



**Written response to the Green Paper on a  
common strategic framework for EU research  
and innovation funding**

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## Introduction

This document is the response of Scientia Scripta to the European Commission's consultation on its Green Paper on a Common Strategic Framework for future EU Research and Innovation Funding.

Scientia Scripta (<http://scientiascripta.co.uk>) is an independent science and technology communications consultancy based in the UK. It has experience supporting the dissemination and communications activities of private businesses, government agencies, EU-funded collaborative projects and the European Commission.

Here we present the position of Scientia Scripta regarding dissemination and communication activities in future research, development and innovation funding frameworks. The response draws from discussions with project participants and our experiences working with FP6, FP7 and related projects over many years.

To achieve a more comprehensive response we also conducted an online survey to gather the opinions of members of the European research and research communication communities. We include results from this survey within this response (anonymous raw survey data is available on request).

Through this response we hope to provide the European Commission with a balance of opinion and concrete survey results that will provide an insight into how the activity of dissemination and communication should be promoted and funded under a future Common Strategic Framework (CSF).

## Executive summary

Scientia Scripta has presented its position in response to then European Commission's (EC's) recent Green Paper on a Common Strategic Framework for future EU Research and Innovation Funding. We have answered some of the specific questions set out by the EC in the Green Paper and as part of its consultation. We have focused on our area of expertise (research dissemination and communication) but have also provided our position on questions related to the participation of SMEs, based on our experiences over many years.

Although this document gives us an opportunity to present the position of Scientia Scripta, we also developed an online survey to gain greater insight into the opinions of the research community towards key aspects of EC-funded research projects in which we have experience, namely communication, dissemination and sub-contracting. Results of this survey are presented in the document and further details are provided in Appendix 1.

The questionnaire has provided us with further evidence to support our position and reveals that our opinions reflect those of many other FP7 stakeholders.

The questionnaire has also provided us with a number of key findings that do not fall within the CSF consultation questions, although they do highlight vital issues in the communication and dissemination of EC-funded projects. We have also included these results in our presentation of our survey results.

We summarise our overall position as follows:

### **Attitudes towards communication**

In general FP7 stakeholders think project dissemination and communication is vitally important; more than three-quarters of respondents gave the importance of these activities a rating of seven or higher (nine being the highest rate). However, we found that attitudes to these activities tended to be affected by the role people played within a project. Professional communicators rated communication highest, followed by project coordinators and respondents holding management positions. Overall, researchers rated communication lower than these other groups.

*Our position:* We believe that communication and dissemination are essential project activities and project participants also hold similar views. More work needs to be done to demonstrate a return on investment and convince researchers and scientists about its benefits and justify why funding is important in this domain.

### **Funding of communication and dissemination**

Effective communication/dissemination needs to be adequately funded. The vast majority of our survey respondents agreed that no more than 20% of a project's budget should be dedicated to dissemination and communication activities. When asked what emphasis future funding programmes should place on communication compared to FP7, over half of coordinators and project managers said there should be greater emphasis on funding of these activities compared to FP7 whereas among researchers only 44% thought there should be more emphasis and half believed that the emphasis should be the same or less than is currently the case.

*Our position:* It is clear that there is general agreement about the importance of dissemination and communication. Funding for these activities should continue to be available at a similar or higher level than is currently provided in FP7. However, we believe that the dissemination and communication work package should be considered as a necessary administrative function and be eligible for 100% EU funding. Micro-enterprises should also be means-tested for possible 100% funding for their project participation. We believe that the funding for dissemination and communication should be agreed once projects have generated results and are thus able to formulate more targeted communications campaigns.

### **The use of sub-contractors in projects**

The practice of sub-contracting specific tasks in FP7 projects is widespread, although in our survey about one third of respondents had not ever used sub-contractors and tend to have a negative attitude to the concept although this seems to be based more on opinion rather than experience.

Our survey suggests that when sub-contractors are used, they add value to projects.

*Our position:* Project should be encouraged to make greater use of sub-contractors who have specific expertise and may be able to perform tasks better than project partners. Sub-contracting is ideal for non-R&D tasks. The EC should raise awareness of the benefits of sub-contracting and make it easier for projects to access sub-contractors, for example by providing lists of approved suppliers for certain services (e.g. graphic design, event management, copywriting, web design) or a centralised sub-contracting platform for contacting companies and requesting quotations for work.

### **A single suite of services**

There is a recognisable need for a one-stop shop of support services. Our survey showed that the majority of respondents welcomed the idea.

*Our position:* We welcome the EC's idea to provide a one-stop-shop of project support services which should also facilitate access and engagement with sub-contractors and specialists such as proposal evaluators, bid writers, communications experts and make project management tools available.

### **Measuring the impact of dissemination**

It is clear from our discussions with stakeholders that measurement of effective dissemination is not straightforward and there is no clear consensus on what constitutes the 'success' of a project or its dissemination.

*Our position:* We call on the EC to initiate academic studies into the theory of science and technology dissemination and communication and its role in innovation and market development. Studies should also look at practical ways to measure the impact of communication and activities and how communication practices can be benchmarked.

## Survey results

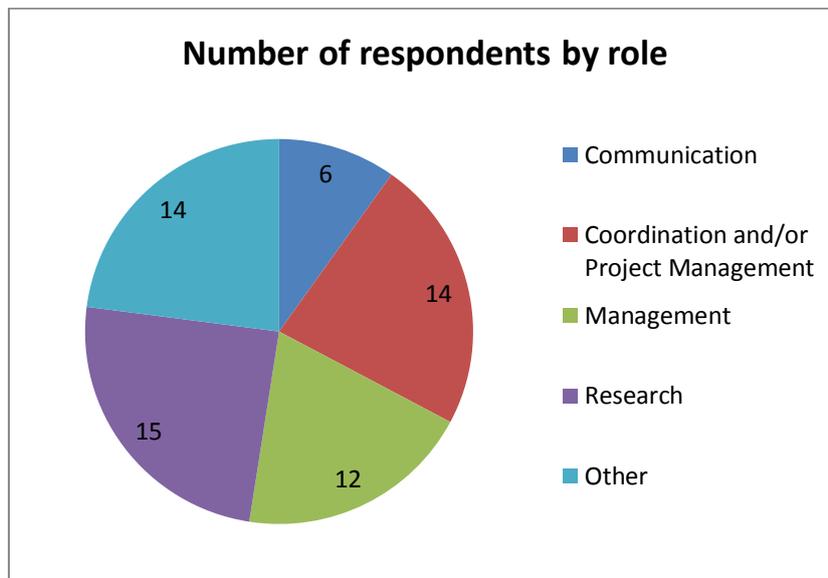
In this section we present the results and analysis of the key findings of our online survey that was hosted on the Scientia Scripta website (<http://scientiascripta.co.uk/>). The survey methodology is described in more detail in Appendix 1; more information and anonymous raw survey data is available on request.

### Number of responses

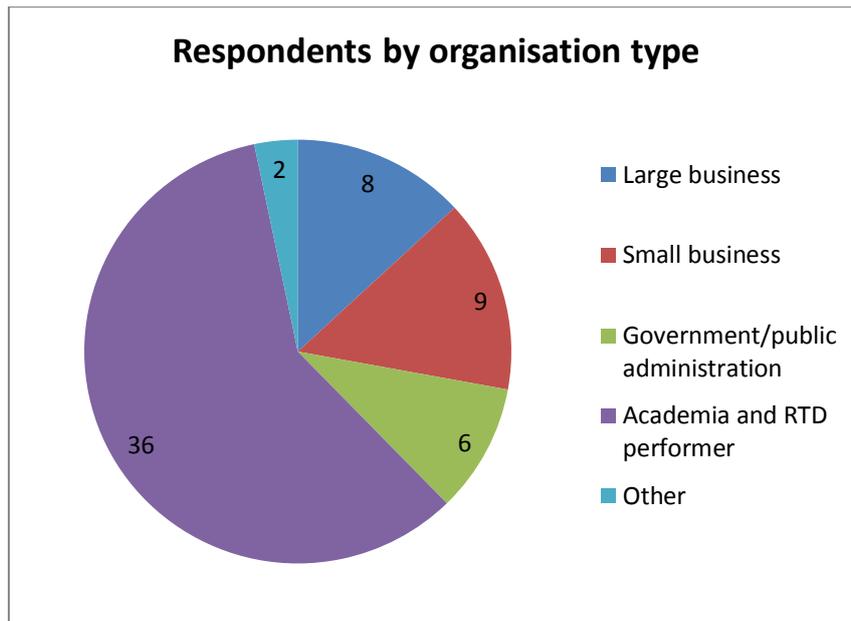
The survey was available online for a duration of approximately two weeks. The requirement to create and complete the survey quickly meant that the questions were designed and selected on the basis of Scientia Scripta’s own experience and interests and therefore does not necessarily give a full perspective of all the issues which may surround dissemination and communication in collaborative European projects.

Around 550 project coordinators were emailed inviting them to participate in the survey. Links to the survey were also posted on FP7-related online interest groups. Scientia Scripta also posted a blog on its website and the survey link was posted by Hywel Curtis (<http://twitter.com/#!/HRCurtis>) on Twitter and achieved “retweets” from a number of accounts. Personal contacts were also asked to complete the survey and the professional networking site LinkedIn was use to further promote the questionnaire.

The survey closed on Monday the 16<sup>th</sup> of May with a total of 61 respondents. Figure 1 shows that these respondents ranged from project coordinators/managers (23%) and research actors (25%) to professional communicators (10%). These respondents worked mainly in academia and RTD (59%), small businesses (15%) and large businesses (13%), see Figure 2.



**Figure 1: The role of survey respondents**



**Figure 2: The types of organisations represented in the survey**

A wide variety of survey responses, comments, correspondence and discussions were acquired and held as a result of this process and we have attempted to represent all information we received as fully and accurately as possible within the confines of producing a cohesive and concise document and without compromising any respondent’s anonymity.

We highly appreciate all interaction and feedback we received as a result of this process and would like to thank all involved.

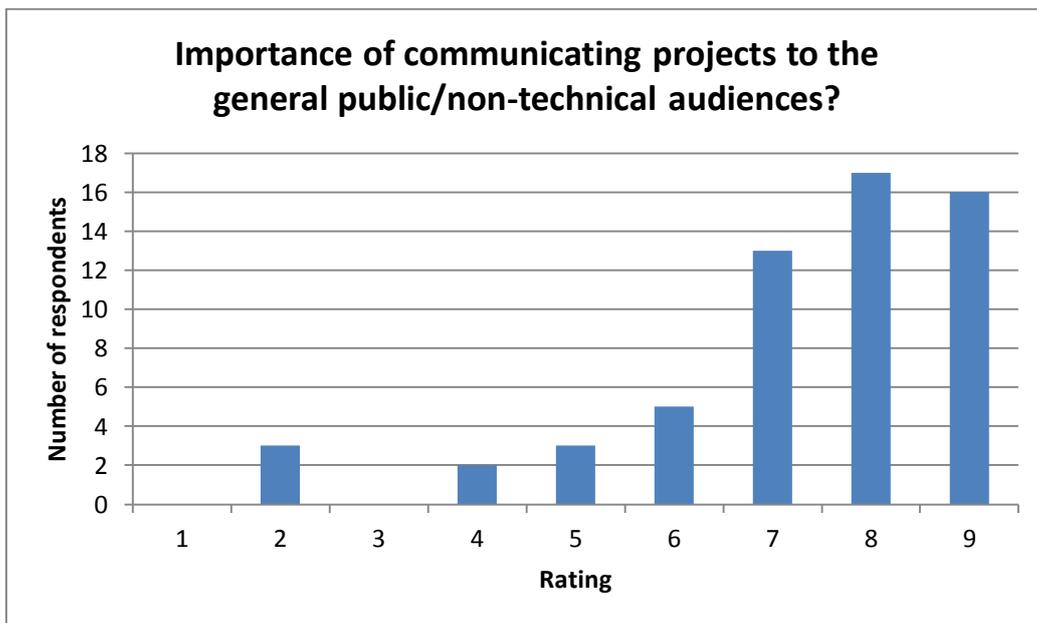
For more information please contact Scientia Scripta.

### Attitude towards project communication

We intended to determine whether project participants and other FP7 stakeholders generally support dissemination and communication activities towards non-technical audiences. In order to achieve this, survey respondents were asked the following question:

*How important do you think it is to communicate to the general public/non-technical audiences about your project?*

Respondents rated the importance between one (not at all important) and nine (extremely important), see Figure 3.



**Figure 3: The importance of dissemination and communication to non-technical audiences**

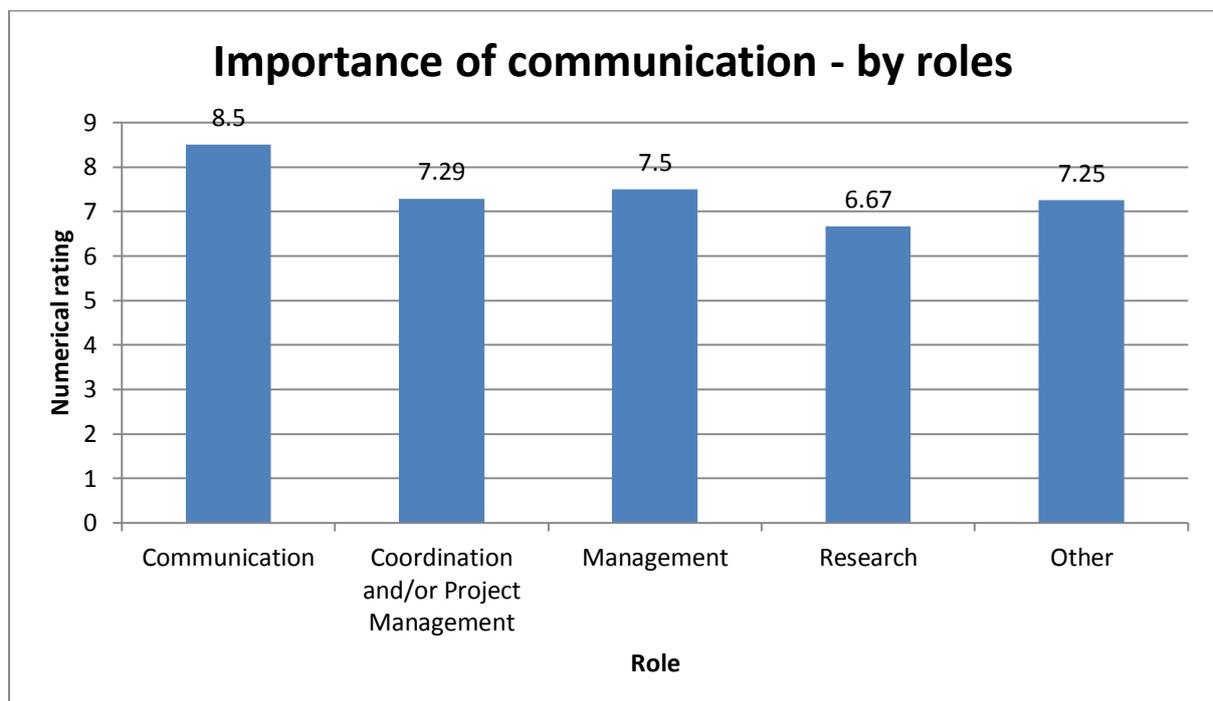
The survey shows that this dissemination and communication is highly regarded among project stakeholders. More than three-quarters of respondents gave the importance of these activities a rating of 7 or higher.

The respondents were further classified by the role they currently perform in their employment. We wanted to probe attitudes deeper and see whether the role of a respondent tended to affect their perception of dissemination and communication. We categorised each respondent under one of five roles: Communication, Coordination and/or Project Management, Management, Research and Other (including policy, reporting and administration).

Figure 4 shows that people generally hold positive attitudes irrespective of their role. Ignoring the expected highest rating of 8.5 by professional communicators, the average rating of importance was 7.29 for project coordinators, 7.5 for those in employed in management roles, but lowest among researchers at 6.67.

Although these differences appear small, results do indicate that dissemination and communication is generally considered more important by stakeholders who have a broader view of a project (i.e. coordinators) rather than researchers who may have a relatively specialist and technical interest.

Our survey also lends weight to the perception that the research community typically does not take as much interest as other stakeholders – or have the corresponding expertise – in effective dissemination tasks. A typical researcher wants to solve problems; she may see the benefit in telling her peers about her work (through publishing papers) but she does not see as much benefit in wider communication activities. However, we do recognise that there are vast numbers of effective researchers who also hold dissemination in high regard and carry out successful communication on a daily basis.



**Figure 4: The importance of communication according to the role of respondent**

These results raise some interesting further questions that could be explored by the EC or other interested stakeholders:

- As different stakeholder groups have different attitudes towards communication, what are the expectations of these stakeholders regarding the role and impact of dissemination and communication?
- Would it be more useful, from a project partner's point of view, to hear answers to the questions raised in our survey from those responsible for allocating funding?
- Who should judge what is communicated and how this is achieved? How can industry and citizens be more involved in the communication process?

## Funding for communications

The issue of effective funding for dissemination tasks, including how such funding should sit within wider research project financing is a significant one and central to the on-going efforts of the promotion of EC-funded research.

Our survey included the following two questions on the funding of communication and dissemination:

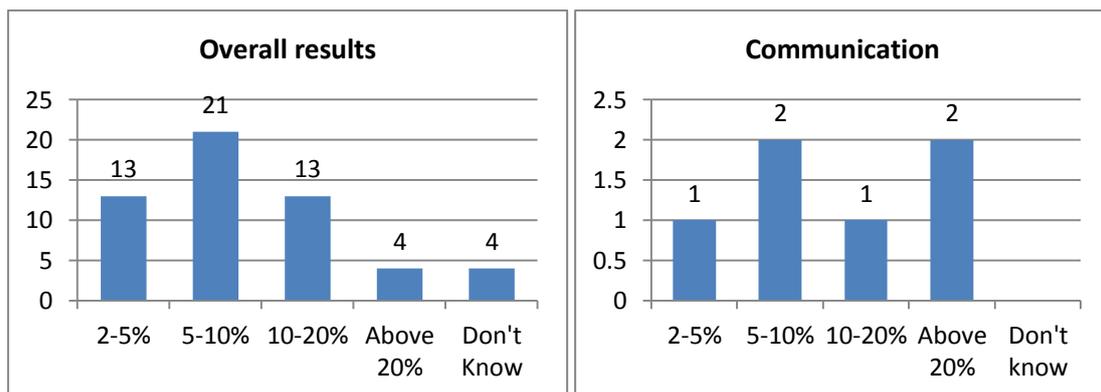
*What proportion of a project's funding do you think should be dedicated to dissemination and communication activities?*

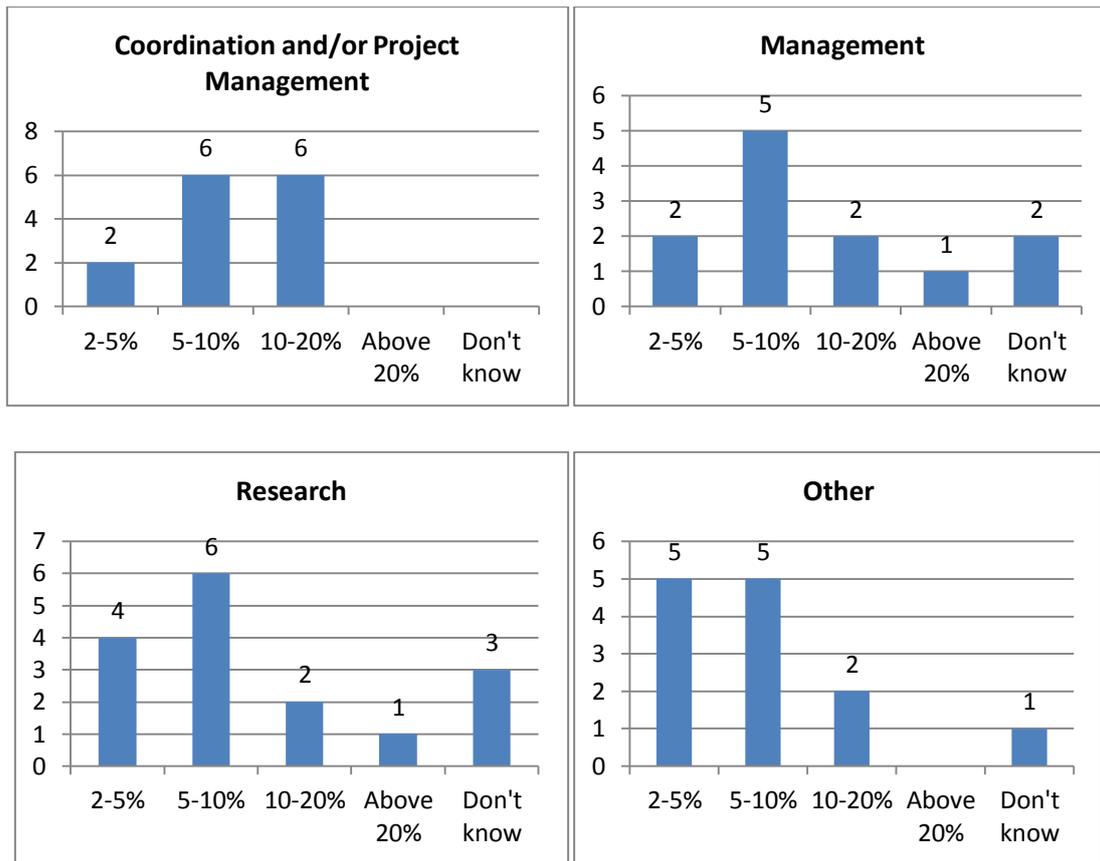
*In future funding programmes, how much emphasis should be given to dissemination and communication activities compared to FP7?*

There was a large spread of opinion, although 85% of respondents agreed that no more than 20% of a project's budget should be dedicated to these activities. Interestingly, no project coordinator thought that communication and dissemination budgets should be above 20%.

Researchers appear to be less aware of budgetary issues and the financial management of projects. Among the researchers, 19% said they did not know what proportion of a project's budget should be allocated to the communication work package; one researcher thought that projects should spend more than 20% of their budget on this activity and four believed this figure should be 2-5%.

Figure 5 shows how many respondents in different employment areas believe that communications budgets should be certain percentages of the overall project budget.

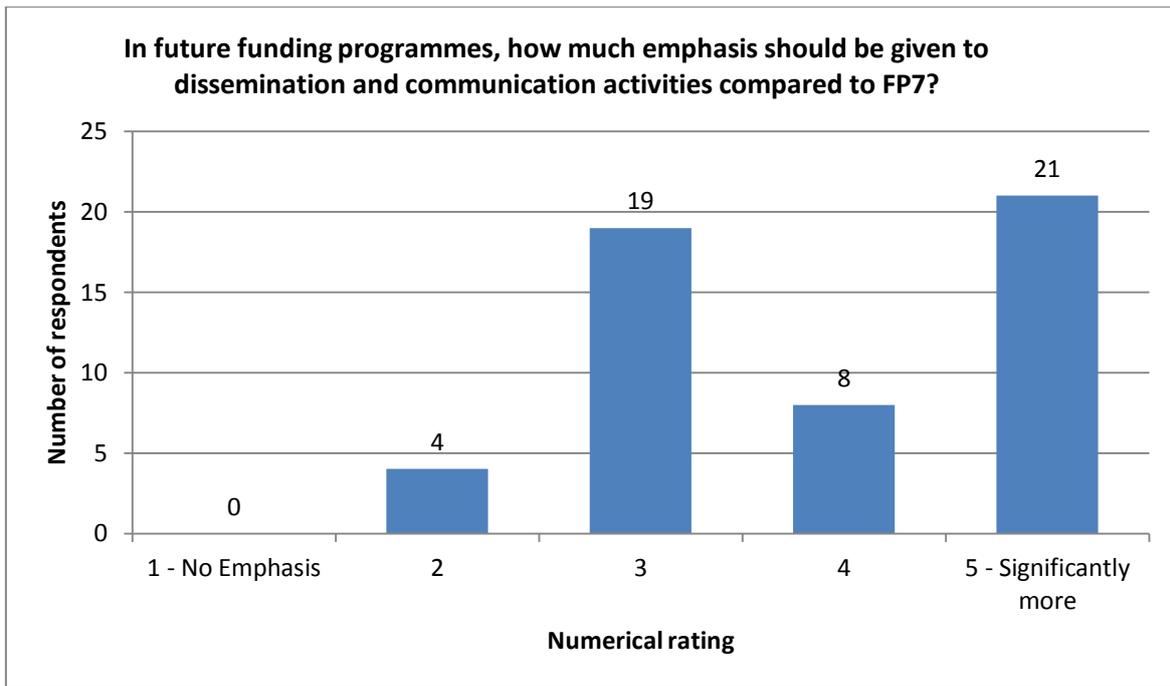




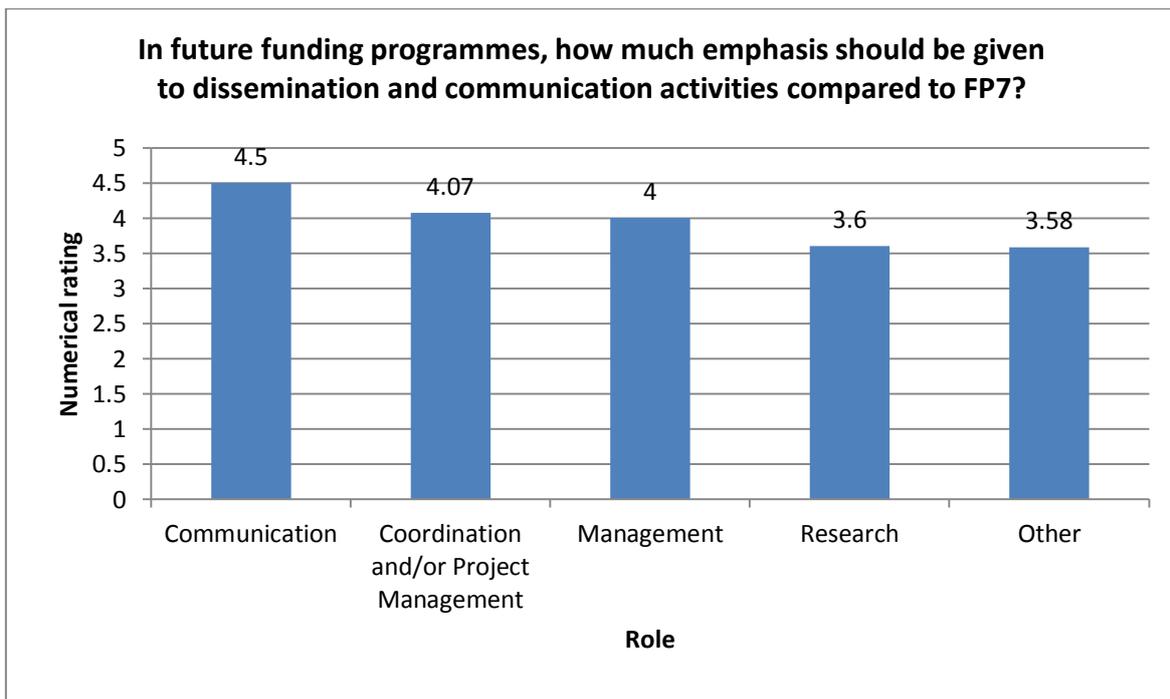
**Figure 5: How proportion of a project’s budget should be spent on dissemination and communication?**

We believe the spread of opinion on the proportion of funds that should be dedicated to dissemination and communication reflects the project-specific nature of these activities. Some projects may have used expensive conferences; others may be focusing their efforts online or even using new media and social networking such as Twitter and LinkedIn.

However, our results do suggest that project participants do believe that that communication and dissemination should receive adequate funding at levels similar to or higher than those in FP7. This is backed up by responses to the question of how much emphasis should be placed on dissemination in a future CSF compared to FP7. Out of 52 responses to this question the vast majority said that the emphasis should be the same or higher than is currently awarded in FP7 (Figure 6).



**Figure 6: The emphasis that a future CSF should give to dissemination and communication compared to FP7**



**Figure 7: The emphasis that respondents with different roles suggest a future CSF should give to dissemination and communication compared to FP7**

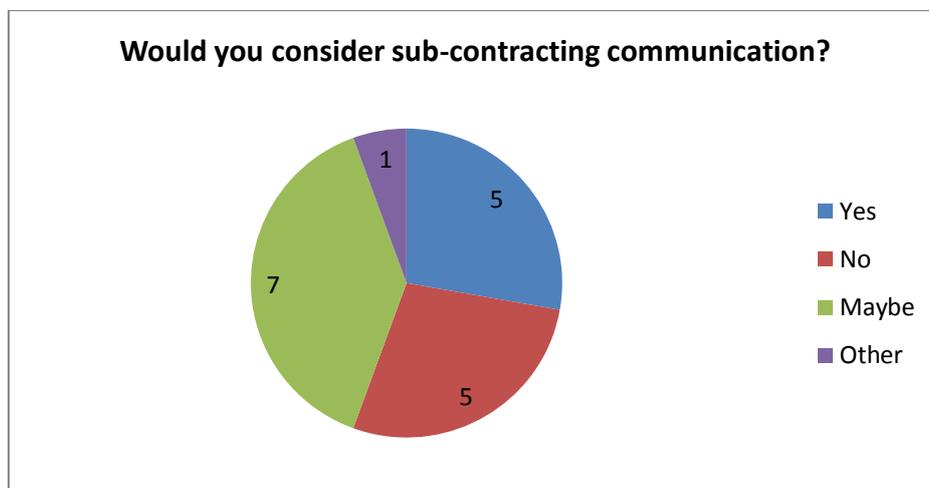
In Figure 7 we again see attitudes to dissemination and communication mentioned earlier reflected in responses to this question of emphasis. Ignoring the potentially biased group of professional communicators, project coordinators and project managers placed more emphasis on the funding of dissemination and communication in a future CSF. Eight out of 14 (57%) coordinators and project managers said that the CSF should give greater emphasis on funding of these activities compared to

FP7 (i.e. gave a response of 4 or 5) whereas among researchers only seven of 16 (44%) thought there should be more emphasis. Half of researchers believed that the emphasis should be the same or less than is currently the case (giving a score of 2 or 3).

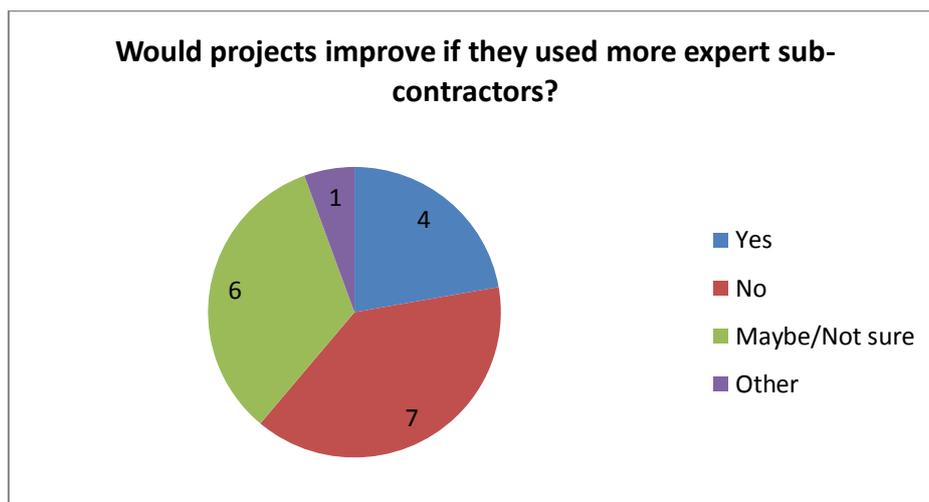
### Sub-contracting

Our survey asked several questions about the use of sub-contractors in projects to determine how widespread the practice is and ascertain the attitude towards it. Our results showed that of 59 responses to the question, 41 (69%) had used sub-contractors and 18 (31%) had not. This was a pleasing result as it is our position that the inclusion of external, sub-contracted professionals can be of significant benefit to projects through the provision of expertise and resources in a flexible manner that are outside the competencies of consortium members.

We further questioned respondents to ask whether they would consider sub-contracting project communication specifically and whether they believed that sub-contractors improve the projects in which they participated. Figure 8 and Figure 9 show how the 18 respondents who had never used sub-contractors answered these questions.



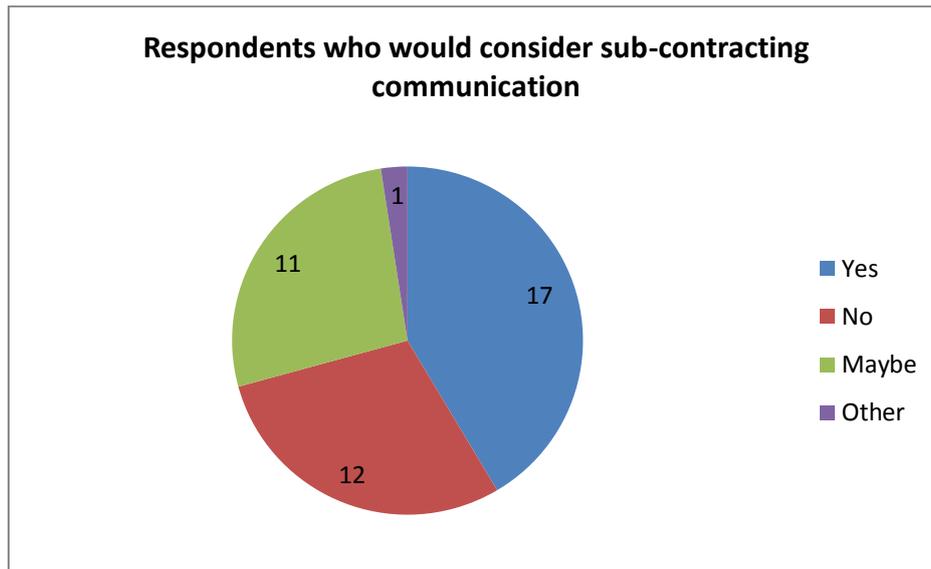
**Figure 8: Responses of people who had never used sub-contractors to the question "Would you ever consider sub-contracting communication?"**



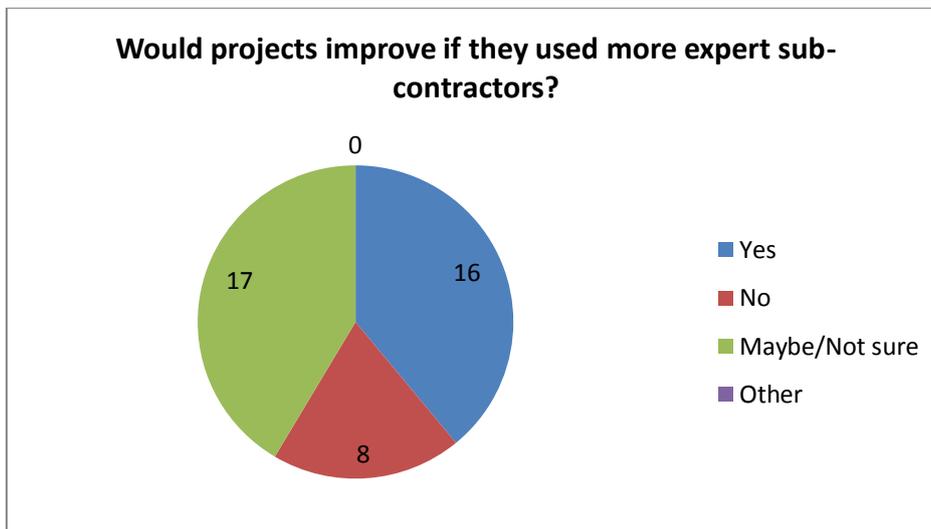
**Figure 9: Responses of people who had never used sub-contractors to the question "Would projects improve if they used more expert contractors?"**

As can be seen, as far as communication is concerned, as many would consider sub-contracting it as would not with 28% selecting each answer, but 39% are unsure and selected “Maybe”. When asked if they believe that projects would improve were more sub-contractors to be used the most popular answer was “No” with 39% of responses with 22% answering “Yes” and 33% answering “Maybe/not sure”.

Figure 10 and Figure 11 show how the 41 respondents who *had* previously used sub-contractors answered the same questions.



**Figure 10: Responses of people who had used sub-contractors to the question “Would you ever consider sub-contracting communication?”**



**Figure 11: Responses of people who had used sub-contractors to the question “Would projects improve if they used more expert contractors?”**

Figure 10 shows that 41% of those that had used sub-contractors would also consider sub-contracting communication whereas 29% would not and 27% were unsure. In addition, 39% of those

who had used sub-contractors for some element of their project believed that projects improve when sub-contractors are involved, but 41% were unsure.

When we compare the attitudes towards sub-contracting between those that have experience of it and those that have not it can certainly be argued that projects which use sub-contractors receive a good service and believe that they add value to their projects. As a percentage, almost twice as many of those that had used sub-contractors believed that they helped to improve projects compared to those who had not used them.

These facts point to an inherent perception that sub-contractors do not always add enough value to a project to be warranted for inclusion, but this view does not seem to bear out in experience. Further studies could determine whether this is actually the case and, if so, how the EC and/or other stakeholders could work to change this attitude.

When asked what services they would like to access from a single suite of services 27 survey participants responded “Communications experts”, but only 22 respondents in total said they would consider actually sub-contracting communications activity. We conclude from this discrepancy that there is a genuine desire by consortia to access communications expertise, but many do not wish to do this through sub-contracting. This may be due to the negative perception of sub-contracting we have described above among those people who have no experience of it.

To partially address this problem, Scientia Scripta advocates the creation of a single access point to project service providers (both at project partner and sub-contractor level) involving some form of quality rating or pre-qualification system.

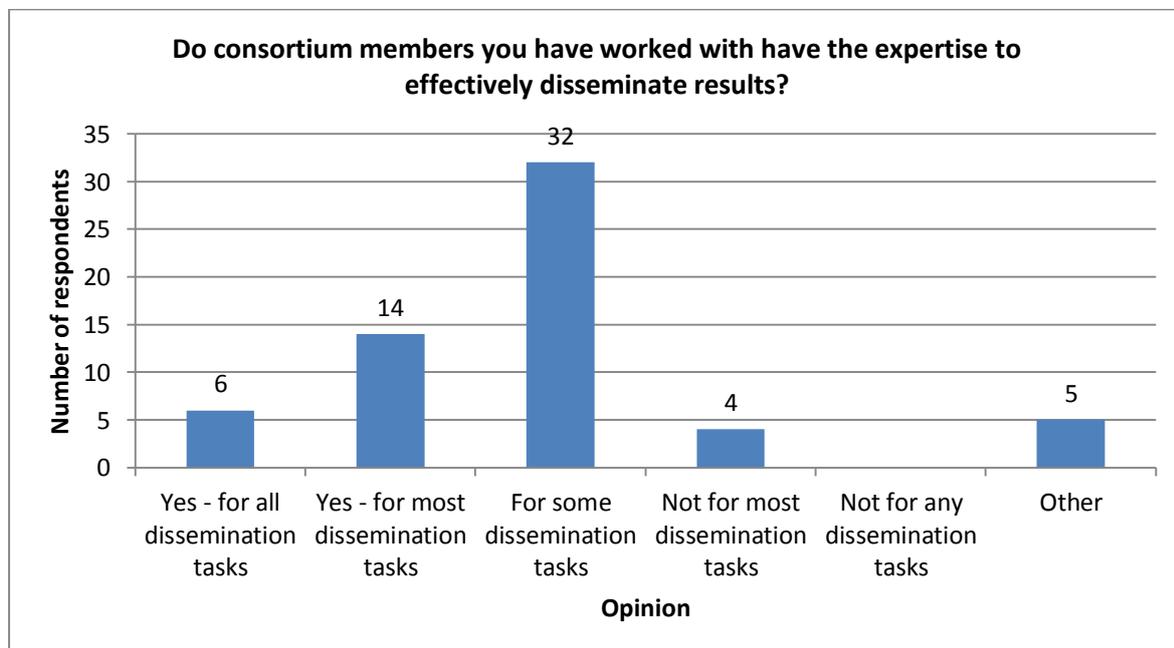
## Single suite of services

Our survey confirms the position of the European Commission that a CSF would benefit from a one-stop-shop of support services. Our results show that 29 of 51 (57%) respondents said “Yes” to a centralised suite of services with a further 12 responding “Maybe” (Figure 13). Projects evidently find aspects of their work challenging and feel they do not necessarily have the expertise among their partners to deal with these challenges adequately.

With regards to dissemination for example, we asked:

*Do you feel that project consortium members you have worked with have the communication expertise to effectively disseminate your results?*

Figure 12 shows the responses to this question.

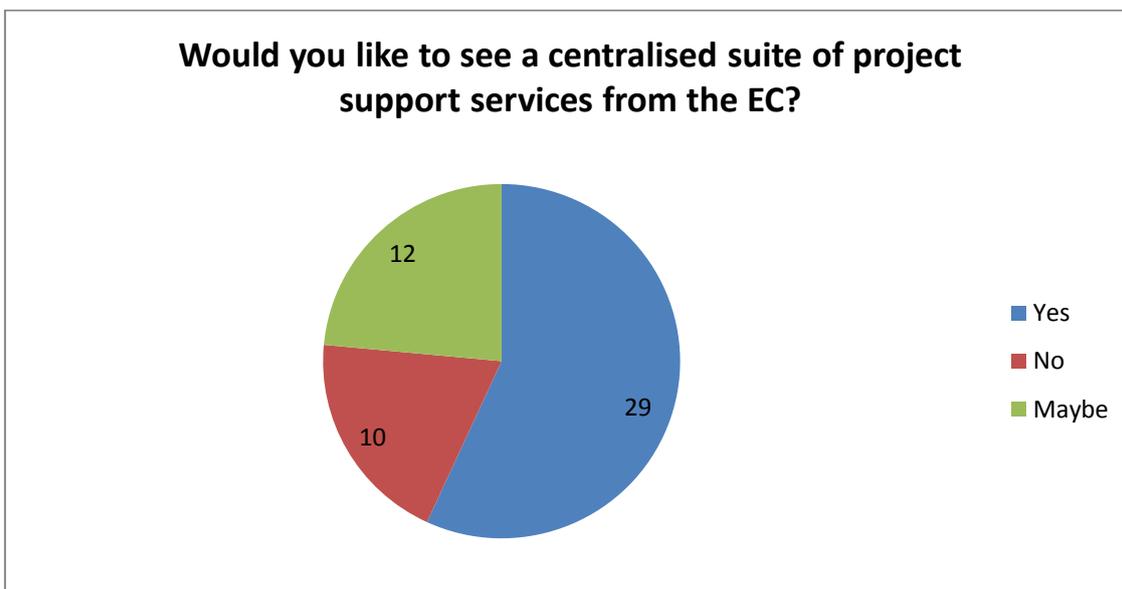


**Figure 12: Responses to the question “Do consortium members you have worked with have the expertise to effectively disseminate results?”**

As can be seen, there is an overall positive opinion on the ability of project consortium members to effectively disseminate results which is a welcome insight. However, the fact that more than half replied “For some dissemination tasks” implies that there other communication tasks for which external support would be required and appreciated.

In addition to this result, survey respondents identified a diverse range of possible project support services they would like to access (Table 1 and Figure 14). Access to project evaluators was especially popular; people do not want to waste time putting together proposals that are unlikely to be selected for funding. The use of evaluators would help partners to use their time efficiently and only submit strong bids. By offering a free evaluation service or implementing a two-step submission process, the European Commission could streamline the project selection process and improve the quality of submitted bids.

We also remark that many respondents also said they would value access to web designers and communication experts. This result highlights the typical lack of skills in these areas among project partners. All projects are obliged to have a website and communicate, but most struggle to grasp the full potential of these requirements and really make the most of the opportunities they offer. The use of sub-contracted specialists in these and other areas would allow projects to execute these functions more effectively.



**Figure 13: Responses to the question “Would you like to see a centralised suite of project support services from the EC?”**

**Table 1: List of possible project support services for projects**

Which support services would you wish to access?	
<b>Proposal evaluators</b>	33
<b>Bid writers</b>	8
<b>Partnering experts/agents</b>	17
<b>Report writers</b>	15
<b>Web designers</b>	24
<b>Web content managers</b>	17
<b>PR professionals</b>	20
<b>Communications experts</b>	27
<b>Translators/interpreters</b>	10
<b>Event management experts</b>	21
<b>Project management tools</b>	27
<b>Other</b>	Licensing
	Maintenance of research results after project ends

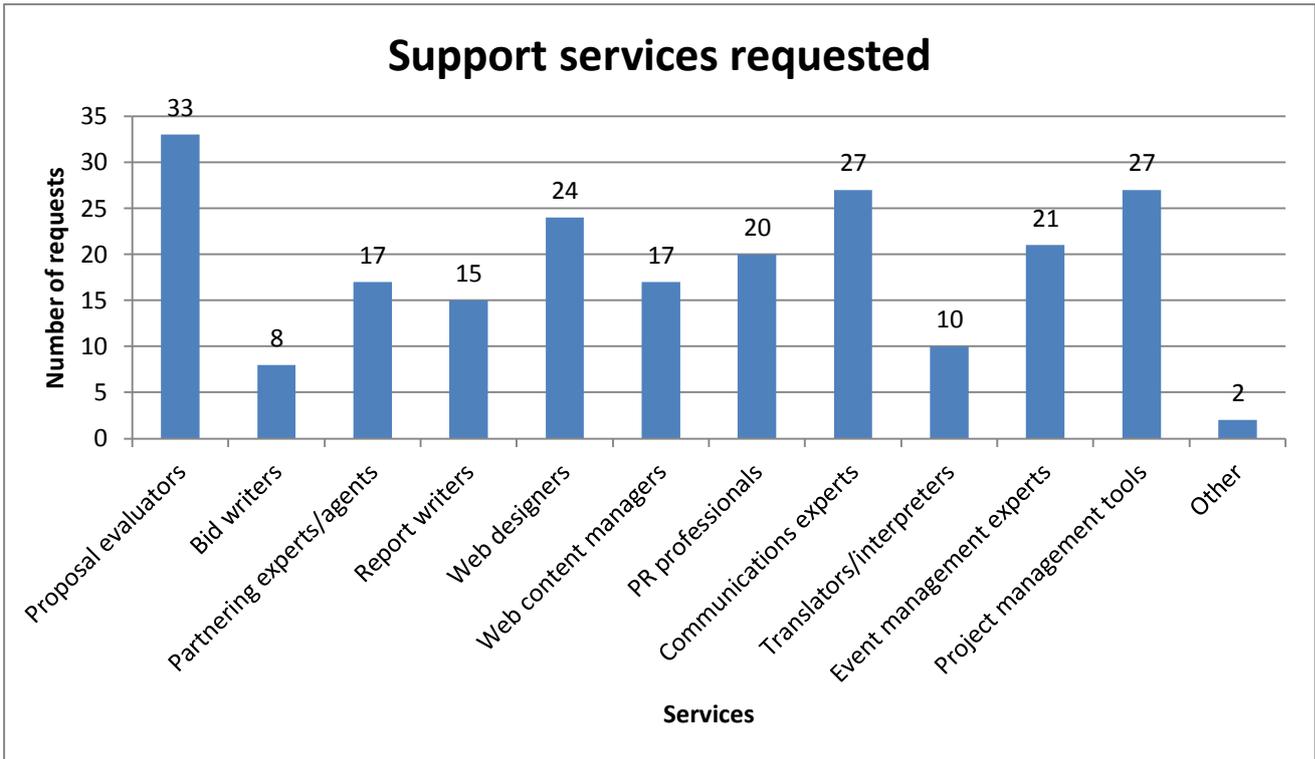


Figure 14: Possible project support services for projects

## Response to the FP8 Green Paper survey

In this section we answer directly the questions posed in the Green Paper. We focus primarily on the topic of dissemination and communication; however as Scientia Scripta is also an SME we also give our opinion on SME participation where this is appropriate.

We have also submitted shorter answers to these questions using the online questionnaire on the CSF consultation website. This submission gives our more detailed responses.

We have not answered all of the questions as some are outside our areas of expertise and experience.

## Working together to deliver on Europe 2020

- 1. How should the Common Strategic Framework make EU research and innovation funding more attractive and easy to access for participants? What is needed in addition to a single entry point with common IT tools, a one stop shop for support, a streamlined set of funding instruments covering the full innovation chain and further steps towards administrative simplification?**

From its own experience and based on the results of its survey, Scientia Scripta has identified numerous ways to make participation in EU R&D more attractive and easier to access. We outline our ideas below (in no particular order of priority).

*Highlight the benefits of sub-contracting for projects and remove the requirement to identify sub-contractors at the proposal stage.*

Evidently the involvement of a specific sub-contractor may be crucial to the success of a project and in these cases the suitability of the sub-contractor should be scrutinised. However, there are many activities, some planned and some unforeseen, which would benefit from sub-contractor involvement which may arise over the course of the project.

Projects should be encouraged by project officers to consider sub-contracting certain non-core project activities where appropriate or where solutions to project bottlenecks are required. Our survey suggests that a large number of project stakeholders have negative attitudes towards sub-contracting and do not believe that sub-contractors add value to the project. We believe this attitude needs to change because sub-contractors can offer highly specialist skills or provide specific knowledge that may have an excellent fit with the needs of a project.

Scientia Scripta welcomes the concept of a 'one stop shop for support' although how this is funded, run and marketed must be carefully planned to ensure that all participants are aware of the services available. At present there are many support services available, but these are fragmented through different EC initiatives and at the national and regional levels as well as numerous commercial ventures and numerous informal support networks (for example using LinkedIn).

Our survey shows that projects would welcome access to centralised support services, and in our opinion sub-contractors, that could support pre-proposal preparation and the work of selected projects. These support services should cover all non-core (i.e. non-R&D) project activities, including project management, communication, web design etc. With the CSF focusing more on innovation and the movement of research results into the market, follow-on services could also include technology transfer, patent advisors and experts on licensing, commercial partners and other more business focused services.

A central portal, such as the existing Cordis website which already has a partnering directory, could form the basis of a much more dynamic and active support hub. The existing Cordis partnering service does not fulfil its potential and could be leveraged into a highly successful, and possibly financially self-sustaining, one-stop-shop.

There is also an over-emphasis on forming a consortium of partners for a project rather than an optimal team of partners and sub-contractors who are all the best in their field (or offer best value for money) for specific project tasks.

#### *Opportunities for 100% European funding for micro-enterprises*

It is important to differentiate two types of project participant: those who stand to benefit directly in some way from the project (e.g. intellectual property, commercial products, greater market share, competitive advantage, research output) and those that provide a pure service (some RTD performers, event organisers, graphic designers, web developers, professional consultants, communicators, etc.).

At present most consortia partners tend to fall into the first group; they generate IPR and are eligible for 50-75% funding for the project costs. Partners must cover the 'funding shortfall' from their own budgets. This shortfall is acceptable to most partners because they stand to get a return on their investment when the results of their research have an impact on commercial products and services.

However, SMEs cannot afford this luxury or invest in high risk, long-term strategies. The smallest businesses have just a few employees and each employee plays a critical role in the company. No-one can afford the time, the money or the loss of a mission-critical resource, to participate in EU projects.

It is difficult to stipulate the exact criteria that an SME would have to fulfil to qualify for 100% funding. Qualification could be set according to the number of employees, its turnover, cash flow or profit. Certainly some kind of means-testing would be beneficial, although we realise that this would add to the administrative burden for both SMEs and the European Commission which would have to conduct due diligence to scrutinise SMEs. We suggest that this means-testing should be kept relatively simple and should only be performed in the second phase of a two-stage proposal process.

#### *Reclassify dissemination and communication as an administrative function*

As we have already stated, most project activities generate some form of IPR which partners may be able to exploit to their commercial or other advantage. It seems appropriate that these activities are funded at a 50% or 75% level. We also believe it is right that project management and administrative activities – which are effectively project overheads that generate no IPR – are funded at 100%.

We believe that project dissemination and communication tasks should be reclassified and considered more as a necessary overhead. Dissemination and communication are not part of core R&D activity and do not generate IPR or innovation (indeed dissemination could increase competition for commercial partners in some cases) yet are not eligible for 100% funding.

It is our view that the funding shortfall for these activities is one of the reasons that many projects fail to plan their dissemination carefully and make it targeted and effective. The consequence of this situation is the dissemination and communication is under-rated by project partners. They are not fully compensated for their efforts; they do not gain any IPR and may not derive any commercial advantage from this activity.

Dissemination and communication tasks will only be taken seriously if they are not a drain on partner resources. For this reason we recommend that these activities are given the same status as project management functions and become eligible for 100% funding.

Full funding would encourage the participation of a new type of project partner: professional communications experts. Most projects today typically organise and execute their dissemination and communication activities among partners, which rarely have the expertise in this domain and certainly not in communication across a broad range of channels (e.g. from writing a press release to organising a conference). As project partners, communication experts will spearhead targeted and effective project dissemination that could derive benefits for the partners and ensure that the project has greater, long-term success in driving European innovation within the market.

Where a project consortium cannot demonstrate its capabilities and success in dissemination and communication activities it should be obliged to sub-contract this activity.

#### *Pre-approval of project service providers*

SMEs are put off from participating in FP7 due to the onerous, time-consuming and complicated procedures for generating and submitting proposals. Furthermore the suitability of project partners and sub-contractors identified in a proposal must be assessed for each proposal – a time consuming administrative burden. This assessment may be suitable for RTD performers (the quality of research and depth of knowledge depends on the individuals and organisations involved), but for providers of other services this may not be the case. Their service – for example event management or website design – is their product and will not change according to the project.

The European Commission should consider some form of pre-approval or certification system for project service providers (partners or sub-contractors). Companies and organisations could compete to be included in some kind of framework contract or supplier list; any project could call upon these

suppliers to submit quotes for work. This directory of approved suppliers would have already had their finances, personnel and performance assessed for quality and value for money.

This system would also ease the administrative burden for sub-contractors, especially SMEs, which currently have to provide paperwork and fill in numerous forms and letters of intent for each and every proposal they wish to join.

## **2. How should EU funding best cover the full innovation cycle from research to market uptake?**

We believe that EU funding can better cover the full innovation cycle through clearly separating the budgetary conditions of research from other project considerations such as administration and communication. This would allow all aspects of the project to be budgeted for and developed in a consistent, predictable manner.

Our research shows that more emphasis on funding for dissemination and communication activities, compared to that available under FP7, would be welcome (see Figure 6). Two fifths of respondents said that there should be more emphasis on communications and dissemination funding in a future CSF.

It is the position of Scientia Scripta that more emphasis could be achieved by funding communication activities through a separate proposal and funding stream. Projects would be expected to submit dissemination plans and budgets once they had generated results and had a better idea of target audiences. We received a number of comments from respondent which also favoured this separation of research and communication funding.

At present a consortium is expected to have a dissemination and communication plan, set a budget for this work and identify actors for communication activities at the proposal stage. We do not think that this system makes practical sense. A strategic dissemination and communication campaign can only really be planned once a project is underway and has begun to generate results. Communication – *what* is said to *whom* and *how* the message is delivered - depends entirely on the research output of the project.

For this reason we recommend that funding for dissemination and communication should be requested and negotiated later in project (although there should always be an obligation to perform these activities). Projects must justify their activities and show their communication is targeted using appropriate channels and messages rather than a scatter gun approach.

We also suggest that projects which meet specified milestones should have prioritised access to follow-on funding to ensure that the results are disseminated and exploited effectively and move towards the marketplace. The partners in these follow-on projects may not necessarily be the same as for the R&D projects. Partners with expertise in networking, technology transfer, event management, dissemination and communication, licensing, business partnering and development, etc. may be more appropriate actors at this stage, although they will necessarily have to work closely with the researchers who initially acquired the results.

It may even be helpful to involve venture capitalists, angel investors and experts with more investment expertise to be involved in project selection processes and to help formulate annual work plans. This will help to have a greater economic or business focus on aspects of research and balance the current technical and scientific emphasis of projects with regard to future market opportunities.

**3. -----Not answered**

**4. -----Not answered**

**5. What should be the balance between smaller, targeted projects and larger, strategic ones?**

It is our experience that in larger, strategic projects it is often difficult to measure the success or impact of the project because aims and results are diverse and to some extent disjointed. This then leads to the perception that large scale projects offer poor value for money which may not be the case.

The need for expert, strategic and planned communication in large scale projects is therefore even more critical to make it clear how results are being achieved and exploited, and how different aspects of the project all fit together. In other words, large scale projects must be able to tell a coherent “story” to all the stakeholders, including the general public which will want to see some justification for the extensive sums being spent.

A strong story is the glue that makes these large projects truly integrated. But this is not easy to achieve. It requires carefully planned and strategic internal communications, excellent project management and a properly recognised PR campaign.

It is easier to see how smaller targeted projects fulfil their ambitions. They either solve a specific problem or they do not. They make excellent examples for higher level communication campaigns, case studies and success stories which the EC should continue to exploit.

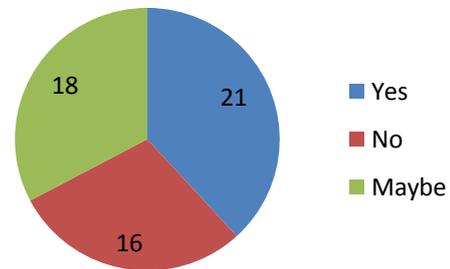
**6. How could the Commission ensure the balance between a unique set of rules allowing for radical simplification and the necessity to keep a certain degree of flexibility and diversity to achieve objectives of different instruments, and respond to the needs of different beneficiaries, in particular SMEs?**

The challenge to create a set of rules that enable both radical simplicity and the flexibility to achieve the objectives of various beneficiaries is a significant one. However, it is our belief that this balance can be partially achieved were project consortia encouraged to use more sub-contracted service providers.

External service providers providing specific outsourced solutions may significantly benefit projects by providing better expertise, experience and/or value for money than project partners could achieve internally. Short or longer-term engagement with sub-contractors for specific tasks effectively allows a project to resource its work in a flexible and simplified manner.

At present there are significant limitations on the involvement of SMEs in framework programme projects (this is discussed further in our answer to question 16). However, our research shows that project partners are open to the use of sub-contractors to a certain degree.

In answer to the question ‘Would you consider sub-contracting communication activities to professional communicators?’ 38% respondents said they would, 33% responded “Maybe” and only 29% said they would not (see right).



In addition to these values, when asked ‘Do you think projects would improve if they used more expert sub-contractors?’ 37% said ‘Yes’, 37% answered ‘Maybe/Not Sure’ and 27% said ‘No’.

These findings show that project partners recognise the benefits of sub-contractors and are generally open to their inclusion. However, when analysed further it appeared that some respondents had negative perceptions of using sub-contractors in projects, although their opinions did not seem to be based on any experience (see previous section on survey results).

We believe that more SMEs would be willing to participate in research projects if they could participate as sub-contractors. We have already explored a number of ways that sub-contracting could be increased and encouraged by changes to funding schemes and the provision of a centralised one-stop shop of support services.

In addition, we feel that the administrative burden on SMEs to participate in projects still precludes their widespread participation, especially for the smallest enterprises. Businesses with fewer than 10 employees rarely have the cash flow to support participation, nor do they have the resources to invest in the necessary paperwork, negotiations and time consuming activity required to put together a proposal (which has no guarantee of success).

It is therefore essential that the EC implements a pre-qualification stage for project proposals where the EC can quickly filter out any weak or unsuitable proposals and prevent SMEs wasting their time putting together proposals that stand no chance of selection.

We also suggest some financial approaches to relieve cash flow pressure on SMEs which can also hinder their participation. We suggest that qualifying SMEs should receive a proportion of their funding from the EC as a regular monthly payment, topped up by milestone payments. As we have already discussed, we also believe that in some circumstances SMEs should be entitled to 100% funding rather than the 75% funding currently available.

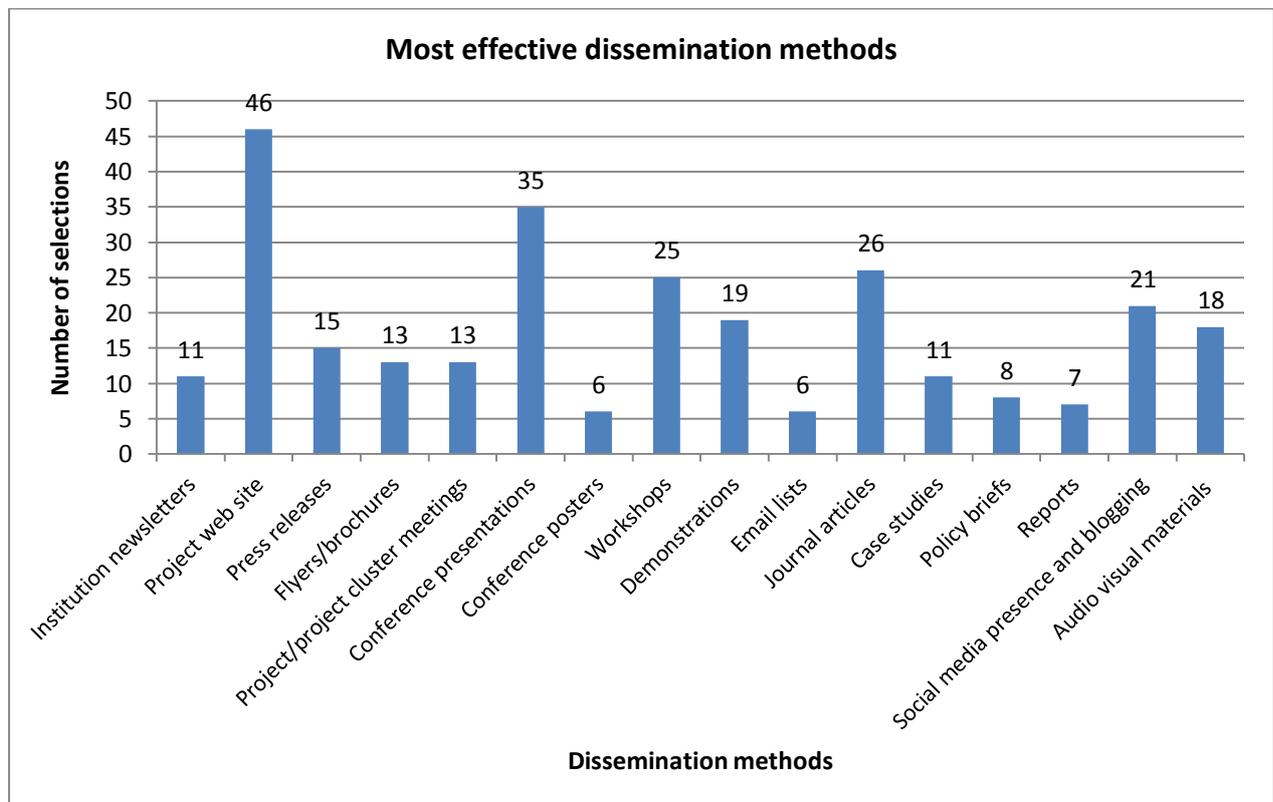
**7. What should be the measures of success for EU research and innovation funding? Which performance indicators could be used?**

This is an important question but does not have a clear answer. Effective dissemination could itself be a key performance indicator (alongside a more technical review of the research carried out and

results achieved) because any project should aim to contribute to the pool of knowledge in its area of investigation and this is only possible by interaction and communication with others in the field. However, we then have to ask about how you can measure the effectiveness of dissemination.

Our survey shows, however, that measurement of effective dissemination is far from straightforward and there is no clear consensus on the best dissemination and communication methods nor on how the impact of dissemination can be measured.

As part of our research we asked respondents to name the most effective dissemination methods (at least one). Figure 15 reveals the large number of communication methods used by projects and the fact that there is little consensus among stakeholders.



**Figure 15: The most effective dissemination and communication methods**

Nevertheless, most stakeholders thought that their website was one of the most important vehicles for communication. This is unsurprising due to the reach of the Internet and the way it gives anyone open and easy access to project information.

When we asked survey participants how they measured the effectiveness of dissemination we received a wide variety of answers including:

- website hits;
- conference presentations;
- number of event attendees;
- number of journal citations/references;
- acquisition of further financing;

- greater industrial interest;
- number of Youtube video views;
- number of successor joint initiatives started.

However, by far the most popular response was a simple measurement: the number of interested contacts acquired and feedback gained. It seems that contacts – access to real people expressing an interest in research – are highly prized. But is it the simple volume of contacts that is important or is quality important too? How do you measure the quality of your contacts?

As we have already discussed, greater research into the measures of dissemination and communication and the impact and effectiveness of these activities is urgently required. Scientia Scripta advocates studies to develop benchmarking schemes for effective dissemination in order to classify the success of individual projects. How exactly this should be carried out is however beyond the scope of this paper. In particular we call for studies that investigate the success of dissemination and communication. How should it be defined? How do you assess the impact/effectiveness of communication? What constitutes ‘good’ communication? Is communication best performed by researchers or communication professionals?

We believe that a greater proportion of funding should be results-based, so it is therefore even more important that success is properly defined and measurable.

It is interesting to note that improvements in the objective measurement of project performance could lead to an interesting dilemma: should the partners of successful projects be preferred to participate in further projects? It would be sensible to reward high performing consortia by giving them more opportunities to work together. But this would also end up concentrating the research effort in certain areas and make it harder for new practitioners – with innovative, potentially disruptive – ideas to get involved.

FP7 has already experienced this situation to some extent, not because projects are selected based on the previous good performance of the partners, but because experience in one project makes it easier to put together future proposals and form consortia. The EC must devise mechanisms that find the balance – prioritising funding to high achievers yet always encouraging participation by new stakeholders.

**8. How should EU research and innovation funding relate to regional and national funding? How should this funding complement funds from the future Cohesion policy, designed to help the less developed regions of the EU, and the rural development programmes?**

We believe that the option of pooling resources to meet common goals should continue to be explored and implemented. This approach could enable the effective involvement of SMEs in a wider capacity than is currently seen by allowing them to receive 100% funding in relevant projects.

## Tackling Societal Challenges

### **9. How should a stronger focus on societal challenges affect the balance between curiosity-driven research and agenda-driven activities?**

From personal experience it is the curiosity-driven research that better engages with the public and non-experts (people think it is more exciting). For PR purposes, the need for effective communication of curiosity-driven research is high. Stories of cutting edge science will help to raise the profiles of European research as a whole.

FP7, ICT-PSP and CIP are already heavily driven by the political and societal agendas, enhanced by industrial needs as identified by European Technology Platforms, research roadmaps and others. This is welcome progress as scientific and technological solutions for the evolving needs of the EU are continually addressed. Nevertheless, the importance of 'blue skies' research must not be ignored. Funding streams such as FET are absolutely essential to consistently redress the balance.

FET and other more speculative research calls also generate wider public interest in science and technology. Even though practical applications of this kind of research may be harder to discern, the science is justified in the public's mind. Public communication and engagement is particularly important for these projects and greater budgets should be allocated where possible for this activity.

### **10. Should there be more room for bottom-up activities?**

It is our assertion that there is certainly room for citizen-based research projects that bridge the gap between research and the public, leveraging modern technologies for mass participation. The pervasive nature of the internet, smart phones, social networks, mobile apps and other such technology make interaction with mass audiences and amateur expert audiences possible. If utilised effectively, these platforms can even facilitate bottom-up science and research projects. Examples could include citizen based agenda-setting or agenda-influencing as discussed in answer to question 13.

The ability of non-experts to understand complex concepts should not be ignored and this kind of interactivity should be encouraged, especially with more industry-focused projects where targeted communication can also be a vehicle for market research. End-users of new technologies should be included from the outset and the voice of the non-expert should not be ignored or written off because of their lack of understanding. Scientia Scripta therefore believes that Living Lab approaches should be more widely adopted, although Living Lab approaches require very careful planning and communication expertise.

We also suggest that the EC considers how specific support actions in FP7 could begin to look at the issues of citizen science and whether the infrastructures, mass communication, multilingual platforms and communication skills are in place to allow such bottom up involvement.

**11. How should EU research and innovation funding best support policy making and forward-looking activities?**

The support of policy-making and forward-looking activities should be an important aspect of relevant projects. Project consortia will have to determine, in consultation with the wider research field, how project results may have some bearing on policy. All project reports should include a section on 'The influence of this research on national/European policy'. However, the EC should take action to extract and analyse this information from all project reports in order to identify trends, evaluate responses and implement further action.

A comment from our survey summarises the hiatus between science and politics: "... how many projects working on renewable energy from EU funding at the moment? 2000 would be a conservative guess I think. If they all target national energy ministries, we will still not have made any progress."

Projects should be expected to produce policy briefs where relevant, but they may not have the skills and expertise for this specialist activity. Effective briefs must be written in an appropriate style and follow a format that is immediately recognisable by the target audience. It may be appropriate to sub-contract this task.

**12. -----Not answered****13. How could EU research and innovation activities attract greater interest and involvement of citizens and civil society?**

The wide variety of research areas and touch points available to EU citizens both on and offline provide ample opportunities for their involvement in aspects of EU research and innovation in numerous ways. However, such participation is only likely to be widespread if it is effectively facilitated by the EC and approached positively by those involved in research projects.

We believe that the EU should invest in communicating its research and innovation efforts to a wide audience through strategic and targeted PR. Existing PR and communication activities at the EC level, such as success stories, magazines and other publications, should continue. However, as we have already noted, there should be more bottom-up activity where possible; more engagement with the public, citizens and industry through a variety of media including discussion groups (both online and off), blogs, social networks, etc.

The EC should also work with the journalistic community to explore how it should communicate its scientific activities and project results and to discuss how these should be responsibly reported and promoted by all parties involved.

As we have already discussed, studies to assess the impact of these communication activities are essential. Our response to question 10 also notes that there is also scope for novel ways to engage with the public and allow them to feed in directly to the research agenda, perhaps even influencing

the selection of projects to receive funding. Future projects could also look at this aspect of public engagement and participation.

This question appears to presume that citizens and civil society *should* be engaged/involved wherever possible. Whilst we believe that this is true in many cases there is definitely a need for a quantitative study into the topic. Questions we would like to see addressed include:

- Would researchers and funders be open to aspects of research agendas being influenced by citizens and civil society?
- How does greater public involvement benefit research outcomes?
- How can we measure ROI in this public involvement?
- What is the role of communication in citizen science, and can it work in both directions?
- Should all projects be required to engage with the public?

It is our belief that the future CSF provides an unrivalled opportunity to reconnect with European citizens thanks to the new technologies that have been developed and/or made available in the last few years across the world. If the CSF wishes to incorporate activities and initiatives that involve and inform the general public, the use of technology and mass media will be especially important, but projects may not have the necessary skills to exploit these new channels and technologies effectively.

If public engagement can be achieved, then EU citizens may feel more engaged with the scientific research carried out on his or her behalf; they may even directly contribute to projects and pave the way for a new model of research and more effective innovation.

## Strengthening Competitiveness

### 14. -----Not answered

### 15. How should industrial participation in EU research and innovation programmes be strengthened? How should Joint Technology Initiatives (such as those launched in the current Framework Programme) or different forms of 'public-private partnerships' be supported? What should be the role of European Technology Platforms?

Industrial participation in EU projects is important for a wide variety of reasons, especially where results have been (or are in the process of being) acquired that can and should be commercialised to the benefit of all project stakeholders. Market forces shape the organisations of industrial project partners on a daily basis and the market awareness of industrial partners is vital in bringing to market the results of R&D projects.

We believe that 'public-private partnerships' are a good and sustainable model for research funding, but they pose a risk because they are more likely to exclude SMEs which, as we have already mentioned, do not have the time or resources to invest in projects unless they are adequately supported and rewarded for their contributions. We note that the published position statements and research roadmaps of ETPs may not be a full reflection of their industry and may under-represent the position of the SMEs in their fields.

Efforts should also be made to remove or decrease the barriers (either real or perceived) from industrial participation that currently exist. Many businesses cite various reasons that prevent them from participating in current FP7 projects such as:

- insufficient resources to invest the time and money in forming partnerships, building consortia and other activities that detract from the day-to-day running of the business;
- the concentration of expertise and knowledge in a few key personnel – their involvement in a project would effectively bring business to a standstill.
- failure of most businesses to network with R&D actors.

In addition, industrial participation can be further facilitated through existing platforms and initiatives in a number of ways providing that facilitation does not lead to greater administrative burdens or complex procedures (rather, the goal should instead be simplicity). We believe that there is certainly a role for effectively leveraging support services (perhaps through a central portal of pre-qualified or quality rated providers as mentioned in question 1) to ensure all projects can benefit from the best value by using tried-and-tested service providers.

Whatever mechanisms of funding are used, however, we argue that a dissemination and communication programme is essential. We also call on the EC and other public bodies to embark on a communication campaign to encourage SMEs to get more involved in R&D. SMEs have to be persuaded that the costs and risks are worth it!

**16. How and what types of Small and Medium-sized Enterprises (SME) should be supported at EU level; how should this complement national and regional level schemes? What kind of measures should be taken to decisively facilitate the participation of SMEs in EU research and innovation programmes?**

SMEs of all kinds possible should be supported at the EU level as long as it can be shown that their support will result in a meaningful positive impact to the aims of the EU as a whole. SMEs should not be involved in projects just because they *are* SMEs, but because they are the best possible partners to perform a specific role in the projects they are involved in.

However, it is consistently recognised that SMEs are the powerhouse of the EU economy. Thus the question of how exactly the CSF can support SMEs is a vital one.

In order to facilitate the participation of SMEs in EU research and innovation programmes there are a number of actions that may be taken:

- Reducing administrative burdens on both project partners and sub-contractors. This could be partially achieved through pre-qualification and/or a form of formalised quality rating.
- Results-based future involvement, perhaps including a funding bonus for highly successful projects.
- Improved cash flow ensuring sub-contractors and SMEs do not have to wait such lengthy periods of time for payments to be made available.
- Introducing methods to alleviate the time and costs required to form collaborations, submit proposals, and get involved in contract negotiations.
- Pre-approval of SMEs as potential project participants.
- 100% financial support for the smallest businesses.

How this support complements national and regional level schemes is difficult to answer although it may be appropriate for regional funding bodies to offset the potential financial shortfall that SMEs may incur by getting involved in projects.

However it is to be achieved, one of the overriding aims of the CSF needs to be a stimulation of SME involvement and innovation-driven growth in this sector.

A centralised portal for partner searching, partnership formation (e.g. through expansion of the Ideal-ist platform to other fields) that also gives access to pre-approved service providers/experts (using an automated quotation platform for example) would also be welcomed and move some way towards increasing SME participation.

**17. -----Not answered**

**18. -----Not answered**

**19. Should new approaches to supporting research and innovation be introduced, in particular through public procurement, including through rules on pre-commercial procurement, and/or inducement prizes?**

There is substantial scope for introducing a wide variety of support mechanisms for research and innovation to be introduced, although all proposals should fall in line with the overall aims of the CSF to introduce greater clarity and streamline the process as a whole.

Inducement prizes should certainly form part of an effective funding mix and can be created so as to consistently lead to significant results and innovation. However, the prize-based model could exclude SME participation in projects even further as compensation is not guaranteed. There needs to be a balance in funding mechanisms or a form of means-tested funding whereby SMEs with cash flow limitations will be able to access 100% funding paid on a monthly basis. Large institutions or businesses can be incentivised by prize funds or other motivational awards.

In particular we advocate funding provisions that enable large organisations to attempt to acquire inducement prizes with a subcontracted team. As we have discussed, more emphasis should be given to the effective use of sub-contractors which would enable consortia to build teams with the best expertise from amongst a rich pool of SMEs and service providers.

As already stated, we believe that budgets for dissemination and communication should be separated from the R&D budget and awarded or negotiated after an initial period of R&D activity. This will allow projects to have time to create more strategic and targeted dissemination activities. How dissemination and communication activities would work for prize-based research must also be addressed.

By creating separate budgets it also means that projects will bid for specific dissemination tasks that are appropriate to the results and success of the project. Also, it means that dissemination and communication can be planned and organised once results start to be acquired. Projects with higher communication requirements (whether for dissemination, collaboration or commercialisation purposes) should be able to access more funding.

**20. How should intellectual property rules governing EU funding strike the right balance between competitiveness aspects and the need for access to and dissemination of scientific results?**

It is our experience that R&D or scientific research results can be effectively communicated in a manner that does not compromise intellectual property or proprietary ownership in any way if the correct precautions are in place. All project partners need to adhere to a single communications strategy that includes clear guidelines on how and when all aspects of that project involving IP information may be communicated.

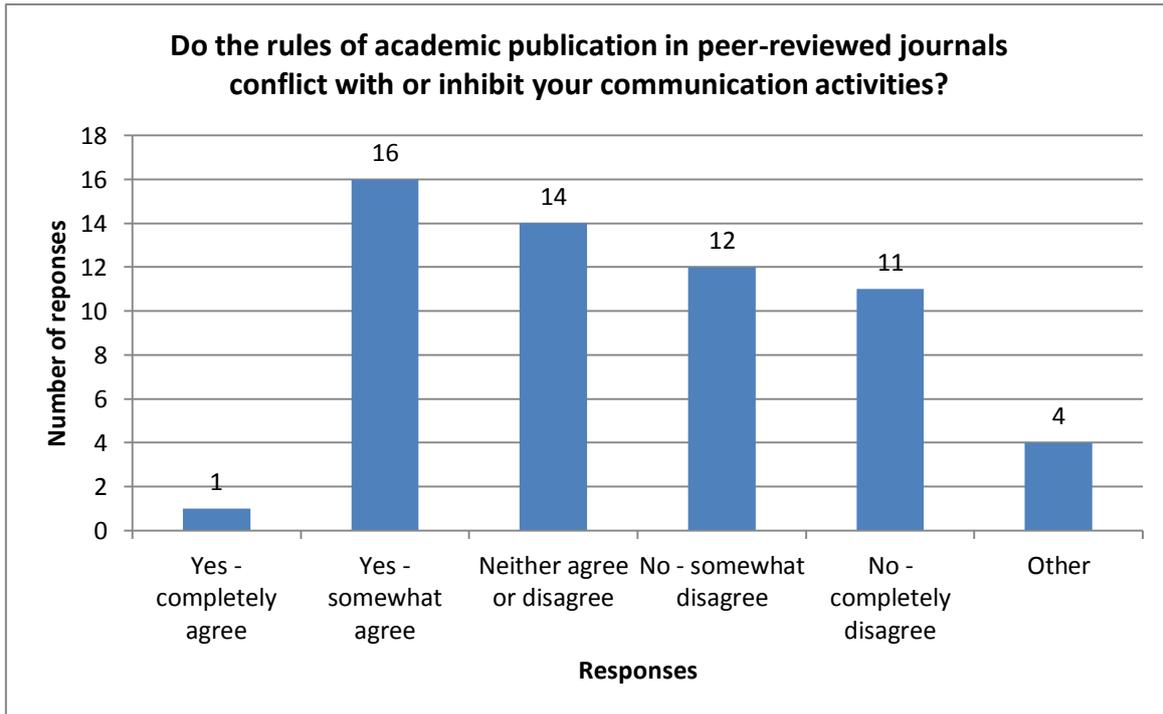
During our research we were particularly interested in determining whether many of those involved in FP7 projects felt that the rules and guidelines governing publication in peer-reviewed journals (an

absolutely critical task to the success and credibility of EC-funded research) might impact negatively on effective dissemination.

We asked the question:

*Do the rules of academic publication in peer-reviewed journals conflict with or inhibit your communication activities?*

The results are given in Figure 16, below.



**Figure 16: The effect that the rules of peer-reviewed publications have on project dissemination**

These results show that there is a significant number of people who agree to some extent that such rules do have an impact. This is obviously an important topic and should be the topic of further research. Is the problem the inability to talk about unpublished results? Or is it that producing material for scientific journals is demanding and/or time-consuming hence preventing other forms of communication?

Surprisingly, only 11 respondents completely disagree, four of whom worked in a research setting and five in management. The fact that only four research actors of the total 15 completely disagree is significant as this segment is likely to have the greatest experience with peer-reviewed article publication. We call on the EC to initiate studies to determine whether commercially-driven or other limitations set by journal publishers are restricting communication work packages.

In addition to an investigation of this area of possible contention, Scientia Scripta recommends the introduction of a widespread process to create more accessible communicative material (specific to

the project's target audience) by project partners in association with journal articles and their authors.

Such material can be created internally or externally and 'signed-off' by the key researchers on the project. Care should be taken not to violate any possible intellectual property considerations before, during or after publication and the material created should reference published articles where possible putting the emphasis and onus firmly on the results in their highest form – the journal articles themselves.

We believe that such material could be produced and published before articles have been peer-reviewed thus speeding up the process of dissemination.

## Further remarks

In addition to the survey data we acquired as part of the formal survey questions, we also received a wide variety of comments and information in the open questions and on online discussion platforms. We have not included details from all of the responses we received, but here we provide a number of highlighted issues and further discussion points that were raised:

- Most SMEs are unaware of EU R&D funding. The message that they should innovate must be heard across the EU, from freelancers to large corporations. With changes in the funding and administrative mechanisms, SMEs should be given the opportunity to take a look at what they do and be supported to get involved in projects that will help them do things differently.
- Several survey respondents discussed the need for an inherent communications strategy on how to disseminate results before submitting project proposal. One correspondent currently engaged in three EC projects explained that “most projects only start thinking about communication when the project has been approved, or later. Which means there's often not a good strategy or limited budget or both to reach ambitious/vague goals.” Although in the earliest stages the quality, magnitude and number of results the project will acquire are unclear, how those results can be communicated to the target audiences need not be. However, Scientia Scripta believes that the practical planning of communications should only occur once results are being generated; this will only work if the funding for communications is separated from the R&D selection process.
- Many respondents stated that the administrative overheads and project grant bureaucracy have a significant negative impact on the involvement of many companies. One comment we received stated “The process is so awkward that most people avoid applying for EU funds if they only *[sic]* can.”
- An interesting suggestion received on the incorporation of creative funding mechanisms to promote excellence in projects is for the EC to promote results through project excellence of the year competitions and/or by listing the ten most important projects every year.

More information about other points and conversations held is available on request from Scientia Scripta.

## Appendices

### Appendix 1 – Research method

All data and statistics included in the paper above, unless otherwise noted, were acquired during a recent survey carried out by Scientia Scripta for this purpose (a copy of which is included below). Due to our organisation's limited resources the investigation was not intended to be thorough but to serve as an insightful snapshot of opinions held by FP7 stakeholders.

Please contact Scientia Scripta for more information on research methodology or to receive an anonymous set of results.

#### **Research Method**

Scientia Scripta created an online survey using Google Docs and included it on the company blog (<http://scientiascripta.co.uk/blog>). The survey was promoted in the following ways:

- Approximately 550 FP7 project coordinators were emailed inviting them to participate in the survey (with approximately 530 in the ICT area and 20 in Health).
- Links to the survey were shared on relevant FP7, science communication and innovation related LinkedIn groups (this activity also generated interesting discussions on its own).
- Direct requests were made to personal contacts and clients involved in FP7 projects.
- The micro-blogging site Twitter was also used with the survey link regularly posted by Hywel Curtis (<http://twitter.com/#!/HRCurtis>) achieving “retweets” from the following accounts:
  - [https://twitter.com/#!/Richard\\_Venters](https://twitter.com/#!/Richard_Venters) - with over 15 000 followers
  - <http://twitter.com/#!/EUinnovation> - with over 5 000 followers
  - <http://twitter.com/#!/stairwaytoseven> - with over 850 followers
  - <https://twitter.com/#!/baywebdesigns> - with over 500 followers
  - <http://twitter.com/#!/innovationHMSA> - with over 250 followers
  - <http://twitter.com/#!/zetwitty> - with over 250 followers
  - <http://twitter.com/#!/ArmandoRuizB> - with over 250 followers
  - <http://twitter.com/#!/UKHEALTHMAN> - with over 100 followers
  - <http://twitter.com/#!/lualnu10> - with over 100 followers
  - <http://twitter.com/#!/europoliticsbrk> - with over 80 followers

#### **Response rate**

- The survey achieved a total of 61 survey responses of which:
  - 13% worked in a large business
  - 15 % worked in a small business
  - 10 % worked in Government or public administration
  - 59% were academics or RTD performers
  - 3% worked for various other organisations.

**Survey Questions**

Page 1

## **Survey: Common Strategic Framework for future EU Research and Innovation Funding (CSFRI)**

This short questionnaire is related to the current consultation surrounding the European Commission's Green Paper on a Common Strategic Framework for future EU Research and Innovation Funding ([http://ec.europa.eu/research/csfri/index\\_en.cfm](http://ec.europa.eu/research/csfri/index_en.cfm)). Scientia Scripta wishes to submit a response to the consultation focusing on the communication and dissemination aspects for future R&D funding frameworks. We would be very grateful if you could spend a few minutes answering the questions in the following survey so we can base our response to reflect the opinions of the wider R&D community. Please be reassured that your responses will be compiled with those of other survey participants to provide statistical insights. Our official submission to the European Commission will not contain your individual responses without your permission. Many thanks for your time.

Edwin Colyer

Scientia Scripta | <http://scientiascripta.co.uk>

## CSFRI Survey - Your details

Please note that the details you provide here will be used by Scientia Scripta for statistical analysis of the survey results and potentially for us to follow up your responses in more detail if you give us permission to do so. We promise not to share your personal details with any other organisation.

Name \*

Position

Company/Organisation \*

Is your organisation...

- a university?
- a publicly-funded research institution?
- a privately-funded research institution?
- an SME?
- a large business?
- Other:

Email address \*We promise not to publish your email address nor share it with anyone outside of Scientia Scripta.

May we contact you directly on this email address if we have any follow-up questions related to your responses? \*

- Yes
- No

Would you like to receive our collated results from this survey? \*

- Yes
- No

## CSFRI Survey - Your EU project experience

Details about your involvement in previous Framework Programme projects.

How many Framework Programme projects have you been involved with as a partner organisation or sub-contractor? Please choose from the drop down menu.

What is your involvement in previous EC framework projects? Check all which apply.

- Coordinator
- Research partner
- Sub-contractor
- None
- Other:

Which situation best describes the way you formed your project(s)?

- We decided what we wanted to research, then looked for partners to form a consortium.
- We formed a consortium, then we worked out how to answer specific calls for projects.
- We were invited to join a consortium because of our specific expertise.
- Other:

Have you ever used any of the following services to help you form project partnerships? Tick all which apply.

- Ideal-ist partnering service
- Cordis partnering service
- Enterprise Europe Network
- Interlink
- Managenergy
- Nis-Nest
- LinkedIn
- Personal contacts
- Other:

From your experience, do you find it easier to work on EC-funded projects with:

- Large organisations
- Small businesses

- Qualified individual professionals/experts
- Other:

Have you ever used sub-contractors to provide any services during EC-funded projects?

- Yes
  - No
-

## CSFRI Survey - Your project communication

Finding out more about how you disseminated and communicated the results of your project(s).

How important do you think it is to communicate to the general public/non-technical audiences about your project? Please rate the level of importance on a scale of one (not at all important) to nine (extremely important).

1   2   3   4   5   6   7   8   9

Not at all important           Extremely important

In future funding programmes, how much emphasis should be given to dissemination and communication activities compared to FP7? Please rate the emphasis between one (no emphasis) and five (significantly more emphasis). Please input three if you think that the emphasis should be the same as for FP7.

1   2   3   4   5

No emphasis      Significantly more emphasis

What proportion of a project's funding do you think should be dedicated to dissemination and communication activities?

- 0-1%
- 2-5%
- 5-10%
- 10-20%
- Above 20%
- Don't know

In your opinion, what are the most effective dissemination activities? (please select 3)

- Institution newsletters
- Project web site
- Press releases
- Flyers/brochures
- Project/project cluster meetings
- Conference presentations
- Conference posters
- Workshops
- Demonstrations

- Email lists
- Journal articles
- Case studies
- Policy briefs
- Reports
- Social media presence and blogging
- Audio visual materials
- Other:

How do you measure or demonstrate successful dissemination?



Do the rules of academic publication in peer-reviewed journals conflict with or inhibit your communication activities?

- Yes - completely agree
- Yes - somewhat agree
- Neither agree or disagree
- No - somewhat disagree
- No - completely disagree
- Other:

Do you feel that project consortium members you have worked with have the communication expertise to effectively disseminate your results?

- Yes - for all dissemination tasks
- Yes - for most dissemination tasks
- For some dissemination tasks
- Not for most dissemination tasks
- Not for any dissemination tasks
- Other:

Would you consider sub-contracting communication activities to professional communicators?

- Yes
- No
- Maybe

Other:

Has a project you have worked on ever been reported in the press or other media?

- Yes
- No

What impact did this coverage have for the project?



## CSFRI Survey - Your support needs

Finding out how the European Commission could make it easier for you to get involved in EU R&D.

Do you think projects would improve if they used more expert sub-contractors?

- Yes
- No
- Maybe/Not sure

Would you like to see a centralised suite of project support services from the EC?

- Yes
- No
- Maybe
- Other:

Which support services would you wish to access? Check all which apply.

- Proposal evaluators
  - Bid writers
  - Partnering experts/agents
  - Report writers
  - Web designers
  - Web content managers
  - PR professionals
  - Communications experts
  - Translators/interpreters
  - Event management experts
  - Project management tools
  - Other:
-

## **CSFRI Survey - And finally...**

A chance to have your say.

Please feel free to add any other comments about project dissemination, communication or other aspects of future R&D framework programmes not covered by the survey questions.



## About Scientia Scripta

Scientia Scripta is the trading name for Edwin Colyer, a freelance science and technology writer and editor based in the UK. We have over a decade of experience researching and writing journalistic articles on science and technology for national newspapers, magazines, governmental organisations and the European Commission. We also support the communication and dissemination activities of collaborative research projects.

Scientia Scripta's core service is the end-to-end management and production of clear copy which is carefully crafted to engage target audiences. Using third party sources, interviews and working from materials drafted by experts, we write, edit and proofread text ranging from feature articles or leaflets aimed at the general public to technical scientific reports. We have also worked with projects to produce internal documentation, especially interim and end of project reports which can be extremely onerous and time-consuming for project partners to manage.

Scientia Scripta has experience in creating a wide range of different technical and more general materials including leaflets, brochures, press releases, news items, feature articles, website content, blogs and conference or workshop reports. We also work through a network of experienced associates to build and design websites, produce audio-visual content, organise events and develop dissemination and communication strategies.

### Key staff

**Edwin Colyer** is a skilled British journalist and copywriter with more than a decade of experience writing for and about European science and technology research. He has a first class BSc (Hons) in Biochemistry from the University of Manchester and an MSc in History of Science, Technology and Medicine. He has worked as a freelancer since 1998 and most of his clients have established relationships of more than five years. Clients include the national and local British press, magazines, several of the UK's research councils, the Environment Agency for England and Wales, private technology firms, the European Commission and numerous EU-funded projects.

**Hywel Curtis** is a freelance business and science copywriter and an associate of Scientia Scripta. He provides additional copywriting and editorial support for larger projects, most recently working with Edwin to rewrite large sections of Agilent Technologies' new website. Hywel has an award-winning MSc in Physics from the University of Exeter. Hywel particularly specialises in creating search-engine optimised online content and online PR to raise awareness and promote his clients to targeted audiences.