

## Communication and dissemination in collaborative research projects

### FEATURES

- \* Utilises professional and specialist skills in designing and implementing a strategy for communication and dissemination activities.
- \* Links the dissemination and communication activities to the Exploitation Planning activities to ensure comprehensive, efficient and effective approach.
- \* Develops and maintains material (videos, press releases, newsletters, leaflets, infographics...) and channels (website, social media, emails, ...) for communication of project objectives and progress for a wide lay audience.
- \* Identifies opportunities for collaborating with other existing initiatives to maximise and optimise the dissemination and communication activities.
- \* Ensures the correct implementation of internal review processes prior to dissemination of project results.
- \* Tracks all activities to facilitate reporting to the funding body.
- \* Maintains both secure confidential and public facing repositories for ease of access to all material and documents.

### COSTS

- \* Costs for MODUS activities integrated into the project budget.
- \* Communication and Dissemination costs can be scaled depending on the level of service required by the consortium
- \* Typically, the time required is between 0.2 FTE and 0.5 FTE.

### H2020 PROGRAMMES

- \* **EXCELLENT SCIENCE:** European Research Council (ERC), Future and Emerging Technologies (FET), Marie Skłodowska-Curie Actions (MSCA), Research Infrastructures
- \* **INDUSTRIAL LEADERSHIP:** Leadership in Enabling and Industrial Technologies (LEIT), Information and Communication Technologies (ICT), Key Enabling Technologies (KET), Space; Access to Risk Finance, Innovation in SMEs
- \* **SOCIETAL CHALLENGES:** Health and Wellbeing, Food Security, Transport, Energy, Climate action, Societies, Security

### BENEFITS

- \* Tailors the strategy for communication and dissemination activities in alignment to the specific requirements and features of the project.
- \* Creates a clear line of sight between the research, technical and development activities, the results obtained, their exploitation potential and the measures to be put in place to maximise their use.
- \* Fulfils key requirements of all H2020 projects.

### OUR APPROACH

MODUS builds onto years of experience of managing Communication and Dissemination activities to deliver high value adding services to the projects it participates in. Through its unique position in the project, supporting processual activities around the technical developments, MODUS maintains a clear line of sight between the progress made in the project and the opportunities for sharing results and achievements with key target audiences.

From the design phase of the project, MODUS will develop a tailored strategy, together with the draft Plan for Use and Dissemination so that key aspects are identified early on:

- \* The key stakeholders, segmented according to their specific interest (e.g. commercial, policy making, research community, etc..)
- \* Essential channels for sharing the relevant information according to the targeted audience (peer reviewed publication, conference presentations, trade shows demonstrations, webinar lectures, seminars, engagement with schools, policy makers forums, etc..)
- \* Relevant tools to be developed and used for the implementation of the strategy (web-based tools, marketing material, Sharepoint repository, etc..)

MODUS' approach is to ensure that the outcomes of the project are shared with the relevant stakeholders utilising appropriate means and content.

#### **Rationale:**

It is essential to ensure that the project results and outcome are optimally utilised throughout the lifetime of the project and after its implementation. In order to achieve this, it is crucial to develop a strategy that is fully aligned to the specific needs and aims of the project. The strategy should outline the anticipated results and the way in which the consortium is planning to use these. This includes the identification of key audiences (and the specific outcomes they will have an interest in) with which the project needs to engage with. Based on this approach MODUS establishes and implements the relevant activities to deliver an efficient and effective strategy for the Communication and Dissemination aspects of the project.

Establishing a clear shared vision amongst partners in the project, working together to deliver impactful and valuable achievements is essential to ensure a successful outcome for any project. MODUS is committed to ensure these key aspects are implemented and carried out, to the highest standard.

For more information, please don't hesitate to contact Cordelia and Eloïse

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