

## WP9 – Information & dissemination

**Leader - FCT**

**Partners – MICINN, ANR, DFIA, GSRT, MIUR, RCN, TUBITAK, MB-ESF**

**Task 9.1 – Electronic information structure for marine research funding organizations**

**Task 9.2 – Dissemination strategy for the project**

**Task 9.3 – Develop printed dissemination products**

**Task 9.4 – Strategy for the promotion of the uptake of project results**

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## WP 9 - Main goals

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- **Develop for marine research funding organizations :**
  - **an information structure**
  - **a dissemination strategy**
- **Coordinate the dissemination activities of all WPs**
- **Develop dissemination products**
- **Develop a strategy for dissemination of research project results**

## Task 9.1- Electronic information structure

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- To develop and implement an information structure to:
  - Support the activities of the project
  - Promote communication among all partners
  - Be a vehicle of communication between the project and the “external world”

## Task 9.1- Electronic information structure

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Subcontract of European Centre for Information on Marine Science and Technology - EurOcean:

- **Graphic identity of the project**
- **Proposal for the Public Website, Intranet and Administration area, in cooperation with all WP leaders: MB-ESF, ANR, DFIA, MIUR, GSRT, TUBITAK and MICINN**
- **e-Newsletter**
- **Disclosure of Internet Integrating System**
- **Technical support**

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## Task 9.1- Milestones and Deliverables

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- **M 9.1.1. Readiness of the public website**  
(Web site, month 3)
- **D 9.1.1. Public website (month 3)**
- **M 9.1.2. Disclosure of Internet Integrating System**  
(Web site, month 6)
- **D 9.1.2. Development of a e-Newsletter automatic tool**  
(month 5)

## Task 9.3 – Develop printed dissemination products

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- Will be used by all partners to advertise their activities and results
- Should target different type of users:
  - ✓ Decision makers
  - ✓ Research Institutions
  - ✓ Funding Agencies
  - ✓ Senior and young researchers

## Task 9.3 – Develop printed dissemination products

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Subcontract to EurOcean:

Several printed materials will be produced:

- Posters
- Flyers
- Leaflets
- Reports (at least once a year)

## Task 9.3- Milestones and Deliverables

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- **M 9.3.1. Production of materials for diffusion**  
(printed materials & web site, months 12- 48)
- **D 9.3.1. Dissemination materials in accordance with the objectives and timings of each WP and regional group (months 6- 48)**



## **Task 9.4 – Strategy for the promotion of the uptake of project results**

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- **Develop a common strategy on how to disseminate project results in order to maximise the impact of the invested funds in society**
- **Analyse the final results of all funded projects in the previous marine ERA-Nets**
- **Prepare a Dissemination Strategy for Understanding or for Action (according to definition in Task 9.2)**

## Task 9.4- Milestones and Deliverables

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- **M 9.4.1. Workshop for Knowledge management**  
A strategy for the promotion of the uptake of R&D (Report & website, month 18)
- **D 9.4.1. Strategy for the promotion of the uptake of R&D Projects results (months 20)**

## Task 9.2 – Information & dissemination strategy

### Overall purpose of the strategy

- Raise awareness
- Facilitate the provision of information
- Capture the views of the stakeholders
- Disseminate results
- Contribute to build a Research Strategic Agenda

## Task 9.2 – Dissemination strategy for the project

Which type(s) of **dissemination** we want to implement?

- For **awareness** (public at large)
- For **understanding** (research community)
- For **action** (policy/decision makers, regulators)

## Task 9.2 – Dissemination strategy for the project

Each of these types of **dissemination** will be oriented to specific audiences in accordance to:

- The **aims** of the project
- The **level of depth** we want to achieve
- The **type of ways and products** we should use

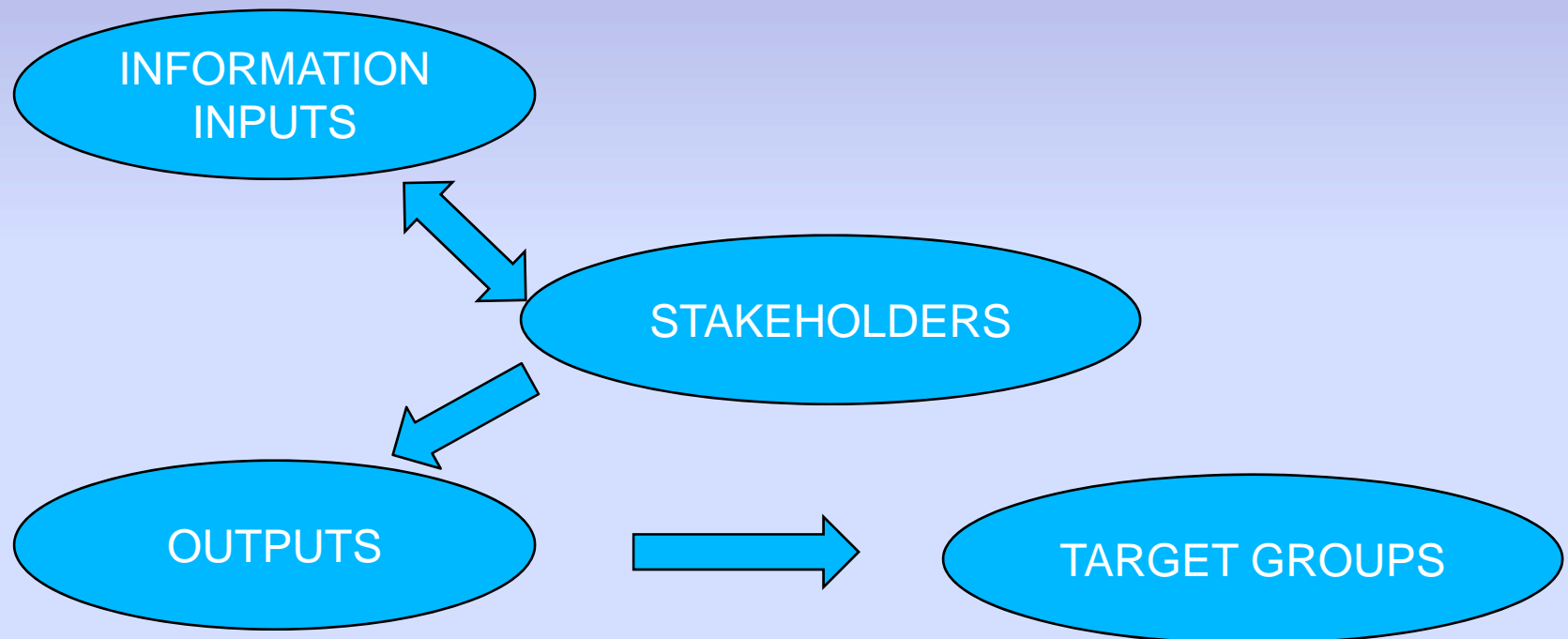
## Task 9.2- Milestones and Deliverables

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- **M 9.2.1. SEAS-ERA Dissemination Strategy**  
(Report & Web site, month 6)
- **D 9.2.1. SEAS-ERA Dissemination Strategy (month 6)**
- **D 9.2.2. Report on “Final plan for the use and dissemination of foreground (month 48)**

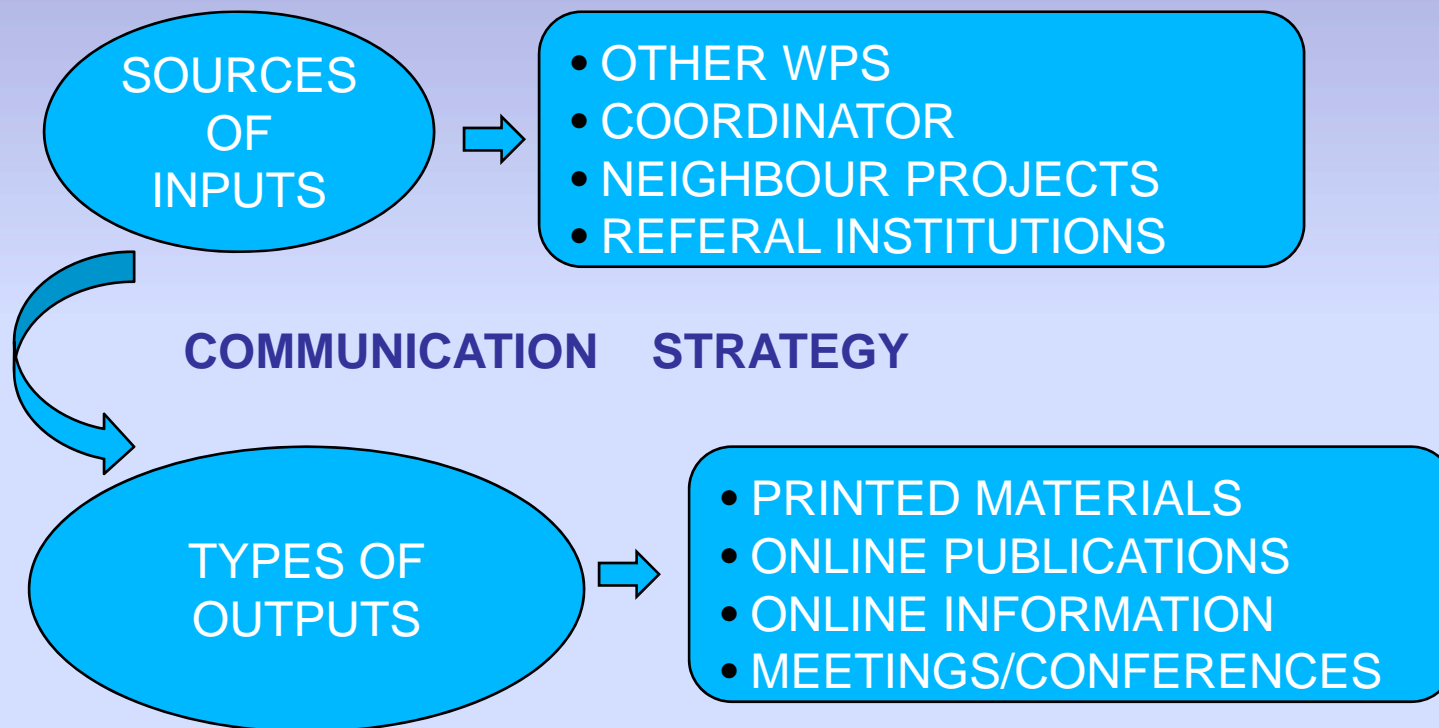
## Discussion on the Information & Dissemination Strategy

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## Discussion on the Information & Dissemination Strategy

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# Key elements for the strategy

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WHAT - Types of information

HOW - Channels of information

TO WHOM - Target groups

- Internal
- External
- “Neighbours”

WHERE - Territorial range

## Two critical flows of information

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- Exchange of information among partners and neighbour organizations and projects
- Public dissemination of information on marine/maritime R&D results

# DISCUSSION - 1

- STAKEHOLDERS
- TARGET THE STRATEGY TO THESE GROUPS
- researchers
- programme managers
- public at large secondary



# DISCUSSION - 2



# DISCUSSION – 3