

**Communication and Dissemination Report: 2016****Reference:** 664932-NUCLEUS-H2020-ISSI-2014-2015/H2020-ISSI-2014-1**Code:** D2.03**Version & Date:** V01, 31/08/2016**Editing:** Robin Yee, Rhine-Waal University**Approved by:** Alex Gerber and Annette Klinkert, Rhine-Waal University**Process Owner:** Rhine-Waal University**Summary**

This report outlines the communication and dissemination activities of the NUCLEUS project in its first year, from September 2015 to August 2016. It summarises progress and deliverables related to the project identity, online communication, internal communication and dissemination. Finally, the report discusses reflection on the progress made in the first year of the project and defines upcoming priorities and tasks in the second year.

**List of Recipients:**

- NUCLEUS Executive Board
- Project Officer via Participant Portal
- All Consortium Members (Open Access)

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## **1. Introduction**

Based on a common understanding that science and innovation are driving forces of sustainable and inclusive societies around the world, the NUCLEUS project aims to develop new cultural and organisational approaches allowing universities to better respond and react to societal needs and challenges. To pursue this goal, NUCLEUS will develop, support and implement inclusive and sustainable approaches to “Responsible Research and Innovation” (RRI) within the governance and culture of European universities and research organisations.

RRI “implies that societal actors (researchers, citizens, policy makers, business, third sector organisations, etc.) work together during the whole research and innovation process in order to better align both the process and its outcomes with the values, needs and expectations of society”. This mutual approach requires clear communication of relevant information, and a willingness to listen on both sides.

Due to the nature of the project as a coordination and support action within the “science with and for society” programme, innovative and reflective dissemination and communication strategies will be essential elements of the NUCLEUS project. Coordinated in a separate work package (WP 2), these tasks are directly linked to the management and leadership of the project.

The dissemination and communication work package is led by Rhine-Waal University, following a dissemination roadmap and timeline for dissemination and communication tasks. Major tasks for the first year involved the development of the NUCLEUS corporate design, project website, and social media accounts. Project partner EUSJA was also responsible for developing the Science Journalists’ Network.

This report outlines the communication activities accomplished in the project’s first year, many of which focused on building the foundation for communication of the project’s findings in a professional and consistent manner throughout its lifetime. Although unforeseen delays in the hiring of the dissemination officer and other university processes resulted in the postponement of some deliverable submissions, these were all submitted as of August 2016.

The NUCLEUS Science Journalist Network was also developed as part of Work Package 2 earlier this year, under the responsibility of project partner EUSJA. Details on this part of the project is also described in this report, with further details to be reported in Deliverable 2.08 (NUCLEUS Science Journalist Network Progress Report 2016) in December 2016.

## 2. Strategic Communication Plan

Based on the goals and approach of the NUCLEUS project, a strategic communication plan was developed to guide project communication and dissemination.

### 2.1 Work Package 2 Tasks

The tasks of Work Package 2 outlined in the grant agreement are to coordinate:

T2.1 Communication + dissemination campaign, annual record of activities via newsletters

T2.2 Dissemination and exploitation reports. Annual report of completed and planned communication activities to consortium members, stakeholders and EC.

T2.3 Set-up and organisation of a NUCLEUS European Science Journalists Network, including discussions/critical reflections and dialogues with various societal actors through social media, articles, reports, blogs, discussions of project results with journalists, communication of declarations and resolutions to authorities, developing professional competences and ethical codes among European science journalists.

T2.4. NUCLEUS Policy Briefs: Communication of declarations and resolutions to authorities

### 2.2 Target Audiences

Based on the goals of the project, the target audiences identified and their relevant communication objectives are:

#### Target Groups

<b>Academic leaders in universities and research institutions</b>	<b>Researchers in universities and research institutions</b>	<b>Policymakers from national scientific organisations and funding agencies</b>
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#### Communication Objectives

Increase awareness and understanding of how RRI relates to them	Increase awareness and understanding of how RRI relates to them	Increase awareness of NUCLEUS and how it relates to them
Increase awareness and understanding of how NUCLEUS relates to them	Increase awareness and understanding of how NUCLEUS relates to them	Build trust in the project and the RRI Roadmap development
Build trust in the project and the RRI Roadmap	If needed: cultivate interest in RRI Roadmap development	Influence policies related to RRI implementation

development		
Increase participation in the RRI Roadmap development	Increase participation in the RRI Roadmap development	
Secure support for NUCLEI implementation	Secure support for NUCLEI implementation	

### 2.3 Key Messages

Based on the target audiences identified, key messages were developed to communicate to these audiences why understanding RRI is important, how the research of NUCLEUS relates to their lives, and why their engagement is valued.

<b>Academic leaders in universities and research institutions</b>	<b>Researchers in universities and research institutions</b>	<b>Policymakers from national scientific organisations and funding agencies</b>
RRI is a new definition of 'research excellence.'	RRI is the next stage of professional (science) development	Real-life implementation is what makes NUCLEUS trustworthy for policy advice.
Stakeholder consultation and support during implementation is what makes NUCLEUS trustworthy	This is your chance to influence the policies that will directly affect you	
This is your chance to influence the policies that will directly affect you		

### 3. Project Identity

#### 3.1 Corporate Design

To ensure consistent and professional communication for the project, a NUCLEUS corporate design handbook was developed. The logo was inspired by the “cell” analogy used in the project to explain RRI, which compares different stakeholder groups in society (media, public engagement, policymaking, etc.) to cells in a cluster, each individual while also exchanging energy with each other. By using the design, the project communications are uniformly linked and also visually reinforce key aspects of the project, including:

- The focus on the role of the governance (“nucleus”) of universities and research institutions in fostering a culture of RRI (through the black cell and nucleus in the centre of the cluster)
- The importance of multiple perspectives in the project (through different colours and cell shapes)
- RRI as a bold, dynamic and lively approach to research (through its colour scheme, organic cell shapes, and deliberately non-rigid design layouts)

This corporate design handbook was designed professionally by Kuen studio, including logo, design guidelines, and templates for different applications, from June to July 2016. Significant care was taken to ensure that guidelines would be easy to apply by project partners, even without advanced experience or software.

The corporate design has been integrated into the NUCLEUS website and will be applied to other project documents going forward, such as templates for a letterhead, powerpoint presentations, word documents, etc. The design was submitted as Deliverable 2.1 on 31 July 2016 and is hosted on the website for project partners to use.



**Figure 1: NUCLEUS Corporate Design handbook**

### **3.2 Communication and Style Guide**

The working language of the project is English, but language conventions can still vary regionally. A communication and style guide was developed to serve as a reference for consistency, based on the European Commission's English Style Guide. The document was submitted as Deliverable 1.6 on 31 March 2016, but is a dynamic document and will be updated as the project develops.

## 4. Website

A website is an important communication tool, and serves as the central hub for information about the NUCLEUS project. The website supports the project in making not only findings and outcomes accessible, but

The website has been developed to serve the following functions:

- Provide information about the project, RRI and the consortium
- Provide updates on project progress through blog posts, an archive of past newsletters and a calendar of events
- Host resources and deliverables for the public and for consortium members
- Serve as a portal for other communication methods (email, post mail, social media)

These functions reflect the value of open access not only to published findings or outcomes, but to the progress of research while it is ongoing.

The website has been developed with the following structure:

- NUCLEUS: Information about the project, RRI, and the consortium
- News: Blog posts and newsletter archive
- Events: Past and upcoming events, including detailed information for conferences
- Media: Images and video (to be developed) from the project
- Deliverables: documents and deliverables from the project
- Contact: coordinating team
- Header and footer: Newsletter subscriber form, consortium partners, funding statement, social media links, login for partners to access project files

The website has been designed with future requirements in mind, such as centralised hosting of documents and conference registration. It is also consistent with the corporate design and mobile-responsive, ensuring longevity over the course of the project. The NUCLEUS website can be viewed at the URL: <http://www.nucleus-project.eu/>



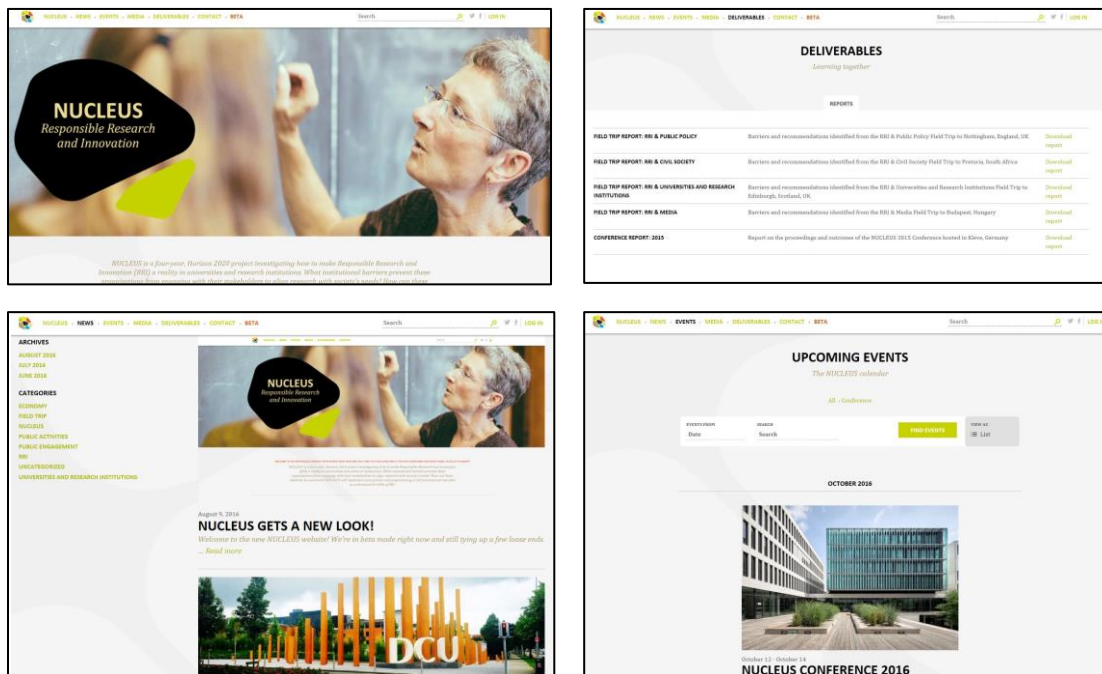


Figure 2: Screenshots of the website front page, deliverables page, news and events page

## 5. Social Media

Communication on social media can build trust and community by inviting and contributing to conversations online. Facebook and Twitter, the project's two main social media accounts share project information, reports and upcoming events, information about partners' activities, and RRI-related news and readings.



**Figure 3: Screenshot of the Facebook page**



**Figure 4: Screenshot of the Twitter page.**

### 5.1 Facebook

The NUCLEUS Facebook page was launched in February 2016 to build an online community around the project. The Facebook posts share project updates with more context than Twitter, and higher frequency than the website. The page currently has 150 "likes". It can be viewed at the URL: <https://www.facebook.com/NucleusRRI/>

### 5.2 Twitter

The NUCLEUS Twitter account was launched in February 2016 to share project updates and contribute to the online RRI community. The account was most frequently used during project events such as the RRI Field Trip (#RRIFieldTrip) to gather and share the experiences of participants. The page currently has 167 followers. It can be viewed at the URL: <https://www.twitter.com/NucleusRRI/>

### 5.3 Growing social media

While other RRI projects are pursuing distinct objectives in their communication, comparison with fellow Horizon 2020 projects Sparks (RRI awareness-raising and engagement) and Heirri (RRI training and materials for higher education curriculum) shows that NUCLEUS social media can be grown to interact with larger audiences.

**Table 1: Social media audiences for 3 RRI projects as of 31 August 2016**

<b>Project</b>	<b>Facebook likes</b>	<b>Twitter followers</b>	<b>Start Date</b>
NUCLEUS	151	175	2015-09-01
Heirri	117	547	2015-09-01
Sparks	306	277	2015-07-01

The posts that were most widely shared or viewed on both platforms were those with images and photography, and those that highlighted partners in the project and events. This observation, which aligns with a key message of valuing stakeholder consultation (and diversity of input) will inform the strategy to increase social media audiences in the second year. Specific plans to highlight the diversity and role of partners in the project are to:

- Draw on the knowledge of consortium partners through monthly requests for news and events specific to partners' affiliated organisations. These updates, directly related to the consortium members, will be more widely shared by members and thus increase the reach of communications.
- Monitor the email discussion list to identify RRI-related news and events shared by partners. This will also ensure that the communication maintains a mix of external ideas for discussion, not solely focusing on a promotional approach.
- Integrate partners in an active communications role through guest posts
- Highlight partners' contributions and perspectives through short profiles that link to more details on the NUCLEUS website
- Improve the workflow to schedule posts throughout both the research and communication process. For example, while social media in the first year primarily focused on upcoming or recent events, reports, and news, this should open in the second year to communicate the decisions and planning to share more of the process. Similarly, it can highlight communication as an ongoing process (e.g. interviews with researchers for articles and videos, or developing event formats for specific audiences).

#### **5.4 Future Development of Social Media**

A Flickr account has been created to share images of Field Trips, conferences, working group meetings and other events. A LinkedIn group will be developed in September 2016 to share updates similar to those on Facebook, but accessible to Chinese audiences. Curation tools such as Storify or Wakelet will be considered in the future for creating collections of related social media posts from large events or tasks within the project (i.e. conferences, field trips or studies).

## 6. Newsletter

A newsletter has been developed to share updates about NUCLEUS and highlight milestones, outcomes, and upcoming events. It will also offer behind-the-scenes perspectives through reflections, interviews, and other media. The first newsletter was issued on 22 August 2016, and future newsletters will be issued on the 1<sup>st</sup> Tuesday of every second month. This timing is chosen so that the most recently submitted deliverables (often at the end of the month) can be included in the newsletter.

The 1<sup>st</sup> issue summarised the findings from the first four Field Trips Reports; provided the ongoing interviews with university leadership; and highlighted upcoming events.

At this early stage, readers are most likely to be project partners. As the project continues, the target audience will shift to external stakeholders such as university policymakers and researchers.

The NUCLEUS newsletter is consistent with the corporate brand to reinforce the project identity, and new readers can subscribe on the project website. Old issues will be archived on the "News" page.

<b>Newsletter Issue</b>	<b>Issue date (1<sup>st</sup> Tuesday)</b>	<b>Events of Interest</b>	<b>Proposed Topics</b>	<b>Relevant partners</b>
1	22 August 2016	Field Trips and Interdisciplinary Study	A Whirlwind First Year (summary of status on Field Trips and Interdisciplinary Study)	Aberdeen, DCU, Lyon, Bielefeld, EUSJA,
2	1 November 2016	Beijing Field Trip, Lyon Conference	The Beijing Field Trip (interviews, science festival, and round table); Lyon Conference (sharing findings and setting direction for Year 2)	DCU, Aberdeen, BAST, CRISP, Lyon, HSRW
3	3 January 2017	Reports: survey conduct, cultural adaptation of survey, Science Journalists' Network progress	The interdisciplinary study and cultural adaptation; science journalists' network	Bielefeld, Twente, EUSJA

4	7 March 2017		Working Groups	
5	2 May 2017		What is the RRI Roadmap? Where will it lead?	
6	4 July 2017	Survey and Capacity-Building Recommendations for the Roadmap; 3 <sup>rd</sup> Science Journalists' Network workshop at ECSJ 2017 Conference (TBC)	Recommendations for the Roadmap	Bielefeld, Aberdeen
7	5 September 2017	Survey Results	Survey Results	Bielefeld

## **7. Internal Communication**

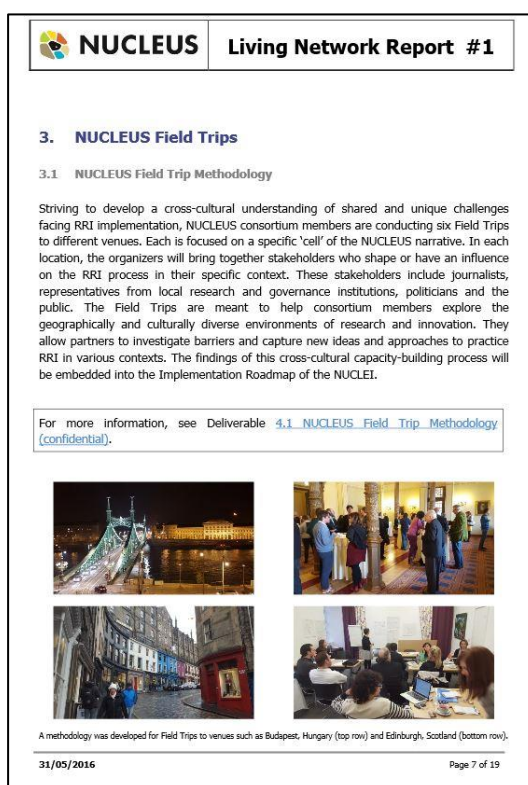
The strength of the NUCLEUS project lies in the perspectives contributed by its consortium, which is unique in its combination of scientific excellence with high-level expertise in the areas of public engagement, public policy, civil society, media and economy. The NUCLEUS consortium combines leading public engagement practitioners with renowned researchers from 9 European, 3 associated (Serbia and Georgia) and 2 non-European countries (China, South Africa). Practicing journalists, governance representatives of national Science and Technology Associations, and decision makers from local municipalities also work as partners on the project.

The diversity of the consortium provides a variety of perspectives and reflections for the project's plans for RRI implementation. However, it can be a challenge for partners who are less frequently or not immediately involved to stay informed of updates and actively contribute to reflective conversations that are a central part of the project's approach. To support consortium members and facilitate ongoing reflection, two internal communication tools have been developed for the project.

### **7.1 Living Knowledge Reports**

Living Knowledge Reports summarise the project progress of the last six months and are published twice annually. The reports provide short descriptions of deliverables and direct readers to where they can be accessed online. This is especially important for project partners who may be unfamiliar with deliverables in which they are not involved.

The reports are shared by email and archived on the consortium's login-protected area on the website.



**Figure 5: Sample summary from the Living Network Report**

## 7.2 NUCLEUS Email Discussion List

Face-to-face meetings like Field Trips and Working Group meetings are good environments for collaboration. However, these conversations are not as easy to maintain at a distance. In August 2016, an email discussion list was developed to support the NUCLEUS consortium in continuing these discussions online. Partners can use a single email address to reach all members of the discussion group.

Email discussion lists are used by groups with a common interest (such as the Network for the Public Communication of Science and Technology or the [U.S.] National Association of Science Writers) to share and seek news, resources and advice. For example, partners might share the publication of the Beijing Field Trip Report and its key findings; public engagement events like Researchers' Night; or workshops like "RRI in the UK: the post BREXIT future?". However, the real value will come from discussions and questions posed by partners relating to the ongoing progress of the NUCLEUS project.

All consortium members received an invitation to the discussion list with information on how to modify their account preferences, and new members staffed at partner institutes will be added by request. To protect against misuse, only members of the discussion list can email the group through the central email address.



## 8. Introductory Materials

Introductory materials developed for the NUCLEUS project's first year were a single-page flyer with key details about the project and an academic conference-style poster.



**Figure 6: One-page introductory summary used for Field Trips**



**Figure 7: Academic poster used for poster sessions**

In Autumn 2016, as communication activities increase (social media, newsletter #2, and dissemination associated with the Beijing Field Trip and Annual Conference), further introductory materials (brochure, poster, roll-up banner for events) will be developed for the target audiences of leaders and researchers of universities, and research policymakers, and hosted on the website.



## 9. The Science Journalists' Network

As part of the communications and dissemination work package, NUCLEUS partner EUSJA is responsible for coordinating the Science Journalists' Network. The development of the Network took place in early 2016, and involved many discussions to negotiate a balance between independence of the practicing journalists within the context of the project.

The objectives of the network are:

- **Facilitating debate and discussion with the purpose of identifying key professional challenges where journalists could benefit from guidance.**  
Examples may include RRI in social media, cherry picking, emerging technologies, cultural differences, dwindling resources of money and time, or employer pressures.
- **Developing practical, hands-on advice that can be implemented in the daily work of practicing journalists.**
- **Building an awareness and understanding of RRI amongst science journalists,** such that they are equipped to foster discussion on RRI as related to universities and research institutions. Note that these discussions may be both professional (related to journalism) and in practice (the subject of journalistic reporting).

Through these professional reflections and discussions of RRI, NUCLEUS will gain perspective into how the media cell views challenges and opportunities of RRI in universities and research institutions. These discussions, taking place through facebook (<https://www.facebook.com/groups/220601608317207/>) and workshops (2 thus far this year) explore, for example, aspects of institutionalised science communication that share some overlap with science journalism.

The progress report will outline further details in December 2016, including updates on the website with articles and multimedia to be launched this fall (expected October 2016).

## 10. External Events

Although at an early stage, the project was represented at the following external events in its first year:


<b>Event</b>	<b>Date</b>	<b>Location</b>	<b>Event Name</b>	<b>Format</b>
Ecsite Annual Conference	9 - 11 June 2016	Graz, Austria	Towards Responsible Research and Innovation: practical experiences	Dialogue session
Rhine-Waal University Research Day	10 May 2016	Kamp-Lintfort, Germany	A New Understanding of Communication, Learning and Engagement in Universities and Scientific Institutions	Poster session
MISANU Institute's 70 <sup>th</sup> anniversary celebration	9 May 2016	Belgrade, Serbia	The NUCLEUS Project - Towards a New Understanding of Science and Society	Lecture
Public Communication of Science and Technology Conference	26 - 28 April 2016	Istanbul, Turkey	What do YOU think makes for responsible science and its communication?	Workshop session
RRI – Shaping New Horizons Conference	14 - 15 January 2016	Brussels, Belgium	A New Understanding of Communication, Learning and Engagement in Universities and Scientific Institutions	Poster session

## **11. Deliverables Submitted**

All communication deliverables planned for the first year were submitted within this timeframe (Table 1); however, unforeseen delays in the hiring procedures for the dissemination officer (who officially began on 14 January 2016) resulted in a postponement of some dates of NUCLEUS deliverables. The decision was based on discussion and agreements with the REA department, and confirmed in exchanges with the NUCLEUS Project Officer of the time, Paola Mota. The changes in the NUCLEUS reporting timeline were discussed and confirmed in the Executive Board Meeting on 4 December 2015 and were slightly adapted in a Board Meeting 12 February 2016.

To address these delays, intermediate templates were developed and used in the first year, and deliverables were divided into smaller tasks. Thus, a logo was designed before a full corporate design, and an intermediate website developed until the corporate design was applied. However, any materials designed in the 2<sup>nd</sup> year (for conferences, field trips, newsletters, communication documents, etc.) will have the corporate design applied for a professional and consistent appearance.

With these initial tasks and deliverables completed, no delays are anticipated with future deliverables.

 <b>NUCLEUS</b>	<b>NUCLEUS Deliverable 2.03</b>
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**Table 2: Communication Deliverables within the first year**

Del. No.	Title	Lead	Deliverable Date			Comments
			Estimated	Adapted	Received	
D1.6	Communication and PR Guidelines	HSRW	31-Oct-15	31-Mar-16	31-Mar-16	
D2.1	Corporate Design Manual	HSRW	31-Oct-15	30-Apr-16	31-Jul-16	The procurement process for the corporate design manual (which involved approval for the purchase; multiple agencies being invited to submit offers; and additional time requested by one of the bidders to prepare their offer) resulted in unexpected delays to this deliverable.
D2.2	URL NUCLEUS Website, incl. Social Media Platform	HSRW	31-Oct-15	29-Feb-16	3-Mar-16	
D2.3	Communication + Dissemination Report 2016	HSRW	31-Aug-16	N/A		
D2.7	NUCLEUS Science Journalist Network Agreement	EUSJA	29-Feb-16	31-Mar-16	13-Apr-16	Development of the Network and its goals needed discussion and reflection to distinguish the journalistic and disseminatory roles within the project.

## 12. Reflections and Next Steps

The first year of the project has laid a foundation for project communication. Despite unforeseen delays, including in the hiring of the dissemination officer, all deliverables planned for the first year have been completed. Furthermore, the major infrastructure for the project (corporate design, website, social media, newsletter, and internal communication tools) is in place and ready to support the growing project communication activities.

Notable communication tasks planned for the second year include:

- The first project policy brief
- Development of the design guidelines for the institutionalised NUCLEI

Communication activities in the second year will focus on:

- Raising awareness of the project through social media content and outreach materials (i.e. profiles of consortium members, videos, articles, etc.)
- Building trust in the project by demonstrating the RRI approaches taken by NUCLEUS (i.e. highlighting the RRI Field Trips and diverse cultural and professional nature of the consortium)
- Greater integration of partners in both external communication (i.e. rotating guest tweeters or highlighting partners' RRI activities) and internal communication (i.e. facilitating collaboration using the email discussion list)

These priorities will guide communication in NUCLEUS' second year as the project prepares the new strategies to put in place at the NUCLEI test sites.

Communication and Dissemination Report: 2016  
Deliverable No. 2.03

This report was prepared by *Robin Yee of Rhine-Waal University*.  
It was submitted on 31 August 2016 to the European Commission.

For more information on the NUCLEUS project, please visit our website or contact the coordinating team:

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This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 664932.