



Enhanced visibility and awareness in eHealth, Active Ageing and Independent Living projects

D3.5. Training Material

Project Acronym:	HAIVISIO
Project Title:	Enhanced Visibility and awareness in eHealth, Active Ageing and Independent Living projects
Project Number:	610419
Instrument:	CSA
Thematic Priority:	FP7-ICT-2013-10. FP7 Collaborative Projects, Networks of Excellence, Coordination and Support Actions, Research for the Benefit of Specific Groups (in particular SMEs)

Executive Summary

The Training material deliverable, collects the content developed by HAIVISIO to support initially the Active projects, and also other European project willing to learn the principles of effective communication of project results.

For the Active Projects, the final objective is to standardise the language and the messages in such a way to strengthen each other communication and obtain a far bigger impact on the target population while preserving the individuality of each project.

The training tools developed can also be considered as “teach-the-teacher” courses, in such a way that the people directly trained by the HAIVISIO team will be able to reuse it to train people within their consortia.

The material is delivered both in-class and online teaching with the purpose to facilitate the access to the contents.

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1. Introduction

HAIVISIO is an ambitious Coordination and Support Action aimed at enhancing visibility and awareness of the results generated by eHealth, Active Ageing and Independent Living projects, supporting community building around these results, through a series of communication and synergy fostering activities.

One of the core activities included in the HAIVISIO work plan is the organization of a training course aimed at giving the targeted consortia the necessary know-how and tools for an effective communication of the benefits of the project results, taking into consideration the different segments of the target population and the specific kind of messages to which these are likely to respond.

2. Why Training in dissemination?

In the EC R&D projects it use to cooperate different types of members, from universities, to hospitals, industrial firms, users, etc. These members used to be represented mainly by researchers and officials, as well as general managers.

But we don't expect marketing experts actively participating in an R&D project.

Why? Because the objective of the project is to do research, develop, test or implement and validate a new technology or product, but not to "sell" it. This may sound logical. EC doesn't fund projects to be sold in the market, but projects to be developed.

But this gap, between the project and the market in a broad sense can be seen as a barrier for a good dissemination. This is because in most of the cases no one in the consortium is an expert on this field and nobody has much interest in it, either.

From HAIVISIO we think that a practical way to overcome this difficulty is training researchers, experts and project managers on the basics about Dissemination and Communication, from a wider perspective that goes beyond the project boundaries showing in a practical way how to develop and execute a good dissemination plan.

The objective of this training material is not to convert researchers in disseminating experts. We are aware of the impact that these activities may have. We intend to make them learn and benefit from a number of essential and practical rules that may, as example, make their project's website increase the traffic; or the learn how they can organize a successful event without investing a huge amount of money or in order they know how to get followers for their twitter account, for example.

We will make them aware of the relevance of the purpose, the stakeholders, the message, the audience, the methods and the timing when they plan the dissemination of a project. In other words, the training material will help them to see dissemination as a key pillar of the project, right from the beginning and, the most important, beyond the end of the contract.

We know that researchers community has specific dissemination channels and is used to transmit most of its achievements to other colleagues and scientists, but the market or the society, as a whole, ignores them. This is quite logic because a lot of the developments are far away from being a real product or service, if they arrive to be, in a short period of time.

We will try they learn the importance of using new channels and methods of dissemination, apart from scientific usual ones (lectures in scientific congresses, articles in specialized magazines, posters,..). In the training material, we give special relevance to Internet as a communication driver that has become an essential media, thanks' to its accessibility, its speed, its spreading along the planet and how the website or the social media tools may be a key success factor for a good dissemination.

We will also show and train project managers on how to effectively disseminate the progress and outcomes of their work using marketing tools in order to assure future funds for R&D activities, or for exploitation, either from the EC, the industry or private investors. In this sense, we will link and train them on how to adopt different dissemination strategies depending on the readiness level of the technology, showing the direct relationship between technology readiness and market.

3. The training material: Aims and organization

The training material is organized in five modules, each one of them with a main key topic and several subtopics. Two of them are sessions conceived to be thought face-to-face. The rest are on-line sessions. All sessions allow the on-line form.

All the sessions are available at the HAIVISIO web page devoted to training: <http://haivisio.eu/get-advice-and-training/>

3.1 Purpose

The sessions aim to make the participants able to, among other things:

- plan and prepare a dissemination strategy that is realistic, cost effective and successful for their project
- map the project stakeholders, identify the key target groups and acquire the ability of tailoring messages to specific types of audience
- identify and exploit dissemination channels adequate to the scope and aims of their project
- design a promotion and awareness raising campaign for their project
- prepare a fully functional website for their project
- prepare press releases easily, with free tools, based on well defined templates
- use social media (Twitter, LinkedIn, Facebook networks) for promotion and raising interest and awareness of the project results.

- organise a successful European or local project event (including tips on using free web-based tools for organization and promotion of the event through social media)
- prepare an agenda and engage keynote and guest speakers
- engage the interest of their stakeholders including policy makers during the whole project lifecycle
- draft the basic structure of an exploitation plan for the main outcomes of their project
- Fulfill the contractual obligations in terms of communication and dissemination strategy.

3.2 Contents organization

The five modules that constitute the training material develop from general to specific aspect of Communication and Dissemination strategy, up to the exploitation and valorisation of results. The training course will be structured combining physical and on-line sessions. The 1st and 5th modules will be organised in physical scenarios while the modules 2nd, 3rd and 4th will be on-line. The modules will demand the active participation of the attendees through the development of practical exercises and auto evaluation tests.

Module 1 "BASICS IN DISSEMINATION". This module presents the basic concepts for communication and dissemination. It introduces to the simplest but most effective methodology to design a dissemination strategy, and how to build up a good communication and dissemination plan.

Module 2, "PLANNING IN R&D&I COMMUNICATION, DISSEMINATION AND SOCIAL MEDIA 2.0". This module is divided in two parts. The first one, providing the hints for a good dissemination and communication plan: from the background, to the Stakeholders and message, the objectives, strategy, methods and the timing. The second part analyzes in depth the role of social media in communication, introducing the basic concepts.

Module 3 "DECONSTRUCTING OUR WEBPAGE" focus on the website of the project. Although there are many activities and solutions to announce and promote the project, a development, an event or whatever, there is a tool –the website- that has to constantly inform about the state of the project, and that represents the open window to the outside world. Different techniques for increasing the searchability of the website as well as how to develop a fully interactive website will be presented. Practical exercises will be provided.

The Module number 4 "ORGANISATION OF A SUCCESSFUL EVENT" focus on developing a practical way of applying concepts and tools that will have been presented in the previous modules, as preparation for a dissemination event. Practically, the module is an implementation of the previous concepts . A special

emphasis in the use of new technologies like Mobile APPs in order to reach our stakeholders will be discussed and tested.

The last Module 5 “EXPLOITATION AND VALORIZATION OF RESULTS” gives some clues in order to get benefits from the outcomes of the project, showing how to prepare a business plan in order to create impact and benefits for the market stakeholders, and emphasizing the Valorisation concept and the sustainability as the way forward of the project.

4. Presenting the material

This chapter includes the introductory presentation and the invitation to the participants, and the news included in the web site of HAIVISIO

4.1 The invitations



**Enhanced visibility and awareness in eHealth, Active Ageing
and Independent Living projects**

Training course on
Dissemination and Communication Techniques and Tools
for European projects

Session I

Training course on Dissemination and Communication Techniques and Tools for European research projects

Session I

Wednesday May 14th, 2014

Venue :BEST WESTERN Ilisia Hotel, 25 Michalakopoulou Street, Athens, 9 minutes' walk from the eHealth event venue

Session 1: BASICS IN DISSEMINATION OF EUROPEAN FUNDED PROJECTS

Duration: 1h 30 min

Modality: face-to-face and online

- Welcome, outline of the course and the tools to be used, expectations by participants
- Presentation of the participants and of the projects that they wish to disseminate
- Introduction to the simplest but most effective methodology to design a dissemination strategy
- How to build up a good communication and dissemination plan: let's do it together!

Contents

A communication strategy covering the aims, target groups, tools and messages forms the backbone of a project communication plan. The first session of the course will be dedicated to provide the participant with **knowledge pills and tips to build up their own communication and dissemination strategy**.

Communication needs to be goal-driven. We communicate to achieve or change something; moreover, in EU projects, communication is first of all a contractual obligation. Therefore the first fundamental step consists in properly defining communications **objectives** in advance, taking always into account that the dissemination plan is a living and evolving reference document that can be revised when appropriate along the whole project lifespan.

The second step is represented by the **identification of the key stakeholders** that compose the **audience** (considering the specific characteristics of the public addressed by eHealth, Active Ageing and Independent Living projects that is particularly varied). The course will provide easy and effective techniques to identify the relevant target groups and classify them. Then, duly considering budget, effort and time constraints, the dissemination strategy has to identify the **tools and channels** that best fit the needs of each target group and draw a concrete timeline and implementation plan of the activities scheduled in order to **ensure the involvement of all partners** in the communication actions.

Finally, a set of measurable and verifiable **indicators** and corresponding **targets** to be achieved has to be included in the dissemination plan and continuously updated according to the evolution of the project itself. This will allow to monitor and evaluate the effectiveness of the communication implemented.

The final goal of this session is providing the participants with the needed pills of knowledge and practical tips to be able to **design and write an innovative and effective dissemination plan and tailor the message they want to convey to the specific target groups addressed**. Secondly, the informal and interactive approach used during the course will allow them to

transfer the acquired knowledge to the other members of the team thanks to a “**train-the-trainer**” approach.

Methodology

The session will be arranged to stimulate as much as possible proactivity and interaction among participants. Each step of the construction of the strategy will be illustrated making extensive use of **brainstorming techniques** and stimulating the active participation of the group with **practical exercises**.

Specifically, the group will be invited to **select a real project** among those represented in the class (preferably the most recently started one) and each participant will contribute to the definition of the ideal communication and dissemination strategy for it following the instructions provided by the trainer.

After the session, the participants will be invited to repeat on their own the same exercise considering one of their existing projects and to reflect on the current dissemination plan that is in place. They will receive a **questionnaire** and, having in mind what they have learnt during the session, they will be asked to answer questions concerning the actual dissemination plan such as:

- is it well defined in terms of objectives, targets and messages to be conveyed?
- are the tools adopted adequate to the audience?
- are the budget and effort initially assigned adequate?
- how can it be improved?

During the second session the trainer will invite two participants to present their **reflections** and the **actions** that they are planning to perform to improve their own dissemination plan.

4.2 The news in the HAIVISIO website

The One of the HAIVISIO objective's is to provide the **know-how** and **tools** for an **effective communication** of the benefits of the project results taking into consideration the different segments of the target population for external and the specific kind of message to which these are likely to respond.

In parallel with the 2014 eHealth Forum, HAIVISIO organised its first training session targeted to EU projects needing to define their **communication plan** and **strategy**. A group of 15 projects participated. The objective: to provide them with tools to enhance visibility and awareness of their results, as a first step towards the exploitation and sustainability of the outcomes. **The session covered the basic concepts and methods to define a good plan and some practical hands-on exercises.**

You can find all the training material of the 1st Training Session (videos, presentations, document) publicly available at the project website: <http://haivisio.eu/training-course/>



This session is one of the five that will be organized during next months. The sessions will cover different aspects interesting to the communication and dissemination: Stakeholders: the importance of the message; new communication means: from social media to web2.0; how to organize a successful event; from dissemination to exploitation and valorization.

The next session is scheduled for October 9th, during the Open Days in Brussels