



Project number 226160 – BS-ERA.NET

## **BS - ERA.NET**

### **Networking on Science and Technology in the Black Sea Region**

**Instrument:** Coordination and Support Actions (Coordinating type)

#### ***Deliverable 6.4.***

##### ***BS-ERA.NET-Plan for using and dissemination knowledge***

Due date of deliverable: month 18

Actual submission date: month 18

Start date of project: 1 January 2009

Duration: 3 years

**Lead beneficiary for this deliverable:** National Centre for Programmes Management

Project co-funded by the European Commission within the Seven Framework Programme (2007- 2013)

**Dissemination Level:** PU

**PU** = Public

**PP** = Restricted to other programme participants (including the Commission Services).

**RE** = Restricted to a group specified by the consortium (including the Commission Services).

**CO** = Confidential, only for members of the consortium (including the Commission Services).

## TABLE OF CONTENT

<b>1. Executive summary.....</b>	<b>3</b>
<b>2. Introduction.....</b>	<b>3</b>
<b>3. Responsibilities for the Dissemination Activities.....</b>	<b>4</b>
<b>4. Information recipients.....</b>	<b>5</b>
<b>4.1 Internal audience.....</b>	<b>5</b>
<b>4.2 Extended list of interested parties - External stakeholders.....</b>	<b>5</b>
<b>5. Messages.....</b>	<b>6</b>
<b>6. Publicity Material.....</b>	<b>6</b>
<b>6.1 BS-ERA branding.....</b>	<b>6</b>
<b>6.2 BS-ERA Web-site.....</b>	<b>7</b>
<b>6.3 BS-ERA Leaflet.....</b>	<b>9</b>
<b>6.5 Newsletters.....</b>	<b>9</b>
<b>6.6BS-ERA project templates.....</b>	<b>9</b>
<b>7. Events.....</b>	<b>10</b>
<b>8. Other Dissemination Activities.....</b>	<b>13</b>
<b>8.1Media relations.....</b>	<b>13</b>
<b>9. Relevant sources.....</b>	<b>13</b>
<b>10. Conclusion.....</b>	<b>14</b>

## 1. Executive summary

The purpose of this deliverable is to provide a formal planning document for using and disseminating knowledge throughout the project.

The document is describing the scope of dissemination activities of BS-ERA.NET project. Particular attention will be given to various levels on which dissemination activities will unfold. Future dissemination activities may be evaluated against intentions as specified below, making it possible in this way to measure success in this area. This document is intended to be a “living document”. It is assumed that major parts of the Dissemination Plan can be only specified as the project evolves. Therefore it is expected that various updates of this document will be made during the project implementation.

This document aims to go a step further than what described in the BS-ERA.NET Description of Work in terms of what should be done to raise awareness about the project and its objectives.

This document also addresses role and responsibilities and tries to identify the audience and the key messages that should be brought across.

## 2. Introduction

In the first phase of the BS-ERA project, the dissemination activity aimed at generating awareness and to raise awareness about project goals and first project results amongst key stakeholders (users and governments) and the research community.

Other objectives of the planned dissemination activities of the Work Package 5, Communication and Dissemination Activity are to ensure and to develop efficient external communication and information dissemination on the project, its objectives, the approaches and results, facilitate collaboration and information exchange between the project partners, within corresponding research communities, promote the use of results, create two-way communication channels with stakeholders, academic communities to disseminate the project deliverables and conclusions.

The dissemination knowledge structure will be an important part of BS-ERA.NET project by encouraging the partners to interact and improve synergies with the public.

There are three major goals of information dissemination within the project:

- Ensuring maximum awareness and visibility of the achievements and results of the BS-ERA.Net project by means of creation and delivery of high quality content, to be delivered using a wide range of the dissemination channels like the Internet, press releases, publications, conferences, workshops and other.
- Establishing the Information Contact Point Network through nomination of persons from respective partner's institutions as responsible one for delivery-dissemination of relevant information.
- Development of the web portal with the internal area and keeping the stakeholders and the project partners updated. This will be done through the data array, including news, features, articles, interviews, events, best practices, case studies and success stories, disseminated through the portal.

This activity also implies the following:

- ensuring updating of the documents on BS-ERA.NET website on the permanent basis;
- uploading reports and minutes of the relevant meetings on the web site;
- selecting information and disseminating knowledge;
- presenting newsletters to the Consortium members and wider scientific community;
- providing general information on further events;
- providing the General Research information.

In accordance with the EC requirements BS-ERA.NET project will take into account development of the dissemination knowledge structure which will include information on the participants' actual progress in dissemination and future steps to implement their progress.

The following sections give full details on identification of information recipients and communication fora, types of information to be disseminated and tools which will be used for dissemination.

The deliverable will be finally at M36 of the project.

The main target audiences for this document are the project partners, in particular, those involved in the dissemination activity.

### **3. Responsibilities for the dissemination activities**

The disseminating knowledge structure development is under the responsibility of the NCP the WP5 leader who will maintain close collaboration with the Managing Agency, and the later on will be in charge of coordinating the aspects of the information dissemination to a broader scientific community and the science - public interface.

In order for the project to be successful it is vital that the results achieved by the BS-ERA.NET partners are promoted in the countries that are involved in the project, reaching both users and decision makers. It is foreseen that the programmes and the recommendations that will be produced during the life time of the project will be made available to anybody who is interesting in collaborating with/within BS region.

All project partners are to various degrees, actively involved in the dissemination activities.

## **4. Information recipients**

The Dissemination Plan identifies the key audience for BS-ERA.NET as follows:

### **4.1 Internal recipients**

- Project partners
- Responsible representatives of the Information Contact Points Network

By the mid 2009 all the project partners were asked to nominate a representative of the Information Contact Point for their respective country.

Project partners need to be updated both on the project progress and developments as well as all relevant information on the project.

When confidential information is involved, the project communication is carried out within the internal area of the project web site which was developed for keeping project documents, deliverables and internal communication resource as well.

### **4.2 Extended list of interested parties - External stakeholders**

Relevant institutions from the respective partner countries

1. Government officials and other key decision-makers/programme owners involved in policies and funding for funding research;
2. Research Community;
3. Universities

- Institutions involved in different BS programmes and projects related to partnerships in the Black Sea region targeting also the regional political initiatives (bilateral programmes, BSEC, Black Sea Trust Fund, BS Commission, The Commission on the Protection of the Black Sea Against Pollution, ICBSS)
- Other initiatives  
SCOPE-EAST, BS-RESPOT, SEE-ERA.NET, Inco EECA, ERA RUS, SEAS-ERA, etc.



- Non-governmental bodies as KONRAD ADENAUER FOUNDATION, SOROS FOUNDATION etc.).

.The work of BS-ERA.Net will be of interest to many communities in the BS region countries and beyond, and more communities and fora will become important within the project implementation.

## 5. Messages

The key messages to reach the BS-ERA.NET audience have been identified as follows:

- What the project is about?
- What are the project objectives?
- What are the project partners and the BS partner's role?
- Joint activities vs. implementation of joint activities
- The expected impact of the BS-ERA.NET project

The bullets listed above are already being addressed through the BS-ERA.NET web site. The BS-ERA.NET newsletter and leaflet will be used as a tool for describing and promoting the project objectives, and the expected impact.

Other messages that will also be relevant are:

- deliverable produced;
- political decisions that can influence the results of the project

It is envisaged that the different messages will be tailored to better suit the local needs.

## 6. Publicity Material

A variety of publicity material will be used to promote the objectives of the project. The means that the project partners will use are: the project web site, leaflet, power point presentations and newsletters. All the publicity material will follow the BS-ERA.NET branding, defined at the start of the project.

Some of the publicity materials have been generated during the first part of the project. Most of this work is focused on the creation of tools that will be updated and used throughout the project life time.

### 6.1 BS-ERA.NET Branding

The BS-ERA.NET has been designed and agreed by the project partners.



Fig. 1: BS-ERA.NET logo

## 6.2 Website

The project website is divided in two parts those of **public** and **intranet**.

The **public section** of the BS-ERA.NET website is available at [www.bs-era.net](http://www.bs-era.net) and is maintained by CNMP. The website was created at the very beginning of the project and it is now up and running. More content will be added as the project is accomplished.

The website is providing information on the project progress itself (including partners details, objectives, work areas, results, interim results and working papers, public deliverables, etc.) and for related fields of work (links to other projects, services, collaborative efforts, etc.).

The website is one of the main channels for wider public information dissemination and may contain some information available on the partners' sites as well.

The **intranet** - part of the Portal designed for internal communication, keeping and circulation of documents for internal use.

Both the BS-ERA.NET public website follows the BS-ERA.NET branding.

The website together with the mailing lists, documents templates and communication rules constitute the communication infrastructure of the BS-ERA.NET consortium.





CNMP and NCP will work together to make sure that the information on the website will be kept updated and partners will be prompted to provide contributions about the local dissemination activities.

The content of the website is detailed within Deliverable 5.1

Public Area» [About the project»](#) username:  password:  [Login](#)

### News

- Black Sea Universities Network 2010 Congress
- The EuroOCEAN 2010 Conference (Ostend, 12-13 October 2010)
- The second call of the CEI Research Fellowship Programme - CERES was launched

>> See all news ...

### Black Sea 2010 Pilot Joint Call

### Search in BS-ERA

  

### Public Area

[About the project](#)

- Objectives
- Project Activity
- Expected Impact

### About the project

**BS-ERA.NET** is a networking project aimed at integrating the participating countries from the Black Sea extended region in the European Research Area by linking research activities within existing national, bilateral and regional RTD programmes.

BS-ERA.NET is financed by the **European Commission** within the FP7 and managed by a consortium of **17 institutions** from **13 European countries**.

The **duration of the project** is 36 months (January 2009 – December 2011).

The types of the activities that are planned during the implementation period of the project are as follows:

- **Information exchange** between Member States and Candidate countries and with Black Sea Region countries promoting an effective and efficient international scientific EU cooperation strategy at EU level;
- **Definition and preparation of joint activities**;
- **Implementation of the designed mechanisms and instruments** in order to harmonize the stand alone activities at national and regional level.

The **overall strategy** of the project takes into account the current situation existing in the Black Sea Region concerning the aspects of the institutional structures, decision making lines, bureaucratic threats and access to information.

Fig. 2: BS-ERA.NET website



### **6.3 Leaflet**

The project leaflet serves as a tool for the dissemination of the project objectives, its status and project results.

The BS-ERA.NET leaflet aims to attract interest of international organizations that are actively involved in the BS region, the governments within the countries that participate in the project and research & academic communities in Europe and contribute to ensuring the viability of BS-ERA.NET beyond the project's life time.

NCP will be responsible for the production of the leaflet. Once the content and format have been agreed by the partners, the pdf. version of the leaflet will be available on the project website.

### **6.4 Newsletter**

The project's Newsletter will be published at fixed dates, each six months. The Newsletter will give information about actual project proceedings and results as well as general information about the project, news from the region, launching and implementing the joint activities, etc.

All partners will provide Information on their respective national or regional research programmes, which will be collected and disseminated via a web-based portal to be developed and implemented with this WP. The details of the existing information held by participants will be collected to allow the development of a specification for the information system. In addition, each partner will have to contribute to the information gathering and evaluation of the above mentioned regional RTDI Programmes.

Strictly before issuing the newsletter, respective project partners will be invited to supply the WP5 leader (NCP/Ukraine) with relevant information for Newsletter.

The diversity of BS-ERA.Net consortium will ensure that the dissemination of project results will take place on a wide platform.

A defined template will help us to receive structured information and should allow realistic and easy usage by all partners and other interested persons.

### **6.5 BS-ERA Project Presentation (slides)**

A generic BS-ERA.NET presentation has been developed and follows BS-ERA.NET branding.



It can be used by all involved in the project to disseminate the project objectives, its status and the expected results and can be easily adapted by partners for specific audiences and updated with new information.

The presentation aims at attracting the interest of international organisations that are actively involved in the BS region, the governments, the industrial world and research & academic communities within the countries that participate in the project and contribute to ensuring the viability of BS-ERA.NET beyond the project's lifetime.

A presentation form for BS-ERA.NET. The header includes the BS-ERA.NET logo and the text "Networking on Science and Technology in the Black Sea Region". The main content area has a large blue heading "Name of the presentation" followed by fields for "Meeting name.....", "Name, role in the project.....", "Institution.....", and "Date:". The footer contains contact information for the National Centre for Programme Management in Bucharest, Romania.

**Black Sea**  
**BS-ERA.NET**

Networking on Science and Technology in the Black Sea Region

**Name of the presentation**

Meeting name.....  
Name, role in the project.....  
Institution.....  
  
Date:

National Centre for Programme Management • 21-25 Mendeleev Str., 3<sup>rd</sup> floor, room 321, 1<sup>st</sup> district, 010362, Bucharest-Romania  
• Tel./Fax: +4021 311.95.92, +40 21 311.59.92 • Website: [www.cnmp.ro/itit](http://www.cnmp.ro/itit) •

Fig. 3: BS-ERA.NET presentation

## 7. Events

Besides the publicity material, a good way to disseminating BS-ERA.NET objectives and findings will be through events. The main event that was organized within the BS-ERA.NET project was the International Exchange Conference (8-9 December 2009, Bucharest - Romania) dedicated to various decision makers, programme owners, governmental representatives and other ERA-NETs coordinators.

In order to have a clear picture of all the events to which the BS-ERA.NET project is promoted, all the project partners are asked to fill in periodically a table with all the events attended organized locally or internationally during the six month period.

Another way to make the project known is to ensure that BS-ERA.NET is presented at events where possible target audiences attend. BS-ERA.NET partners will make sure to distribute publicity material at those events and where possible, make presentations. All partners will keep track of the events they attended and a tentative list linked with the dissemination project activities was presented. -Fig. 4.

Project partner	Name of the event	Target group	Type of the dissemination activity	Date and where applicable place of dissemination	Participants	Relevance to the project
CNMP	International Learning Network conference	ERA.NETs coordinators/WP leaders	Power-point presentation of the BS-ERA.NET State of the Art	22-23 June 2010, Brussels	Project coordinators/WP leaders	-
CNMP	The FP7 Programme Committee for International Cooperation activities of the	ERA.NETs coordinators/representatives	Power-point presentation of the BS-ERA.NET State of the Art	15.June.2010, Brussels	INCO projects representatives	-
CNMP	The ETC - European Tunisian Cooperation	EU cooperation with third countries	Survey on International Cooperation Projects in FP6 and FP7	19.May.2010	-	Inventory of the FP6 and FP7 ERA.NETs
CNMP	Challenges for the 21st Century: Education for Sustainable Development;Sharing experiences between the countries of the Black Sea and the Baltic Sea Regions	representatives of universities, representatives of ministers	Power-point presentation of the BS-ERA.NET project	28 April 2010, Stockholm,	representatives of universities, representatives of ministers, diplomatic representatives	Acknowledging the academic community and the representatives of the government with the goals and objectives of the BS-ERA.NET project.
CNMP	"Universities and Community. Universities' Cooperation and Development in XXI Century" - BSUN 2010 Congress	academic community, representatives of the government	Power-point presentation of the BS-ERA.NET project	23 April 2010, Moscow, Russia	representatives of universities, representatives of ministers	Acknowledging the academic community and the representatives of the government with the goals and objectives of the BS-ERA.NET project.
CNMP	ERA-NET on stage	ERA.NETs coordinators		March 23-24, 2010; Brussels, Belgium	ERA.NETs coordinators	
CNMP	BSUN Work Meeting organized at Taurida National University	Academic community from Ukraine	Power-point presentation of the BS-ERA.NET project	8th February 2010, Simferopol, Ukraine	representatives of universities	Acknowledging the academic community with the goals and objectives of the BS-ERA.NET project.
CNMP	-	Scientific Community	Press release - <a href="http://www.fabricadebani.ro/news.aspx?id=16725&amp;wchlk=bd703bbcb44a735f85cc73c539339e5a&amp;wchlk=bd703bbcb44a735f85cc73c539339e5a">http://www.fabricadebani.ro/news.aspx?id=16725&amp;wchlk=bd703bbcb44a735f85cc73c539339e5a&amp;wchlk=bd703bbcb44a735f85cc73c539339e5a</a>	February 24,2009, online	-	Acknowledging the academic, scientific community and the representatives of the government with the launching of the BS-ERA.NET project.
CNMP	-	Scientific Community	Publication of information within the CNMP web site, in English for the BS-ERA.NET, to inform the research community about the project	March 2009, online	-	Publicity of the project to the Romanian research community.
CNMP	"Research Connection 2009"	Policy makers and/or programme owners	Power-point presentation of the BS-ERA.NET project	May 7-8, 2009, Prague	Rep. from the public administration	Information and dissemination of the BS-ERA.NET project.

CNMP	"Research Connection 2009"	Policy makers and/or programme owners	Power-point presentation of the BS-ERA.NET project	May 7-8, 2009, Prague	Rep. from the public administration	Information and dissemination of the BS-ERA.NET project.
CNMP	Meeting within the bilateral agreement Romania- China	Representatives of ministers	Power-point presentation of the FP7 and BS-ERA.NET project	September 10, 2009, Bucharest	Representatives of R&D institutions from China	Information and dissemination of the BS-ERA.NET project.
CNMP	Working together to strengthen research in Europe	Policy makers and/or programme owners	Power-point presentation of the BS-ERA.NET project	October, 21-23, 2009, Bruseles	High- level policy makers: public administration, researcher's associations, universities, foundations, other research institutions, industry	Information and dissemination of the BS-ERA.NET project.
CNMP	Conference, dedicated to the activities of cooperation under the aegis of BSUN	representatives of universities, representatives of ministers	Power-point presentation of the BS-ERA.NET project	31st October 2009, Baku	rectors and vice-rectors of member universities from Azerbaijan, representatives of the Academy of Sciences and of the ministries	Acknowledging the academic community and the representatives of the government with the goals and objectives of the BS-ERA.NET project.
ENEA	BS.ERA-NET seminar	Italian ministries and other programme	Seminar	04 June, 2009, Roma	Italian Ministries, ENEA international	High
ENEA	BS.ERA-NET seminar (in conjunction with short-term visits)	Italian ministries and research performers; POs from Armenia, Georgia, Moldova	Seminar and round table discussion	09 November, 2009, Roma	Armenia, Georgian, Italian, Moldavian Programme Owners	High
ENEA	BS.ERA-NET Conference	Policy Makers from BS region and EC	Conference	8-9 December, 2009, Bucharest	Policy Makers from BS region and EC	High
ENEA	Stakeholders Conference ; "EU-EECA S&T cooperation: The way forward"	Scientists and policy makers from EC and EECA countries	Conference	16-17 June 2009, Athens		Medium
ENEA	Workshop on EU-EECA cooperation in the field of Environment (including climate change)	Scientific experts from EC and EECA countries	Thematic Workshop of IncoNet EECA project	15-16 October 2009, Athens		Medium
GSRT		Scientific community	Uploading of all relevant information in GSRT's web site (www.gsrt.gr)	January 2009		High

TUBITAK	Kick-off meeting of Upgrade BS Scene project.	Scientists and policy makers from Black Sea and EU countries in environmental sciences.	Presentation on the Black Sea ERA.NET Project, its objectives and the upcoming call	9 May 2009, İstanbul. Kick-off meeting of Upgrade BS Scene project.	Project consortium of the Upgrade BS Scene project.	Publicity of the project and the Pilot Joint Call to the research institutes, universities, national academies of the region that work on environment
TUBITAK		Scientific Community	Establishment of a separate web page within the TUBITAK web site, both in English and Turkish, for the Black Sea ERA.NET, to inform the research community about the project and its planned activities	March 2009		Publicity of the project to the Turkish research community.

Fig. 4.- Events attended by the project partners linked with the dissemination project activities

## 7.1 Media relations

Maintain media relations are normally a key dissemination method and can assist in raising the profile of a project, especially in the early stages.

Several of the partners involved in BS-ERA.NET have already gained experience working on other European projects and have used local media to promote past or ongoing projects.

Therefore they will be expected to utilise the media contacts they already have, and if they do not have any, to build a media contact list to target with news about BS-ERA.NET.

Whenever a news item is produced by the project, the partners should be able to translate the material (adapting it to a local audience if necessary) and dispatch it to the media contacts.

BS-ERA.NET partners are also encouraged to create publicity about the project at local level, providing the messages are in line with the overall messages of the project.

Partners are requested to provide NCP with information about:

- Publication news item appeared in (online and traditional) magazines (country, language, title of cutting, date of the publication);
- Event attended (name, place, date, target group, relevance to the project)

## 8. Relevant sources

The table below presents some approaches to information dissemination

Tools	Meaning
<i>Newsletter</i>	Electronic quarterly newsletter to announce the project achievements, give regular updates and propose latest news. It will be distributed with an extended list of the interested parties
<i>Project website</i>	Project portal is one of the most versatile dissemination tools to promote the project ideas and engage the community. Project partners will have links from their institutional web sites to the BS-ERA.Net Portal
<i>Press releases</i>	Press release is a means announce relevant information to the national press
<i>Conferences and meetings</i>	National and international conferences is an important means to promote and present project ideas and progress
<i>Project leaflet</i>	It is useful to create a flyer that could be disseminated in the printed form, e.g. at conferences or with the institutional colleagues. The electronic version (e.g. PDF file) could be also disseminated via the Internet.
<i>Articles in journal</i>	To use any opportunity to publish articles on the project and upload them on the web site.
<i>Reports and other project documents</i>	The documents will be uploaded on the web site that they are available to a wide public (excepting documents for internal use which will be kept in part dedicated for internal communication).
<i>Internal communication</i>	This will be useful for discussing new developments, problems and issues. It is an opportunity to be proactive and reactive, share your learning with the partners, implement successfully project tasks and develop new ideas.

## 9. Conclusions

As at Month 18, the dissemination work is running already at full speed, namely:

- the BS-ERA.NET website has been up and running since the beginning of the project and it was already updated several times;
- three newsletter have already been issued;
- one project leaflet has been issues;
- a generic BS-ERA.NET power point presentation was designed;





- a major exchange International conference was organized
- several events were attended by the project partners

The main dissemination activity foreseen in the next months include continuing in promoting the BS-ERA.NET at locally and internationally events.

It should be noted that dissemination activity in BS-ERA.Net does not only concern the actual dissemination as regards WP5, but also other WPs, notably WP1 (Systematic Information Exchange on National and Multilateral initiatives in the Black Sea Region) through out the staff exchange.