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Executive summary

This dissemination pack provides a set of information for TERAPOD partners to ensure WP7 may be carried out effectively, and that the project has an effective dissemination and exploitation programme.

This document is the first deliverable in WP7 and details the dissemination resources for the TERAPOD partners. Further WP7 deliverables will outline the communication strategy, and there will be reports on the dissemination, exploitation, communication and standardisation activities progress throughout the project.

It consists of a:

- Review of the types of dissemination activity that will be carried out in the project and the responsibilities of the TERAPOD partners to ensure that it is effective
 - Events
 - Building a TERAPOD community
 - Other stakeholder awareness material
 - Technology market watch
- Reminder of the tables which will be used to capture details on exploitable results
- Description of templates and procedures relating to release of public documents
- Summary list of items to be reported
- Recommendations from the EC document on effective dissemination



1 Introduction

There are four tasks in the TERAPOD WP7 (Dissemination, exploitation, communication, standardization)

<i>Task</i>	<i>Lead</i>
T7.1 Dissemination activities	Vivid
T7.2 Identification and management of exploitable results	Vivid
T7.3 Development of communications strategy	TSSG
T7.4 Development of a standardization impact strategy	TUBS

This document focuses on guidelines concerning T7.1 and & T7.2. T7.3 is closely related and will be described in D7.2.

- ➔ The EC highlight the impact of dissemination and exploitation activity as critical to the fulfilment of research objectives and funding impact.



2 Dissemination activities (T7.1)

During the project there will be a wide range of dissemination activities. It is important that all relevant activities are recorded, so that they can be seen as part of the overall TERAPOD communication strategy, and also so they may be reported to the EC. These could include:

- Publications & abstracts
- Conferences and exhibitions
- Presentations, meetings with external parties *etc.*
- Patents

➔ Please keep Vivid and WIT informed of all relevant activities

2.1 Events

During the course of the project, TERAPOD will participate in many public events, *e.g.* conferences, workshops, exhibitions and trade fairs. The following were identified in the proposal as of particular relevance, although there are many others:

- European Conference on Antennas and Propagation (EuCAP)
- European Signal Processing Conference (EUSIPCO)
- European Microwave Week
- Mobile World Congress

Partners are requested to inform Vivid and WIT of upcoming events and encouraged to participate where possible. TERAPOD should be publicised at all relevant opportunities, *e.g.* partners with space at exhibitions could display project flyers and/or banners. Please collect business cards from any parties interested in the project and pass the details to Vivid and WIT for inclusion in the mailing list and other outreach activities.

2.2 Community building

During the project, TERAPOD will build a mailing list of interested parties. All partners are encouraged to collect and pass on contact information to build a relevant TERAPOD community. This list will be available to view from the [WP7 folder](#). The consortium is likely to meet many contacts through normal business activities, conferences, trade shows and exhibitions, standards meetings, *etc.* Throughout the project this contact list will grow, with contributions from all partners, *e.g.* from:

- Industry and academia
- Policy makers
- Standards bodies
- Relevant European Union and national projects
- Other consortia working in this area

➔ Please make an effort to obtain the contact details of any persons that are interested in the project and pass on the information to Vivid and WIT.



2.3 Stakeholder awareness material

2.3.1 Website

2.3.1.1 Overview

The TERAPOD public website was put online in Sep-2017 at www.terapod-project.eu

The website includes pages on the consortium, background to the project, contact info and public documents. The site was constructed by Jason Buckley, Andrea Napier and Bruce Napier, all of Vivid Components, with technical input and material from the consortium.

It will be kept up-to-date through the project with news, events and results.

2.3.1.2 Page structure

The public website includes the following pages:

- Homepage Overview of the project objectives and background
- Consortium Listing the project partners
- Technology Summary of the technical objectives and context
- Results Library of all public outputs from the project
 - Separate pages for newsletters, journal papers and conference publications
- Links Hyperlinks to and info on related projects
- Events List of relevant TERAPOD events, detailing partner participation
- News Detailing news items on the project (with RSS feed)
- Contact Contact info.

These pages will be maintained throughout the course of the project. Two screenshots are shown to illustrate the style and format of the site.

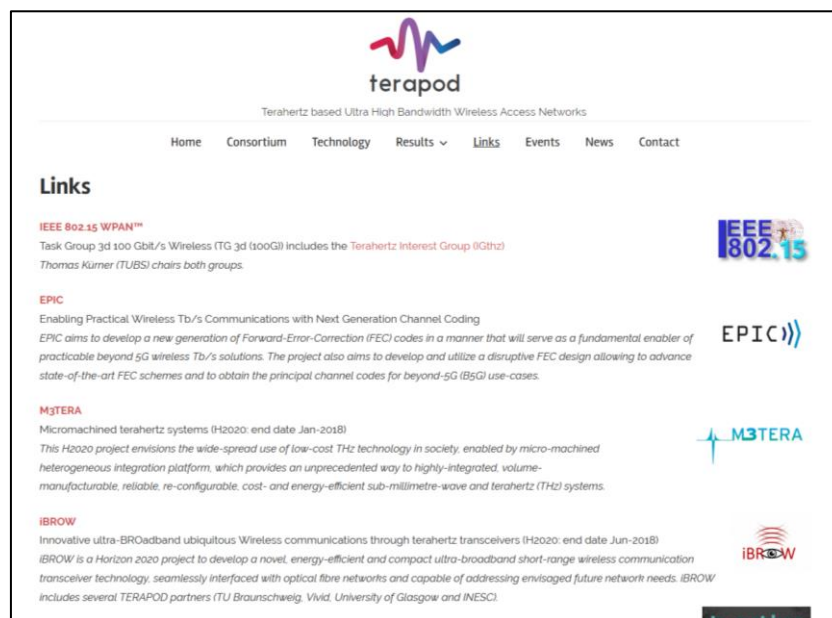


Figure 1 Screenshot from the TERAPOD Links webpage



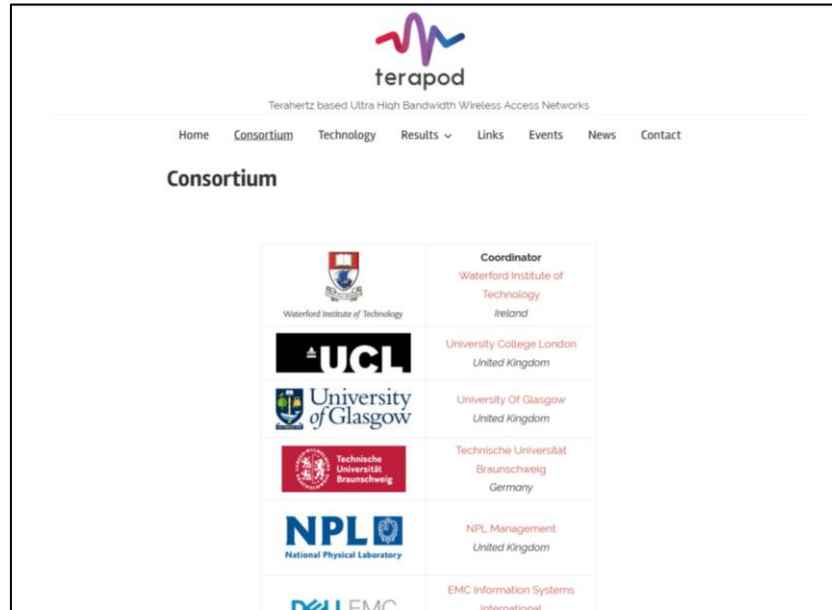


Figure 2 Screenshot from the TERAPOD Consortium webpage

2.3.2 Other stakeholder awareness material

The project will generate a variety of stakeholder awareness material including:

- Newsletters
- Press releases
- Website (see Section 2.3.1)
- Dissemination material (*e.g.* flyers, presentation)
- White papers
- Twitter
- Journal publications
- Conferences and exhibitions
- Other presentations/invited talks
- Joint workshops/presentations with other projects

This material will consist largely of input from the TERAPOD partners throughout the project based on technical progress. Partners are encouraged to send public domain material which can be included in this material, *e.g.*:

- Updates on technical progress
- Details of relevant events
- White papers and other public domain technical material
- Images for public use
- Demo/video recordings
- Interviews with experts

➔ Please send relevant input to Vivid and WIT throughout the project so it may be included in this material and put on the website.



2.4 Technology market watch

The market watch is an ongoing activity throughout the project to ensure that TERAPOD stays in touch with developments outside the consortium. This could include:

- Market news (new products, white papers, takeovers *etc.*)
 - Standards
 - Legislation
 - Research results
 - Involvement in external thematic working groups (including EC)
 - Anything else relevant!
- ➔ Please keep an eye open for relevant information and send to Vivid and WIT throughout the project



3 Identification and management of exploitable results (T7.2)

Each partner is expected to keep track of all exploitable results generated as a result of TERAPOD. This information can be captured conveniently using the Exploitable Results tables. A document template ([TERAPOD_VIV_002_A_Exploitable_results_TEMPLATE](#)) was circulated in Oct-2017 which consists of a series of tables: one for each result. “Exploitable result” could mean *e.g.*:

- Potential new product
- Know-how which will be used in other research/product development
- New or improved process
- Advance in scientific understanding

Result number	
Description of innovation	
Expected customers/ customer base/potential markets	
Customer benefits	
Expected achievement date (in project timeframe)	
Expected time to market date	
Post-project costs required before exploitation	
Product price range/ licence cost	
Market size/M€	
Competing product price range and performance	
Competitors	
Potential roadblocks	
Expected competition response	
Other partners involved in this result	
Project partners interested in this result	
Planned protection (Patent/ trademark etc.)	
Planned standards	

Table 3-1 Template table for each exploitable result

A new table is added for each new result. Initially many of the lines will not be relevant or will be unknown. However, as the work continues, the tables are updated and developed so that by the end of the project they represent a summary of the result and how it will be exploited.

- ➔ Please keep your Exploitable Results document updated: at least before each major plenary meeting.



4 Releasing public TERAPOD documents

4.1 Templates for public deliverables

WIT has provided a TERAPOD deliverable template. This can also be used for public domain deliverable reports. In order to streamline the document, some of the headings may be deleted if they are not relevant.

Please refer to the project handbook for deliverable quality process.

This may be found here: <https://owncloud.tssg.org/index.php/f/369411>.

Please use the deliverable template for all deliverables, which may be found here:

<https://owncloud.tssg.org/index.php/f/350067>

4.2 Publishing process

4.2.1 Public domain release process

Before release into the public domain any TERAPOD material (*e.g.* documents, videos, white papers, presentations *etc.*) must be approved for release by the consortium. (NB In the case of conference abstracts and academic journal papers please also note Section 4.2.2.) The process is as follows:

- 1) The item for publication is uploaded to the [PENDING APPROVAL](#) folder (found in WP7/Project Publications).
- 2) A corresponding [Doodle poll](#) is established to indicate “Accept, “Objection,” or “Modifications suggested.”
- 3) An email with links to 1) and 2) is sent to the [TERAPOD consortium mailing list](#)

Objections

Objections can be raised on any of the following grounds:

- It is considered that the protection of the objecting partner's Results would be adversely affected by the proposed publication.
- The proposed publication includes the Confidential Information of the objecting partner.
- Publication of such information would be contrary to the legitimate interests of the objecting partner.

If any objections or suggestions for modification are received then the publisher and objecting partner(s) shall seek in good faith to agree on a solution on a timely basis. The other partners must be informed of any changes to the material in case this could incur further objections. This may necessitate another iteration of the release process.

NB The Project Publications folder should contain ALL the submitted versions.

Accepted by consortium

The material is approved for public release when either:

No objections have been received twenty days after the notification email has been sent. OR

An agreement has been reached by the consortium. (*E.g.* If all partners approve the Doodle and/or due to resolution of conflict between publisher and objecting partner(s).)



Rejected by consortium

If acceptance cannot be reached then the document may not be released into the public domain.

External release

- Once accepted for release, the final version should be copied to the [APPROVED](#) folder (in pdf format where possible).
- The publication should be uploaded to the appropriate page on the [project website](#), unless copyright issues hinder this.
- News of the publication should be made on the project website [News page](#) where appropriate as well as on [Twitter/LinkedIn](#).

4.2.2 Submission of a publication prior to acceptance

Publications can be submitted for acceptance at conferences, journals and similar before being accepted by the consortium. However, approval for release must still be sought using the usual process. The author must withdraw the material prior to external publication in cases where the item is rejected by the consortium.



5 Conclusions

In summary, with an active consortium and guidance from the WP7 contributors, TERAPOD will have an effective dissemination, exploitation and communication strategy. However, in large part this relies on the partners communicating their plans and activities in a timely manner.

Please keep in touch with Vivid and WIT and regarding the following throughout the project:

- Key planned or completed dissemination activities:
 - Publications & abstracts submitted
 - Conferences and exhibitions
 - Presentations, meetings with external parties *etc.*
 - Patents
- Pass on information on new contacts to grow the TERAPOD community
- Send input for website and stakeholder awareness material
- Provide market watch updates
- Ensure that deliverable documents use the [template](#) and follow the procedures outlined in the [project handbook \(D1.1\)](#)
- Keep your Exploitable Results document updated
 - New table for each result
 - Update existing tables
- Follow the approval process before releasing any TERAPOD material into the public domain.



6 Appendix: Extracts from EC communications guidance document

The following extracts are taken from the Horizon 2020 document “*Communicating EU research and innovation guidance for project participants.*”¹

6.1.1 Communication, why?

Communication, dissemination and exploitation — a team working on H2020 project is called upon to take part in various activities that will bring their research to the attention of as many relevant people as possible.

What we call here ‘communication’ is more than just an additional reporting burden. Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. With this in mind, communication about European research projects should aim to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- showing **how European collaboration has achieved more than would have otherwise been possible**, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing **how the outcomes are relevant to our everyday lives**, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- **making better use of the results**, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

There is an enormous difference between communication strategically planned with these objectives in mind and ad hoc efforts for the sake of meeting contractual requirements. How often do we hear people say ‘let's make a video to inform everyone’ before giving any thought to what is to be achieved? How often do we resort to facts and figures, assuming they will be enough to convince people? Your contractual obligations are important, but communication is not an end in itself and **quality** is expected. We hope this guide will help you avoid some common mistakes:

Common mistakes:

non-strategic communication

Focus on media before message

Creative people come up with a ‘cool’ idea

‘Why’ or ‘what’ questions are left unanswered

Better practice:

strategic communication

Targets, audience and message clarified before deciding on the media

Creative people plan to achieve desired outcomes

Objectives are clearly defined

6.1.2 What’s in it for you?

With a little creativity, strategic communication can help publicise your work in such a way that you will profit. Suitably framed messages can help to:

- Increase the **success rate of your proposal** (provided you have a good communication and dissemination plan);

¹ “Communicating EU research and innovation guidance for project participants,” Version 1.0 (2014) http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf



- Draw the attention of national governments, regional authorities and other public and private funding sources to the **need for and ultimate benefits of (your) research**;
- Attract the interest of potential **partners**;
- Encourage **talented students and scientists** to join your partner institutes and enterprises;
- Enhance your **reputation** and visibility at local, national and international level;
- Help the search for financial backers, licensees or industrial implementers to **exploit your results**;
- Generate **market demand** for the products or services developed.

This short guide will help you attain these outcomes. You will be inspired by some good practices emanating from fellow project coordinators. And you will find a helpful checklist for improving your own communication activities right from the start of your project.

Finally, the European Commission will be only too pleased to spread the word about the good work of the projects it is supporting. Once you have some worthwhile material available, there are many ways in which we can help you pass on the message.

6.1.3 Build your own communication strategy – a checklist

A Define your goals and objectives

1 Are there any goals and objectives?

- Have the final and intermediate communication aims of the project been specified, what impact is intended, what reaction or change is expected from the target audience? For example:
 - Receiving feedback or engaging in dialogue
 - Influencing the attitudes of decision-makers
 - Having people make a decision or take action
 - Ensuring that the project outcomes will be taken into production

2 Are your goals and objectives neither too ambitious nor too weak?

- Is there a deadline by which the goals should be achieved, taking into account different stages of the research and possible intermediary outcomes?
- Are the objectives specific and measurable, rather than vague? Does the project envisage ways of measuring its communication efforts and impact? For example:
 - Evidence of debates in the media
 - Evidence of new funders for your area
 - Evidence of transfer of research and innovation into practice (patents, prototypes, licenses)
 - Number and turnover of new products, practices or procedures developed, based on your research outcomes
 - Number of articles in the press
 - Number of people asking for feedback or more information
 - Number of references in scientific publications
 - Participation in project events and seminars
 - Speaker evaluations from conference presentations



- Survey of end-users
- Trends in website visits

C. Pick your audience

1 Is your audience well defined?

- Is each target audience a relatively homogenous group of people (not: 'the public at large' or 'all stakeholders')?
- Can the indicated audiences be further specified? For example: from 'the general public' to 'female citizens commuting by train to work in one of the EU-10 countries' or from 'decision-makers' to 'Europarliamentarians involved in the design of the new transport policy 2013'.

2 Does it include all relevant target groups?

- Can your audience help you reach your objectives?
 - Who has an interest in your research?
 - Who can contribute to your work?
 - Who would be interested in learning about the project's findings?
 - Who could or will be affected directly by the outcomes of the research?
 - Who are not directly involved, but could have influence elsewhere?
- Does the project aim to address both a direct audience and intermediaries to reach more people?
- What about the possibility of audiences at local, regional, national and European level?
- Is the audience external (not restricted to consortium partners)?

For each audience, you should work on a distinct strategy using targeted messages, means and language.

D. Choose your message

Tell a story, don't just list facts

A story is an effective way to make people remember your message. Why not tell one to disseminate your results?

Which stories work best? A good story consists of a succession of events with a beginning, a middle and an end, a scene setter and a plot, a climax and a conclusion, all of this in a rich context. It is hence more than a list of results achieved. A good story is one with which others can identify, with the project content as a basis, and focused on a person (for example: the researcher). Such stories also allow your message to be conveyed through shared values that will touch people's hearts and provoke emotion, and the promise of a better future.

You have forgotten how to tell a story? There are plenty of resources on the internet to help you. Just search for 'storytelling'.

1 Is it news?

- Why do we need to know? What will change? What solutions are you offering? What makes the issue urgent? What are the consequences if no action is taken?
- Have you tried to stir your audience's imagination and emotions?
- How does your work relate to everyday life? Does it link to any broader societal issue? Rather than focusing only on the provision of factual information, is your project research positioned within a broader socio-economic and policy context, so that it will be easier to explain the results and their relevance to policymakers and citizens?

2 Are you connecting to what your audience wants to know? See through your audience's eyes:

- What do they already know about the topic?



- What do they think about it?
- Do they need information and/or persuasion?
- Have you tested your message?

3 Are you connecting to your own communication objectives?

E. Use the right medium and means

1 Do they reach the audience?

- Are you working at the right level (local, regional, national)?
- Are you using dissemination partners and multipliers? Dissemination partners can help amplify and multiply a message. Rather than aiming to build an audience from scratch, the project should indicate which partners to use and how.

2 Do they go beyond the obvious?

- If input or contributions are needed, are there mechanisms in place to make communication interactive so as to obtain responses?
- Are you taking into account the different ways to communicate?

Examples of interpersonal , two-way communication

- Dialogues, face-to-face conversation
- Group discussions
- Conferences
- Brokerage events
- School visits
- Tours
- Round tables
- Exhibitions
- Meetings
- Workshops
- Open days
- Demonstrations and prototypes
- Telephone calls
- E-mail information service (question and answer)
- Internet debate

Smaller audience, lower costs, more effort (more effect?!)
Interactive, good for acquiring input
Flexible (easy to change tone, strategy and content)

Examples of mass media, one-way communication

- Newspapers and magazines
- Press releases
- Newsletters
- Manuals
- Brochures, booklets, flyers
- Letters
- Radio
- Television
- Video
- Posters
- Stickers
- Banners
- Billboards
- Website
- Policy briefs

Potentially large audience
Uses the credibility of the mass media

F. Evaluate your efforts

- Go back to your goals and objectives. Have they been reached? What lessons have you learned?

