Q&A catalogue
following the live webinar

"How to disseminate successfully EU-funded project results"

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#	ORIGINAL PARTICIPANT QUESTION	ANSWER BY EUROPA MEDIA
1	In the era of social media, are tools still strongly dependent from the stakeholders group or age group?	You should know where your audience is: they may use one platform more than another. Age, group and geographical location should be identified at proposal stage.
2	Do you suggest to build Buyer Personas in order to achieve the communication targets?	You can build the Buyer Personas for your own better understanding of the target audience, but no need to show this in the proposal itself.
3	Do you have any practical suggestion on how to find and select EU influencers?	https://european-union.europa.eu/contact-eu/social-media-channels_en#/search This website e.g. may help you to find influencers within the European Commission and its Agencies.
4	Do you find that reddit is relevant to EU projects? Scientific reddit is popular in the US, do you use it in the EU as well?	We haven't used it for EU projects, but we'll look into it. If you find it relevant for specific audience you target in your project, then consider using it.
5	What would you advise for including YouTube in your social media strategy?	We usually include YouTube but more as a repository of the videos we produce within the project rather than building a proper YouTube strategy.
6	Where do you get the list of sister projects for the common promotional activities?	On the Funding and Tenders portal you can search for the other projects funded the same call. You may also ask your own project officer, they can help you to find the sister projects.
7	Regarding social media: How TikTok can be useful? I still remember when we used to say that Instagram was useless to news and information and then the stories came out and we discovered it was a good tool.	Tik Tok is great to reach young and not-so-young audiences. Do some research on the project's topic on TikTok and see if how it's used can be aligned with your objectives.
8	What about ResearchGate, do you have good experience with that?	ResearchGate may a good tool, but share only scientific publications through the personal profile of the authors. It is not an overall project dissemination tool. But it can help making your scientific achievements more visible within the scientific community and initiate discussions.
9	What would be the best choice to pick between TikTok and Instagram Reels? They are very similar (differences granted), and it would enable us not to open (and follow) a new channel?	You can create the video on TikTok since it has more features, and then upload on IG Reels. There are also some tricks online on how to remove the watermark if you're bothered by it.
10	Could you please send us the EC tools that were referred during the presentation?	Horizon Europe Booster, CORDIS, Innovation Radar, Open Research Europe Platform, Horizon Results Platform.
11	In which way using TikTok may be useful? Are there examples already?	Since it's grown a lot in the past years, we would recommend to use it if aligned with the overall strategy. Do soe research and look for the hashtags that are used in your field.

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12	Is it allowed to randomly collect publicly available email addresses and send informational emails without their consent? I am talking about publicly available email addresses (of our target group), for example on the website of a Faculty or Agency.	We dare to say yes since you are not selling something. The recipient can tell you not to use their email address again. Definitely double check GDPR rules and keep them. Mass emailing is not allowed without the approval of the recipients (e.g. ask them to subscribe to your newsletter then they give consent receiving news regularly from your projects).
13	Hello, could you recommend some resources for communication of science toward policy? Thank you!	Policymakers are best approached directly and with evidence. For Local/national policy-makers organisation of meetings and workshops where you invite them may work, or you may try approaching them when they attend a specific event. The support of multipliers, thus policy advocacy organisations is another good channel (e.g. major associations or umbrella organisation representing a sector or area). In the projects develop a policy brief for the EC.
14	Twitter is not widespread in Central-Eastern and Southern Europe. We tried Twitter and did not work much in these countries. For Facebook, we had to pour in a lot of project money to be seen. The Commission was not keen to allocate too much budget, in subcontracting.	You try which platform works better for your audience. Maybe IG or TikTok could have worked. Facebook advertisements would be other direct costs, not subcontracting unless you outsource the whole management of the social media account.
15	How much budget would you approximately allocate for paid ads on Social Media for a Horizon Europe Missions project with a 60 months duration?	More than the duration, we should consider the overall budget and the countries you are targeting as it may impact the cost of those ads.
16	We are not quite familiar with the EC Tools, beside CORDIS. Could you please share with us some other EC tools? Perhaps if you know some tools for Manufacturing, ICT, related projects. Also, perhaps some recommendations on Industry magazines, which are supported by the EC?	The EC tools we recommended are the following: Horizon Europe Booster, Innovation Radar, Open Research Europe Platform, Horizon Results Platform. But you can also double check with your PO if there are specific magazines you should be aware of.
17	Can you explain more how the participatory process works?	Where possible, you should try to include the key members of your target groups and stakeholders in the implementation actions, the creation of your results. We may be talking about online surveys, workshops, webinars, interviews, questionnaires, etc.
18	You mentioned engaging with EU influencers - can you give some examples and how best to reach out to them?	We reach them via Twitter or emails if possible.

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19	We have prepared a policy brief in collaboration with other EU projects through Horizon Results Booster (HRB). They however could not help us on distributing the produced document. We sent the document to the Project officer and distributed to other EU projects. But they are not the target audience…	Again you may need better local and wider connections to those who can directly distribute the policy brief to the right policymakers. Bigger NGOs in your country and international ones or industry associations or e.g. the European University Association - so entitled that do policy advocacy in a topic of your project.
20	What kind of CDE outputs (e.g. policy briefs) do you typically list as deliverables for the CDE work package? (versus just mentioning them in Section 2.2)?	We deliver the communication plan and strategy (it's compulsory), and e.g. educational material, conference proceedings or workshop reports, policy briefs or dissemination materials. It depends on the project. In Horizon Europe we try to limit the number of deliverables and have 2-3 for DCE work package.
21	How can we increase the number of newsletter subscribers?	Push partners to share it amongst their networks and cross-promote it through different platforms.
22	For the KPIs, it seems to be better to promise a lower number and then exceed it than to promise a great number & not be up to the challenge. So, we should be more careful related to the numbers and usually propose a lower number?	Put a target that you consider realistic but still challenging for yourself - just not too much. Aiming low at the proposal can also be counterproductive.
23	With constantly evolving GPDR it can be difficult to deliver on KPIs that have been promised in earlier Grant Agreements. How can you navigate this?	We put some extra effort into reaching what was promised and explain at review meetings if needed.
24	Are there some CDE costs that would not be eligible under Horizon Europe rules?	Only if the activity is not relevant and may be too expensive compared with the potential impact. If you promise a TV show e.g. that costs 200.000 EUR you have to be careful to justify its effectiveness :) Maybe be careful what activity you want to outsource as CDE is also something that partners should be capable to do.
25	Any tips to increase engagement of all partners on dissemination and communication activities?	Make sure everything is as digested and easy to be shared as possible. There are usually some issues in motivating partners to take active part in D&C activities, so make it very easy for them. And remind them that this is their legal obligation also :)
26	How much (on average) should be asked for the communication and dissemination budget, say for a Pathfinder call?	5-10% of the overall budget.
27	Can you share this excel sheet with us? This is a very useful tool for C&D.	You need to get in touch with us at francesca.monaco@europamedia.org

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28	What would be a reasonable percentage of budget to be allocated to D&C activities?	10-15% of the overall budget, but here we would then also include exploitation activities.
29	Is there a difference between communication and dissemination? Should they be on a single plan?	Communication refers to the overall activities at project level, targeting several target groups with general messages on the benefits of the project. Dissemination refers to sharing more specific information on results to a specific audience with the scope to motivate them using those results.
30	Could you be more specific about the EC tools available? Which ones?	Horizon Europe Booster, Cordis, Innovation Radar, Open Research Europe Platform, Horizon Results Platform.
31	Where can we find the excel template for dissemination activities?	You need to get in touch with us at francesca.monaco@europamedia.org
32	My feeling is that the Horizon Europe program will be much more focused than in the past on evaluating the results and the impact of the communication part. What's your opinion?	Yes, we agree.
33	Is an example of the spreadsheet you have shown be available to us?	You need to get in touch with us at francesca.monaco@europamedia.org
34	Could you please give us some general values and directions on how to use narration and story telling as a dissemination or knowledge transfer tool? My question concerns research results and innovation projects and more specifically video-recorded stories. Thank you in advance!	Videos and interviews are an excellent tool. Maybe carousels, real stories, co-written blogposts, etc. And make sure you use an impactful visual design.
35	Is there a requirement for us to take into account digital equality and accessibility in what we produce?	In general there is no requirement, but it would be better to include it. In some projects this will be of course important to consider even in the proposal phase. (AI, VR, AR)
36	What are the best tools to involve the citizens/patients?	Social media, events, surveys, feedback forms, facebook apps, phone apps, games.
37	Is the EC template table for the Diss and Comm reporting available for download? If yes, could you provide us a link? Thank you!	The official EC template is not available yet, check the reference documents page on the F&T portal for updates.
38	Any advise to keep a coherent communication strategy when the target audience is so uneven (from citizens to researchers)?	You need to diversify, test different platforms, and plan well your efforts. As you say, different groups may require different communication messages, tools and channels, thus coherency can be integrated in the good planning, timing, efforts to invest.

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39	How can we track the publications in press releases?	You can use Google Alerts. You will be notified when you there are some news about your project. And of course ask partners to help.
40	Could you repeat the name of the platform you mentioned just now for the press release EUR?	On the CORDIS platform you can suggest upcoming events, and contact their help desk. Not sure what press release you mention - please contact us directly on this. Our e-mail is in the presentation.
41	In the frame of EU project do you suggest to post in social networks in the different languages involved or only English?	Posting in different languages may not be worth the efforts, we recommend only English, unless your specific audience does not speak English at all. But you can use different languages on printed material. We ask our partners to use their own language in case they re-share e.g a tweet or post adding their own comment in their mother language.
42	Could you please tell more on podcast as a way to disseminate research?	You can interview popular researchers and discuss your research results. Upload these to podcast sharing platforms and other channels.
43	Any suggestion for a better communication in order to get more applications for award recognition per example?	Not sure we fully get the question - but if you need more applicants for an award you set you within the project framework you can set up an online contest.
44	Do you know if the European Commission awards projects on their communication and dissemination results (life projects, H2020...)?	There is no specific award, but you can be mentioned in their communication channels. The Commission in many cases publishes best practices also on dissemination and communication projects use. You may be featured there.
45	Is there any scoring system about the dissemination and combination deliverable in the review?	No, there is no scoring system.
46	What can we do to reinforce the dissemination by other partners?	Prepare templates, share with them a few already-made posts and ask them to share accordingly.
47	I would appreciate if you could share a list of the EC tools. Thank you!	Horizon Europe Booster, Cordis, Innovation Radar, Open Research Europe Platform, Horizon Results Platform.
48	What about activities that can be finalised only after the end of the project? Is there some mechanism to finance these activities?	Activities that happen after the project ends are not financed by the project. You can look for national continuation, sponsorship, applying for new projects etc. Indeed you need to be prepared for an investment for the after-the-end period.

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49	I wanted to ask whether the engagement with the audience with social media is referring on the writing of a proposal or afterwards when the proposal has passed the evaluation?	The engagement can be a KPI you set for your project. And it should be monitored since the engagement rate proves that your project is successful and creating interaction. So the KPI written in the proposal refers the project implementation, when you get funded.
50	Do you have any good recommendations on how to estimate realistic KPIs for comm&diss activities?	If you cannot rely on previous experience, then before setting your own KPIs you check past projects, and take a look at other ongoing projects in similar fields. Their dissemination reports are normally public and provide a good benchmark for you.
51	In the HE proposal template we need to provide Exploitation, D&C Plan in Impact section. How should we then describe specific WP devoted to E+D+C in Implementation part. Should the WP be simply a resume of what we have written in the Impact part, or it should concentrate on something else, or be limited only to D+C (w/o E). How to approach this to avoid repetitions between Impact and Implementation with regard to E+D+C?	The WP on E, D, C (if you plan to have only one), deals with the action plan. You are supposed to write the tasks, the actions and specify who will do what exactly and when together with the effort you are planning to link to that action. In the 2.2 part you describe the logic and strategy behind, the target groups and the tools, channels, messages.
52	Do you have a recommendation on how much budget to put behind one LinkedIn post, e.g. to find participants for an event?	Linkedin is relatively pricey but we would recommend to start small, test, see how useful it has been and plan according to the results.
53	Do you have tips on simple Tools for co-assessment?	Co-assessment is the monitoring, validation phase. So you have to get feedback on an action or result to make sure you will provide the users with the result they need and want. It can be done via surveys, questionnaires or even workshop discussions. You can use online and f2f solutions.
54	If I'm a researcher working in a foreign country and don't know much about the local culture, how can I address some of the problem of communication or finding the right community that might be interested in my project?	The research community in that country should be able to help you. There are also some websites that focus on joining active communities. Facebook groups also function to give support to others finding the right network or group.
55	What is the best channel to disseminate a policy brief?	Specific conferences and events, meeting policy officers. If you do not have access to policymakers, look for organisations that have - an umbrella association or a bigger NGO.
56	How many person months would you suggest that a "basic partner" assigns to CDE WP?	If you are referring to any partner with the expection of the WP DC leader, then between 0.5 to 2,5 depending on how much you would like them to contribute. 0,5-1,5 is the average we have for a partner who does not have any major task.