



Governance of Responsible Innovation

GREAT – 321480



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Table of Contents

Executive Summary	3
1. <u>Website</u>	3
2. <u>Partners Area</u>	4
3. <u>Publications</u>	7
4. <u>Mailing List</u>	7
5. <u>Social Media</u>	8
5.1. Facebook	8
5.2. Twitter	9
6. <u>Media Pack</u>	10
6.1. Logo	10
6.2. Leaflet	10
6.3. Magazine (brochure)	11
6.4. Newsletters	11
6.5. Viral Videos	11
7. <u>Reporting Files</u>	12

Figures

<i>Figure 1: Home page of the GREAT website</i>	3
<i>Figure 2: Home page of the Partners Area</i>	4
<i>Figure 3: Access to the Partners Area</i>	5
<i>Figure 4: Two main functionalities of the Partners Area</i>	6
<i>Figure 5: GREAT on Facebook</i>	8
<i>Figure 6: GREAT on Twitter</i>	9
<i>Figure 7: Logo</i>	10

Executive Summary

The working document “Tools and Procedures for Dissemination Activities” is an informative document that explains the dissemination tools and procedures that could be used by all partners to promote the GREAT project during its whole duration.

This document gathers all the necessary information in one document consultable at any time and will be extremely useful when a new member is joining the GREAT consortium.

1. Website

The GREAT website is available at: <http://www.great-project.eu/>.

The GREAT website is a platform where the main information related to GREAT activities, objectives, partners involved, research achievements and publications will be made available and accessible to global audiences.

The website will be regularly updated with news, events and research results.



Figure 1: Home page of the GREAT website

2. Partners Area

A specific component of the GREAT website is reserved to the project partners to be used as an efficient communication channel between them: the GREAT Partners Area, also named 'Alfresco'.

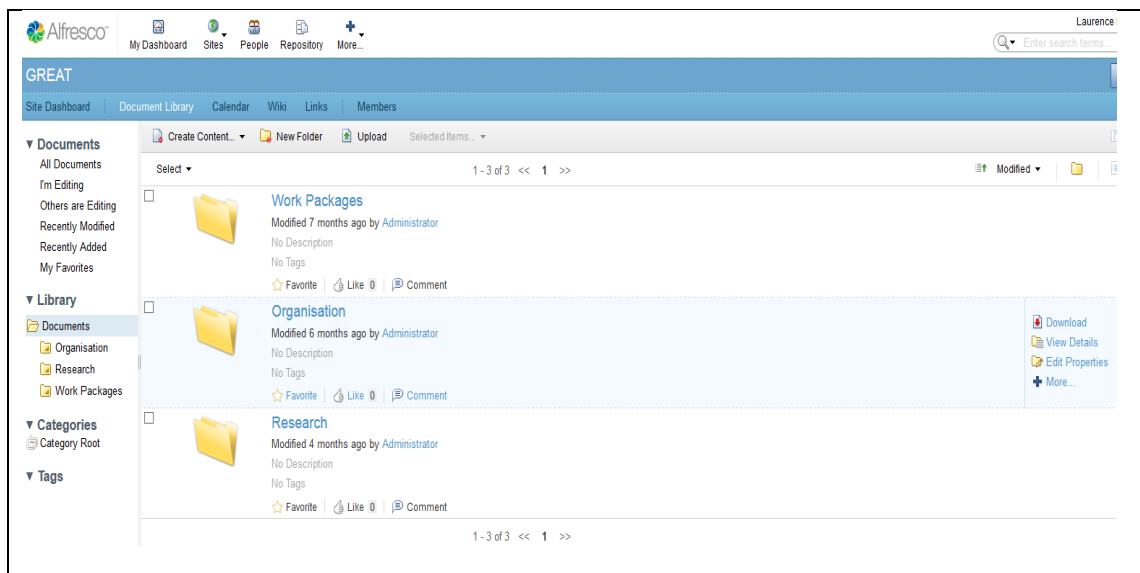


Figure 2: Home page of the Partners Area

Access

To have access to this space, click on 'Partners Area' on the GREAT website home page, then on 'Click here'.



Figure 3: Access to the Partners Area

Afterwards, you must provide the username and password you have received from University of Namur team.

Functionalities

The Partners Area provides 2 main services: a document library and a calendar.

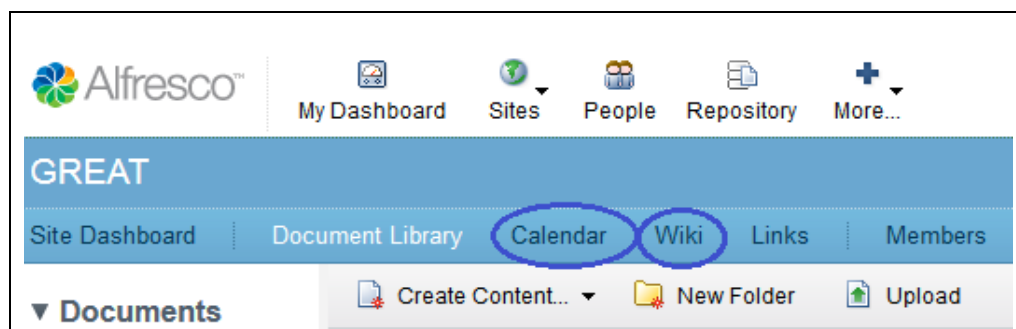


Figure 4: Two main functionalities of the Partners Area

i. Document Library

The Document Library will enable the GREAT partners to upload files in a common platform and to consult and download them at any time.

This library is divided into 3 main categories:

- Organisation
- Research
- Workpackages

The dissemination materials will be made available under the folder '*Organisation*', in the subfolder '*Dissemination materials*'.

For example, a folder named '**Conferences**' has been created, where all partners are invited to upload the information of RRI-related conferences in the form of an Excel sheet. Thanks to this tool, the partners will be aware of all the upcoming RRI-related events and conferences, and will be able to get organized, to develop a dissemination strategy and possibly to prepare a paper which could be presented during the event, in order to promote the GREAT project.

Another folder named '**Network**' will enable the partners to upload the contact information of stakeholders (researchers, EC members...) or other dissemination targets (journals, university networks, other RRI-related projects...). This information will be uploaded in the form of an Excel sheet.

Finally, the partners will find there the **logo**, the **leaflet**, the **brochure**, the **newsletters** and **press releases** ... of the GREAT project.

ii. Calendar

3. Publications

Depending on the project's phase and progress, beneficiaries/partners of the GREAT consortium may consider submitting to publication media different materials, ranging from technical notes, to brief communications and announcements, or archival papers reporting original research results. In addition, when the project has matured, consortium partners may decide to submit proposals for special issues to be hosted by appropriate peer-reviewed journals.

Prior notice of any planned publication shall be given to the other Partners concerned at least 30 days before the publication. Any objection-to the planned publication shall be made in accordance with the GA in writing to the Coordinator and to any Partner concerned within 10 days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if:

- (a) the objecting Partner's legitimate academic or commercial interests are compromised by the publication; or
- (b) the protection of the objecting Partner's Foreground or Background is adversely affected.

The objection has to include a precise request for necessary modifications.

4. Mailing List

For convenience, the GREAT consortium has one common e-mail address that is used to send e-mails to all GREAT partners at the same time: great-sc-bounces@fundp.ac.be.

The University of Namur is responsible for maintaining and updating the mail list, with the partners' contribution.

5. Social Media

5.1. Facebook

The GREAT project has its own Facebook page, which is available at: <https://www.facebook.com/pages/GREAT-project/413615182062563?ref=hl>.

Contents will be posted on a daily basis and the Facebook pages of similar projects/initiatives and scientific networks ... will be regularly “liked” in order to raise the visibility of GREAT on Facebook.

All partners are invited to “like” the GREAT Facebook page and to disseminate this page among their own network (personal and/or professional).



Figure 5: GREAT on Facebook

5.2. Twitter

The GREAT project has also a Twitter feed, available at: <https://twitter.com/GreatRRI>.

Tweets will be posted on a daily basis.

Each partner is invited to “follow” this feed and to disseminate it among his own network (personal and/or professional). Each partner has also the possibility to tweet using the log in data below:

- Username: GREATTRI
- Password: great987



Figure 6: GREAT on Twitter

6. Media Pack

A coherent visual identity has already started developing for the GREAT project – including graphics, templates, styles and guidelines, which can be used by partners when presenting their work in electronic and printed material during dissemination activities.

6.1. Logo



Figure 7: Logo

This logo is also available in the partners' area in .jpg format (*Document Library > Organisation > Dissemination Materials > Logos*).

The flag of the European Union and the logo of the Seventh Framework Programme are also available there. These must be pasted in every public document.

6.2. Leaflet

A leaflet for the GREAT project has been started preparing by SIGNOSIS and will be available by the end of November 2013.

The leaflet will include a brief, but concise presentation of the project, stressing its aims and objectives and expected outcomes. A variety of pictures will be used to help providing a more clear understanding of the aforementioned ideas. The leaflet

will also include the contact details of the GREAT beneficiaries and will highlight the significant contribution of EU for its success.

6.3. Magazine (brochure)

A magazine for the GREAT project will be managed by SIGNOSIS with the contribution of all partners and will be available in the beginning of 2014

The project magazine will explain the project in greater detail and will be designed for a more targeted audience.

6.4. Newsletters

Several electronic newsletters will be sent to the GREAT audience and stakeholders (approximately one every 6 months) in order to keep them informed of the project advancement and to keep stimulating their interest.

SIGNOSIS will lead the design of the newsletters' template, organize the partners' content contribution to enrich them with appropriate content and proceed with their electronic sending.

6.5. Viral Videos

Two (2) viral videos are foreseen to be prepared; one in the beginning of 2014 and the second one on 2015. The first one will be focused to present the project, its aims and contributors. The second one will be focused on the results of the project.

7. Reporting Files

Every six months, each partner will be asked to report his dissemination activities by fulfilling the template prepared by SIGNOSIS and available under the folder *Organisation > Dissemination Materials > Reportings*.

Each partner must select one of the five tabs at the bottom of the page according to the type of the dissemination activity he has accomplished: Publications – Press Releases – Networking Activities – Conferences – Others. Then, he must fill the spreadsheet with all relevant information.

The reporting files – of each partner individually and of the consortium in general - will be uploaded every six months in the GREAT Partners Area.