

# DISSEMINATION AND COMMUNICATION GUIDELINES FOR JPND- SUPPORTED PROJECTS

A guide for participants, in particular coordinators

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## Dissemination and Communication, why?

JPND-supported projects and activities are encouraged to take part in various activities to bring JPND-supported research to the attention of as many relevant people as possible, including *dissemination, communication* and *exploitation*. '*Dissemination and Communication*' are more than just an additional reporting burden.

Communicating about JPND research which involves several JPND member countries aims to demonstrate the ways in which JPND research is contributing to future economic growth and jobs on a national and European level, and should also account for public spending by providing tangible proof that collaborative research adds value by:

- showing how international collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and tackling the challenge of neurodegenerative diseases.
- showing how the research outcomes are relevant to the public's everyday lives, by (for example) creating jobs, making patient and carers' lives more comfortable, alleviating economic + social burden.
- making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

Strategically-planned communication with these objectives in mind is significantly different to *ad hoc* efforts for the sake of meeting contractual requirements.

## What is formally requested?

### ***During a JPND-supported project***

As a general principle, for any research project or activity supported under JPND, participants are encouraged to take appropriate measures to engage with the public and the media about the project and to highlight the financial support from the relevant funding organizations in the JPND initiative.

- At the point-of-award for any JPND-supported project, the following should be provided by the project coordinator to the Joint Call Secretariat:
  - Relevant information for the JPND Project Fact Sheet Template, including:

- a publishable summary of such quality that JPND can publish it immediately in the public domain. It includes information on the expected final results and their wider societal implications. This text will be used on the JPND public website, therefore needs to be understandable for a lay audience. See [Annex I](#) for more information.
- a brief dissemination plan on how the project and its outputs will be communicated, disseminated and promoted
- The consortium is required to provide an annual and final scientific report. Any relevant dissemination or communication activities should be contained in these reports. The project coordinator may also be contacted by JPND Communications as part of “JPND Success Stories” (see [Annex II](#)).
- Projects are encouraged to create a suitable web page for the project. Any web page link will be published on the JPND website.

### Referencing JPND

Referencing JPND consists of two elements – a *standard text* and an *acknowledgement* as detailed below, in English. Translated versions are available in [Annex III](#) of this document.

- Where appropriate, the following standard text should be used to both reference JPND and describe its work, particularly in non-scientific publications and press releases, and externally hosted websites:

#### STANDARD TEXT

*The EU Joint Programme – Neurodegenerative Disease Research (JPND) is the largest global research initiative aimed at tackling the challenge of neurodegenerative diseases. JPND aims to increase coordinated investment between participating countries in research aimed at finding causes, developing cures, and identifying appropriate ways to care for those with neurodegenerative diseases - [www.jpnd.eu](http://www.jpnd.eu)*

- The JPND acknowledgement should be used to reference JPND on any scientific report or publication as part of a JPND-supported project:

#### ACKNOWLEDGEMENT

*This is an EU Joint Programme - Neurodegenerative Disease Research (JPND) project. The project is supported through the following funding organisations under the aegis of JPND - [www.jpnd.eu](http://www.jpnd.eu) (list of national/regional organisations who are funding project, by country, in alphabetical order) e.g. (Denmark, Danish Council for Strategic Research; United Kingdom, Medical Research Council)*

- When referencing JPND for the **first** time within a report, article or other document, please use ‘EU Joint Programme - Neurodegenerative Disease Research (JPND)’, and not JPND. Please also include a link to the JPND website <http://www.jpnd.eu> or <http://neurodegenerationresearch.eu> (both URLs direct to the same site)
- In the absence of a referencing system being used by authors, the Harvard Referencing System should be used when referencing JPND publications and multi-media resources. Online versions should always include a web link and the date it was accessed.
- JPND-supported projects should always display the JPND logo and the JPND acknowledgement on any project-specific promotional material including event programmes, invitations, press releases, reports, presentations and external websites. JPND logo guidelines are available on the JPND website.

## JPND Support Mechanisms

There are several ways in which JPND can assist in passing on the messages from projects or activities. Ensuring that dissemination and communication is performed in an appropriate fashion is the responsibility of JPND Communications. A number of checklists and tools have been created by JPND to assist JPND-supported projects in their communications planning, and to spread the word about the good work of the projects JPND is supporting.

### **Checklists**

A communications checklist to identify communication needs for JPND projects is available in [Annex IV](#) of this document. For each individual project/work package objective or task which requires some form of communications activity, a Communications Plan can be drafted. This Communications Plan for each objective / task should consist of the following:

1. State the purpose of the communication
2. Pick your Audience
3. Use the right medium and means to achieve your objectives
4. Choose your message
5. Evaluate

More detailed description of each section is available in in [Annex IV](#) of this document.

### **Online Tools**

A number of online tools are available through JPND to disseminate outputs from JPND research and activities to relevant groups to facilitate knowledge transfer. Once worthwhile material is available, these tools can be used to assist in dissemination of JPND-relevant messages. These include (click on link to view examples):

- JPND Press Releases ([link](#))
- JPND Website “JPND News” items ([link](#))
- JPND Website “Research News” items ([link](#))
- JPND Twitter Feed ([link](#))
- JPND six-monthly Newsletter ([link](#))
- Group emails forwarded through the JPND Stakeholder Database ([link](#))

The JPND Communications Executive is available to receive any relevant content which can be distributed through these online tools. Final decision on the suitability of content rests with JPND Communications. The Communications Executive can also assist with interactions with journalists and media professionals, on request:

**Communications Executive, JPND**  
Dr. Derick Mitchell  
Health Research Board, 73 Lower Baggot Street, Dublin 2, Ireland  
t: +353 1 2345203; e: [dmitchell@hrb.ie](mailto:dmitchell@hrb.ie)

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# **ANNEXES**

## ANNEX I JPND PROJECT 'FACT SHEETS'

### *Pathway to create fact sheets from JPND-funded research projects*

- *Once point-of-award letters have been received;*
  - *Content for each project fact sheet should be compiled by the project coordinator, using the JPND template, and sent to the Joint Call Secretariat*
  - *Joint Call Secretariat forwards relevant information to JPND Communications, copying the project coordinator*
- *JPND Communications designs a fact sheet, based on the JPND template, creating a PDF copy*
  - *JPND Communications checks with the Project Coordinator that final copy is correct*
- *JPND Communications disseminates through appropriate JPND communications channels including the JPND website*

***The template for JPND Project Fact Sheets is on page 6 of this document***

## ANNEX II JPND 'SUCCESS STORIES'

### *Pathway to highlight success stories from JPND-funded research*

- *The coordinator of each JPND project submits an annual scientific update to the Joint Call Secretariat as part of the regular reporting procedure*
- *The reports are shared with relevant funding organisations and JPND Communications*
- *JPND Communications reviews project outputs + decides which are appropriate for JPND Success Stories*
- *Coordinator of selected projects are contacted by JPND Communications to discuss how the results may be promoted by JPND*
- *JPND Communications re-writes the output into tailored language for appropriate stakeholder audiences*
  - *JPND Communications checks with Project Coordinator that new versions are scientifically correct*
- *Output is disseminated through appropriate JPND communications tools and processes, including the JPND website*

## **JPND Project Fact Sheet Template**

(To be completed by coordinators of JPND-supported projects and sent to the Joint Call Secretariat)

**Coordinator Name:**

**Coordinator Affiliation and Contact information:**

**List of Consortium members, including affiliations and countries:**

**Title (and Acronym) of Project:**

**Lay Summary of project objectives:**

- no more than 200 words, must be distinct from the project scientific abstract, using layman's language
- include information on the expected final results and their wider societal implications. This text will be used on the JPND public website

**Dissemination Plan:**

A brief dissemination plan (no more than 200 words) on how the project and its outputs will be communicated, disseminated and promoted.

**Coordinator headshot photo:** *Please attach*

**Any relevant imagery from project coordinator (JPEG, GIF or PDF format only):** *Please attach*

## ANNEX III TRANSLATED VERSIONS OF ACKNOWLEDGEMENT AND STANDARD TEXT

### JPND Acknowledgement

The JPND acknowledgement must be used to reference JPND on any scientific report or publication as part of a JPND-supported project

Hrvatski / Croatian	<i>Ovaj projekt dio je Zajedničkog EU programa “Istraživanje neurodegenerativnih bolesti” (Joint Programme - Neurodegenerative Disease, JPND). Projekt se financira putem sljedećih organizacija pod vodstvom JPND. <a href="http://www.jpnd.eu">www.jpnd.eu</a>.</i>
Ceský / Czech	<i>Tento projekt je společným programem EU pro výzkum neurodegenerativních onemocnění - Joint Programme - Neurodegenerative Disease Research (JPND). Projekt je podpořen prostřednictvím těchto organizací pod záštitou JPND - <a href="http://www.jpnd.eu">www.jpnd.eu</a> (uvést seznam financujících národních organizací, podle země, v abecedním pořadí) např. Grantová agentura ČR atd....</i>
Dansk / Danish	<i>Dette projekt er en del af det fælles europæiske forskningsprogram (Joint Programming Initiative) indenfor neurodegenerative sygdomme (JPND). Projektet er støttet af følgende bevillingsorganisationer under ledelse af JPND – <a href="http://www.jpnd.eu">www.jpnd.eu</a>. (liste af nationale / regionale bevillingsorganisationer efter land i alfabetisk orden f.eks. Danmark, Det Strategiske Forskningsråd</i>
Nederlands / Dutch	<i>Dit is een EU Joint Programme - Neurodegenerative Disease Research (JPND) project. Het project wordt ondersteund door de volgende financieringsorganisaties onder het label van JPND - <a href="http://www.jpnd.eu">www.jpnd.eu</a> (lijst van financierende instanties, per land, in alfabetische volgorde) bijvoorbeeld: Nederland, ZonMw</i>
English	<i>This is an EU Joint Programme - Neurodegenerative Disease Research (JPND) project. The project is supported through the following funding organisations under the aegis of JPND - <a href="http://www.jpnd.eu">www.jpnd.eu</a> (list of national/regional funding organisations, by country, in alphabetical order) e.g. United Kingdom, Medical Research Council</i>
Suomi / Finnish	<i>Tämä on hermoston rappeumasairauksien tutkimukseen kohdistuvan eurooppalaisen yhteisohjelman JPND hanke. Hanketta ovat rahoittaneet JPND:n (<a href="http://www.jpnd.eu">www.jpnd.eu</a>) koordinoimana seuraavat kansalliset organisaatiot (luettelo kansallisista/alueellisista rahoitusorganisaatioista maittain) esim. Suomi, Suomen Akatemia)</i>
Français / French	<i>Il s'agit d'un programme conjoint de l'UE – Projet pour la recherche sur les maladies neurodégénératives (JPND). Le projet est soutenu par les organismes de financement de la recherche suivants, sous l'égide de JPND - <a href="http://www.jpnd.eu">www.jpnd.eu</a> (liste des organismes de financement nationaux/régionaux, par pays, par ordre alphabétique) par exemple France, ANR</i>
Deutsch / German	<i>Dieses Projekt wird im Rahmen der EU-Joint-Programming-Initiative – Neurodegenerative Erkrankungen (JPND, <a href="http://www.jpnd.eu">www.jpnd.eu</a>) durch folgende Förderorganisationen unterstützt: (Liste der nationalen/regionalen Förderorganisationen, sortiert nach Ländern in alphabetischer Reihenfolge) z.B. Deutschland, Bundesministerium für Bildung und Forschung (BMBF, FKZ).</i>
ελληνικά / Greek	<i>Πρόκειται για ένα έργο Κοινού Προγραμματισμού της ΕΕ που αφορά στην έρευνα για τα νευροεκφυλιστικά νοσήματα (Joint Programming on Neurodegenerative Diseases/JPND). Το πρόγραμμα υποστηρίζεται οικονομικά από τους ακόλουθους εθνικούς οργανισμούς χρηματοδότησης της έρευνας υπό την αιγίδα του JPND - <a href="http://www.jpnd.eu">www.jpnd.eu</a> (κατάλογος των εθνικών οργανισμών χρηματοδότησης, ανά χώρα, με αλφαβητική σειρά) για παράδειγμα, Ελλάδα, Γενική Γραμματεία Έρευνας και Τεχνολογίας (ΓΓΕΤ), Υπουργείο Παιδείας</i>
Italiano / Italian	<i>Progetto Europeo di Programmazione Congiunta nell’Ambito delle Malattie Neurodegenerative (JPND –<a href="http://www.jpnd.eu">www.jpnd.eu</a>) finanziato dai Ministeri della Istruzione Università e Ricerca (MIUR) e Ministero della Salute (MinSal)</i>
Norske / Norwegian	<i>Dette er et prosjekt under det felles europeiske programmet for forskning på neurodegenerative sykdommer (JPND). Prosjektet er støttet av følgende finansieringsorganer som samarbeider i JPND - <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Polsk / Polish	<i>Ten projekt jest realizowany w ramach Inicjatywy Wspólnego Programowania w obszarze chorób neurodegeneracyjnych (Joint Programming Initiative on combating neurodegenerative diseases, JPND). Projekt jest wspierany w ramach JPND - <a href="http://www.jpnd.eu">www.jpnd.eu</a>, przez następujące agencje finansujące (lista narodowych/regionalnych agencji finansujących, według kraju, w kolejności alfabetycznej) Polska, Narodowe Centrum Badań i Rozwoju (NCBR); Polska, Narodowe Centrum Nauki (NCN).</i>
Português / Portuguese	<i>Projeto no âmbito da Iniciativa de Programação Conjunta da UE - Investigação em Doenças Neurodegenerativas (JPND), financiado pelas seguintes organizações de financiamento nacionais sob a égide da JPND – <a href="http://www.jpnd.eu">www.jpnd.eu</a> (lista de organizações nacionais de financiamento, por país, em ordem alfabética)</i>



	<i>e.g. Portugal, Fundação para a Ciência e a Tecnologia.</i>
Slovensky / Slovak	<i>Tento projekt je realizovaný v rámci iniciatívy EÚ Spoločný program vo výskume neurodegeneračných ochorení (Joint Programme – Neurodegenerative Disease Research, JPND, <a href="http://www.jpnd.eu">www.jpnd.eu</a>). Projekt finančne podporujú tieto organizácie: (Zoznam štátnych /regionálnych financujúcich organizácií podľa krajín, zoradených podľa abecedy): Ministerstvo školstva, vedy, výskumu a športu Slovenskej republiky (MŠVVŠ SR)</i>
Slovenski / Slovenian	<i>To je Skupni program EU - raziskovalni projekt na področju neurodegenerativnih bolezni. Projekt finančno v okviru JPND - <a href="http://www.jpnd.eu">www.jpnd.eu</a> - podpirajo naslednje financirajoče agencije (seznam nacionalnih/regionalnih financirajočih agencij po državi, po abecednem redu), v Sloveniji npr. Javna agencija za raziskovalno dejavnost (ARRS).</i>
Español / Spanish	<i>Proyecto en el ámbito de la Iniciativa de Programación Conjunta de la UE - Investigación en Enfermedades Neurodegenerativas (JPND), financiado por las siguientes organizaciones nacionales de financiación de la investigación sobre la égida de JPND (lista de organismos nacionales de financiación de la investigación, por país, por orden alfabético, por ejemplo España, ISCIII) <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Svenska / Swedish	<i>Det här är ett EU Joint Programme – Neurodegenerative Disease Research (JPND) projekt. Projektet stöds av följande forskningsfinansiärer, koordinerade av JPND - <a href="http://www.jpnd.eu">www.jpnd.eu</a> Vetenskapsrådet, Sverige. (Lista med nationella/regionala bidragsgivare sorterade efter land, i bokstavsordning)</i>
Türkçe / Turkish	<i>Bu proje AB Ortak Programı-Nörodejeneratif Hastalık Araştırmaları (JPND) projesidir ve JPND bünyesindeki fon sağlayıcı kuruluşlar tarafından desteklenmektedir <a href="http://www.jpnd.eu">www.jpnd.eu</a> (ülkelerin alfabetik sırasına göre ulusal/bölgesel fon sağlayıcı kuruluşların listesi)</i>

## JPND Standard Text

Where appropriate, the JPND standard text should be used to both reference JPND and describe its work, for example in non-scientific publications, press releases, and externally hosted websites.

Hrvatski / Croatian	<i>Zajednički EU program "Istraživanje neurodegenerativnih bolesti" (JPND) najveća je globalna istraživačka inicijativa za liječenje neurodegenerativnih bolesti. Cilj JPND-a je povećati koordiniranu investiciju zemalja sudionica kako bi se istražili uzroci neurodegenerativnih bolesti, razvile metode liječenja, te poboljšala zdravstvena skrb oboljelih osoba. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Český / Czech	<i>Společný program EU pro výzkum neurodegenerativních onemocnění - EU Joint Programme - Neurodegenerative Disease Research (JPND) je největší globální iniciativa zaměřená na řešení problému neurodegenerativních onemocnění. JPND si klade za cíl zvýšit koordinované investice mezi zúčastněnými zeměmi v oblasti výzkumu zaměřených na zjištění příčin onemocnění, na vývoj léků a léčebných postupů a stanovit vhodné způsoby péče o pacienty s neurodegenerativními onemocněními. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Dansk / Danish	<i>Det fælles europæiske forskningsprogram (Joint Programming Initiative) indenfor neurodegenerative sygdomme (JPND) er globalt det største forskningsinitiativ der har til hensigt at løse udfordringen omkring neurodegenerative sygdomme. JPND sigter mod at øge en koordineret indsats mellem de deltagende lande inden for forskning med henblik på at finde årsager til udvikling af de neurodegenerative sygdomme, udvikling af behandlinger, og nye indsatser der kan bedre sundhed og livskvalitet for patienter med neurodegenerativ sygdom. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Nederlands / Dutch	<i>Het EU Joint Programme - Neurodegenerative Disease Research (JPND) is het grootste mondiale onderzoeksinitiatief dat de uitdaging waarvoor neurodegeneratieve ziekten ons stellen, aangaat. JPND beoogt de gecoördineerde investering door deelnemende landen in onderzoek gericht op het vinden van oorzaken van deze ziekten, het ontwikkelen van behandelings- en genezingswijzen en het vaststellen van passende zorgconcepten voor mensen met neurodegeneratieve ziekten te vergroten. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
English	<i>The EU Joint Programme – Neurodegenerative Disease Research (JPND) is the largest global research initiative aimed at tackling the challenge of neurodegenerative diseases. JPND aims to increase coordinated investment between participating countries in research aimed at finding causes, developing cures, and identifying appropriate ways to care for those with neurodegenerative diseases. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Suomi / Finnish	<i>Hermoston rappeumasairauksiin kohdistuva eurooppalainen yhteisohjelma JPND on alansa suurin globaali tutkimusaloite. Sen tarkoituksena on koordinoida osallistujamaiden yhteisiä investointeja edistämään tutkimusta, jolla etsitään hermoston rappeumasairauksien syitä ja parannuskeinoja sekä kehitetään parempia hoitomuotoja näistä sairauksista kärsiville. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Français / French	<i>Le programme conjoint de l'UE - Recherche sur les maladies neurodégénératives (JPND) est la plus importante initiative de recherche mondiale visant à relever le défi des maladies neurodégénératives. JPND vise à accroître les investissements coordonnés, entre les pays participants, dans la recherche pour trouver les causes, créer des remèdes, et identifier des</i>

	<i>moyens appropriés pour prendre soin de personnes atteintes de maladies neurodégénératives. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Deutsch / German	<i>Das gemeinsame EU-Programm zur Erforschung neurodegenerativer Erkrankungen (EU-Joint Programme – Neurodegenerative Disease Research, JPND) ist die größte globale Forschungsinitiative mit dem Ziel, die mit neurodegenerativen Erkrankungen einhergehenden Herausforderungen anzugehen. Im Rahmen von JPND sollen gemeinschaftlich und grenzenübergreifend koordinierte Forschungsaktivitäten zur Erforschung der Ursachen, Behandlung und Versorgung von Menschen mit neurodegenerativen Erkrankungen gefördert werden. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
ελληνικά / Greek	<i>Το κοινό πρόγραμμα της ΕΕ –Έρευνα για τα νευροεκφυλιστικά νοσήματα (JPND), αποτελεί την πιο σημαντική ερευνητική πρωτοβουλία σε παγκόσμιο επίπεδο, με στόχο την αντιμετώπιση της πρόκλησης που αντιπροσωπεύουν τα νευροεκφυλιστικά νοσήματα. Το πρόγραμμα JPND αποσκοπεί στην αύξηση και στον συντονισμό μεταξύ των συμμετεχόντων κρατών, της επένδυσης που γίνεται στην έρευνα για την ανεύρεση των αιτιών των νοσημάτων, την ανακάλυψη νέων θεραπειών και στον προσδιορισμό των κατάλληλων μέσων για την φροντίδα των ατόμων που έχουν προσβληθεί από νευροεκφυλιστικά νοσήματα . <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Italian / Italiano	<i>Il programma Europeo di Programmazione Congiunta sulle Malattie Neurodegenerative (JPND) rappresenta la più grande iniziativa di ricerca sulle Malattie Neurodegenerative fino ad oggi creata. Il fine del JPND consiste nel favorire una ricerca coordinata tra i diversi Paesi partecipanti che amplifichi le potenzialità di ricerca di ciascun Paese e favorisca la nascita di sinergie indispensabili per l'identificazione delle cause e lo sviluppo di trattamenti e cure per i pazienti affetti da Malattie Neurodegenerative. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Norske / Norwegian	<i>Det europeiske fellesprogrammet for Nevrodegenerativ sykdomsforskning (JPND) er det største globale forskningsinitiativet rettet mot å takle utfordringene knyttet til neurodegenerative sykdommer. JPND har som mål å øke koordinerte investeringer i deltakerlandene til forskning for å finne årsaker til, utvikle behandlingstiltak for og finne gode måter å gi pleie og omsorg til de som er rammet av nevrodegenerativ sykdom. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Polsk / Polish	<i>Inicjatywa Wspólnego Programowania w obszarze chorób neurodegeneracyjnych (Joint Programming Initiative on combating neurodegenerative diseases, JPND) to największa w skali świata inicjatywa powołana do walki z wyzwaniami powodowanymi przez choroby neurodegeneracyjne. JPND ma na celu zwiększenie koordynacji inwestycji poszczególnych krajów w badania zmierzające do określenia przyczyn, wypracowania sposobów leczenia oraz identyfikacji właściwych sposobów opieki nad osobami dotkniętymi chorobami neurodegeneracyjnymi.</i>
Português / Portuguese	<i>A iniciativa de Programação Conjunta da UE - Investigação em Doenças Neurodegenerativas, JPND (EU Joint Programme - Neurodegenerative Disease Research), é a maior iniciativa global de investigação destinada a enfrentar este desafio societal. A JPND visa aumentar entre os países participantes, o investimento coordenado em investigação dirigida para encontrar as causas, desenvolver curas e identificar formas apropriadas para cuidar pessoas com doenças neurodegenerativas. Mais informações em <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Slovensky / Slovak	<i>Spoločný program EÚ vo výskume neurodegeneračných ochorení (Joint Programme – Neurodegenerative Disease Research – JPND) je najrozsiahlejšou globálnou výskumnou iniciatívou zameranou na riešenie problémov spojených s výskytom neurodegeneračných ochorení. Cieľom JPND je zintenzívniť koordináciu výskumnej podpory zúčastnených krajín zameranú na identifikáciu príčin vzniku neurodegeneračných ochorení, vývoj účinných liečebných postupov a vhodných foriem starostlivosti o postihnutých pacientov. . <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Slovenski / Slovenian	<i>Skupni program EU - Raziskave nevrodegenerativnih bolezni (JPND) je največja globalna raziskovalna pobuda, ki se ukvarja z izzivom nevrodegenerativnih bolezni. Cilj JPND je povečanje koordiniranega vlaganja sodelujočih držav v raziskave, namenjene odkrivanju vzrokov nevrodegenerativnih bolezni, razvoju metod njihovega zdravljenja in izboljšanju oskrbe bolnikov s temi boleznimi. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Español / Spanish	<i>La Iniciativa de Programación Conjunta de la UE – Investigación en Enfermedades Neurodegenerativas, JPND (EU Joint Programme - Neurodegenerative Disease Research), es la mayor iniciativa global de investigación destinada a afrontar el desafío de las Enfermedades Neurodegenerativas. JPND tiene por objeto aumentar entre los países participantes, la financiación coordinada en investigación dirigida a encontrar las causas, desarrollar tratamientos e identificar formas apropiadas para cuidar a las personas con enfermedades neurodegenerativas. Más información en <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Svenska / Swedish	<i>EU Joint Programme – Neurodegenerative Disease Research (JPND) är världens största forskningsinitiativ riktat mot neurodegenerativa sjukdomar. JPND verkar för att öka de deltagande ländernas sammanlagda koordinerade investeringar i forskning om bakomliggande orsaker, utveckling av botemedel och lämplig vårdmetodik för neurodegenerativa sjukdomar. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>
Türk / Turkish	<i>AB Ortak Programı - Nörodejeneratif Hastalık Araştırmaları (JPND) ND hastalıklar dolayısıyla ortaya çıkan sorunlarla mücadele etmek için kurulmuş yenilikçi bir ortak araştırma inisiyatifidir. İnisiyatifin amacı ortak aksiyon ile fayda sağlanacak ortak hedefler belirlemek ve var olan ulusal programların eşgüdümü ile araştırmaların etkilerini artırmaktır. Bu araştırma stratejisi gelecekteki yatırımlar için bir çerçeve çizecek ve Avrupa'daki araştırma çabalarını, önleme, teşhis, tedavi ve bakım açısından en verimli düzeyde nasıl tutulacağını bildirecektir. <a href="http://www.jpnd.eu">www.jpnd.eu</a></i>

## ANNEX IV COMMUNICATIONS PLANNING

### Communications Checklist<sup>1</sup>

#### State the purpose of the communication

Are there any goals and objectives? Have the final and intermediate communication aims of the project been specified, what impact is intended, what reaction or change is expected from the target audience?

For example:

- Receiving feedback or engaging in dialogue
- Influencing the attitudes of decision-makers
- Having people make a decision or take action
- Ensuring that the project outcomes will be taken into production

#### Pick your Audience

##### 1. Is your audience well defined?

- Is each target audience a relatively homogenous group of people (not: 'the public at large' or 'all stakeholders')?
- Can the indicated audiences be further specified? For example: from 'the general public' to 'female citizens caring for an elderly relative in one of the EU-10 countries' or from 'decision-makers' to 'Europarliamentarians involved in the design of the new research policy 2013'.

##### 2. Does it include all relevant target groups?

- Can your audience help you reach your objectives?
- Who has an interest in your research?
- Who can contribute to your work?
- Who would be interested in learning about the project's findings?
- Who could or will be affected directly by the outcomes of the research?
- Who are not directly involved, but could have influence elsewhere?
- Does the project aim to address both a direct audience and intermediaries to reach more people?
- What about the possibility of audiences at local, regional, national and European level?
- Is the audience external (not restricted to consortium partners)?

For each audience, a distinct strategy should use targeted messages, means and language.

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<sup>1</sup> Adapted from: Communicating EU Research & Innovation – a guide for project participants. Publications Office, Luxembourg

## Choose your message

### 1. Is it news?

- Why do we need to know? What will change? What solutions are you offering? What makes the issue urgent? What are the consequences if no action is taken?
- Have you tried to stir your audience's imagination and emotions?
- How does your work relate to everyday life? Does it link to any broader societal issue? Rather than focusing only on the provision of factual information, is your project research positioned within a broader socio-economic and policy context, so that it will be easier to explain the results and their relevance to policymakers and citizens?

### 2. Are you connecting to what your audience wants to know?

See through your audience's eyes:

- What do they already know about the topic?
- What do they think about it?
- Do they need information and/or persuasion?
- Have you tested your message?
- Are you considering a FAQ on potentially controversial or sensitive issues?

### 3. Are you connecting to your own communication objectives?

**NOTE: Tell a story, don't just list facts**

- A story is an effective way to make people remember your message. Why not tell one to disseminate your results? Which stories work best?
- A good story consists of a succession of events with a beginning, a middle and an end, a scene setter and a plot, a climax and a conclusion, all of this in a rich context. It is hence more than a list of results achieved.
- A good story is one with which others can identify, with the project content as a basis, and focused on a person (for example: the researcher). Such stories also allow your message to be conveyed through shared values that will touch people's hearts and provoke emotion, and the promise of a better future. You have forgotten how to tell a story? There are plenty of resources on the internet to help you. Just search for 'storytelling'.

## Use the right medium and means to achieve your objectives

### 1. Do they reach the audience?

- Are you working at the right level (local, regional, national)?
- Are you using dissemination partners and multipliers?
- Dissemination partners can help amplify and multiply a message. Rather than aiming to build an audience from scratch, the project should indicate which partners to use and how.

### 2. Do they go beyond the obvious?

- If input or contributions are needed, are there mechanisms in place to make communication interactive so as to obtain responses?
- Are you taking into account the different ways to communicate?

<b>Examples of interpersonal communication</b>	<b>Examples of mass media communication</b>
<i>Lower costs but more effort required</i>	<i>Flexible - easy to change tone, strategy and content</i>
<i>Smaller audience</i>	<i>Potentially large audience</i>
<i>Interactive, good for acquiring input</i>	<i>Uses the credibility of the mass media</i>
<i>Dialogues, face-to-face conversation</i>	<i>Newspapers and magazines</i>
<i>Group discussions</i>	<i>Press releases</i>
<i>Conferences</i>	<i>Newsletters</i>
<i>Brokerage events</i>	<i>Manuals</i>
<i>School visits</i>	<i>Brochures, booklets, flyers</i>
<i>Tours</i>	<i>Letters</i>
<i>Round tables</i>	<i>Radio</i>
<i>Exhibitions</i>	<i>Television</i>
<i>Meetings</i>	<i>Video</i>
<i>Workshops</i>	<i>Posters</i>
<i>Open days</i>	<i>Stickers</i>
<i>Demonstrations and prototypes</i>	<i>Banners</i>
<i>Telephone calls</i>	<i>Billboards</i>
<i>E-mail information service (question and answer)</i>	<i>Website</i>
<i>Internet debate</i>	<i>Blogs</i>
<i>Policy brief</i>	<i>Social media</i>

## Evaluate

### Are your goals and objectives neither too ambitious nor too weak?

- Is there a deadline by which the goals should be achieved, taking into account different stages of the research and possible intermediary outcomes?
- Are the objectives specific and measurable, rather than vague? Does the project envisage ways of measuring its communication efforts and impact?

For example:

- Evidence of debates in the media
- Evidence of new funders for your area
- Evidence of transference of research into practice (patents, prototypes, licenses)
- Number and turnover of new practices or procedures developed, based on your outcomes
- Number of articles in the press
- Number of people asking for feedback or more information
- Number of references in scientific publications
- Participation in project events and seminars
- Speaker evaluations from conferences
- Presentations
- Survey of end-users
- Trends in website visits

Once completed, go back to your goals and objectives. Have they been reached? What lessons have you learned?

## Suggested further resources

Find below a number of sources that have been relevant for the compilation of these guidelines, and which may prove useful to JPND-supported projects. For guides on scientific communication that have been written in other languages, we suggest you consult with your national academy of sciences.

### **Publications and Reports**

- European Commission (2012). Communicating EU Research & Innovation – A guide for project participants. Publications Office, Luxembourg.
- European Commission (2010). Communicating research for evidence-based policymaking. A practical guide for researchers in socio-economic sciences and humanities. Publications Office, Luxembourg.
- Carrada, Giovanni (2006), A Scientist's Survival Kit; Communicating Science. EU Publications Office, Luxembourg.
- UK Royal Society (2006). Communicating the results of new scientific research to the public – Science and the public interest - focusing in particular on the ins and outs of communicating about risk and probability.

### **Resources and Websites**

- **European Science Events Association (Eusea)** - <http://www.euscea.org>  
The European association for organisations for European Science Communication Events (SCE). It is a platform to exchange experiences about the organisation of such informal learning events in Europe.
- **AAAS (American Association for the Advancement of Science)** - <http://communicatingscience.aaas.org>  
The AAAS Center for Public Engagement with Science and Technology provides resources for scientists and engineers, to help researchers communicate more broadly with the public. Communicating Science: Tools for Scientists and Engineers includes learning the basics of communication, how-to tips for working with reporters, strategies for using online media effectively, and more.
- **British Science Association 'Collective Memory'** - <http://collectivememory.britishtscienceassociation.org>  
The Collective Memory is a database of evaluations of a diverse range of science communication initiatives. Explore the database to learn about past successes, pick up useful tips for planning events and read about various types of evaluation.



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