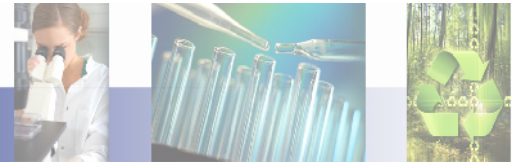




# ERA-ENVHEALTH

## MONTHLY NEWSFLASH



### INTRODUCTION TO THE DISSEMINATION AND COMMUNICATION STRATEGY

<b>THIS MONTH'S NEWS:</b>
<b>FEBRUARY 2010</b>
WP5 – THE DISSEMINATION AND COMMUNICATION
TOOLS FOR INTERNAL COMMUNICATION
TOOLS FOR EXTERNAL COMMUNICATION
TARGET AUDIENCES, CHANNELS AND SCHEDULE
EVALUATION OF THE DCS
UPCOMING MEETINGS

The ERA-ENVHEALTH project started on the 1st of September 2008 and is currently in progress. The project brings together 16 partners from 10 countries focusing on Environment and Health (E&H) research.

The objectives of the ERA-ENVHEALTH project are to bring together the financiers and programmers of research in environment and health to establish a sustainable collaboration between the various organisations by studying the results and methods in these various organisations, by defining priority sets of themes and try to answer them through the implementation of joint activities and transnational calls for projects of research. ERA-ENVHEALTH will bring dynamism to Environment and Health research in Europe by promoting collaboration between research programmes and fostering innovative ideas. For more information about the specific and strategic objectives of the project, please consult the project website: [ERA-ENVHEALTH - Overall Strategy](http://era-envhealth.eu)

The ERA-ENVHEALTH project is seen as a network to build a European Research Area in Environ-

ment and Health and its work programme is divided into 6 work packages (WP) taking into account the lack of formal collaboration in this area.

This "Dissemination and Communication Strategy" is a deliverable of ERA-ENVHEALTH's WP5. It describes the methods, instruments and channels used by the ERA-ENVHEALTH project to achieve, facilitate and stimulate effective information and research results exchange between the project partners, stakeholders and the wider community (including other relevant ERA-NETs). Figure 1 helps visualise this ERA-ENVHEALTH dissemination and communication plan.

The Dissemination and Communication Strategy provides a definition of project objectives and messages that need to be communicated according to the different target groups. The DCS is a living process ", continuously reviewed to ensure effective delivery. To ensure that research results are used to better support E&H decision-making and enhance research and collaboration between European research institutions, strategies of dissemination and communication of results must be incorporated into the earliest planning stages of a research project.

- REMINDER:**
- NEXT DEADLINES**
- **24 February 2010: 1st meeting of the evaluation steering committee**
  - **February 2010: Deadline for submission to EC of WP1 report**
  - **February 2010: Deadline for submission to the EC of research database and guidelines for users**
  - **15 March 2010: deadline for the M13-M18 financial reports**

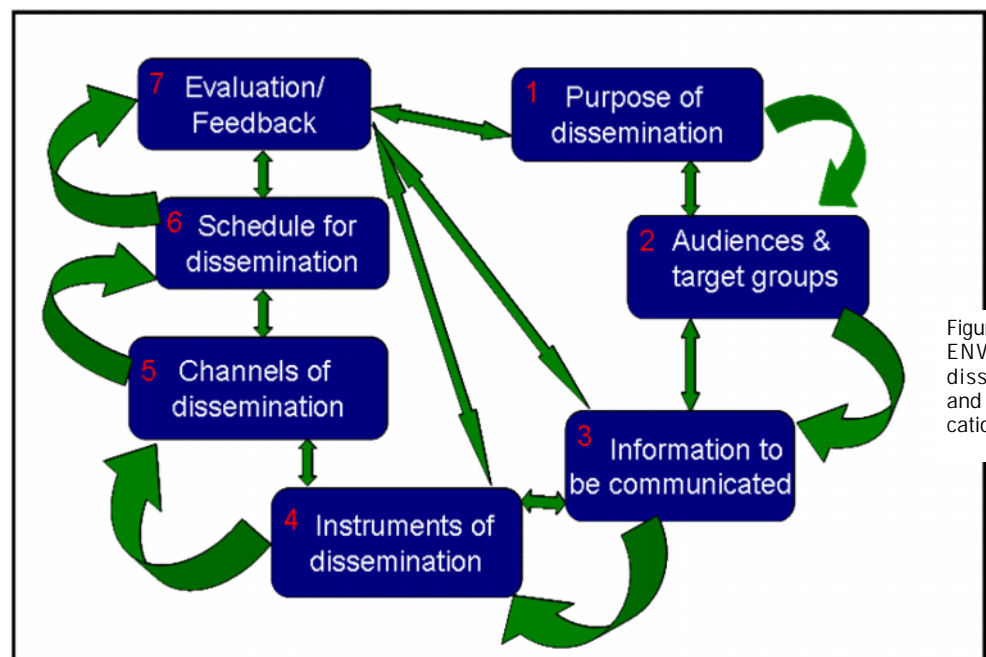


Figure1. ERA-ENVHEALTH's dissemination and communication strategy



## TOOLS FOR COMMUNICATION AND DISSEMINATION IN ERA-ENVHEALTH

The ERA-ENVHEALTH partners are keen to make the findings of its research programmes available to all those with an interest in Environment and Health research. The objectives of the strategy are to: ensure a continued and formalised flow of information to stakeholders in order to increase and maintain stakeholder's interest and awareness of the project; investigate, contact and encourage recruitment of new funding organisations; ensure good communication and dissemination of results from the first call and ensure a large response to ERA-ENVHEALTH's second call to ensure high quality of projects; establish links with other networks to increase the exploitation of results making the network a major player in the field; and ensure formalised information is provided to policy-makers to help decision-making and policy actions.

Effective communication of the project outputs and general details of the work carried out, participants involved and important meetings held can be achieved by:

- + Establishing a web site for the project – with basic information on the participants, the aims and results...
- + Making the information systems created available (databases).
- + Publishing reports on the web site.
- + Communicating the results nationally and internationally.
- + Establishing good links with high-level policy-makers and other international groups, in particular through the External Advisory Committee.

Figure 2 shows a summary of different communication and dissemination tools used in ERA-ENVHEALTH.

### A. INSTRUMENTS FOR INTERNAL DISSEMINATION

#### Collaborative platform

Efficient and secured exchange of information and communication of the work documents among ERA-ENVHEALTH partners is planned within WP5: "opening of a collaborative platform to exchange information". Final deliverables and reports have to be archived on a secured platform with daily backup.

General press releases have to be prepared by the WP5 leader in charge of the dissemination together with the Coordinator. Before diffusion outside, press releases should be approved by the General Assembly for general dissemination and the specific content approved by the WP leader responsible for the expertise on the subject of the press release.

As stated in the quality plan of the project, the level of dissemination (public, restricted to other programme participants, confidential, only for members of the consortium...) should be mentioned in all official documents.

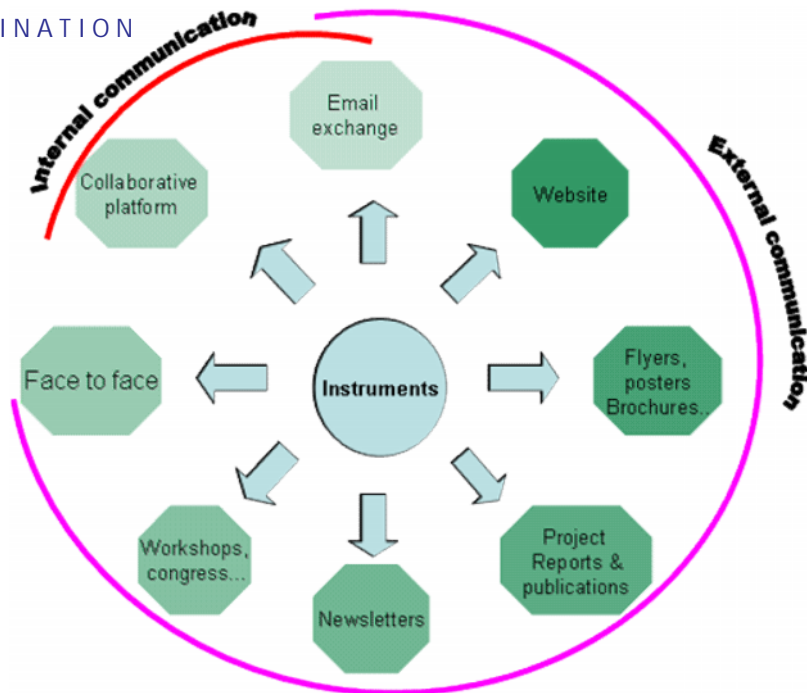


Figure2. ERA-ENVHEALTH's dissemination and communication tools

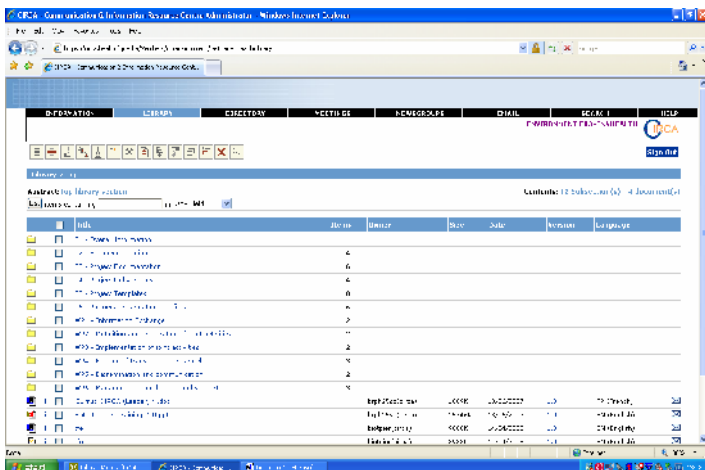


Figure 3 ERA-ENVHEALTH's collaborative platform (CIRCA)

#### Mails & emails

Most of the communication and dissemination between ERA-ENVHEALTH partners occurs via email exchanges. These tools are also used for the external communication.



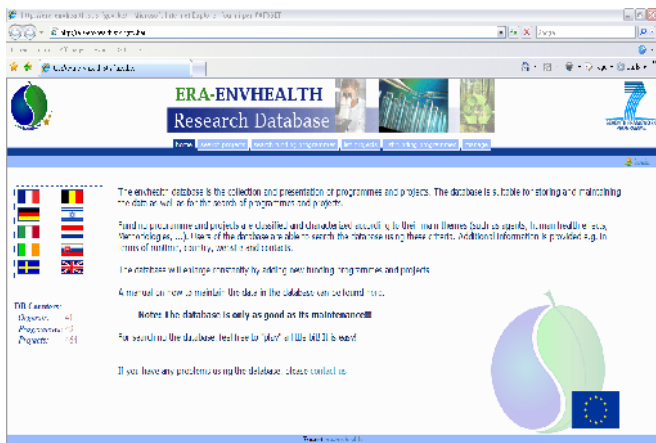
## B. INSTRUMENTS FOR EXTERNAL DISSEMINATION

### Website

The ERA-ENVHEALTH coordinator (AFSSET) and WP5 leader for communication and dissemination (FPS) oversees the ERA-ENVHEALTH's website and publishes the newsletter, reports and ERA-ENVHEALTH activities and various other publications that are potential outlets for dissemination of research findings. When a partner or WP leader has results that should be published, they should contact the coordinator and WP5 leader. The website is: <http://www.era-envhealth.eu>

### Databases

One of the tools of the dissemination strategy of research programmes and projects is the ERA-ENVHEALTH Research Database. The [ERA-ENVHEALTH E&H research database](#) provides a unique source of material for environment and health scientists and policy-makers to access data on current E&H research projects, to identify potential research partners in Europe.



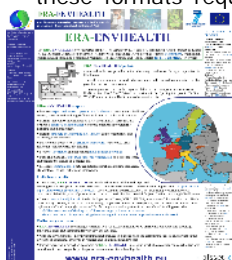
Consulting this data is free of charge and open to the public at: <http://www.era-envhealth.eu>

### Flyers, Posters, Brochures...

Creating flyers, posters or brochures about research projects and findings offers a concise and visually-appealing way to disseminate information to broad audiences. While these formats require extensive simplification of information due to limited space,



much of the information created through the research process includes visuals like graphs and tables, which are particularly adaptable for this format. All brochures, posters, and flyers are available at: <http://www.era-envhealth.eu>



### Project reports

The projects reports should first be sent to the ERA-ENVHEALTH partners involved in the preparation of these reports. After the approval, the coordinator of the project and the WP5 leader are responsible for its dissemination and communication to the EC via mail and email and to the general public via CIRCA, the website and email.

### Newsletters and progress reports

Distributing/publishing a regular newsletter summarising research actions and scientific findings is the ideal way to update study participants and participating agencies. While such newsletters can involve a fair amount of work, the dissemination benefits are well worth the effort. The project has implemented a new monthly newsflash to improve the dissemination and communication strategy of the project and introduce regular informal communication with the partners and stakeholders.



Presentations at local and international events, workshops, meetings, conferences, seminars, community meetings ...

Hosting or attending seminars, conferences, community forums and/or E&H fairs are common methods for informing others about research findings. Interesting seminars and events related to Environment and Health are listed on the website: <http://www.era-envhealth.eu>

UPCOMING MEETINGS	
23 FEBRUARY 2010:	6TH WP LEADER CONF. CALL
24 FEBRUARY 2010:	1ST EVALUATION STEERING COMMITTEE MEETING
25-26 FEBRUARY 2010:	FINAL NEW OSH ERA CONFERENCE IN BERLIN
23-24 MARCH 2010:	ANNUAL ERA-NET EVENT 2010 IN BRUSSELS (ORGANISED BY THE EC FOR COORDINATORS)
14-15 APRIL 2010:	HENVINET FINAL CONFERENCE IN BRUSSELS
SEPTEMBER 2010:	GA MEETING IN THE NETHERLANDS

Participation in conferences and meetings is encouraged. The Project Symposium organised at the end of the project will be an opportunity to communicate upon the achievements of ERA-ENVHEALTH.

Publications – articles, scientific journals...

Communication and dissemination of publications (paper and electronic) with content translated (in case of general public use) from technical terms into common understandable language, is also encouraged. These products may be derived from ERA-ENVHEALTH research projects' results or from other relevant projects.



## TARGET AUDIENCES, TOOLS, CHANNELS AND SCHEDULE OF DISSEMINATION

The Coordinator of the project and WP5 leader have the overall responsibility for ensuring adequate, efficient and timely communication and dissemination of the results of the project.

The coordinator and WP5 leader will keep a list of publications and a library of published documents in relation to the project and ensure publications are available on the ERA-ENVHEALTH

website and on CIRCA.

Table 1, below summarises the target audiences, the different tools and channels, and timeline that ERA-ENVHEALTH will use to ensure widespread support from interactions with stakeholders and to facilitate successful and efficient dissemination of the project's progress and results as well as promoting knowledge.

Target audience	Communication goals	Tools	Channels/Networks	Timeline
Internal Users	Coordination Reporting State of the art Close chain for information flow	CIRCA Meetings Teleconferences Emails Reports Website Databases	ERA-ENVHEALTH's meetings/workshop EU-DG	Regular & throughout the project
External users Scientific community Universities, Research institutions ERA-NET's, EC-funded projects, E&H policy Potential end-users, NGOs, Environment and Health Industry, and public	Provide info about ERA-ENVHEALTH calls Provide E&H scientific information Awareness-promote collaboration, links and synergies Create interest and awareness	Website Emails Database Poster/leaflet  Website Summaries, Newsletters Poster/leaflets  Website, Newsletters Media	Networking ERA-ENVHEALTH website EAC & EIG Meetings/workshops Networking ERA-ENVHEALTH network and website  Internet Media	Regular and throughout the project Periodic events Regular throughout the project Periodic events Regular throughout the project
Potential funding organisations	Recruitment of funding organisations	Email, Face to face, International events, workshops	ERA-ENVHEALTH network EAC EIG	Throughout the project

## EVALUATION OF THE DISSEMINATION STRATEGY

It must be kept in mind that the ERA-ENVHEALTH's dissemination and communication strategy is a "living process". The instruments, channels, mechanisms reported hereby will be continuously reviewed during the project to ensure effective delivery and to take into account any changes. The communication management indicators looks at the communication and dissemination tools implemented and their efficiency. These indicators help quantify the project's dissemination using several statistics and data about the internal and external communication processes.

All partners and members of the External Advisory Committee are welcome to provide ideas to improve this dissemination and communication strategy.

Furthermore, and as an additional step, a detailed report on

the communication of research results will be elaborated. This report will present the finding of a study (based on a questionnaire to be addressed to the ERA-ENVHEALTH partners) that will be carried out to describe the approaches and tools used by ERA-ENVHEALTH members to disseminate and communicate the results of their funded research projects. This study will allow us to establish and define guidelines for the communication plan that will be adopted for the Programming, Execution, Implementation and Evaluation of ERA-ENVHEALTH research calls. The questionnaire will be sent to all partners by mid-March. The input from the consortium partners to the questionnaire is highly requested. Input from other organisations is also more than welcome! if you are programme manager and you would like to contribute to this study, please contact the project coordinator [Adrienne Pittman](#).

### CONTACTS

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