



Deliverable D52 D5.7 1st ELEvATE Workshop

Grant Agreement number: **692335**
Project acronym: **ELEvATE**
Project title: **Achievement of Excellence in Electron Processes for Future Technologies**
Call: **H2020-TWINN-2015**
Type of action: **CSA**
Project start: **January 1st, 2016 (duration 36 months)**



"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 692335".



WP 5 – Dissemination of results and impact (M1 – M36)

1st ELEvATE Workshop

The first workshop within the work package nr. 5 – Dissemination of results and impact was organized by The Open University after the two-day workshop on Research support structures and IPR organized by the Innsbruck University. The meeting was organized from September 20th to September 23rd, 2016 in Innsbruck and consisted of several workshops aimed at research structures and support, project management, intellectual property rights, industry cooperation and spin off support, technology transfer, dissemination of results, impact and communication (see the following programme).

Tuesday, 20th September

- | | |
|-------------|--|
| 09:00-11:30 | Best practices of Research support structures delivered by the project.service.büro and the Transferstelle of UIBK |
| 11:30-12:30 | Additional services offered by the Transferstelle WWG |
| 12:30-13:30 | lunch at Techcafe |
| 13:30-15:00 | Project management in research projects |
| 15:15-17:00 | IPR: from invention disclosure to commercialisation (processes and support structures) |

Wednesday, 21st September

- | | |
|-------------|--|
| 09:00-12:00 | Industry cooperation and spin off support |
| 12:00-13:00 | lunch at Techcafe |
| 13:00-15:00 | Best practices in industry cooperation and spin offs (applied plasma physics and material science) |



“This project has received funding from the *European Union’s Horizon 2020 research and innovation programme* under grant agreement No 692335”.

ELEVATE

15:00-21:00 Social program: short (60min) hiking trip to a nice hut in the mountains and dinner in the hut

Thursday, 22nd September

09:00 – 09:15	Welcome & Introductions	Nigel Mason
09:15 – 09:45	Purpose & Expectations	Rhonda
09:45 – 10:45	Taking Science out of the Lab and into Society Dissemination & Communication – evidence & relevance Exercise 1	Rhonda All
10:45 – 11:00	Short break	
11:00 – 12:30	Communicating with purpose Who, why, how & when Exercise 2	Rhonda All
12:30-13:30	lunch at Techcafe	
13:30 – 14:45	Impact – definitions, expectations, delivery & measurement Interactive with examples	All
14:45 – 15:00	Introduction to Group Exercise on Creating Impact Work in small groups Exercise 3	Rhonda All
15:00 – 15:15	Short break	
15:15 – 16:00	Strategic Planning for Impact Presentation by groups of the plans – review	All
16:00 – 16:45	Work in groups on plan – to be presented tomorrow	All
16:45 – 17:00	Summary of day’s work & key messages Plan & expectations for Day 2	Rhonda

Friday, 23rd September

09:00-09:30	Recap on Day 1 & plan for Day 2 Questions & clarifications	Rhonda All
09:30 – 10:30	Final Planning in groups	All
10:30 – 10:45	Presentations begin – 15 minutes each 10 mins to present / 5 mins review & discussions	
10:45 – 11:00	Short break	
11:00 – 12:15	Presentations & Review	All
12:15 – 12:30	Key lessons / messages	All
12:30-13:30	Lunch at Techcafe	
13:30 – 14:15	Media Communications	Rhonda



“This project has received funding from the *European Union’s Horizon 2020 research and innovation programme* under grant agreement No 692335”.

ELEVATE

	Principles & practise – delivering impact? Interactive plenary	All
14:15 – 14:45	To tweet or not to tweet? Social media for scientists Interactive plenary	Rhonda
14:45 - 15:00	Short break	
15:00 – 16:30	Writing for the media – plenary, practise & review Exercise 4 in small groups	Rhonda All
16:30 – 17:00	Take home messages and actions	All

The third and fourth day were aimed at the tasks of the Work package 5.

The communications and media skills training was held in Innsbruck on September 22nd and 23rd, 2016. It was coordinated by Rhonda Smith who has many experiences with communication trainings for EU programmes and projects (FP7, H2020). The programme contained introduction into the basics of communication and media skills for scientists as well as several interactive exercises for the audience.

The training was attended by CU academic staff (mostly young researchers), PhD students and research support staff as well as academic and research support staff from the Innsbruck University and The Open University.

Within the workshop fur interactive exercises were executed by attendees. They included not widening participants' communication knowledge but also testing their practical abilities. Understanding what is actually contained within communication, understanding basic principles such as strategic planning of communication activities to provide the needed impact, purpose,



“This project has received funding from the *European Union’s Horizon 2020 research and innovation programme* under grant agreement No 692335”.

ELEVaTE

channels and timing of the communication activities were explained in detail suitable for scientific and research support staff audience.

The most thorough communication exercise was Creating Impact. It was done in the form of role playing. The audience was divided into two groups and each of them chose one of the five scenarios specifically prepared for the ELEVaTE project. The chosen scenarios were: Reception in the European Parliament hosted by the Slovak MEP with an interest in ELEVaTE's scientific area and ELEVaTE invited by the EC to join group of projects to a joint workshop in Brussels to present to EC personnel, policy-players and MEPs offices. To fulfil the objectives of the exercise it was necessary to plan strategically the whole event taking into account the main message that needed to be communicated, methods of success measurement and way of communicating the result. After several hour preparation the teams presented their detailed plans of the event and were assessed by the members of the other team as well as the workshop leader.

Another exercise was aimed at writing for the media. The task was to prepare press release about the event prepared in the previous exercise and write 5 tweets that could be published online during the event day.

The workshop showed the need to embed practical communication and media skills into the scientists and staff of the CU where such training is not part of the graduate or postgraduate studies. In 2017 the follow up session will be organized within the Summer school.



"This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 692335".