

Project Deliverable Information Sheet

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ACCELERATE Communication Strategy

January 2017



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1. Introduction

The Communication Strategy of the ACCELERATE project is designed to enable the project partners promote the project's activities, targeting specific groups and key people and ensuring that project's results are effectively communicated to the widest possible audience by using the appropriate channels and tools. The strategy will be implemented right from the start of the project. Appropriate actions, tools and target groups will be addressed, according to the project's stage of implementation, linking the communication with the task in progress.

Key background documents:

- H2020 Online Manual
http://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm
- Communication and Visibility Manual for European Union External Actions
http://ec.europa.eu/europeaid/work/visibility/index_en.htm

The project will implement a combined communication-dissemination strategy, which will be addressed to various target audiences including: policy makers, RIs' managers, ERIC bodies, staff and network, international scientific and industrial communities.

The communication and dissemination activities will raise awareness among target groups about project results and best practices, highlighting the benefits that the project brings to the community, while ensuring EU visibility by a correct implementation of the EU visibility guidelines for External Actions. The final aim is to stimulate change, by impacting positively on future policies, especially towards long-term sustainability of research infrastructures, and to contribute with added value to the European Research Area (ERA) and to research and innovation in general.

Because of the international approach of the action, the proposed strategy will enable the transferability of the results to other public and private entities and potential stakeholders in different geographical areas. Communication and dissemination activities are a crucial element for the project's success and will be developed throughout the whole implementation phase.

This document outlines communication objectives, key messages, target audiences, activities, tools and resources for facilitating the exchange and dissemination of information, both for internal and external communication means. The tools deployed for this purpose include emails, the project website, a secure web area for partners, social networks, project brochures, promotional materials, press articles, e-newsletters, workshops and other dissemination and networking events.

2. Description and objectives of the ACCELERATE project

The ACCELERATE project aims to further develop procedures related to the ERIC framework for CERIC and European research infrastructures in general, strengthening the legal instrument of ERICs within the European Research Area (ERA), with the final goal of ensuring their long-term sustainability. The project will achieve these goals by addressing the key issues of research infrastructures: sustainability, relevance, effectiveness and collaboration.

ACCELERATE's main objectives are:

- Increase CERIC's offer to academic and industrial users.
- Increase the visibility of RIs in general and CERIC in particular to new academic and industrial communities.
- Develop strategies to ensure long term sustainability of RIs in general and CERIC in particular.
- Address common legal and administrative issues in ERIC operations.
- Skills and knowledge transfer.

The project partnership is composed of:

ACCELERATE Partners			
N.	Partner	Abbreviation	Country
1	Central European Research Infrastructure Consortium CERIC-ERIC	CERIC-ERIC	Italy
2	European Spallation Source ERIC	ESS	Sweden
3	Association Internationale Extreme-Light- Infrastructure Delivery Consortium	ELI-DC AISBL	Belgium
4	Koninklijke Nederlandse Akademie Van Wetenschappen – KNAW	KNAW	The Netherlands
5	Technische Universität München	TUM	Germany
6	Helmoltz-Zentrum Geesthacht Zentrum für Material und Küstenforschung GmbH	HZG	Germany
7	Uzhgorodskyi Nacionalnyi Universitet	UZHNU	Ukraine
8	ESP Central Limited	ESP	United Kingdom
Third parties involved in ACCELERATE			
Partner		Abbreviation	Country
Elettra Industrial Liaison Office at Elettra Sincrotrone Trieste SCpA		ELE	Italy
Centre for Transfer of Knowledge and Technologies at the Charles University in Prague		TTO CUP	Czech Republic
Surface Physics Laboratory of the Charles University in Prague		SPL CUP	Czech Republic
National Institute of Chemistry in Ljubljana		NIC	Slovenia
Technical University in Graz		TUG	Austria

Table 1. List of partners and third parties involved in ACCELERATE

3. ACCELERATE Communication and Dissemination objectives

Through the work package dedicated to Communication and Dissemination – WP6 (see paragraph 6), the Coordinator (WP Leader) and the partners aim to support project objectives.

The main communication objectives are:

- **Increase the visibility of CERIC and the project partners** through the promotion of the project's activities and the dissemination of its results among stakeholders*.
- **Ensure a smooth and effective communication exchange within the project partnership**, guaranteeing a proper flow of information throughout the different bodies of the management structure by following the principles of cooperation and transparency, and by respecting the rules on confidentiality.
- **Involve, whenever possible, policy makers and funding agencies to increase the relevance of the project's results, stimulate change** by transferring the developed policies and tools and nudge towards their adoption.
- **Support communication actions aimed at affecting changes among main stakeholders** (see Table 2)**
- **Increase the awareness and knowledge in both the scientific and the industrial community about the opportunities for research and innovation at CERIC and similar RIs**, stimulating the best possible use of the available R&D services by promoting open and commercial access, as well as training, dissemination and networking workshops and events.
- **Widen the industrial and the academic networks** by identifying and using the best channels for communication with both scientific and industrial users, maximising their impact in bridging the gap between science and industry.
- **Enhance the project's impact** by disseminating the project's relevant documents, information, results and achievements to stakeholders at the regional, national and European levels, in order to stimulate actions towards the core INFRADEV programme's goal of making RIs effective and sustainable in the long-term.
- **Ensure ACCELERATE's legacy** by making available the best practice and relevant documentation to stakeholders after the end of the project.

* The project coordinator, CERIC-ERIC, ensures that all its bodies and partner facilities are well informed about the project's progress and that they are actively involved in its activities, by adopting and implementing the communication guidelines detailed in the CERIC internal document *CERIC Communication Guidelines 2017-2020*.

**Table 2 shows the main changes that the project expects to affect, linked to the related actions, target groups and key performance indicators (KPI).

N.	EXPECTED CHANGE	ACTIONS	TARGET	KPI
1	Higher number of open access users	Presentation of CERIC and other RIs' open access offer. Promotion of the pilot calls and organisation of outreach events.	Scientific communities and networks	<ul style="list-style-type: none"> • Increase in the yearly number of applications after the second year of the project • Increase in the number of applications from countries where the outreach events take place
2	Increased interest about CERIC and RIs offer among the industrial community	Set-up and presentation of our commercial access offer. Organisation and promotion of R2B events in WP3. Participation in fairs and other networking events.	Industrial community and networks	<ul style="list-style-type: none"> • Increase in the number of requests received, after the second year of the project • Involvement in at least one industry-centred project / Partnership with at least one company in H2020 or other funding programmes
3	Adoption of new policies (on the following subjects: VAT, human resources mobility, in-kind contributions)	Transfer of the developed policies, methodologies, tools, etc. to authorities and policy makers at different levels, approaching stakeholders at events such as the ERIC Network Meetings and similar.	Policy makers at both national and European level, Research Infrastructures	<ul style="list-style-type: none"> • Development of a methodology for the EU-wide adoption at national level of the ERIC regulation regarding VAT exemption • Development and adoption of a methodology for accounting in-kind contributions in a distributed research infrastructure • Achievement of the proposed goals in terms of mobility of personnel inside the EU
4	Increased awareness of the benefits of ERICs for the community	Disseminate project results that benefit the whole community through the media and public events.	All targets, in particular media and general public	<ul style="list-style-type: none"> • At least 10 articles published • At least 10 dissemination events attended
5	More effective management of RIs	Preparation and distribution of training materials and other RIs' management tools (e.g. RAMIRI). Organisation and promotion of training events.	RIs staff	<ul style="list-style-type: none"> • At least 80% of the trainees satisfied after training, evaluated by a questionnaire.

Table 2. List of expected changes that the project aims to affect

4. Target Audiences

Communication (the promotion of the project's activities by providing targeted information to multiple audiences) and dissemination (the disclosure of the results to the stakeholders by appropriate means) need to be customised and adapted to the different target groups and stakeholders identified in the project.

The tables below provide a classification of key target audiences to be considered when pursuing specific communication objectives, in order to be able to plan well in advance the adaptation of messages, tools and actions according to the background, expectations and practices of each group.

INTERNAL COMMUNICATION – TARGET GROUPS
Project Partners
Project bodies (Governance Board, Steering Committee, Coordinator, ACCELERATE Management Office – AMO, Work Package leaders, task leaders and participants, Innovation Advisory Board)
EC Programme Managers
EXTERNAL COMMUNICATION – TARGET GROUPS
Community of European research infrastructures
RIs managers and professionals (legal, administrative, TT)
ERIC Network
Research community world-wide
Industrial (R&D and management) community world-wide
Policy makers
DISSEMINATION – TARGET GROUPS
Community of European research infrastructures
ERIC Network
Research community world-wide
Industrial (R&D and management) community world-wide
National Ministries (for Research, Industry, Regional Development, Finances)
EU governing bodies and European Commission – all relevant DGs
Media as multipliers of project's key messages
General public

Table 3. List of ACCELERATE target groups of internal communication, external communication and dissemination activities

It is acknowledged that:

- The general **communication goal** is to increase the visibility and raise awareness of CERIC and project partners' mission, activities and goals.
- The main **dissemination goal** is to increase the knowledge among relevant stakeholders about the project's results (and of CERIC as its target infrastructure).

5. Key Messages

The following sections provide brief statements to be possibly used when referring to ACCELERATE and when introducing its principal goals, objectives and actions. These key messages are aimed at defining the identity of the project in order to simplify and homogenise its communication to major target audiences and stakeholders. They should also be considered as guidelines for the partnership itself.

5.1 Mission Statement

The mission statement helps internal stakeholders identifying with the project and its goals (*what do we do and why are we doing what we are doing?*) and external audiences identifying the domain of the activity and specificity of the project (*what are they doing and why are they doing it?*).

ACCELERATE responds to the challenge to overcome the main obstacles and barriers to the management and operation of large research infrastructures (RIs), developing policies and tools to strengthen the sustainability of large scale RIs, enhancing the legal instrument of ERICs within the European Research Area and supporting capacity building of current and future RIs staff. Finally, the project aims to increase the visibility of RIs in general and CERIC in particular among decision makers, new academic and industrial communities, funding agencies and the wider public by improving services, management performances and strategies for ensuring sustainability in the long term.

5.2 Project Identity Narrative

The text below, also published in the homepage of the ACCELERATE website and to be further adjusted in the implementation phase of the project, should work as **Project Identity Narrative** and may be used as reference text when describing the project and its main goals:

ACCELERATE is a Horizon 2020 project, supporting the long-term sustainability of large scale research infrastructures (RIs) through the development of policies and legal and administrative tools for a more effective management and operation of RIs, with a special focus on ERICs and CERIC in particular. To help secure RIs' sustainability, relevance and effectiveness, the project develops frameworks to improve the offer of tailored services to private and public entities, ensuring outreach to new scientific and industrial communities worldwide and defining common protocols for monitoring and assessing RIs' socio-economic impact. Finally, a major focus on capacity building will develop current and future RIs' staff competences.

It is desirable that such a **story of ACCELERATE** – to be regularly updated with achievements/results – becomes useful briefing material for media in need of basic information about the project.

5.3 H2020 duties

Art. 38 of the ACCELERATE Grant Agreement specifies that:

Any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must include the following text:

ACCELERATE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 731112

Moreover, the partners are due to fulfil all the requirements established by the EC in the Grant Agreement and in the Communication and Visibility Manual for European Union External Actions.

6. Communication and Dissemination WP (WP6)

The WP Communication and Dissemination, WP6, aims to ensure an effective communication of the project's activities and the dissemination of its results by enhancing a two-way dialogue between stakeholders, as well as among the project partners. The goal is to influence behaviours, attitudes and actions by means of communication and dissemination. The envisaged measures will also support the exchange of best practices among RIs. Finally, an internal communication plan (Annex 8.1) provides guidelines for ensuring an efficient flow of information between partners.

CERIC will lead the WP. However, all partners will contribute to the achievement of the WP's outcomes and deliverables.

6.1 WP6 – Specific Objectives and Deliverables

WP6 defines the ACCELERATE communication and dissemination specific objectives as follows:

- Promote the identity and goals of the project and its partners, enhancing their visibility and strengthening their reputation.
- Keeping relevant stakeholders of ACCELERATE informed about its progress.
- Open and maintain a two-way dialogue with stakeholders in order to obtain feedback in course of its activities and to increase the project's impact.
- Promote pilot calls, events, seminars and workshops and any other training, networking and research opportunity offered by the project and the partners.
- Disseminate outputs (policies, methodologies, legal/administrative tools, results of pilots, etc.) to stakeholders, making them available even after the end of the project.
- Wherever possible, assist exploitation of the outputs and results.

The **deliverables** of WP6 are set as follows:

N.	Deliverable	Lead Partner	Type	Dissemination Level	Due date (month)
D6.1	Project Communication Strategy	CERIC	Report	Public	1
D6.2	Internal Communication Plan	CERIC	Report	Confidential, only for members of the Consortium (including EC)	1
D6.3	Project website and email server*	CERIC	Website	Public	2
D6.4	Communication Materials	CERIC	Report	Public	3
D6.5	Communication Management	CERIC	Report	Public	48
D6.6	Concluding dissemination workshop	CERIC	Report	Public	48

Table 4. List of deliverables of WP6 – Communication and Dissemination

6.2 External Communication and Dissemination – Activities and Tools

Custom materials for external communication and dissemination will be produced and distributed for informing and raising awareness about project partners' activities, achievements and results among stakeholders and potential beneficiaries listed in Table 3.

The external **communication and dissemination tools** proposed by the project to support external communication and dissemination activities are listed below. These tools are linked to specific activities of single WPs in the Communication and Dissemination Plan, which shall be adopted and continuously updated (at least on a yearly basis) throughout the whole lifecycle of the project:

- Project Communication Strategy
- Internal Communication Plan
- External Communication Plan
- Project website
- Partners' websites
- Social media accounts
- Project brochures
- E-newsletters
- Media relations
- Promotional materials (rollups, posters, gadgets, etc.)
- Promotional campaigns
- Reporting
- Networking, outreach and training events
- Concluding dissemination workshop

Table 5 below describes each tool linking it to the relevant partner and to the key performance indicator(s) (KPIs), as well as to the expected delivery timeframe.

* An alternative and equally valuable solution to the email server was approved at the project's kick-off meeting.

TOOL	DESCRIPTION	INVOLVED PARTNER	INDICATOR(S) OF ACHIEVEMENT	TIMEFRAME
Project communication strategy	The Communication Strategy is designed to ensure that the project effectively communicates results to the widest possible audience by using the appropriate channels and tools, targeting specific groups and key people; promotes networking and establishes a coordinated approach to maximise impact. The document provides guidelines for the implementation of communication activities right from the project start and throughout its whole lifecycle, identifying actions, tools and target groups addressed, according to the project's stage of implementation, e.g. linking the communication with the task in progress.	CERIC and all other partners	Adoption of the document	Jan 2017 and regular yearly updates
Internal Communication Plan	The ACCELERATE Internal Communication Plan is intended to ensure a constant and effective exchange of information between the partners and the project's governing bodies. It will be produced and distributed to internal stakeholders in M1 and updated, if needed, throughout the project implementation phase.	CERIC	Adoption of the document	Jan 2017 and future updates, if needed
Project identity	Design of the logo, design and development of different layouts: different templates for documents, .ppt presentations, leaflet, brochure, etc.	CERIC and all other partners	Complete set of layouts realized and adopted	Jan 2017
Project website	Design and publication of the project's website (http://www.accelerate2020.eu). This will be the main communication and dissemination tool used to promote project activities, disseminate results and make accessible all project public reports and deliverables. The website will be in English and will contain information on project activities, outputs and deliverables. The structure is the following: Home / Work Packages / News and Events / Project Partners / Contacts. Structure and contacts will be continuously developed and updated by CERIC with the contribution of all partners. The website will be accessible for at least another year after the end of the project. Relevant outputs and documents will be made available online on project partners' website and other appropriate platforms.	CERIC and all other partners	Publication of the website	Feb 2017 – Dec 2022
Partners' websites	All partners will inform and communicate on the ACCELERATE project via their own websites.	All partners	News/articles about the project published in all partners' website	Feb 2017 – Dec 2020
Social media accounts	Twitter and other appropriate social media accounts of the project partners will be used in order to promote ACCELERATE activities.	CERIC and all other partners	At least one tweet per week with hashtag #ACCELERATE2020	Feb 2017 – Dec 2020
Project brochure	The project will produce a printed brochure. It will highlight policies and actions developed and implemented, as well as the project's main achievements. It will be available online and distributed during the ACCELERATE Final Dissemination Workshop, as well as to stakeholders (in particular, scientists, industry, RIs managers and policy makers) during pertinent and relevant future events organised by each partner.	CERIC, with the contribution of all partners	Distribution of at least 200 copies of the brochure	September 2020
E-newsletters	Layout of a quarterly digital newsletter in English, providing information on the project, its progress and results. The newsletter will be distributed through an appropriate newsletter provider, to the partners' relevant networks.	CERIC, with the contribution of all partners	Timely release of issues	April 2017 – Jan 2021
Media relations	During the project's lifecycle, efforts will be made to communicate the ACCELERATE project in technical newspapers, business or targeted press.	CERIC and all other partners	No. of press articles released	Feb 2017 – Dec 2020

TOOL	DESCRIPTION	INVOLVED PARTNER	INDICATOR(S) OF ACHIEVEMENT	TIMEFRAME
Promotional materials	Design and produce the project's rollups, leaflets, give-aways (pens, conference folders, usb sticks, lanyards, etc.)	CERIC	Complete set of material available for every event	March 2017 – Dec 2020
Annual communication plan	The ACCELERATE Communication Manager will produce and provide project partners with an updated communication and dissemination plan on a yearly basis.	CERIC, with the contribution of all partners	Yearly delivery of the updated plan	Jan 2018, Jan 2019, Jan 2020
Reporting	The ACCELERATE Communication Manager will provide the Coordinator with the periodic and final report specifically related to the communication and dissemination (C&D) activities carried out during each reporting period (M1-18, M19-36, M37-48).	CERIC	Delivery of 3 C&D reports as part of the periodical project's reports	June 2018, Dec 2019, Dec 2020
Networking events	Support in the promotion of the R2B events in T3.2/D3.3 and T3.4/D3.5 – M48 through LinkedIn, the project's and the partners' websites, targeted email-marketing campaigns.	CERIC, ESS, HZG	Targeted material delivered on time	Dec 2020
Outreach events	Support in the promotion of the outreach events in T4.2/D4.3 – M36 – D4.4 – M12 (information events proposed in Albania, FYROM, Moldova, Montenegro, Turkey, and international summer schools) and in T4.3/D4.6 – M47 (outreach events proposed in Uzhhorod), through LinkedIn, the project's and partners' websites, targeted email-marketing campaigns and publication of the outcomes of the events on the ACCELERATE and partners' websites and newsletters.	CERIC, UZHNU	Preparation of communication material, websites or any other needed support	M36 – Dec 2019; M12 – Dec 2017; M47 – Nov 2017
Promotional and info-campaigns	Targeted information campaigns about the outcomes of T1.2/D1.5 – M30 (assessment on social return of RIs), T1.3/D1.6-D1.7-D1.8 – M45 (reports on VAT exemption, staff mobility and IKC accounting methodology). Promotion of the fast track open access pilot (T5.1/D5.1 – M48) and the open access pilot (T5.2/D5.2 – M48) with email-marketing tools, publication of the news on the project's and the partners' websites and newsletters, promotion via social media. Distribution of the Handbook of commercial access in T3.1/D.3.1 – M24.	All partners	T1.2 – Distribution of the reports to institutions T2.1 – Preparation of communication material, websites or any other needed support. T3.1 – Distribution of the handbook to the target institutions	M30 – June 2019; M45 – Sept 2020; M48 – Dec 2020; M24 – Dec 2018
Training events	Support in the promotion of the training workshops in T4.3/D4.4 – M12 (CERIC regional outpost in Ukraine)	CERIC, UZHNU	Targeted material delivered on time	M12 – Dec 2020
Dissemination workshop	A final dissemination workshop involving all stakeholders will show best practices and results achieved by the project, as well as the further steps to be implemented for their exploitation and sustainability.	CERIC and the partners	Targeted material delivered on time	Dec 2020

Table 5 – List of communication tools used throughout the project to achieve communication goals and specific objectives

7. Resources

The resources available for WP6 are 7.800 EUR, plus 1,5 FTE for each year of the project.

8. ANNEXES

8.1 Internal Communication Plan

The project's internal communication is intended to ensure a constant and effective exchange of information between the partners and the project's governing bodies (frequent exchange of emails, setting up of the project website and of a secure area for the partners only). It will also ensure effective and shared management of the knowledge generated by the project's activities (data, methodologies, policies, procedures, reports, any other document).

The plan is meant as a tool for achieving the final objective of the project's internal communication, i.e.:

- Develop appropriate activities and mechanisms for a smooth and effective communication exchange within the project partnership, guaranteeing a proper flow of information throughout the different bodies of the management structure by following the principles of cooperation, transparency and confidentiality.

The Internal Communication Plan in Table 5 below, details the main activities, tools and target groups of the project's internal communication, linking them to specific internal communication objectives, date of delivery and indicators to measure and assess the related achievements.

TOOL / ACTIVITY	COMMUNICATION OBJECTIVE	TARGET	TOOL DESCRIPTION	MAIN MESSAGE	DATE
Secure web based area/ Documents repository	Sharing of documents and information within the project's bodies and the partnership; enabling cooperation and sharing with relevant stakeholders	Internal - Project bodies and partners	Creation of a repository in a Cloud server with different levels of access privileges, customized for different project bodies and internal stakeholders	Project as a whole, in all its aspects (legal, administrative, financial, communication, etc.)	Feb. 2017
Shared calendar	Guarantee information exchange about events / meetings, deadlines, etc.	All project partners	Shared online calendar	Dates of meetings and events, project deadlines, etc.	Feb. 2017

TOOL / ACTIVITY	COMMUNICATION OBJECTIVE	TARGET	TOOL DESCRIPTION	MAIN MESSAGE	DATE
E-mailing	Exchange of pertinent and relevant information within the partnership, guaranteeing the principles of transparency, integrity, cooperation and confidentiality, and making use of the appointed channels of communication	Project partners and other internal stakeholders	Creation of specific email accounts for different project tasks/functions, with defined list of recipients and distribution to stakeholders (on different communication channels: project materials, website, etc.)	Project's activity as a whole, in all its aspects (legal, administrative, financial, communication, etc.)	Feb. 2017
Meetings of the GB	Decision making about progress of the project and transfer of relevant information for implementing decisions accordingly	Members of the GB	Meeting - Publication and distribution of meetings' agenda, presentations, minutes/report, resolutions to relevant stakeholders	Project management activity	(At least) once a year
Meetings of the StC	Assessment of the project's results and transfer of relevant information to the appointed persons in order to adjust actions and implement them accordingly	Members of the SC	Meeting - Publication and distribution of meetings' agenda, presentations, minutes/report, documents about project progress, press releases and publications, to relevant stakeholders	Project managements and implementation activity	(At least) quarterly
Meetings of the IAB	Transfer of the advice about commercial access procedures and TT policies to relevant stakeholders for consideration and possible adoption	Members of the IAB	Meeting - Publication and distribution of agenda, minutes/report, advice to relevant stakeholders	Increase impact of WP3	
Meetings of WP Leaders	Exchange information and increase the knowledge about WP challenges, progress, results, future steps and share information with relevant stakeholders to ensure WP implementation accordingly	WP Leaders	Meeting - Publication and distribution of meetings' agenda, list of actions, periodical reports to relevant stakeholders	Project progress, results and future challenges	(At least) once a month
Internal Communication Guidelines	Provide information to the project partners about the tools available for internal communications and the related deadlines for delivering documents	All project partners	Guidelines available in the secure web area	Instructions, hints and tips for internal communication means	March 2017
Kick-off meeting	Project kick-off - Definition of tasks, goals, responsible persons, structure, etc.	All project partners / project bodies	Preparation of the event; distribution of the general info/docs about the meeting via email, project partners' website and newsletter to existing scientific and institutional networks	Project's activity as a whole, in all its aspects (legal, administrative, financial, communication, etc.)	Jan. 2017

8.2 External Communication and Dissemination Plan*

ACCELERATE COMMUNICATION and DISSEMINATION PLAN - 2017

WP Task/ Deliv.	ACTIVITY	COMMUNICATION OBJECTIVE	TARGET	COMMUNICATION TOOLS	MAIN MESSAGE	DATE	INVOLVED PARTNER(S)
T1.2/ D1.4, D1.5	Participation in the workshops for the assessment of the social return of RIs	Raise awareness about the methodology adopted for assessing social return of RIs to relevant stakeholders	Policy makers + other RIs	Report to briefly show results to target groups + publication of the outcomes on the website	Results of the workshops and contents of the methodology defined	To be defined	CERIC, KNAW, ESS, ELI, HGZ, FRM II
T1.4/ D1.9	3-day seminar for 12-15 participants on RIs management	Increase the knowledge of RIs staff about RIs' management	RIs managerial and administrative staff (including participants from UZHNU in task 4.3, point 2, of the project)	.ppt presentations, website with info about the training event, invitation of speakers/trainers, publication of news / press release, brochure with the outcomes of the events	Results of the training activity about RIs' management	To be defined	CERIC, ESS, HZG
T3.2/ D3.3	R2B event organised by ESP	Increase the visibility of CERIC among companies doing R&D and raise awareness about opportunities of commercial access	Industry + researchers interested in the application of their research	Promotion of the R2B event (via email, website, newsletter, project's website, CERIC networks) among the CERIC contacts from both the research and the industrial realm	CERIC commercial access opportunities	To be defined	CERIC, ESP Central
T4.2/ D4.2	Information event about CERIC	Outreach to new communities	Research community in target countries (Albania, FYROM, Moldova, Montenegro, Turkey)	Promotion of the event (via email, website, newsletter, project's website, CERIC networks) among the research community, also involving research institutions / universities in target countries	CERIC open access opportunities	April 2017	CERIC
T4.3/ D4.4, D4.5	Two 2-day workshops in Ukraine	Transfer knowledge about CERIC identity, multi-technique paradigm and scientific opportunities to UZHNU staff	6 UZHNU team members	Training material and publication on CERIC and project's websites	CERIC potential and current activity	March 2017, June 2017	CERIC, UZHNU
T4.3/ D4.6	Outreach event to new communities (CERIC regional outpost in Ukraine)	Transfer and increase knowledge about CERIC research domains	Scientific community in Eastern EU (ca. 40 participants)	Organisation and promotion of the event using tools such as emails, websites (CERIC and project's), newsletter, CERIC networks	CERIC open access opportunities	To be defined	CERIC, UZHNU
T6.1/D6.1	Communication strategy	Definition of the communication strategy for the whole project's duration	CERIC staff and project's partners	Share of the document with CERIC staff and project's partners on project's intranet and CERIC Cloud	Strategies for the most effective achievement and communication of the project's results	Jan 2017	CERIC with the contribution of all partners
T6.1/D6.3	Project's website	Presentation of the project's objectives and results + share of documents and information about the project among the partners	CERIC and project's stakeholders	Publication of the project's website	Project's activity as a whole	February 2017	CERIC
T6.1/D6.4	Design, realisation and supply of comm materials	Raise awareness about the project and its scope among main stakeholders	All project's stakeholders	Project's logo, rollup, banner, leaflet, brochure, gadgets (pens, usb sticks, bags), notebooks, lanyards, conference folders, templates (headed paper, .ppt)	Project's identity and scope	March 2017	CERIC

* Resources are distributed as indicated in the project's budget.



8.3 Project logo



8.4 Word template



DOCUMENT TITLE Subtitle

Month Day Year – Location
Timeframe

Title 1

Text
Text
Text Text

Subtitle 1

Text
Text
Text Text

Subtitle 2

Text
Text
Text Text Text Text Text

Subtitle 3

Text
Text
Text Text Text Text Text





8.5 Meeting agenda template



AGENDA ACCELERATE Meeting (example)

Month Day Year - Location
Timeframe

Agenda

Item	Description
1	
2	
3	
...	
...	
n	



8.6 Attendance list template



ATTENDANCE LIST

Name of the event – Date (Day, Month, Year)

[illegible]

ACCELERATE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 731112

[illegible]

ACCELERATE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 731112



8.7 Meeting minutes' template



MINUTES ACCELERATE Governing Board 2016.1

Month Day Year – Location
Timeframe

Attendance

Name Surname (**INITIALS**) – Partner, Country
Name Surname (**INITIALS**) – Partner, Country
... ..
Name Surname (**INITIALS**) – Partner, Country

Invited:

Name Surname (**INITIALS**) – Partner, Country

Agenda

1. Welcome and adoption of the draft agenda
- 2.
- 3.
- 4.
- 5.
- ...
6. AOB

Minutes

1. Welcome and adoption of the draft agenda

The agenda is adopted without modifications (example).

2. Title point 2

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text

ACTION:

3. Title point 3



Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text

ACTION:

4. AOB – Annex 8

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text

ACTION:

The meeting ends at xx:xx

Deliberations

Item	Deliberation
N.	









List of Actions:

Item	Description of the Action	Responsible	Due on
N.	Action:		
N.	Action:		
N.	Action:		
...	Action:		

Meeting name

8.8 PowerPoint presentation template


First slide (options)

 <p>ACCELERATE</p> <p>TITLE</p> <p>Subtitle</p> <p>Name Surname Organization Contact</p> <p>Location, Date</p>  <p><small>ACCELERATE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 731112</small></p>	 <p>ACCELERATE</p>  <p><small>ACCELERATE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 731112</small></p>
 <p>ACCELERATE</p>  <p><small>ACCELERATE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 731112</small></p>	 <p>ACCELERATE</p>  <p><small>ACCELERATE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 731112</small></p>

Second slide (options)

 <p>ACCELERATE</p> <p>Title</p> <p>Content</p> <p>Text content</p> <p>www.accelerate2020.eu</p>	 <p>ACCELERATE</p> <p>Title</p> <p>Content</p> <p>Text content</p>
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 <p>Title</p> <p>Content</p> <p>Text content</p> <hr data-bbox="188 734 571 739"/>		 <p>Title</p> <p>Content</p> <p>Text content</p> <hr data-bbox="1313 734 1361 768"/>
 <p>Title</p> <p>Content</p> <p>Text content</p> <p>www.accelerate2020.eu</p>		 <p>Title</p> <p>Content</p> <p>Text content</p>
 <p>Title</p> <p>Content</p> <p>Text content</p> <hr data-bbox="188 1731 571 1736"/>		 <p>Title</p> <p>Content</p> <p>Text content</p> <hr data-bbox="1313 1731 1361 1765"/>



Last slide



Thank you



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Horizon 2020 research and innovation programme under grant
agreement N. 731112

www.accelerate2020.eu

9. Glossary

ERA: European Research Area

FYROM: Former Yugoslav Republic Of Macedonia

GB: Governance Board

IAB: Innovation Advisory Board

INFRADEV: Horizon 2020 call for Research Infrastructures within which the ACCELERATE project has been funded

StC: Steering Committee

WP: Work Package