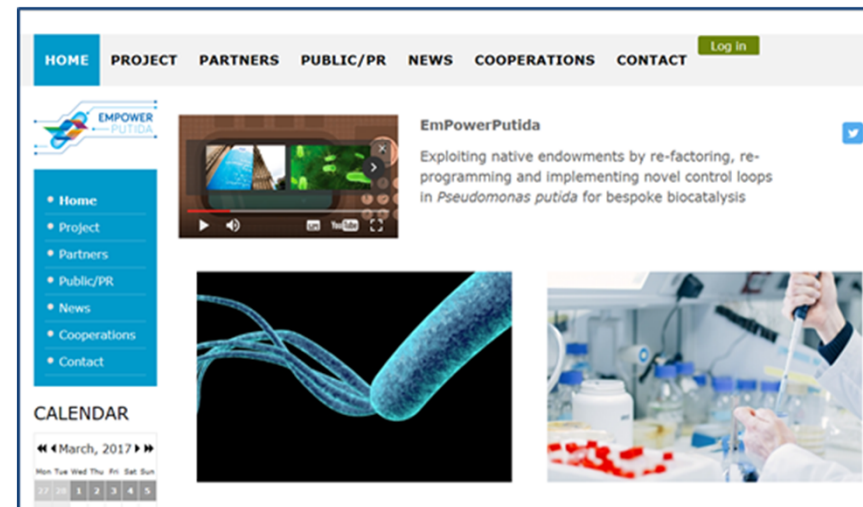


And project stories now have a huge variety of cost-effective visual techniques available to use:

- Photographs
- Posters
- Infographics
- Videos
- **Animations**

<http://www.empowerputida.eu/>

https://www.youtube.com/watch?v=tQ3hPzzgl_0



<https://www.youtube.com/watch?v=2xvXkOMRTs4&feature=youtu.be>

INTERACTIVE


We engage & remember things when they involve a physical action – **the message is reinforced by ‘doing’.**

You can involve people in the story of your project by using:

- **Interactive quizzes**
- **Online surveys**
- **Games – for children/grown-ups!**
- **Citizen science**



Consumer perception survey on animal feed



The survey is being managed as part of the consumer perception work on animal feed. We are asking everyone to take part and further the current understanding of consumer perception on the content (current and potential) of animal feed. Completing the survey should take you less than 10 minutes. Start the survey [HERE](#).



SCIENTIFIC AMERICAN™

Sign In | Register | Search

Search:

Subscribe News & Features Topics Blogs Videos & Podcasts Education Citizen Science

Tech » Citizen Science

The Online Wisdom Lab (OWL)

The Online Wisdom Lab (OWL) is a new suite of apps that will help researchers from the University of Birmingham to learn about changes in thinking skills, decision making and health behavior during adulthood. The project is funded by the Economic and Social Research Council (ESRC).

By completing surveys and games within the app, members of the public will be able to learn more about their own thinking and behavior, and help researchers to understand how these skills change throughout the lifespan. Download the app.

Image courtesy of University of Birmingham, U.K.

Project Details

- PRINCIPAL SCIENTIST: Jana Raymond
- SCIENTIST AFFILIATION: University of Birmingham, U.K.
- DATES: Monday, October 26, 2015 - Tuesday, March 1, 2016
- PROJECT TYPE: Data Processing
- COST: Free
- GRADE LEVEL: All Ages
- TIME COMMITMENT: Variable
- HOW TO JOIN: OWL is a Web app that's available through the project's site (no need to go to Apple's App Store or the Google Play Store). Follow the instructions there to 'join' the app to your home screen.

See more projects in Free, Data Processing, All Ages.

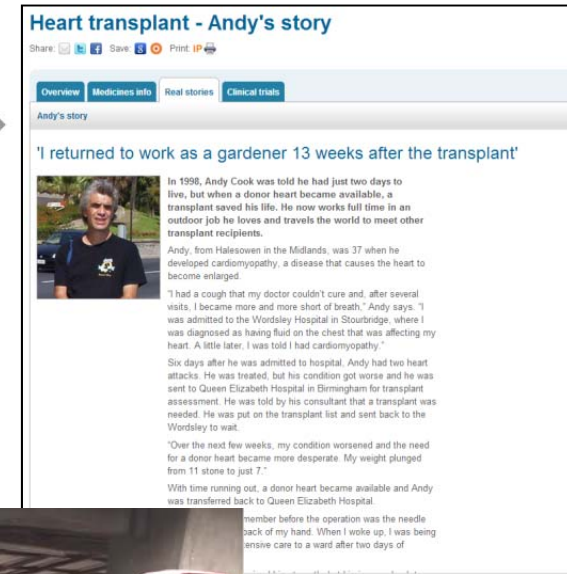




A story or message will have a greater impact on understanding and learning when the listener/viewer can relate it to a personal experience, or imagine themselves within the story.

So make your story personal & demonstrate its relevance

What is the human, wildlife, environmental experience or impact of your project?





Exercise 1

What VIP assets do you have or are planned for your project?

Work in pairs/ small groups to list them.

And then share!



Story-telling - reaching hearts as well as minds

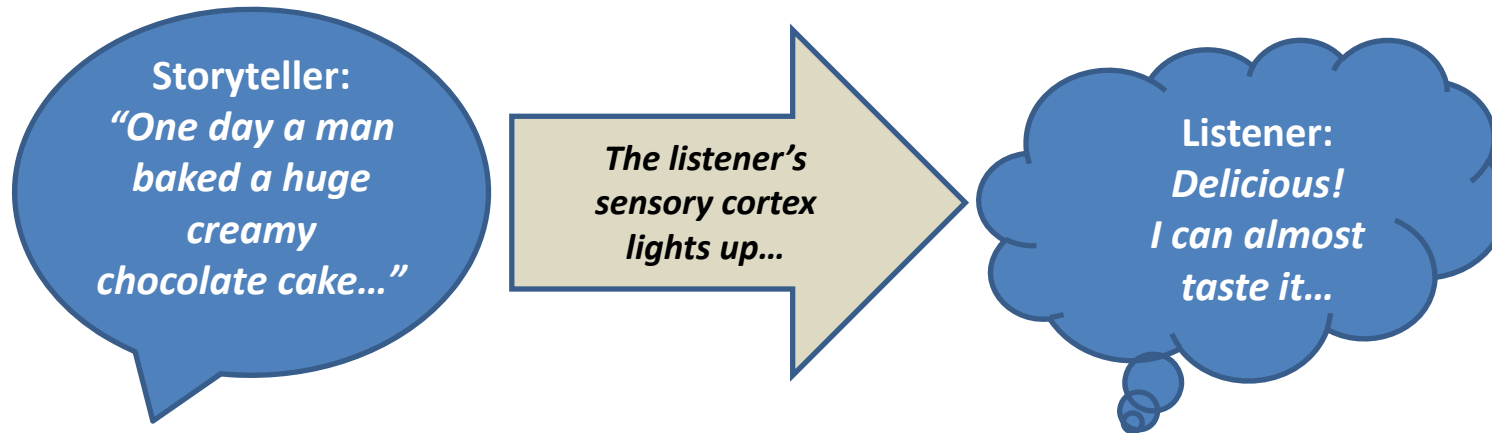


This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

info@commbebiz.eu

The human brain is wired to respond to stories

- When we hear a story, appropriate parts of our brain are activated.

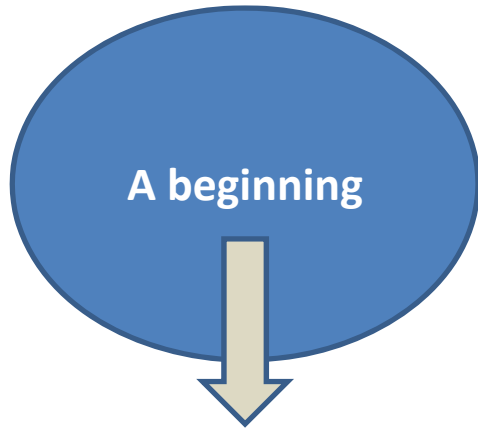


- So... when we tell stories that have shaped our own thinking, we can have the same effect on others too. **The brains of the storyteller and the listener synchronize.**
- A story can therefore have **a profound impact on our learning** with the potential to create impact.

How to deliver communications that engage & create impact?

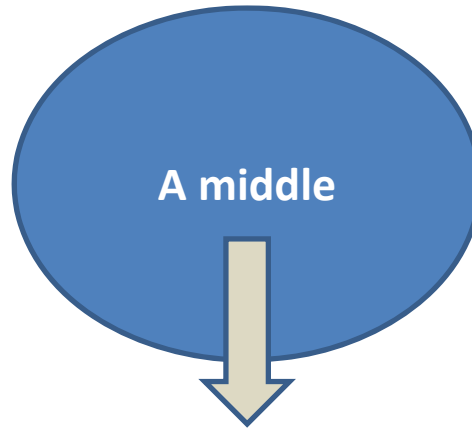


EVERY (research) project has a story to tell...



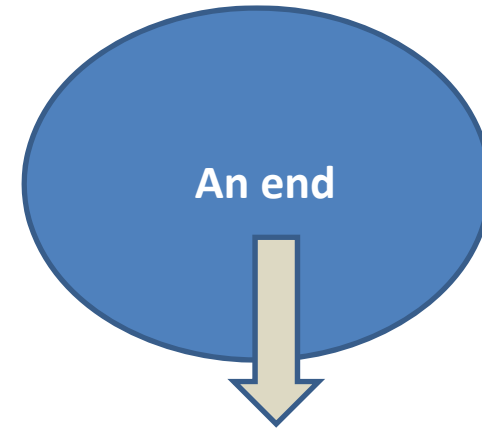
Why, who and how?

The characters,
setting & stage



How are you carrying
out your work?

The drama!



What do you hope/did
you discover?

The happy ending
– and the sequel!



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

info@commbebiz.eu

How to deliver communications that engage & create impact?



I WAS ONCE A PLASTIC BOTTLE

German sportswear producer adidas, in partnership with the UN initiative 'Parley for the Oceans', showcased a prototype of a white sneaker made with green stitching at the Paris World Climate Conference COP21 in December 2015. At that time nobody knew it was going to be possible to purchase the sneaker. In autumn 2016 the first 300 of this line will be available to flagship stores worldwide.

The sneaker is composed of green-chemistry yarns and recycled polyester, and is produced using a 3D printer. This is the beginning of a branding campaign aimed at spreading the message that it is possible to turn ocean plastic into something cool, says Cyril Gotsch, founder of Parley for the Oceans. The environmental initiative partnered with a Bararia-based, stock-exchange listed firm, so that the marketing power could push the product forward.

Textile producers are currently branding eco-fashion as a millennial trend for those who were born around the year 2000. Marketing experts are targeting new trend-setting consumer groups which was raised by the internet and Facebook, using social networks to raise market transparency and share their opinions on social media, says Ivo Goerria, Chief Consultant of Accountance, a consumer goods and services advocacy firm. The firm's segment tends to favour individual, authentic, subtle brands 'where the story is right', Goerria says. This group factors 'good or bad news on a firm's score regarding issues like the environmental impact of their products or data privacy, into their purchase decisions.'

Marketing experts say that today's eco-fashion is being driven by material innovations combined with an active-lifestyle orientation. Growing numbers of women are drawn to sports fashion. Alongside this trend, new textile technologies are being developed which offer lightweight, more breathable and waterproof fabrics.

According to their spokesperson, adidas is 'using sustainable raw materials such as bio-based materials, polymers and elastomers, to an increasing extent. We use them in combination with synthetic fibres, foam, rubber,

or textile... What we're talking about is polyethylene, bio-based polyamides, bio-based thermoplastic polyurethane and materials such as viscose, Lycra and Modal. These hybrid materials - a combination of recycled plastics and bio-based components (plastics and/or textiles) - are then used in the production of sports shoes and sportswear. If we use biomass, it must come from sustainable sources. That means things like no pesticides, a low water footprint and no competition with food consumption.'

Recycling old sports gear to new products: see the shoe of 'Gritex'.

Other sportswear brands like the US firms Nike or Under Armour are turning towards sustainable, clean and bio-based materials, too. Nike introduced football shirts which were produced entirely from recycled polyethylene terephthalate (PET). Puma's 'ecopool' shirt has a bio-based water-repellent finish combining moisture resistance with breathability.

The milk shirt

Health, degradability and a 'Terry story' push the organic fashion sector. A 'milk shirt' made of recycled waste from dairy products, for example, is produced by the German company, Quilt. Quilt, founded by Anke Domaske, who discovered the process of spinning yarns from milk, when she was looking for non-allergic fabrics for her father who was suffering from cancer. The tissue

feels like silk, it is non-inflammable and bio-degradable. One of its major advantages is its antibacterial properties.

Other companies involved in eco-fashion are the Dutch fashion brand G-Star which also collaborates with the Parley for Oceans' initiative and produces clothing entirely made from oceanic plastic waste.

Some of the fashion firms and designers are emphasizing the sustainability of the biomass supply chains and have joined the 'Fashion loved by Forest Initiative'. This campaign warns against the irresponsible use of raw materials from forestry.

Two international partners in the HORIZON2020 project 'Sports Industry'

Since 2013 adidas, along with nine industrial and academic partners, have cooperated in the HORIZON2020 initiative action 'Sports Industry' or 'WRAP' (Waste-based Rapid Additive-free Production of Sports goods). The project is a collaboration of British, Austrian, French and Greek partners all seeking to develop waste-based long-fiber reinforced composites that will enable the automatic production of ready customizable plastic sports goods. The Bavarian manufacturer has already promised to have the ocean waste materials produced by robots in a '3D-printery' allowing a decentralized manufacturing of personalized goods in the shops - good enough for the individualistic millennials.

Adidas x Parley shoes from recycled ocean plastic

"If we use biomass, a great come from sustainable sources"

Eco-Fashion: Sporting goods manufacturers are leading the way for bio-based materials and gadgets to please a consumer group "millennial"

Click to read

Exercise 2

How can you tell your project's story?

Work in pairs to come up with the story-line.

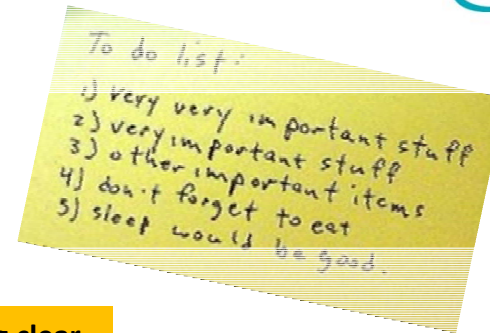
And then share!



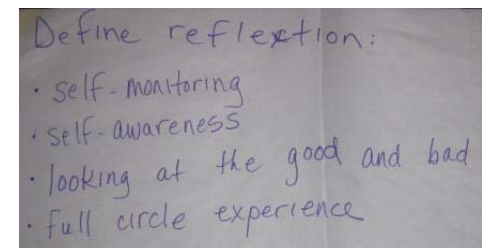
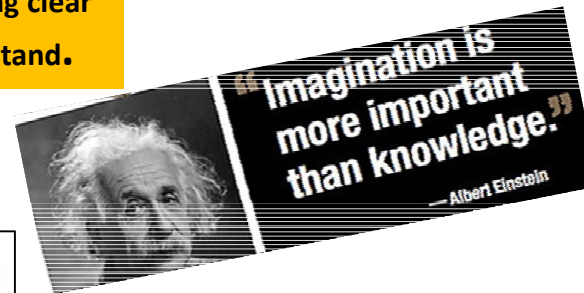
Creating Effective Communications *requires*



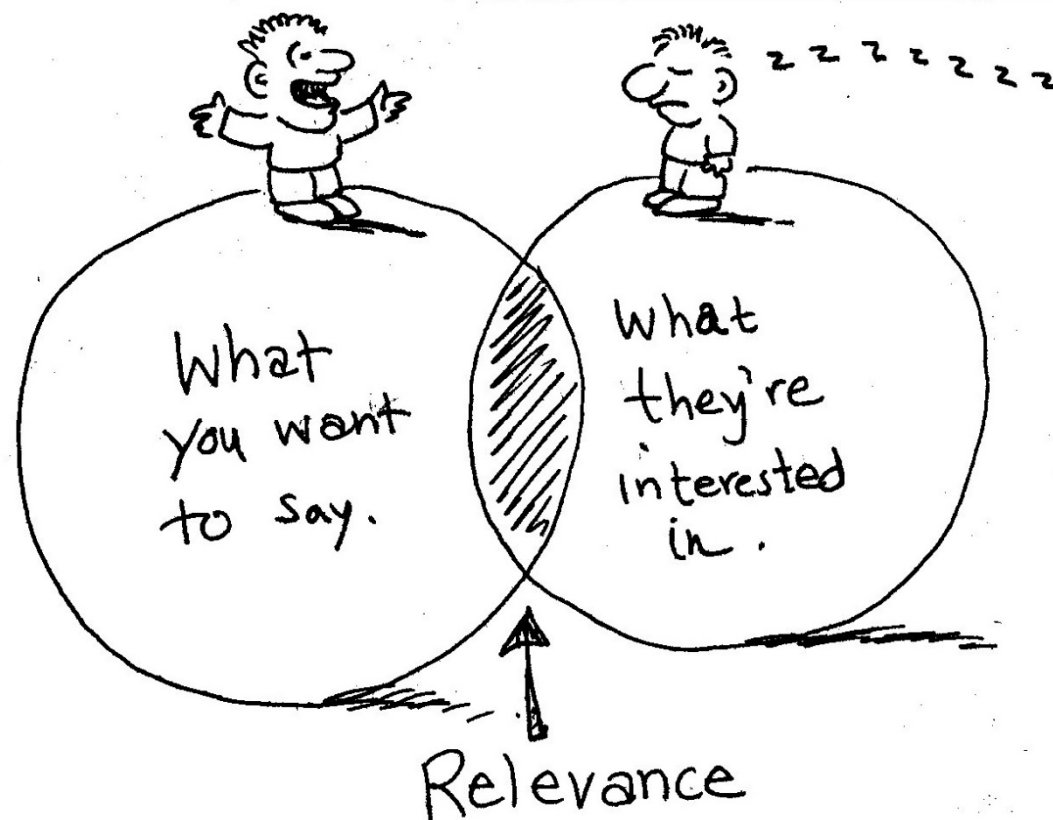
- Making choices
- Setting priorities
- Being clear
- Creativity
- Commitment
- Monitoring
- Reflection



The quality of being clear
or easy to understand.

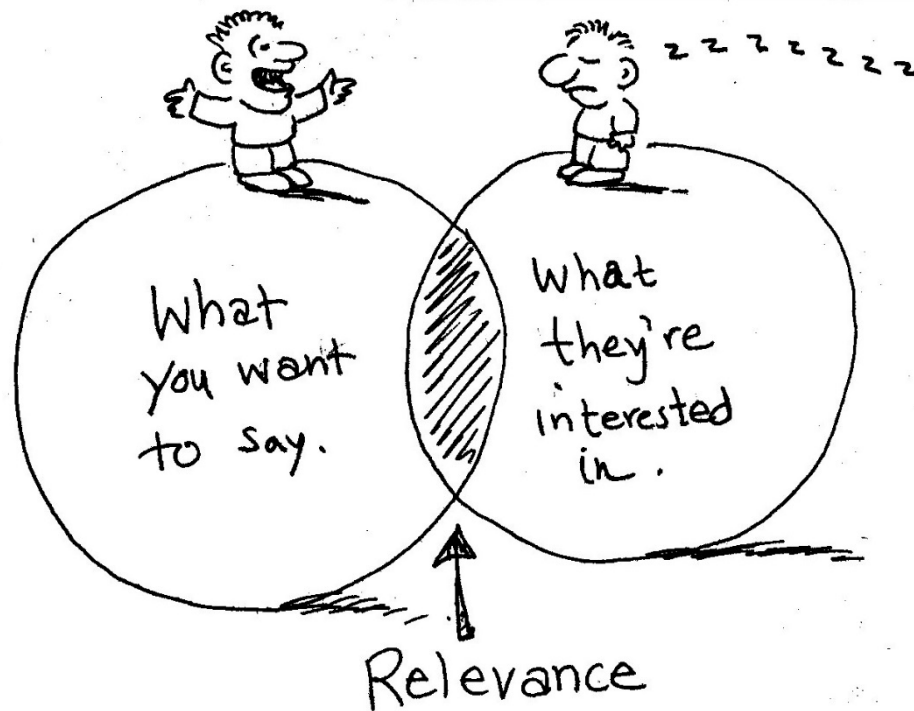


Relevance – the first step to audience engagement





Relevance – the first step to audience engagement





Expectations of Projects from ERA-GAS & available support

The screenshot shows the ERA-GAS website with a green header containing the logo and the text 'MONITORING & MITIGATION OF GREENHOUSE GASES FROM AGRICULTURE AND SILVICULTURE'. Below the header is a banner with four images: a tractor, a forklift with logs, a field with a tractor, and a herd of cows. The main article is titled 'ERA-NET Cofund for Monitoring & Mitigation of Greenhouse gases from Agri- and Silvi-culture'. The text describes the project's aim to strengthen transnational coordination of research programmes and provide added value to research and innovation on greenhouse gas (GHG) mitigation in the European Research Area. It mentions that ERA-GAS is initiated by the Joint Programming Initiative on Agriculture, Food Security and Climate Change (FACCE-JPI). A link 'More about ERA-GAS' is provided. Below the article is a tweet from @FACCE_ERAGAS, dated Sep 15, 2017, which includes an 'INVITATION' for the '1st FACCE ERA-GAS Research Programme Meeting' on 10-11 October 2017 in Wageningen, The Netherlands. The tweet is retweeted by UN Climate Change.

11 Oct 2017



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

info@commbebiz.eu

Communications Plans

General observations



- **COMMUNICATIONS MIX**
 - Creative thinking, videos can be effective
 - Powerful, effective communications is consistent and on message across all platforms
- **RESPONSIBILITY**
 - Limited accountability for each communications area
 - Experience shows that plans are more successful where there is accountability
- **TARGET AUDIENCES**
 - Be more specific
- **QUANTITY v QUALITY**
 - Workshops, newsletters - numbers are meaningless unless they make an impact





Communications Plans

General observations

- **CLASSIFIED INFORMATION**
 - Think what you can do, not what you cant
- **GLOBAL**
 - The future belongs to the integrators
 - Good globalisation thought
 - Use the multi-national power, the weight of several countries behind a message
 - But don't get lost in translation
- **ANTENNAE**
 - Listen to your peers, to other stakeholders, 'Be part of the conversation'
 - Engaging communications





Communications Plans

General observations

Social Media
be relevant,
interesting
and visible

#bemoreNASA



'Highly Tweeted Articles Were 11 Times More Likely to Be Highly Cited'

- Journal of Medical Internet Research - 3 year study of articles' success.
- The study found that articles that many people tweeted about were 11 times more likely to be highly cited than those who few people tweeted about.
- The effects are fast and effective, it could take years to be cited after journal article publication.
- You are all experts, get involved! Be part of the conversation, you never know you could have fun.





Communications Plans

Observations



Social Media: be relevant, interesting and visible

#bemoreNASA

- **Peer Review Journal**
 - Beginning of your communications journey
 - Consider the wider impact potential
- **Positioning**
 - What do you want to be in the eyes of your stakeholders
 - Be an industry expert and join the conversation
- **Transnational**
 - Use the multi-national power
 - Don't get lost in translation
- **Think strategically**
 - What do you want to achieve?
 - Don't communicate for the sake of it, keep it simple and refer back to the strategic aim
- **Put yourself in the eyes of the stakeholder**
 - What do you want your stakeholders to think and feel





I - K - E - A



Minerva 

The logo for Minerva consists of the word 'Minerva' in a dark grey, sans-serif font. To the right of the text is a graphic element composed of several overlapping, wavy lines in various colors including green, red, yellow, and blue, resembling a stylized flame or a series of waves.



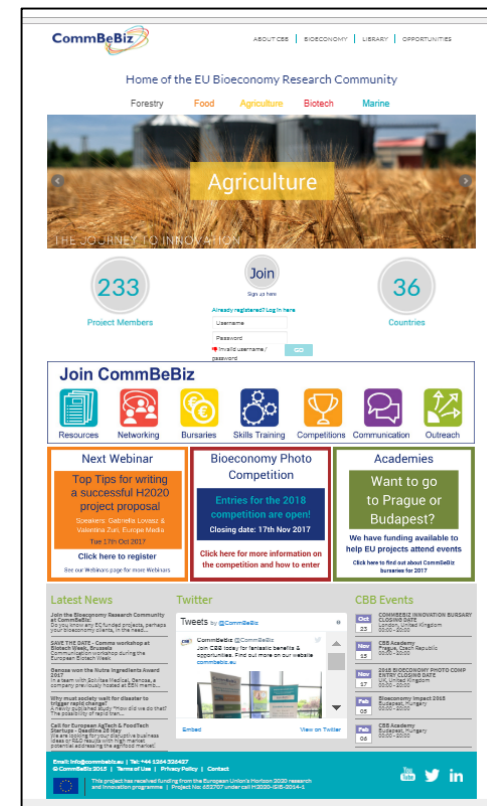
I - K - E - A

- **Identify** – your priority stakeholders
- **Know** – their position, issues, landscape, language, what's relevant to them
- **Engage** – from the beginning, ask their advice, listen, choose/use channels
- **Activate** – your connections with them, design appropriate activities & monitor/measure the result - make it work for both parties

CommBeBiz

Join the platform to access resources & opportunities
www.commbebiz.eu

- **Webinars – new ones now announced (access all others)**
Join to receive alerts & deadlines
- **Bursaries for Academies: Prague & Budapest**
Applications open now (Nov17;Feb18)
- **2018 Bioeconomy Photo Competition**
Entries open 17 November 2017
- **Bioeconomy Impact 2018 – February: Budapest**
Registrations open October 2017
- **Join our group on LinkedIn; follow us on Twitter**
See you there!





Thank you for your attention & engagement

www.commbebiz.eu

info@commbebiz.eu

Search CommBeBiz Project on

