EFFECT PROJECT

Creating effects through communication and engagement in Future and Emerging Technologies

D5.1 Analysis of EFFECT impacts – First Release

Authors: (YOU)

28 December 2017

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Technical references

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PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

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Disclaimer

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Executive Summary

The objective of this document is to present the outcomes of the monitoring activities through different public communication channels used by EFFECT. This report provides a measure of the success of the project against the criteria set-out to achieve the expected impacts.

One the of EFFECT pillars and core focus of its partnership is to monitor and measure the effectiveness of its communication and engagement campaign as well as the impacts generated through this on its audience. Monitoring and measurement is carried out through data collection of quantitative and qualitative indicators.

The first impact analysis of EFFECT outreach and engagement has covered the following activities:

- First editorial production and web and social media distribution of 3 journalistic articles, 5 news releases focusing on FET Open projects, 1web video, 1 ‘best of’ collection of video interviews and 1 Video News Release;
- The stakeholders’ engagement activities related to the first Meet&Match event, the European Researchers’ night and the first webinar.

To provide an accurate overview of the methodology and the analysis of the collected indicators, Deliverable 5.1. has been structured as follows:

- Quantitative and qualitative indicators used to measure EFFECT impacts
- Analysis of impacts from the EFFECT editorial and distribution activities (last monitoring of 18 December 2018)
- Analysis of impacts from off-line engagement and dissemination activities

1 Table of Content

1 About EFFECT

EFFECT is a H2020 project funded under the FET Programme aiming at enhancing visibility and impact of FET research among a variety of actors (researchers, industry, policy makers, civil society organizations, citizens etc.) and to stimulate debate and collaboration among multiple stakeholders through dedicated community building and public engagement activities.

EFFECT aims at **four specific objectives**:

- Enhance knowledge transfer and raise visibility on FET in research & innovation ecosystems, marketplace and society
- Foster awareness on the innovation potential of FET funded research in the business community and among policy makers
- Support a collaborative research & innovation framework through a set of public engagement activities to increase acceptance and uptake of FET research and its outcomes
- Enhance communication strategies of high risk research

The EFFECT strategy is encompassing public communication and engagement in a comprehensive process. The selection of FET stories and contents is an overarching activity to bring the entire process into effect. Public communication is aimed at a general, broader public (which might obviously include a number of different target groups and stakeholders) while engagement activities are more focused on specific audiences and stakeholders thus requiring tailored actions. Impacts in terms of understanding and awareness are generated through different communication formats as part of an overall outreach media programme involving different channels. Acceptance and uptake are stimulated by engagement and participatory activities, organized through dedicated events and online social media animation and campaigns. To measure the impacts generated by the EFFECT communication and engagement strategy implementation a continuous monitoring process enables the project to measure the effectiveness of its strategy and eventually introduce corrective actions through a scalable approach.

Many actors and citizens are not aware of the challenges connected to the transformation of FET Research into future benefits for society. Public awareness raising activities, focusing on how FET research can improve citizens' lives and direct engagement with key players highlighting EU scientific excellence, long-term innovation and competitiveness aim at filling this knowledge gap.

EFFECT communication and engagement strategy is fully in line with the EU H2020 Key Action of Responsible Research and Innovation[1]:

[1] See: http://ec.europa.eu/programmes/horizon2020/en/h2020-section/public-engagement-responsible-research-and-innovation

- Increasing societies' science literacy and ability to participate in democratic processes related to technological developments. This objective is covered by the EFFECT public communication strategy. The proposed public communication and engagement approach will still be top-down however increased accessibility is provided through easy-to-understand communication formats and the use of diversified media channels, some of them (social media) offering the possibility to interact with the proposed contents. Storytelling based on research outcomes and potential market uptake for the benefit of society will stimulate interest and engagement for different audiences;
- Contributing to different perspectives on research design and outputs. Feedback from public events, networking and direct exchange (Meet & Match and brokerage events, workshops, direct exchange with FET research projects and EC services) will provide inputs to the FET research funding programme;
- Ensuring that research and innovation match societal needs. Direct engagement with stakeholders and investors (during the Meet & Match and brokerage events and workshops) and increased FET researchers' capacity building in public communication will support the identification of future research challenges to meet societal needs.

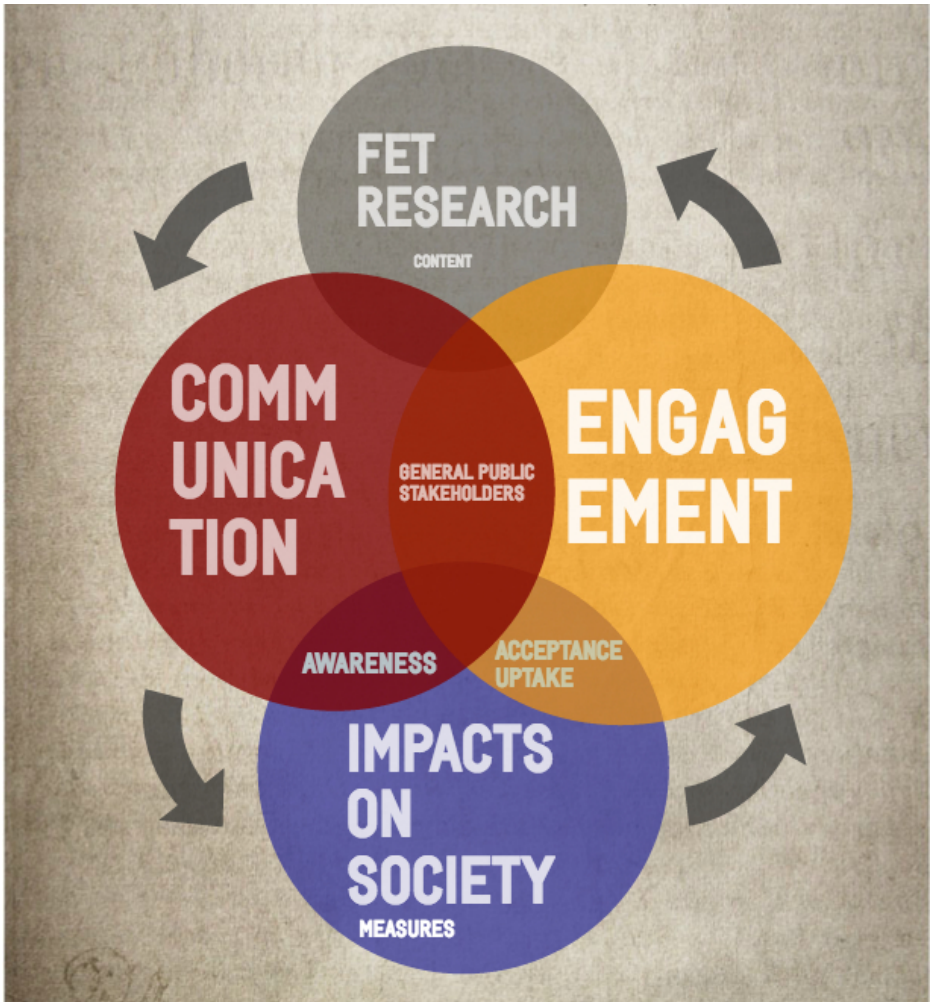


Figure 1 The EFFECT approach to Communication and Engagement

2 Quantitative and qualitative indicators

To measure the effectiveness of the project's strategy as well as to assess the impacts of communication and engagement activities on its target audiences, EFFECT leverages a series of quantitative and qualitative indicators.

Quantitative indicators include outreach indicators, to measure online and offline communication activities, and engagement indicators to measure activities associated to EFFECT communication.

Qualitative indicators are used to assess those activities that are not measurable and/or cannot be easily expressed numerically. They represent people's assessment, opinions or perceptions around a subject.

The integration between outreach data, online engagement and qualitative stakeholders' feedback will constitute the basis for an integrated analysis of the impacts generated by the project activities.

The description of the indicators measured by the EFFECT project is provided in D3.3 "Online, social and TV media indicators used to measure outreach and impacts". Here below is a summary of the indicators used by EFFECT to measure impacts generated through its public communication and engagement activities:

2.1.1 Outreach indicators to measure online communication activities

Outreach indicators assess the size of the audience of EFFECT messages, with the final aim of strengthening the impact on awareness. They are basic indicators that on their own do not provide a complete picture of EFFECT effectiveness, rather a starting point for further analysis.

The following table shows EFFECT outreach indicators and the tools used to collect the data:

OUTREACH INDICATORS	TOOLS
Total visits on FETFX website	Google Analytics
Unique visitors on FETFX website	
Total visits on youris.com	
Unique visitors on youris.com	
Twitter impressions on @FETFX_eu	Twitter Analytics
Twitter impressions on @YourIS_com	
Facebook viewers on www.facebook.com/youriscom/	Facebook Insights
Visualisations on FETFX YouTube account (if applicable)	YouTube counter
Visualisations on youris.com YouTube account (if applicable)	
Impressions on multipliers (EU Agenda, AlphaGalileo etc.)	Provided directly by the multipliers or, in a minor number of cases, estimates based on a solid number of parameters leveraging time series and historical data

Table 1 EFFECT outreach indicators

Definitions:

- Visits, impressions, visualisations: number of times a content has been seen online (different platforms use different terms to describe the same action)
- Visitors, viewers: number of people who got in contact with the content online

2.1.2 Engagement indicators to measure online interactions

Engagement indicators help understand the impact of EFFECT communication messages on target audiences with the aim of supporting acceptance. Engagement metrics are a measurement of if and how stakeholders engage with EFFECT through online interaction, and are a quite powerful tool to assess the effectiveness of communication.

NUVI® is the real-time social monitoring platform leveraged for this purpose and used by youris.com. Engagement indicators for EFFECT include total mentions on the web and on social media, as measured by NUVI®.

2.1.3 Community engagement indicators to measure online interaction – The Community Engagement Index (CEI)

The mere number of web visitors and social media and interactions is not sufficiently significant to assess the evolution of acceptance towards innovation if not put into a broader context able to make all of these data comparable according to a unique measurement metric. The **Community Engagement Index (CEI)** helps to qualify, in a quantitative way, the actual engagement of people into the content delivered to the Internet and the social media by the EFFECT project. The CEI takes into account both the web outreach of a given content and the corresponding generated social media activity, merging them into a unique composite indicator (index) able to accurately represent the engagement of the EFFECT community into the topics treated by the project. In particular, the CEI is proportional to the number of mentions of a given content via social media (Twitter, Facebook, etc.) and the web, divided by the total visits of this content on the web (including multipliers). Low values of the CEI indicate little interest by the target audience, while high values of the CEI suggest high interest and engagement in that specific content.

2.1.4 Indicators to measure TV outreach

The indicators used to measure the results of the broadcasting and the distribution of EFFECT audiovisual productions to TV stations are provided through:

- Number of effective download of the video news release from Eurovision/EBU satellite exchange and the youris.com mediacenter
- Number of broadcasts that effectively took place

2.1.5 Indicators to measure off-line communication and engagement activities

Qualitative indicators are used to assess those areas that are not measurable and/or cannot easily be expressed numerically. They represent people's assessment, opinions or perceptions around a subject.

EFFECT qualitative indicators play an important role in promoting and understanding stakeholders' perspectives, fostering participation to the FET ecosystem. While quantitative indicators measure this participation, qualitative indicators describe the *quality* of the participation and experience of the different stakeholders, and enable actions aimed at improving sharing and collaboration.

To measure the engagement and interest via off-line communication and engagement, feedback is therefore collected from stakeholders' participants to EFFECT events via direct interviews of feedback forms.

3 Analysis of EFFECT impacts

The measure of the impact of any communication and engagement action is based on the number of people that make use or come across that communication and their interaction. Outreach data on online, social and TV channels, and indicators therefore constitute the principal instrument to measure the potential impact of the EFFECT project on its target audience.

Monitoring the efficacy of the distribution of contents (WP3) and engagement mechanisms (WP4) and assessing the overall success and impacts of the project (WP5) is a key activity of EFFECT as it provides a measure of the impacts generated through its communication and engagement efforts, namely awareness (through public communication accessible for all) and acceptance of disruptive technology-driven innovation. The latter represent a necessary precondition of the market uptake of breakthrough scientific and technological results, as indicated in the figure below. The EFFECT Coordination and Support Action specifically focuses on the first two pillars of impacts.

Figure 2 Impacts generated by EFFECT

3.1 Online Outreach and Engagement

Outreach indicators assess the size of the audience of EFFECT messages, with the final aim of strengthening the impact on awareness.

The tools used to collect online outreach data are: Google Analytics, Twitter Analytics, Facebook insights, YouTube counter.

Engagement indicators help understand the impact of EFFECT communication messages on target audiences with the aim of supporting acceptance.

NUVI® is the real-time social monitoring platform used by youris.com to monitor online engagement of EFFECT.

EFFECT's online editorial products, whose distribution effects are regularly monitored, are:

- Articles written by professional journalists;
- New Releases;

- Video News Releases;
- Web videos.

These editorial products are published on the FETFX platform, on youris.com - the public communication portal on EU research and innovation owned and managed by EFFECT's coordinator - and distributed to multipliers (Alphagalileo, Phys.org, Cordis, EU Agenda) and to TV broadcasters. At the time of the present Deliverable, 12 original publications have been released: 3 videos (1 video news release, 1 web video, 1 'best of' of 7 video interviews), 5 news releases, 4 journalistic articles. The editorial products span over 4 thematic areas:

- Artificial Intelligence & Information Technologies (AI & IT)
- Biotechnologies and Health Enhancement (Biotech and Health)
- Culture & Societal Change (Culture & Society)
- Energy and Environment Engineering (Energy & Environment)
- Nanotechnologies & New Materials (Nanotech & Materials)

The following table lists the articles published from July 2017 to December 2017 and indicates, for each article, the release date, the type of product (article, news release, video news release, web videos), the title, the author and the thematic area. A reference letter has been assigned to each publication in order to facilitate the graphical representation of the data in the following graphics.

Publication date	Type	Title	Author	Thematic Area	Reference letter
12/07/17	Video	How do these FET experts see the future?	youris.com	Culture & Society	A
04/08/17	News release	The countless uses of particle accelerators	youris.com	Culture & Society	B
08/09/17	Video	What is FET?	youris.com	Promoting FET	C
19/09/17	News release	Robotic company for gondolas	youris.com	AI & IT	D
20/10/17	News release	Stealing from the sun: doubling the efficiency of solar energy capture	APRE	Nanotech & materials	E
02/11/17	Article	Will energy-free computing reactions ever take place?	youris.com journalist	Energy & Environment	F
16/11/17	Article	Improving the imperfect: photosynthesis for the future	youris.com journalist	Biotech & Health	G
20/11/17	Article	Challenging Darwin: an 'evolution machine' for biomolecules	youris.com journalist	Biotech & Health	H
27/11/17	Video	Repairing the brain	youris.com journalist	Biotech & Health	I

05/12/17	News release	A supercomputer will discover our future medicines	APRE	AI & IT, Biotech & Health	L
15/12/17	News release	Would you like to draw by just using words?	ZABALA	AI & IT, Culture & Society	M
20/12/17	Article	Your future Christmas jumper could be made from smart textiles	youris.com journalist	Biotech and Health, Culture & Society	N

Table 2 - List of FETFX monitored publication

3.1.1 Web impacts

Web indicators are measured with the data collected via Google Analytics on fetfx.eu and youris.com; both websites are directly managed by youris.com. Other indicators come from information multipliers in syndication with youris.com, for which reliable estimates of outreach data are available.

The following table shows the number of total visits, summing the visits on fetfx.eu and youris.com for all the above mentioned publications:

Type	Title	Thematic area	Ref. letter	Total Visits by publication
Video	How do these FET experts see the future?	Culture and Society	A	331
News release	The countless uses of particle accelerators	Culture and Society	B	70
Video	What is FET?	Promoting FET	C	400
News release	Robotic company for gondolas	Artificial Intelligence and IT	D	70
News release	Stealing from the sun: doubling the efficiency of solar energy capture	Nanotech and materials	E	111

Article	Will energy-free computing reactions ever take place?	Energy and environment	F	199
Article	Improving the imperfect: photosynthesis for the future	Biotech and Health	G	215
Article	Challenging Darwin: an 'evolution machine' for biomolecules	Biotech and Health	H	371
Video	Repairing the brain	Biotech and Health	I	195
News release	A supercomputer will discover our future medicines	Artificial intelligence & IT, Biotech & Health	L	41
News release	Would you like to draw by just using words?	Artificial intelligence & IT, Culture & Society	M	10
			Total	2.013

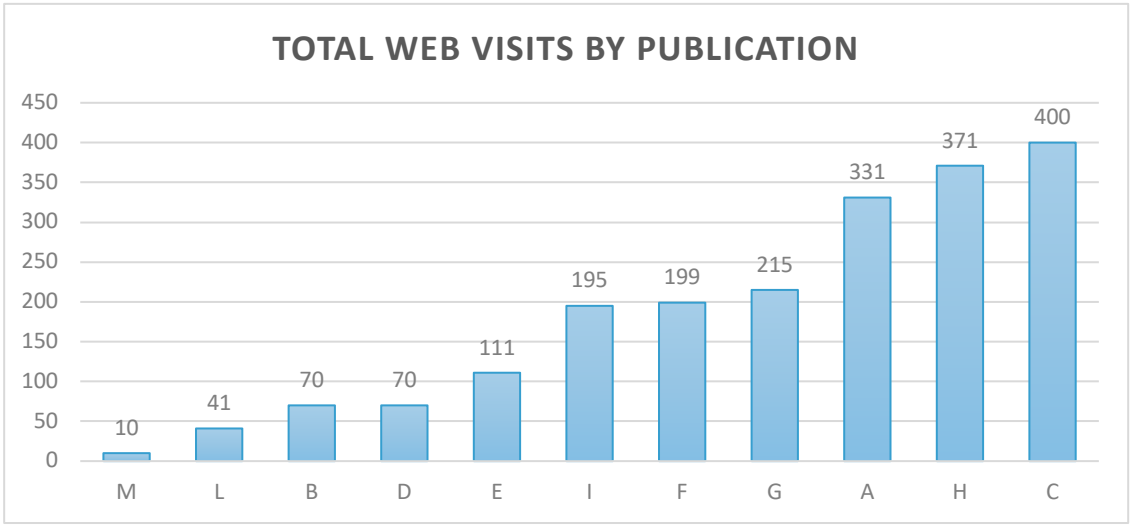
Table 3 - Total visits by publication

The **total number of visits** of the EFFECT editorial contents on the FETFX platform and on youris.com is equal to **2013** as of December 20, 2017

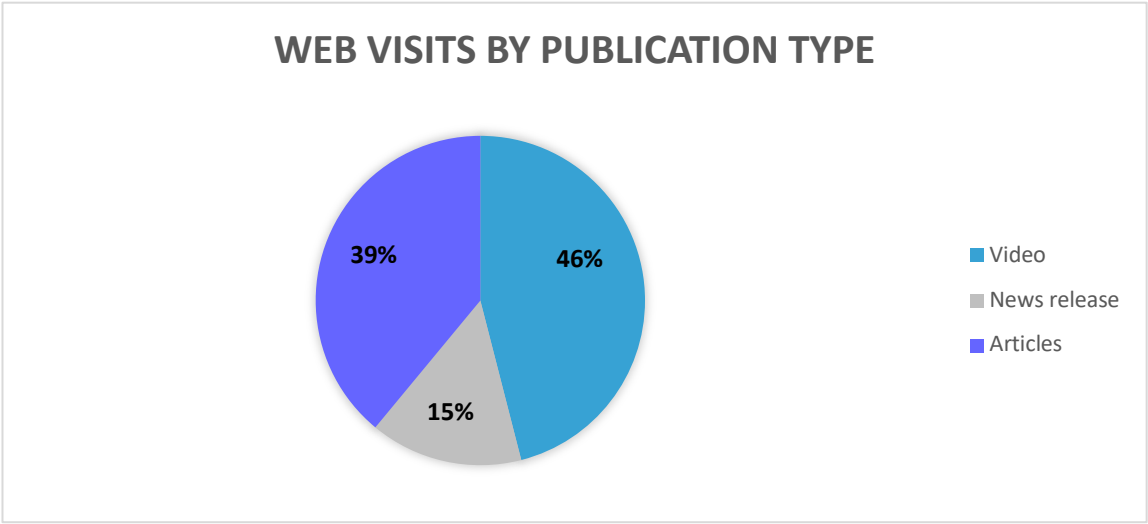
There is a strong variance on the number of visits by publication (ranging from 10 visits for the article "Would you draw by just using words" to 400 visits for the video "What is FET"). An analysis of the data shows that the variance does not actually depend on the thematic area of the editorial products.

On the other hand, the parameters that influence the variance are:

- The **date of publication**. As shown in Graphic 1 below the articles with the fewest visits, "a supercomputer will discover our future medicines" (L) and "would you like to draw by just using words?" (M), are also the most recent, dating December 2017. This means that the news are still spreading on the web and the number of visits are likely to grow in the coming weeks;
- The **publication type**. News releases attract fewer visits compared to articles and videos. As shown in Graphic 2, 46% of visits are for videos and 39% for articles. The average visits per video are 308.67, the average visits per article are 261.67 and the average visits per news release are 60.4.



Graphic 1 - Total web visits by publication



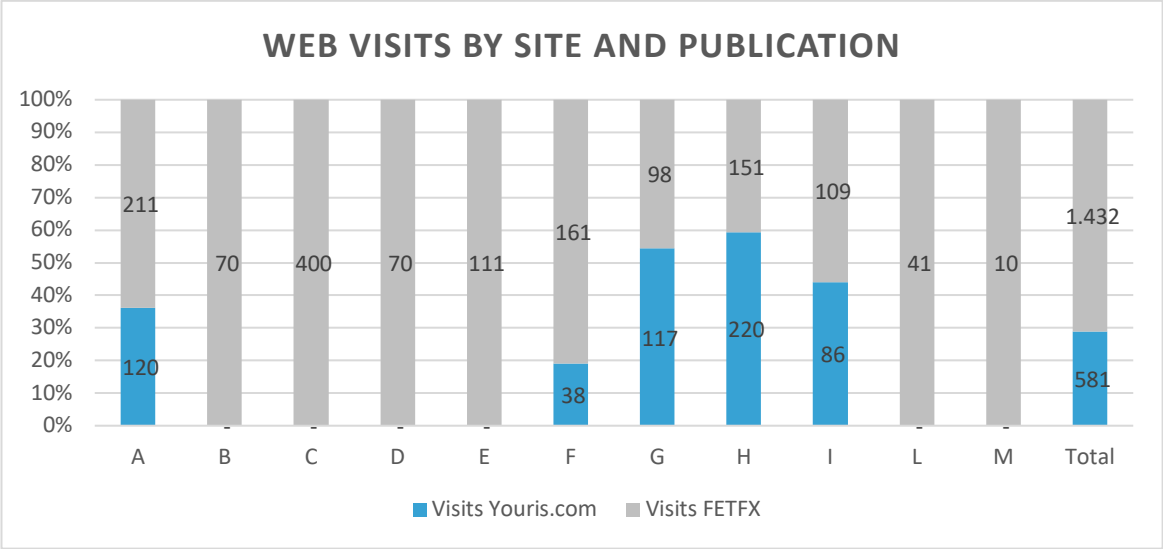
Graphic 2 - Web visits by publication type

It is also interesting to compare the visits on youris.com with the visits on the FETFX platform. As Table 4 shows, only the articles and one video have been released on both platforms. This partly justifies the fact that they reached a wider audience.

Type	Title	Reference letter	Visits youris.com	Visits FETFX
Video	How do these FET experts see the future?	A	120	211
News release	The countless uses of particle accelerators	B	-	70
Video	What is FET?	C	-	400
News release	Robotic company for gondolas	D	-	70
News release	Stealing from the sun: doubling the efficiency of solar energy capture	E	-	111
Article	Will energy-free computing reactions ever take place?	F	38	161
Article	Improving the imperfect: photosynthesis for the future	G	117	98
Article	Challenging Darwin: an 'evolution machine' for biomolecules	H	220	151
Video	Repairing the brain	I	86	109
News release	A supercomputer will discover our future medicines	L	-	41
News release	Would you like to draw by just using words?	M	-	10
		Total	**581**	**1.432**

Table 4 - Visits on youris.com versus visits on FETFX

Comparing the visualizations on youris.com and FETFX in Graphic 3, FETFX turns out to be slightly more effective than youris.com when considering contents published on both platforms. This shows that, although FETFX is a new channel it is already as effective as the more established communication platforms as youris.com.



Graphic 3 - Web visits by site and publication

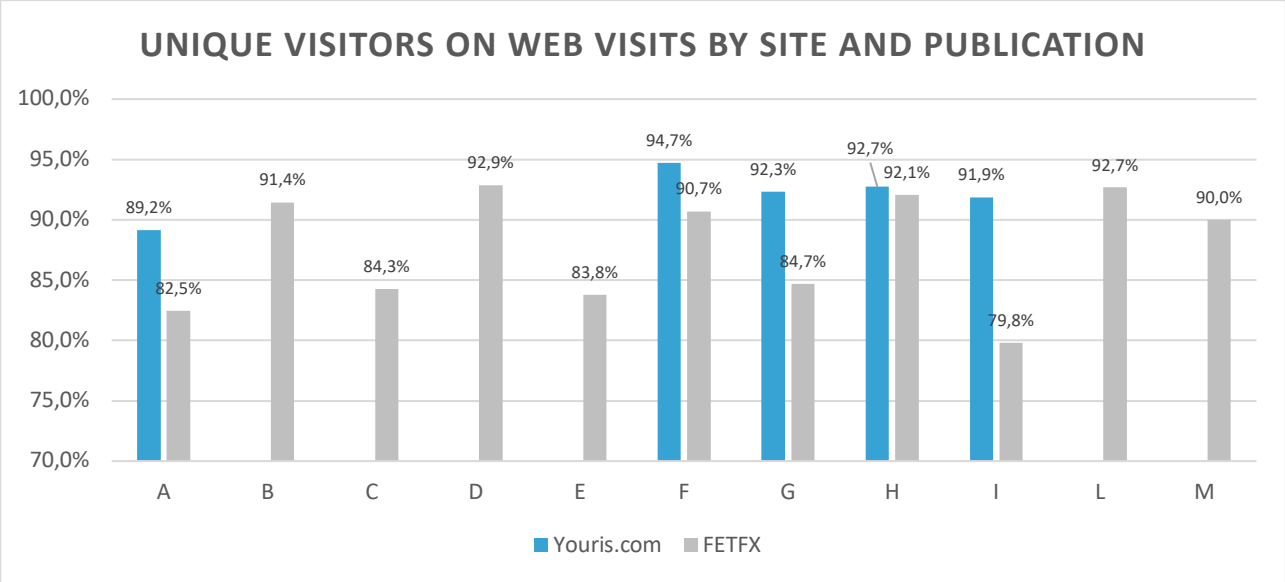
Table 5 shows the percentage of unique visitors on the two platforms. For unique visitors we mean the users that have visited the content at least once during the reporting period of the present deliverable.

Type	Title	Ref. letter	youris.com	FETFX
Video	How do these FET experts see the future?	A	89.2%	82.5%
News release	The countless uses of particle accelerators	B		91.4%
Video	What is FET?	C		84.3%
News release	Robotic company for gondolas	D		92.9%
News release	Stealing from the sun: doubling the efficiency of solar energy capture	E		83.8%

Article	Will energy-free computing reactions ever take place?	F	94.7%	90.7%
Article	Improving the imperfect: photosynthesis for the future	G	92.3%	84.7%
Article	Challenging Darwin: an 'evolution machine' for biomolecules	H	92.7%	92.1%
Video	Repairing the brain	I	91.9%	79.8%
News release	A supercomputer will discover our future medicines	L		92.7%
News release	Would you like to draw by just using words?	M		90.0%

Table 5 - Unique visitors on visits

The data on unique visitors report a total of **1769 unique visitors**, which correspond to nearly 88% of the total visits. In general unique visitors represent a large share of total visits, meaning content is generally accessed just once. As shown in Graphic 4, two videos, "How do these FET experts see the future" (A) and "Repairing the brain" (I), were on average accessed more than once, especially on the FETFX website. This makes us assume that visitors are keener on watching a video twice rather than reading an article more than once.



Graphic 4 - Unique visitors on web visits by site and publication

Regarding the outreach of EFFECT's contents on external websites, Table 6 reports the total impressions on the following multipliers FETFX contents are distributed through the following main multipliers (through which we can have estimates on the outreach of our editorial products on their platforms): Alphagalileo, phys.org, Cordis, EU Agenda. The estimated total number of visits of EFFECT's contents on these multipliers is **10,085**. Thus a **multiplying factor of 5** compared on the visits on the websites (FETFX and youris.com) managed directly by youris.com. It must be taken into account that data from phys.org and Cordis have been partly estimated on historical values of youris.com publications with similar content and thematic area. Further inputs directly from other sources are expected to be available and leveraged for the final release of the deliverable at the end of the project.

Type	Title	Thematic area	Ref. letter	Total impressions on multipliers
Video	How do these FET experts see the future?	Culture and Society	A	1717
News release	The countless uses of particle accelerators	Culture and Society	B	n.a.
Video	What is FET?	Promoting FET	C	n.a.
News release	Robotic company for gondolas	Artificial Intelligence and IT	D	n.a.
News release	Stealing from the sun: doubling the efficiency of solar energy capture	Nanotech and materials	E	1049
Article	Will energy-free computing reactions ever take place?	Energy and environment	F	790
Article	Improving the imperfect: photosynthesis for the future	Biotech and Health	G	1756
Article	Challenging Darwin: an 'evolution machine' for biomolecules	Biotech and Health	H	2861
Video	Repairing the brain	Biotech and Health	I	1181
News release	A supercomputer will discover our future medicines	Artificial intelligence & IT, Biotech & Health	L	731
News release	Would you like to draw by just using words?	Artificial intelligence & IT, Culture & Society	M	n.a.

Table 6 - Impressions on multipliers

Considering the publication type, articles (in particular "Challenging Darwin: an 'evolution machine' for biomolecules" and "Improving the imperfect: photosynthesis for the future") attracted most of visits on multipliers, which seem to be the perfect channel for this type of publication. On the other hand videos, which attracted most of audience on youris.com and FETFX websites, had a more limited reach on multipliers. As a topic, biotechnologies and health enhancement stands out in terms of generating interest on multipliers.

3.1.2 Social Media impacts

Social media impacts can be distinguished in impacts measured through outreach indicators and engagement indicators.

Outreach indicators

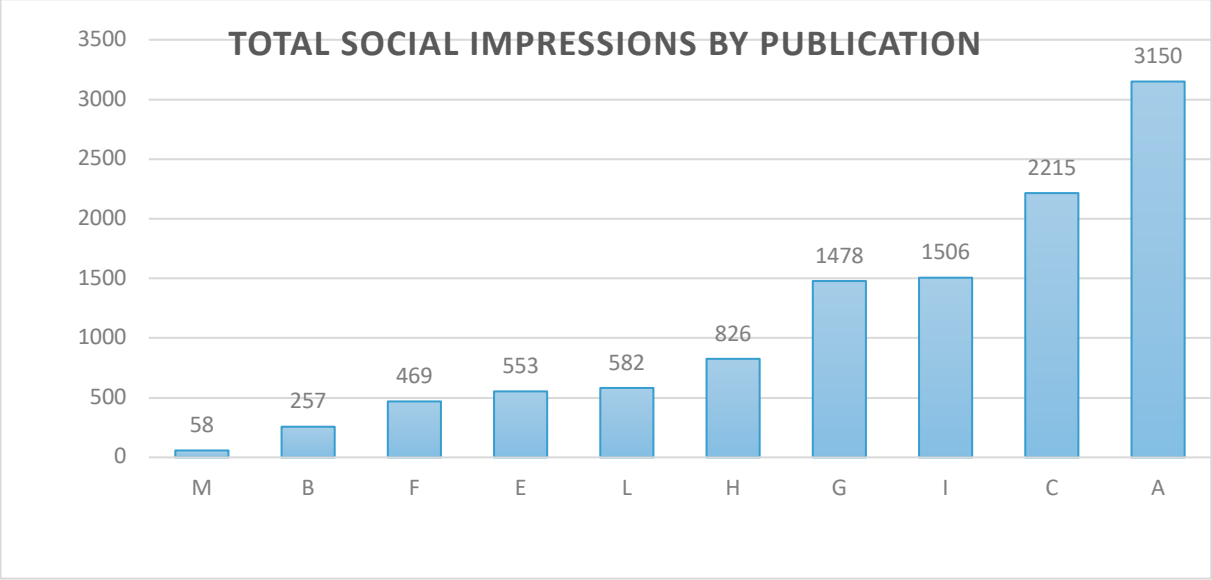
As shown in Table 7 EFFECT's products generated **11,287 impressions** on youris.com and EFFECT social media channels (Facebook, Twitter and YouTube for youris.com, Twitter and YouTube for EFFECT). By impressions on social media channels we refer to the sum of Twitter impressions, YouTube views and Facebook viewers concerning the posts made by the aforesaid accounts linking to the EFFECT's products.

Type	Title	Thematic area	Ref. letter	Total Social Impressions
Video	How do these FET experts see the future?	Culture and Society	A	3150
News release	The countless uses of particle accelerators	Culture and Society	B	257
Video	What is FET?	Promoting FET	C	2215
News release	Robotic company for gondolas	Artificial Intelligence and IT	D	
News release	Stealing from the sun: doubling the efficiency of solar energy capture	Nanotech and materials	E	553
Article	Will energy-free computing reactions ever take place?	Energy and environment	F	469
Article	Improving the imperfect: photosynthesis for the future	Biotech and Health	G	1478
Article	Challenging Darwin: an 'evolution machine' for biomolecules	Biotech and Health	H	826
Video	Repairing the brain	Biotech and Health	I	1506

News release	A supercomputer will discover our future medicines	Artificial intelligence & IT, Biotech & Health	L	582
News release	Would you like to draw by just using words?	Artificial intelligence & IT, Culture & Society	M	58

Table 7 - Impressions on social media

Similarly to visits on web, also visits on social media show a strong variance (from 58 to 3150 impressions per product). Again this variance is more connected with the type and the timing of publication rather than with the thematic area. Videos have by far more impressions on social media than articles and news releases.



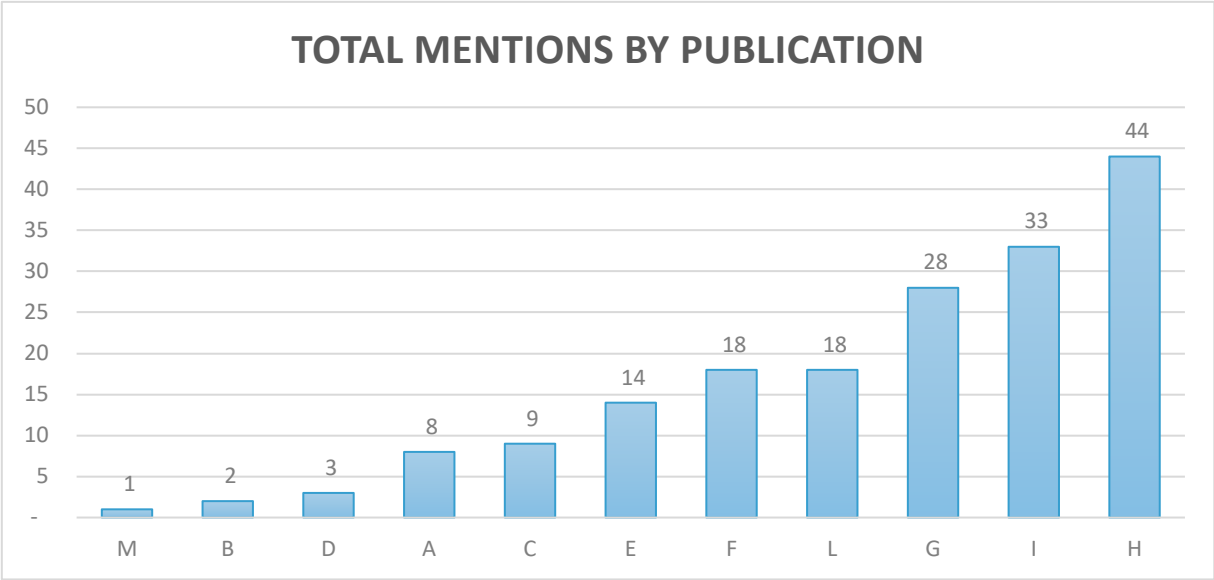
Graphic 5 - Total social impressions by publication

Engagement indicators

Engagement is measured through NUVI® real-time monitoring software tool used by youris.com. Table 8 shows the total number of mentions per product. The total number of mentions is the number of times NUVI® finds any of the keywords related to the article (corresponding to title, subtitle, first sentence, URL or tweet) on the web pages and social media it monitors. Thus mentions represent just a partial view of online interaction with EFFECT's content. On Twitter, for example, mentions cover just Tweets and Retweets. Likes, clicks and all other kind of interactions are not included in the following table.

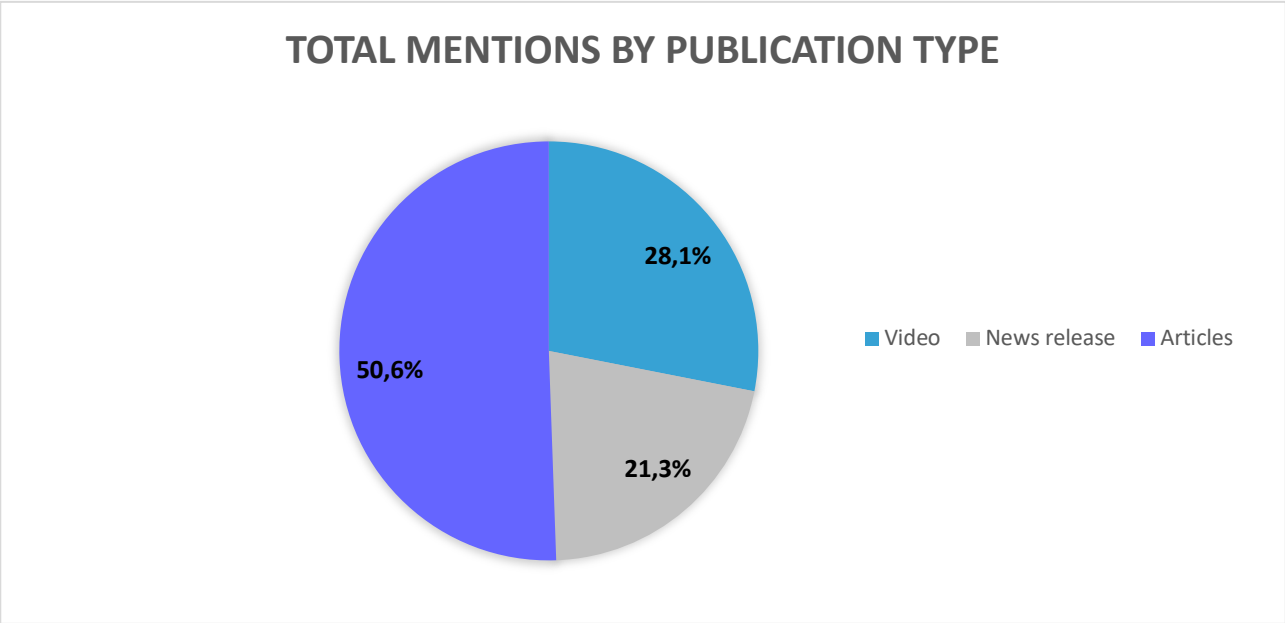
Type	Title	Thematic area	Ref. letter	Total mentions
Video	How do these FET experts see the future?	Culture and Society	A	8
News release	The countless uses of particle accelerators	Culture and Society	B	2
Video	What is FET?	Promoting FET	C	9
News release	Robotic company for gondolas	Artificial Intelligence and IT	D	3
News release	Stealing from the sun: doubling the efficiency of solar energy capture	Nanotech and materials	E	14
Article	Will energy-free computing reactions ever take place?	Energy and environment	F	18
Article	Improving the imperfect: photosynthesis for the future	Biotech and Health	G	28
Article	Challenging Darwin: an 'evolution machine' for biomolecules	Biotech and Health	H	44
Video	Repairing the brain	Biotech and Health	I	33
News release	A supercomputer will discover our future medicines	Artificial intelligence & IT, Biotech & Health	L	18
News release	Would you like to draw by just using words?	Artificial intelligence & IT, Culture & Society	M	1

Table 8 - Mentions on social media

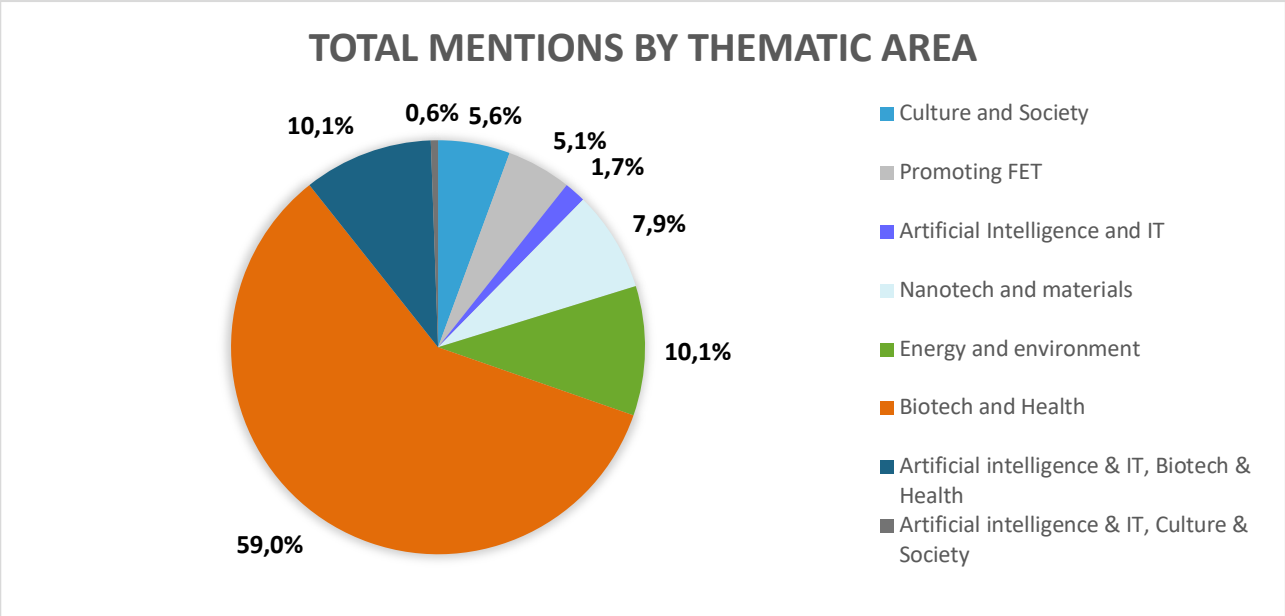


Graphic 6 - Total mentions by publication

The picture on mentions is slightly different compared to the one on web visits and social impressions. In fact the publication type has a lower influence on total mentions. The video “Repairing the brain” (I) has 33 mentions, above average compared to the other products. While videos “How does these FET experts see the future” (A) and “What is FET?” (C) have little mentions. A stronger correlation can be seen between the mentions and the thematic area. Articles and videos on biotechnology are attracting most of interest. The three products that reached a greater number of mentions belong all to the biotech and health thematic area: “Improving the imperfect: photosynthesis for the future” (G), “Repairing the brain”(I) and “Challenging Darwin: an evolution machine for biomolecules” (H). This result confirms the effectiveness of the Editorial Strategy of aggregating contents around 4 FOCUS areas (one for each section of the FETFX platform). As explained in detail in D3.4 Editorial Plan (first release), to reach a greater impact, content will be aggregated also around events, catching the media and public interest, and themes. The first FOCUS area, exploited during between November and December 2017, was expressly on biotechnologies and health. The following graphics show the correlation between mentions and publication type and mentions and thematic area.



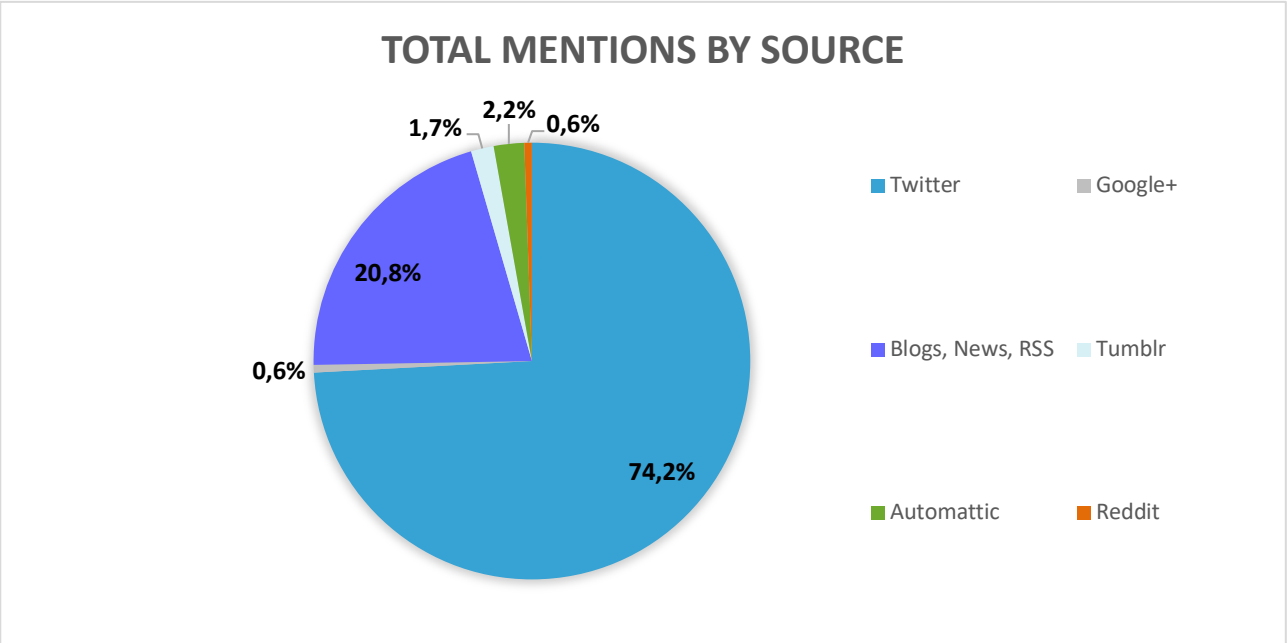
Graphic 7 - Total mentions by publication type



Graphic 8 - Total mentions by thematic area

As mentioned before, NUVI® investigates different social media sources. Mentions to EFFECT's contents were found on the following social media channels: Twitter, WordPress, Google+, Blogs, News, RSS, Tumblr, Automattic, Reddit, VK, Facebook and YouTube.

As shown in Graphic 9 Twitter is by far the main source of mentions (74.2%), followed by Blogs, News, RSS. The other sources are, to date, marginal.



Graphic 9 - Total mentions by source

3.1.3 Visits vs mentions: measuring publications' communications effectiveness

A graphical representation of communication effectiveness of EFFECT publications is made in Graphic 10. This does not represent the project's communication effectiveness compared to other projects, rather it compares and evaluates the level of effectiveness of each publication within the EFFECT project.

The X axis represents the total visits (sum of visits on youris.com, FETFX, impressions on multipliers).

The Y axis represents the total number of mentions as reported by NUVI® (please consider that this is only a partial view of communication engagement).

The two axes cross at the project's averages for total visits and mentions (1.208,8 average visits per publication, 17,7 average mentions per publication).

Based on this it is possible to draw 4 quadrants and scatter publications according to its own visits and mentions.

The 4 quadrants represent, going clockwise:

1. above average visits, above average mentions: "effective" publications, able to reach a large audience and engage it
2. above average visits, below average mentions:" reaching" publications, able to reach a large audience but not particularly engaging
3. below average visits, above average mentions: "enagaging" publications, reaching a limited audience compared to average, but engaging it effectively
4. below average visits and mentions: "neutral" publications, not particularly effective in reaching the public and engaging it.

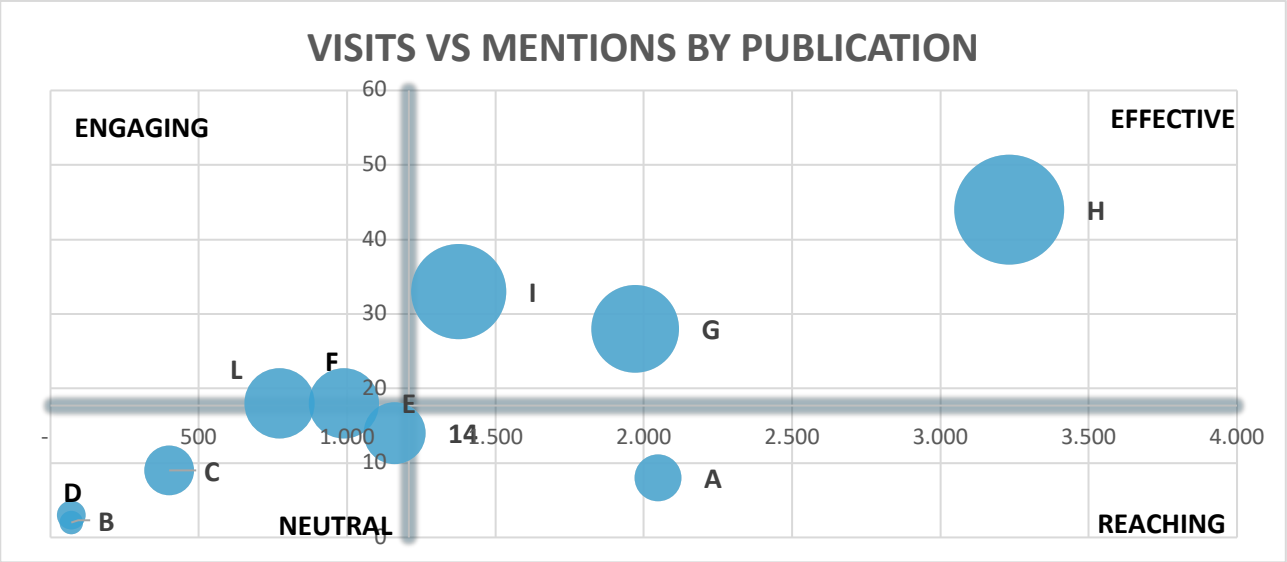
Note that the figure is built on project average. This means that, by definition, there will be always some publications below average and in the "neutral" quadrant. The quadrant is called neutral as these publications have a neutral impact on outreach and engagement in comparison with other EFFECT publications.

The representation is meant to be a tool to identify most effective publications in terms of:

- content
- style
- channels used
- type

therefore to enhance and improve EFFECT's communication strategy.

The figure is built on a limited number of publications, on preliminary data and perimeter. youris.com will keep on monitoring data, working on extending perimeter and providing updates of the figures in the next release of the Analysis of EFFECT impacts.



Graphic 10 - Visits versus mentions by publication

Nonetheless, it is already possible to draw some preliminary trends:

"Improving the imperfect: photosynthesis for the future" (G), "Challenging Darwin: an 'evolution machine' for biomolecules" (H) and "Repairing the brain" (I) were the most **EFFECTIVE**. Biotech and especially Health topics seem to be closer to the interest of the general public. Based on preliminary data, articles are so far the most effective communication tool.

"How do these FET experts see the future" (A) was the more **REACHING** product. Videos are usually very effective in reaching a large audience. It is too early to draw conclusions on engagement for "How do these FET experts see the future" as data are preliminary.

"A supercomputer will discover our future medicines" (L), "Will energy-free computing reactions ever take place?" (F), "Stealing from the sun: doubling the efficiency of solar energy capture" (E) are close to average with "A supercomputer will discover our future medicines" and "Will energy-free computing reactions ever take place?" on average engaging.

"What is FET" (C), "Robotic company for gondolas" (D) and "The countless uses of particle accelerators" (B) turned out to be neutral. It is important to note that none of these products were published on youris.com website or distributed to multipliers. It goes without saying that limited distribution channels means also little "noise" and below the average interactions.

3.1.4 Community Engagement Index (CEI)

The Community Engagement Index (CEI) describes the engagement of the online community with a content. Please note that it does not describe the overall effectiveness of a publication, only its engagement rate. The CEI is defined as the sum of mentions divided by the sum of visits on sites and multipliers. To make data numerically readable and to be able to identify differences by publication, the results have been multiplied by 1000. Data collected so far are very preliminary and partial, therefore the CEI reported in this Deliverable is a rough estimate that will be refined in the next release of this document.

Type	Title	Thematic area	Ref. letter	Total Visits (websites and multipliers)	Total mentions by publication	CEI
Video	How do these FET experts see the future?	Culture and Society	A	2,048	8	3.91
News release	The countless uses of particle accelerators	Culture and Society	B	70	2	28.57
Video	What is FET?	Promoting FET	C	400	9	22.50
News release	Robotic company for gondolas	Artificial Intelligence and IT	D	70	3	42.86
News release	Stealing from the sun: doubling the efficiency of solar energy capture	Nanotech and materials	E	1,160	14	12.07
Article	Will energy-free computing reactions ever take place?	Energy and environment	F	989	18	18.20
Article	Improving the imperfect: photosynthesis for the future	Biotech and Health	G	1,971	28	14.21

Article	Challenging Darwin: an 'evolution machine' for biomolecules	Biotech and Health	H	3,232	44	13.61
Video	Repairing the brain	Biotech and Health	I	1,376	33	23.98
News release	A supercomputer will discover our future medicines	Artificial intelligence & IT, Biotech & Health	L	772	18	23.32
News release	Would you like to draw by just using words?	Artificial intelligence & IT, Culture & Society	M*	10	1	100.00
		Project CEI		10,040	169	16.83

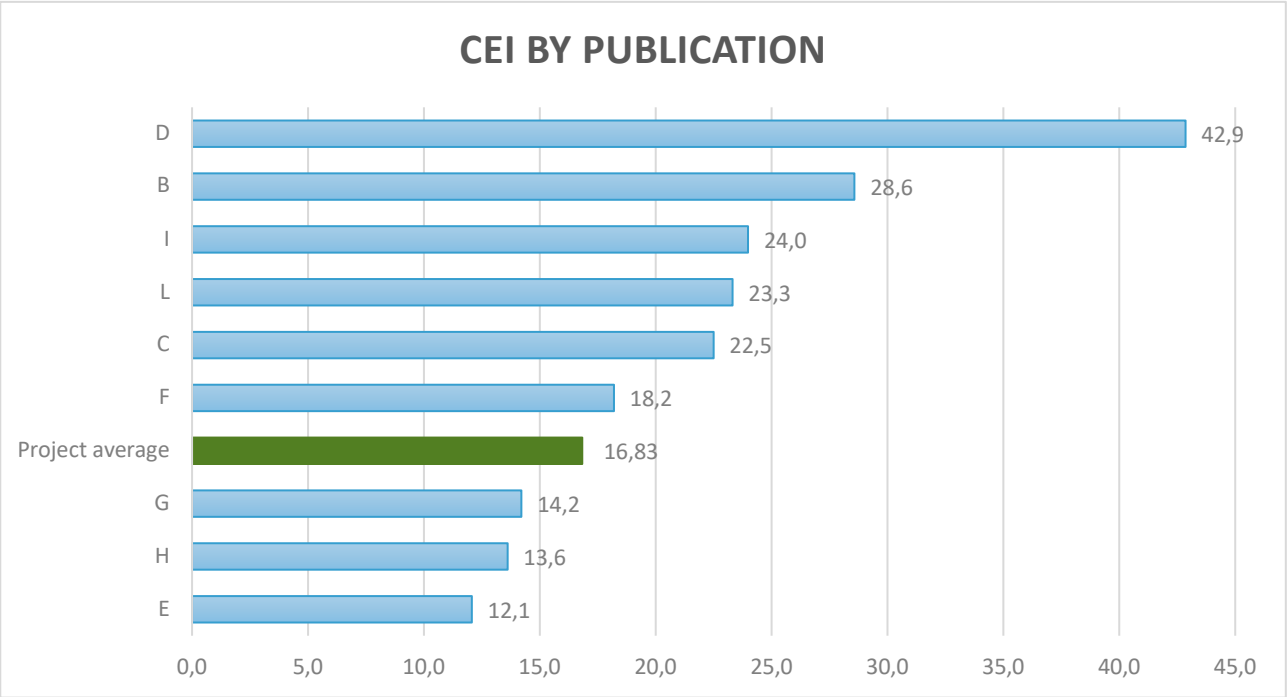
Table 9 – CEI calculation on EFFECT monitored public communication contents

"How does these FET experts see the future?" (A) and "Would you like to draw by just using words?" (M) have not been taken into account in the analysis as for the first one the mentions were only partially tracked and the latter was to recent to have significant data.

The project average CEI is around 17 (to be precise 16.83).

6 publications out of the 9 tracked are more engaging in proportion to their outreach.

"Improving the imperfect: photosynthesis for the future" (G) and "Challenging Darwin: an 'evolution machine' for biomolecules" (H) despite being effective publications (higher than average reach and mentions) have still potential to become more engaging.



Graphic 11 – CEI calculation by each monitored publication

3.1.5 EFFECT outreach and engagement on Twitter

EFFECT's Twitter account is among the main channels used to promote EFFECT's products.

From February 2017 until the date of the present Deliverable, from EFFECT's Twitter account (@FETFX_EU) 217 tweets were made. Tweets obtained 151,459 impressions with an average engagement rate of 1.4%. The account was mentioned 165 times and got 598 new followers.

The following Table shows the account trend on a monthly basis:

Month	N° tweets	Impressions	Mentions	New followers	Engagement rate	Reach	Spread	Total Outreach
Feb-17	4	220	2	5	0.4	139	61	200
Mar-17	8	5,518	4	20	2.0	7,137	51,276	58,413
Apr-17	30	14,800	10	96	2.2	15,768	74,147	89,915
May-17	35	18,800	16	326	1.8	9,266	88,910	98,176
Jun-17	21	27,000	8	31	1.6	19,969	31,348	51,317
Jul-17	32	21,400	43	34	1.4	17,245	179,530	196,775

Aug-17	11	8,753	19	15	0.7	28,081	38,417	66,498
Sep-17	16	14,900	24	12	1.1	7,591	39,444	47,035
Oct-17	30	14,600	12	27	1.4	7,130	25,796	32,926
Nov-17	18	15,600	18	16	1.4	16,014	143,237	159,251
Dec-17	12	9,868	9	16	1.6	4,344	3,148	7,492
Totals	**217**	**151,459**	**165**	**598**	**15.6**	**132,684**	**675,314**	**608,329**
Average	20	13,769	15	54	1.4	12,062	61,392	73,454

Table 10 - @FETFX_EU Twitter account trend

Tweets made on EFFECT'S original contents obtained **16,848 impressions** and **314 interactions** with an average engagement rate of **1.8%**, which is higher with respect to the channel's average engagement rate. The following Table offers an overview of the tweets that have been made so far on EFFECT's original contents:

Type	Title	Thematic area	Ref. letter	N of tweets	Impressions	Interactions	Interaction rate
Video	How do these FET experts see the future?	Culture and Society	A	8	4080	47	1.5%
News release	The countless uses of particle accelerators	Culture and Society	B	1	259	2	0.7%
Video	What is FET?	Promoting FET	C	1	2077	42	2%
News release	Robotic company for gondolas	Artificial Intelligence and IT	D	2	580	11	1.7%
News release	Stealing from the sun: doubling the efficiency of solar energy capture	Nanotech and materials	E	1	579	12	2%
Article	Will energy-free computing reactions ever take place?	Energy and environment	F	4	1758	32	1.8%
Article	Improving the imperfect: photosynthesis for the future	Biotech and Health	G	3	2161	49	2.2%
Article	Challenging Darwin: an 'evolution machine' for biomolecules	Biotech and Health	H	1	855	8	0.9%
Video	Repairing the brain	Biotech and Health	I	4	3628	85	2.3%
News release	A supercomputer will discover our future medicines	Artificial intelligence & IT, Biotech & Health	L	1	631	15	2.3%
News release	Would you like to draw by just using words?	Artificial intelligence & IT, Culture & Society	M	1	240	11	4.5%

Table 11 - Communication of EFFECT's contents on Twitter

3.2 TV media outreach

The first Video News Release for TV distribution produced by EFFECT covered the BrainBow project. The Video News Release was launched with the title "Repairing the Brain" on November 29, 2017.

The VNR format fully complies with the requirements of all TV broadcasters in Europe and worldwide, including the satellite distribution exchanges of the European Broadcasting Union.

To ensure the broadcasting potential is maximised, a variety of distribution channels are being used. These consist of:

- Negotiated broadcasting – through the implementation of 1- to-1 direct communication with the TV stations;
- Gateways broadcasting - through the Eurovision department of the European Broadcasting Union (EBU);
- Web distribution – to alert TV broadcasters and the general public through the Internet and online platforms (youris.com, youris-media-center, Youtube, etc).

This consolidated approach can be challenging, as media never guarantee broadcasting of audiovisual material a priori. Nevertheless, it is has been pursued by youris.com in current and past communication programmes and the strategy proved successful, able to generate TV broadcastings throughout Europe and to raise attention from other media.

Distribution of the Video News Release to TV stations took place according to the following consolidated process:

- Direct one-to-one distribution to more than 260 commissioning editors at European TV stations, managing news and scientific magazines part of the youris.com contact database.
- The satellite exchanges of the Eurovision Department of the European Broadcasting Union (EBU). Eurovision has a membership base of over 100 Members and Associate Members in over 80 Countries. The first VNR produced by EFFECT was broadcast on the Eurovision World Feeds on November 29, 2017 from 10:00 to 10:15 GMT.
- Downloads from the youris.com distribution booth www.yourismediacenter.com. The youris.com Mediacenter constitutes a major on-line distribution service for TV broadcasters and the main permanent access service to the EFFECT A-rolls and B-rolls for all TV broadcasters.

Based on the EBU Worldfeed reporting and the downloads from the youris.com Mediacenter, overall the Video News Release "Repairing the Brain" was downloaded by 15 TV stations. This figure has to be seen as a very positive result; based on youris.com historical series, a VNR is considered a success if it is taken-up by an average of 8 national TV stations. A more precise overview of the take-ups and tracked broadcasts is usually available at least three months after the video news release launch, considering that TV stations may still use the audiovisual contents weeks after their download. youris.com will thus continue to monitor TV distribution of this first VNR in the coming months.

Country	TV Channel/Website	Program Name	EBU Take-up	youris mediacenter download	Tracked broadcast/Publication
FRANCE	Euronews	Mondo		x	http://it.euronews.com/2017/12/01/protesi-pensanti-per-una-riabilitazione-post-ictus
GERMANY	Spektrum			x	
HUNGARY	Magyar Televizio - Nonprofit Ltd	HUMTV	x		
ITALY	Diario Del Web Genova			x	https://genova.diariodelweb.it/genova/articolo/?nid=20171127_467169
LUXEMBOURG	European News Exchange (ENEX)			x	
MALTA	Public Broadcasting Services		x		
MALTA	Super 1 TV		x		
PORTUGAL	Radiodifusao Portuguesa Ep		x		
PORTUGAL	Radiotelevisao Portuguesa Ep		x		
ROMANIA	Televiziunea Romana		x		
RUSSIA	Ano "Tv-Novosti" (Russia Today TV)		x		
RUSSIAN FEDERATION	Rossijskoe Teleradio All-Russian State TV and Radio Broadcasting Company		x		
SPAIN	Forta	ESFORT	x		
SPAIN	Television De Galicia Sa	ESTVG	x		
UNITED KINGDOM	APTN		x		

Table 12 – TV take-ups and tracked broadcasts from the distribution of the first EFFECT VNR

4 Analysis of impacts from off-line engagement and dissemination activities

4.1 FETFX Meet&Match and Brokerage events impacts

In the frame of Task 4.1 “Organisation of two Infodays on FET funded research and related Brokerage Events” within Work Package 4 “Community Building and Engagement”, the first event of the EFFECT project was organized in Month 7.

The event, called “FET Meet & Match”, took place on the 5th and the 6 th of July 2017 during the EBN Congress.

The event was jointly organized by FETFX and FET2RIN, in collaboration with the European Business and Innovation Centres Network (EBN), thanks to which FET funded researchers, engineers and high tech SMEs had the opportunity to exchange opinions and approaches on marketable exploitation regarding their research results.

During the Meet & Match event, FET funded projects were invited to present their preliminary/final results to Business and Innovation Centres and early investors in order to explore any possible path to the exploitation of research results. The involved FET projects also had the opportunity to build connections with different stakeholders in order to foster future opportunities for collaboration and showcase within the exhibition area their research results.

The involvement of Idealist ICT (Information and Communication Technologies) NCP (National Contact Point) network has been strengthened through a specific email sent to the ICT/FET NCPs as well as the related dissemination through the Idealist website to an enlarged international ecosystem.

The invitation was sent to:
- the EFFECT mailing list (169 contacts)
- 16 contacts of the FET Innovation Launchpad funded projects

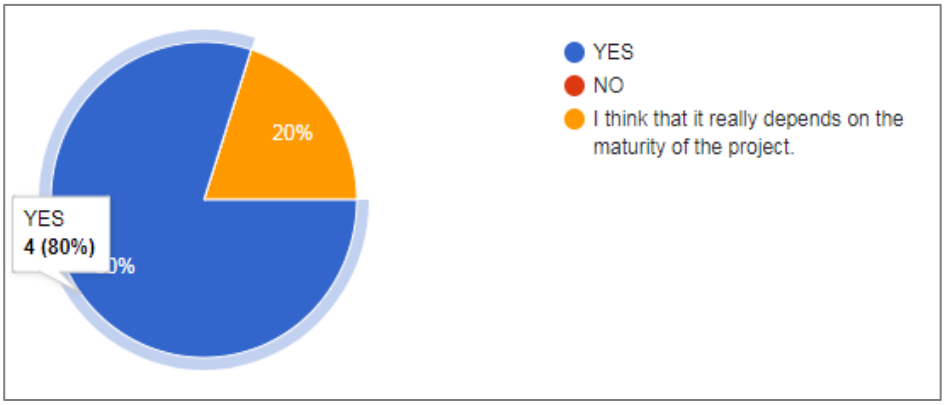
9 projects took part to the event, for a total participation of **12 individuals**.

The nine projects have enriched a total number of more than **400** European delegates, taking part of the European Business Network Congress through the Exhibition Corner.

The positive feedbacks proves the relevance of this event. The **6** collected feedbacks have highlighted the relevance and the valid opportunity that the FET Meet & Match Event has been for the participants.
FET Open/Proactive projects and FET Innovation Launchpad feedbacks gave the following results:

- **60%** of the participants considered the Matching Session" with selected Business Innovation Centers **very useful**
- **40%** of the participants found the "Speed Date" session **useful**
- **67%** of the participants found the 6th of July Exhibition **useful**
- **67%** of the participants found the “Pitch session" and bilateral meetings with investors **very useful**
- **15** (on average) Business and Innovation Centres were met by 40% of the participants

FET Meet & Match Event let incubators, researchers, and business stakeholders share their achievements, fostering the development of potential future exploitation for FET R & D results.



Graphic 12 - Feedback results: would you suggest other persons to participate in similar events?

4.2 Webinars impacts

As part of Task 4.4 “Two webinars addressing ongoing FET projects” the first webinar entitled “Your effective FET communication strategy” took place on October 19th, 2017.

EFFECT online training modules delivered through webinars aim at the empowerment and the improvement of communication-related skills of the FET research and innovation community. The capacity building strategy has been set up in order to primarily focus on the requested dissemination, communication and exploitation plan, to be defined during the first two months of a FET project implementation. To this purpose, the first webinar "Your effective FET communication strategy", provided advice on how to best design a successful communication and dissemination strategy for FET projects, addressing researchers and projects coordinators, as well as any stakeholder interested in FET research, with the following programme:

- Communication and Dissemination in Horizon 2020 (short introduction)
- How to write a Dissemination and Communication Plan
    - Define context, objectives and impacts
    - Define the target groups and key messages to be delivered
    - Choose the right tools and channels
    - Measure the effectiveness of your strategy

The webinar invitation was sent to the following stakeholders:
- EFFECT engaged community (46 contacts);
- EFFECT FET projects mailing list (169 contacts);
- Ideal-ist ICT NCP Network, serving also the FET National Contact Points;
- Specific beneficiaries and stakeholders’ groups.

80 users registered to the webinar through the specific event page created on the platform Eventbrite. 45 were FET funded projects. 50 individuals, out of the 80 users who registered, took part in the webinar.

After the webinar a Questions & Answers (Q&A) session took place. 4 questions were asked via chat by the participants.

Feedback forms were collected at the end of the webinar. 30 of the 50 participants compiled the form expressing a vote from 1 to 5, where 1 is low and 5 is high.

The results of the feedbacks are the following:

a. **Did you find the webinar useful?**

1 low = 3.33% (1 vote)
2 = 6.67% (2 votes)
3 = 23.3% (7 votes)
4 = 40% (12 votes)
5 High = 26.6% (8 votes)

b. **Which topic of this webinar would you like to examine in depth**

Communication key performance indicators = 62% (18 votes)
Communication Channels = 17.2% (5 votes)
Communication Tools = 20.6% (6 votes)

c. **Choose the next webinar topic**

Communicating high risk research to the business community = 28.1% (9 votes)
Organize your effective communication campaign = 34.3% (11 votes)
Communicating high risk research through social media = 37.5% (12 votes)

d. **Rate the webinar facility Adobe Connect**

1 low = 0 %
2 = 6.25% (2 votes)
3 = 21.8% (7 votes)
4 = 25% (8 votes)

5 High = 46.8% (15 votes)

Recording, webinar presentations and questions and answers has been published on the FETFX website (www.fetfx.eu/event/effect-webinar-commmunication-strategy). The page was visited **598 times** with an average time spent on the page of 05:58 minutes showing a great interest of the users in the resources shared.

The FETFX Twitter account was intensively used to promote the webinar and to share resources after the event. A live twitting sessions took place during the webinar. In total **16 tweets** were made, **8725 impressions** and **178 interactions** on tweets were reached.

4.3 European Researchers' night impacts

In the frame of Task 4.3 " European Researchers' Night", EFFECT has a role of facilitator for FET coordinators in the organization of public engagement activities. A good example of this role has been proven through the public engagement activities that have been developed on occasion of the European Researchers' Night (ERN)[2].
In particular, a useful set of guidelines focused on the use of engagement methods in research and innovation has been produced and made available before the ERN, in order to promote and foster the exploration of new ideas and concepts of public engagement among FET on-going and future coordinators.

Engagement activities through the "Practical Guide for public engagement in Future and Emerging Technologies" aimed at the creation or empowerment of relationships between the scientific professions, scientific institutions, scientists and communities over the long-term, as well as at communicating high risk research results to a broader public.
The production of the Guide was the first step of different interventions that consequently had some cascade effects perceptible over a longer period of time, through multiple engagement activities that allowed the exchange of ideas, opinions and practice within the community.

Identifying impacts usually involves parameters that are easy to quantify, such as the number of visitors or outputs published. But often the best variables to investigate from such activities are the qualitative and long-term impacts, such as feelings of inspiration or empowerment. These may be harder to measure or to compare across contexts.

The specific target groups contacted specifically by EFFECT were:

- EFFECT engaged community (46 contacts);
- Ideal-ist ICT NCP Network, serving also the FET National Contact Points;
- Specific beneficiaries and stakeholders' groups (42 contacts).

42 legal entities have been identified through a detailed screening process and contacted through a direct communication approach addressed purposely to the FET-funded beneficiaries (Coordinator or Partner), inviting them to organize an engagement activity with the support of EFFECT.
This final number has been reached through the following process:

[2] The European Researchers' Night involves different citizens of different ages and takes place every September since 2005. About 1.1 million citizens and 18,000 researchers have so far taken part in the scientific events organised in over 300 cities in Europe and neighbouring countries.

1. Analysis of **42 different projects** funded under the latest call for proposal MSCA-NIGHT-2016, in order to identify the European Researchers' Nights organized in the framework of 2017;
2. This analysis gave as result **35** European Researchers' Nights events in 2017;
3. The **149 legal entities** involved in the **35 European Researchers' Nights** have been catalogued in order to identify the organizations coordinating both a European Researchers' Night and a FET funded project;
4. After the first analysis, the screening was expanded also to the FET funded beneficiaries as the numbers of coordinating organizations of both ERNs and FET projects gave less than **5** organizations;
5. **34 organizations** have been identified as hosting a European Researchers' Night and a FET on-going project, as coordinator or partner;
6. **42** email addresses have been identified with respect to appropriate stakeholders that EFFECT could have supported for the organization of an event during the European Researchers' Night

The invitation to organize an engagement activity with the support of EFFECT was sent together with a suggestion on the possible engagement activities to be organized during the European Researchers' Nights, as identified in the "Practical Guide for public engagement in Future and Emerging Technologies".

In order to promote the Guide on public engagement, as well as EFFECT's dedicated support in the organization of engagement activities during the European Researchers' Night, a dedicated communication campaign was also carried out on Twitter and on the FETFX website.

The ERN promotion via the Twitter account @FETFX_EU was made with the publishing of **5 tweets** which reached a total number of **4042 impressions** and **58 interactions** with an **average engagement rate of 1,4%.**

To promote the ERN through the FETFX web platform two articles were published with the following results (source Google Analytics):

	Publication date:	Pageviews	Unique Pageviews	Average Time on Page
www.fetfx.eu//story/the-night-is-coming/	26th September 2017	51	37	1 min 47
www.fetfx.eu/event/european-researchers-night/	**5th July 2017**	**161**	**146**	**3min**

Table 13 – News releases on ERN: outreach data

One project asked for the support from EFFECT: LinaBiofluid. After a dedicated support which complied with the specific communication needs of the project and the development of a clear

communication strategy, EFFECT suggested LinaBiofluid a series of activities that could be implemented during the European Researchers' Night.

Specifically, LinaBiofluid presented on September 29th, 2017 the research activities of the Ultrafast the Laser Micro and Nano-processing Laboratory (http://stratakislab.iesl.forth.gr/ at IESL-FORTH (www.iesl.forth.gr) involving the public with different practical activities.
Around **200** people were involved, both adults and children. The engaged participants observed, analyzed, played with interactive experiments and activities showing different effects on disparate types of surfaces.

The interview made after the ERN to the LinaBiofluid coordinator and ERN organizer allowed the Consortium to understand that the Guide was very useful and let them observe the impact of their work on the public and the local community in general. An empowerment of trust and mutual understanding with local communities was possible thanks to the activities developed through games and involving activities by LinaBiofluid project and activity coordinators. In this way, people from different ages and cultures were able to understand the importance and the relevance of the research.

In order to get feedbacks related to the support to LinaBioFluid project, EFFECT carried out a remote interview based on relevant questions aimed at evaluating EFFECT performed activities. This is a transcript of the interview:

1. ***EFFECT Question*:** Have your expectations been met?
   ***Proposer Answer*:** Yes, our expectations have been satisfied and fulfilled adequately.
2. ***EFFECT Question*:** What could be improved from your point of you?
   ***Proposer Answer*:** Considering that the LinaBioFluid project has been developed by one of the 7 Institutes of the Foundation for Research and Technology-Hellas (IESL-FORTH) , composed by other 6 entities (Micro/nano-electronics, Polymer Science, Materials Science and Astrophysics) and considering the peculiarities of the project, a more extended description related to our laboratories activities would be better for the public in order to better understand how the laboratory works.
3. ***EFFECT Question*:** Did you find the Public Engagement Guide useful?
   ***Proposer Answer*:** Yes! The Guide was very useful and allowed us to observe the impact of our work on the public and the local community in general.
4. ***EFFECT Question*:** How many users (approximately) have been involved during the IESL-FORTH European Research Night and in particular how many of them did you "engage" with your activity?
   ***Proposer Answer*:** Actually, we organized by ourselves the activities to perform during the European Researchers' Night, preparing games and practical activities for the public. The European Researchers' Night took place on 29th September at IESL-FORTH and involved around 200 people. In particular, we tried to engage different types of audiences, who had the chance to observe and examine different effects on different types of surfaces, thanks to an interactive demonstration. Kids in particular had the chance to draw some paintings used than for the exhibition.
5. ***EFFECT Question*:** Have you been previously involved in such engagement activities?
   Proposer Answer: No, it was the first time.
6. ***EFFECT Question*:** Did you feel enough prepared to perform engagement activities during the European Researchers' Night?
   ***Proposer Answer*:** We felt prepared enough.

4.4 Impacts from EFFECT dissemination activities in other events

EFFECT activities and support actions have been disseminated in Future and Emerging Technologies related events.

At European level, the **ICT Proposers' Days 2017** (November 8th-9th, 2017 – Budapest, Hungary) has been selected for its strategic relevance on fostering networking opportunities to potential European proposers. EFFECT postcards were distributed in order to provide information on FETFX as a FET-focussed public communication platform, FET funded projects and their stories, as well as enlarge the research and innovation communities around FET- related topics.

A total number of **100 EFFECT flyers** were distributed through the FET Open and Proactive Information stands and meeting points, providing information whenever requested. An additional

total number of **80 EFFECT flyers** were distributed within the FET Open and FET Proactive Information sessions, where the introduction of upcoming Horizon 2020 calls and presentations of projects ideas by potential proposers took place.

Figure 1 - EFFECT presented at the ICT proposers day 2017

The activity has been supported by the European Commission through the presentation of EFFECT project during the Information session and via social media.

At National level, the **Italian National Infoday** (November 20th, 2017) was selected for the potential interest to enlarge EFFECT supporting activities to a wider audience. A total number of **70 flyers** were distributed to the registered participants at the event. A presentation of the EFFECT project was also done by the National Contact Point.

APRE, Italian NCP, also contacted the ICT/FET NCP Network to disseminate EFFECT supporting activities during the National Infodays around Europe.

The EFFECT project also took part in the event called “Global Systems Science in Horizon 2020 and beyond”, organized by the FET project GRACEFUL. At the event, seven different FET projects hold presentations to put in common the results of each initiative. Four of the projects, CRACEFUL, CIMPLEX, ODYCCEUS and DOLFINS were projects working in the GSS domain, while the other three, EFFECT, FET2RIN, VERTIGO were among the FET CSAs (Coordination and Supporting Actions).

The participation of the EFFECT project consisted in a presentation of the project and the results achieved so far, highlighting the importance of communication and dissemination activities of FET projects and raising awareness on the need of addressing audiences beyond the scientific community.

Figure 2 - EFFECT at the GSS events

The audience, mainly composed by researchers who are experts in the GSS domain, posed many questions about the support that EFFECT project can offer them in terms of communication. The EFFECT team, represented by Zabala, was also asked about the possibility to offer some specific guidance on the use of social media, especially Twitter. Also, as general concern, the lack of resources to be devoted to communication was mentioned, mainly in projects which are approching their end. FETFX postcards were distributed to all the participants.

The overall evaluation of the participation in the event is therefore positive, taking into account that the objectives of raising awareness on the importance of communication in FET and engagement of FET projects were achieved.

5 Conclusions and next steps

The first outreach and engagement indicators measuring the impacts of EFFECT communication and engagement activities are positive.

More than 2000 users have visited the first editorial productions of EFFECT on those platforms where it is possible to retrieve precise data, the FETFX platform and youris.com. This figure is to be considered preliminary due to the limited editorial production concentrated in the second half of the year. The estimated total number of visits of EFFECT's contents on multipliers is beyond 10,085, a multiplying factor of 5 compared on the visits on the websites managed by EFFECT and where its editorial items are distributed (FETFX and youris.com). This is a first evidence of the effectiveness of the content-centric approach of EFFECT, where the development good contents is at the core of its communication activities and distribution on different channels, beyond the ones directly managed by the consortium, has created a multiplying effect and can generate a huge potential outreach. On TV media, the first Video News Release performed well, considering it was taken up by 15 TV channels.

Interaction on social media, Twitter, with EFFECT'S original contents obtained an average engagement rate of 1.8%, which is higher with respect to the channel's average engagement rate.

Also the qualitative assessment of the events organized by the project is positive: the beneficiaries of the first Meet&Match event, of the EFFECT support during the European Researchers' Night 2017 and the first EFFECT webinar considered the events and shared contents and guidelines very useful.

In the upcoming months the monitoring of the impacts of the editorial production and of the online and offline engagement activities will be among the main activities of the EFFECT project.

To refine the quantitative indicators, data will be continuously collected also on the "older" editorial products, whose impacts are described in this Deliverable, to see the impacts they can have in the long run.

The Community Engagement Index calculation developed by youris.com that has been used in this deliverable (Section 3.1.4) will be subject to further studies. youris.com is currently working on the definition of the perimeter for engagement covering all the most significant activities of online interactions. This perimeter will be used in the second release of the "Analysis of EFFECT Impacts" (D5.2).