



Horizon 2020 Policy Support Facility

1st MLE on Alignment and
Interoperability of
Research Programmes:
National Coordination
03 / 10 / 2016

Communication & Visibility

- **Conceptual distinctions:**
 - Same (English) words mean different things to different people
 - **Information:** Mainly one-way & awareness and understanding
 - **Communication:** Two-way - acceptance, commitment, input
- Wide range of experience across countries depending on the national governance
- Four target audiences of information & communication
 - JPI research community
 - Stakeholders, incl. industry
 - ‚Societal‘ ministries,
 - Policy community

Key topics for learning and improvement - 1 / 3

- Communication with JPI research community - variety of goals:
 - To **promote** participation: websites, workshops, newsletter of res. min./agency (most countries), mailing list of JPI-members (EE), workshops including stakeholders: Future: Reference Groups of each JPI (NO), Strategic Reference Group for all JPI (DK)
 - To **coordinate** research activities: Working Group (AT), Mirror Group (FR), survey and advisory board (RO)
 - To **align** research priorities of universities with that of JPI: an issue in particular for AT, EE, NO; Individual agreements with universities and regular meetings with research directors (AT)

Key topics for learning and improvement - 2/3

- Communication with other ministries - variety of tools:
 - Relevance Decision Tool, Working Group, Roundtables incl. NPC (AT)
 - Regular meetings of Sc. Advisors (EE)
 - Mirror Groups (FR)
 - Informal and ad hoc consultation (PT)
- Information for policy makers - so far low priority, limited experience
 - Newsletter (EE),
 - Information of policy makers by the 'societal' ministries (NO)

Key topics for learning and improvement - 3/3

- Outreach to industry and other stakeholders
 - Outreach to Poles de Comp. and occasionally to individual companies (FR)
 - Informal consultation of selected actors at ministerial level, Plan of 'collaborative laboratories' (PT)
 - Promotion of participation of stakeholders through researchers and in workshops (NO)

Intended activities:

- Future communication to Regional Offices, future Reference Group of Regions (DK)
- Future Reference Groups of each JPI (NO)

Discussion points

1. Any comments and clarifications?
2. Are these the most relevant topics? Anything else?
3. Where does your country stand? (map alignment factors)
4. What topics would you like to work on specifically during the WS on communication & visibility in January?
5. Any other good examples of successful communication that you know have worked in the past?
6. How would you like to work on during the workshop?
7. What would you like to contribute to the workshop?