

EFFECT PROJECT

Creating effects through communication
and engagement in Future and Emerging
Technologies

D3.4 Editorial Plan - First Release

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PU = Public

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

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Executive Summary

The objective of this document is to present the Editorial Plan of the EFFECT project and its publications on the editorial platform (www.fetfx.eu) during the first twelve months of activity of the EFFECT project and the planning for the upcoming months.

The editorial products that are going to be produced by the project include:

- 15 journalistic articles and interviews;
- 30 news releases on FET funded research projects;
- 3 Video News Releases on truly cutting-edge results in the FET domain for TV media distribution;
- 4 short web videos;
- a minimum set of 10 video interviews to opinion leaders and stakeholders;
- 3 multimedia storytelling (PageFlows).

Out of them, at the end of 2017 the following editorial productions have been released:

- 4 journalistic articles and interviews;
- 5 news releases on FET funded research projects;
- 1 Video News Releases on truly cutting-edge results in the FET domain for TV media distribution;
- 1 short web videos;
- 7 video interviews.

The purpose of the Editorial Plan is to set the best timing to produce and distribute the different editorial formats in order to enhance visibility and impact of FET research in society as well as among different stakeholders' target groups.

Deliverable 3.4. is structured as follows:

- The EFFECT editorial strategy: the editorial plan, the FETFX communication platform and social media
- List of editorial activities
- Conclusions and next steps

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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 main 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 and disruptive technologies

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 will enable 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 will 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 Innovation¹:

- Increasing societies' science literacy and ability to participate in democratic processes related to technological developments. This objective is covered by the EFFECT public

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

communication strategy. The proposed public communication and engagement approach is still 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.

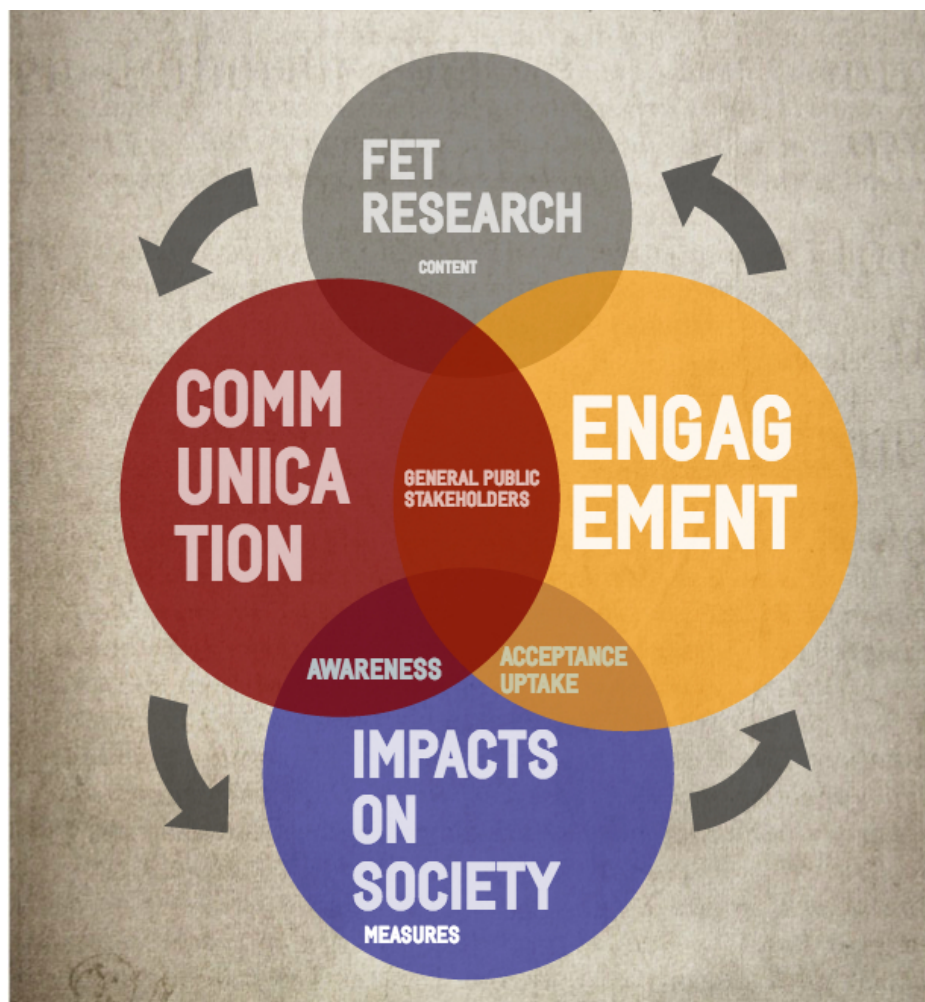


Figure 1 The EFFECT approach to Communication and Engagement

1.1 The EFFECT content centric approach

The EFFECT approach, integrating public communication and engagement strategies, is based on the implementation of an innovative and sound **public communication model** based on a content-centric approach exploiting the convergence of multiple distribution channels.

The EFFECT approach is made of a unique mix of experience and innovation in the public communication area. From this perspective, the project acts as an online information hub enabling the accessibility to original and existing FET contents throughout multiple channels, even beyond the project ones:

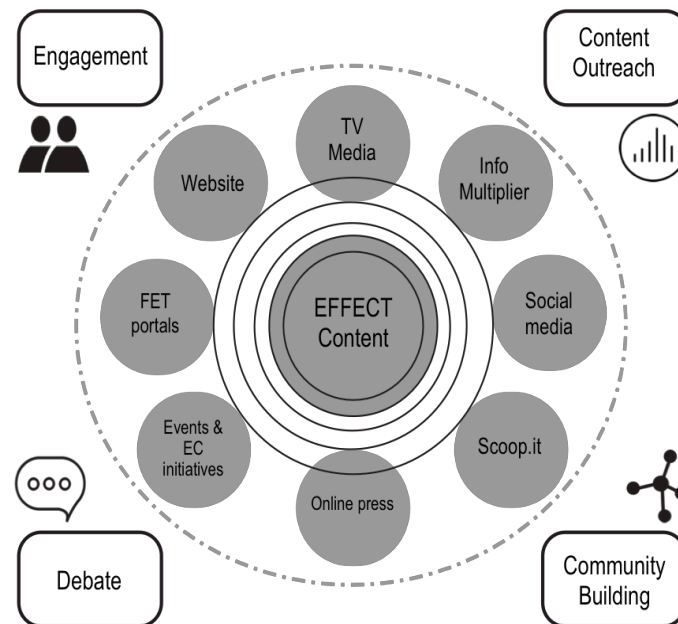


Figure 2 The content concentric approach diagram

The combination of existing and effective communication formats into an integrated and cross-feeding process maximises the effectiveness of a multi-channel distribution approach and supports the achievement of key impacts on society:

Easy to access communication tools → **Understanding & Awareness**

Online and off-line engagement activities → **Acceptance & Uptake**

2 Editorial Strategy

The ultimate goal of the EFFECT editorial strategy is to gear top-level messaging towards what FET research means for people, how it will affect their lives, paying attention to wider societal effects. This prevents the content, much of which is futuristic and forward-looking, becoming too ‘geeky’ and relevant only to a specialist audience with a prior interest in futurism and future technologies. Research across FET areas is relevant to society and wider communities now, including non-science specialists, and this should be reflected in broad and engaging readability, with outcomes clearly presented, whilst paying sufficient and appropriate service to the skilled scientists and institutions working hard towards meeting FET research goals.

To achieve these objectives and to coordinate the project’s activity, the EFFECT editorial strategy is based on three main pillars:

- The Editorial Plan, providing the guidelines of the editorial production and scheduling the publication of the project’s original content;
- The FETFX platform, serving as the project’s main communication channel;
- The EFFECT social media channels, spreading the editorial content, increasing the societal uptake of the FET research lines and building a community of engaged end-users.

A description of the three pillars is provided in the following subsections.

2.1 Editorial Plan

The Editorial Plan is one of the project’s cornerstones. It establishes a variety of key elements, such as:

- The FET projects to be considered for the EFFECT editorial production;
- The most suitable communication format (article, news release, video etc.) to convey the editorial content;
- The journalistic angle of each piece of content;
- The balanced coverage of all FET investigation lines;
- The publication schedule and rate, which ensure a continuous production of new content.

The FET projects considered in the Editorial Plan are selected as a result of the outcome of Deliverable 2.4 “Report on content collection and selection”. As outlined in D2.4, a number of projects have been assessed by the EFFECT advisory board made by FET experts in different research domains to identify the most suitable projects for the scope of EFFECT based on a set of criteria. Examples are: communication potential, global interest, readiness for market uptake and addressed societal needs. The contents of projects with the highest score are treated via articles and video news releases, whereas projects with lower scores are communicated via news releases. In any case, all pieces of news target a variety of end users. The adopted style is fresh and appealing, and the content is conveyed in an easy-to-understand way. Finally, it is worth mentioning that the Editorial Plan may also include also FET projects that have not been analyzed in D2.4. To this aim, the EFFECT team performs searches for further appealing projects and collaborates with those projects that spontaneously approach EFFECT to boost their visibility and communication impact.

To generate better impact for articles, videos, news release and overall activities, the Editorial Plan comprises four Focus Areas. These are based on the main themes of FET research, which also correspond to the thematic sections of the FETFX platform (see next subsection):

- Biotechnologies and Health Enhancement;
- Nanotechnologies & New Materials;
- Energy & Environmental Engineering; (tbc)
- Artificial Intelligence & Information technologies; (tbc)

The Culture & Society theme will be explored in a series of linked articles, which will give good depth to the content.

Each Focus Area contains 4-5 editorial products: 2 articles, 2 news releases and 1 video news release. Video news releases offer possibly the best opportunities to get wider impact from TV exposure. The Focus Areas cover one month on average, and content is spread over the month, so there is approximately one piece of content to promote per week.

The four Focus Areas are the skeleton of the Editorial Plan, they define its structure, but in between the FOCUS areas news releases, articles, video interviews are released as necessary and available. This means that each thematic area of the FETFX platform is regularly fed with fresh contents.

Finally, to reach a greater impact, content will be aggregated around events and themes, which can have a media impact. This will give the opportunity to conduct mini-campaigns and reach a wider audience. For instance, March 2018 is the Nanotechnology and Materials focus. Hence, articles and videos can be published around the ImagineNano event (13-15 March 2018) and MIT Energy Conference (2-3 March 2018). Conference hashtags can then be used to increase exposure and also reach interested audiences in the field who are based overseas and might not be so familiar with European FET research. Conference dates and World Days are being continuously added to the Editorial Calendar.

The Editorial Plan covering the activity from July 2017 (FETFX launch) to March 2018 (month 15) is summarized in the following table. It includes all kinds of original journalistic products developed by the EFFECT project (articles, news releases, videos etc.). The following Editorial Plan does not include products from other editorial platforms, re-edited and published on the FETFX platform. The comprehensive list of all publications on FETFX and their links is available in the next section.

The Editorial Plan is integrated by the aforementioned Focus Areas. The first one was on Biotech & Health and covered the period from 16 November to 16 December 2017. The next one will be on Nanotech & Material and it is scheduled for March 2018. The two other Focus Areas (Energy & Environment, Artificial Intelligence & IT) are to be scheduled in 2018. Finally, the table reports also the international events around which content is aggregated, as mentioned above.

The editorial products are listed with the name of the reference project. Publications planned for January 2018 are to be confirmed and the current version of the Editorial Plan may be subject to changes.

The EFFECT editorial plan (July 2017 - March 2018) is presented in the following table:

	July 2017	August 2017	September 2017	October 2017	November 2017	December 2017	January 2018	February 2018	March 2018
Focus Area					Biotechnologies & Health Enhancement (16 Nov - 16 Dec)				Nanotechnologies & New Materials (tbc)
Main events					NanoBio&Med AITechWorld	NanoSD (Security and defense)	4th IntConf on Renewable Energy Technologies	20th IntConf on Hydrogen Energy Technology	ImagineNano 2018 MIT Energy Conference
News Releases		EuCARD-2	SubCULTron	PROME3TH E2US2		ExCAPE MUSE	TOPLOP DEDALE MRG-Grammar	Swarm-Organ SceneNet	ABIOMATTER Harvest4D
Articles				LANDAUER	Future Agriculture EVOPROG	SimpleSkin	IBSEN HELICoiD	SmartSociety GRACeFUL	LiNaBioFluid MAGicSky
Video News Releases					Brain Bow				<i>Project to be selected</i>
Video Interviews	Members of the EFFECT Advisory Board						Brain Bow researchers		
Page-flows									
Web Videos			What is FET?						<i>Storyline to be defined</i>

Table 1 - EFFECT current list of editorial activities - from the most recent (December 2017) to the oldest ones (July 2017)

2.2 The FETFX communication platform

The EFFECT web platform, FETFX - Our Future Today (www.fetfx.eu) was launched in July 2017. It has been designed to:

- Host the EFFECT editorial production illustrating FET research achievements on a non-technical level;
- Support scientists with the non-scientific aspects of their work, i.e. public communication;
- Promote FET-related networking activities and EFFECT events;
- Provide a direct channel to subscribe to the EFFECT newsletter and access the social media channels.

FETFX is mainly addressing: *i)* the general public, here including citizens who want to understand in an easy and engaging way how scientific research could shape future life and society and *ii)* researchers willing to explore investigation lines and networking opportunities beyond their narrow field, and searching for information on EU research funding programmes and on the related application procedure. Other important target groups are: *i)* policy makers searching for information on the benefits and impact of the FET initiative; and *ii)* investors and entrepreneurs willing to bring innovative technological developments to the market.

The whole list of publications on fetfx.eu is reported in the following section. It is worth noting that during the first months the platform was fed with news on FET research or FET-related topics taken from other sources of information, and re-edited for the specific focus of FETFX. This allowed to fill in the gap between the conclusion of the screening process (WP2, D2.4) and the production of original public communication contents based on the selection of FET stories coming out as a result of WP2 activities.

Given the major role played by the editorial production for the scope of EFFECT, special attention has been paid to enable an intuitive and broad exploration of the journalistic content on FETFX. The pieces of news can be grouped according to three different approaches: thematic areas, tags and FET projects.

1. The five thematic areas (categories) considered by EFFECT are outlined in the previous section. By selecting the category of interest, the user has direct access to all related products.
2. Tags are associated to each editorial product. By choosing one specific tag, the user is shown all marked products.
3. A short description of each FET research project related to at least one editorial product is available on FETFX. The user can easily access the whole list of projects' descriptions. By selecting one specific project, all editorial products linked to that project are shown.

2.3 Social media

Social media cover an important role in supporting the outreach of the EFFECT editorial contents. Through the use of the project's social media account (Twitter and YouTube at the time of the present deliverable) a broad audience will be reached.

To enhance the visibility of the content on Twitter the following actions have been deployed:

- **Identify influencers and key players** in each sector and for each Focus Area to maximize impact;
- **Utilizing 'World days' and Twitter hashtags** to increase traffic and exposure;
- **Creating Twitter cards.** Twitter graphics are a great way to increase tweet value. The graphic will contain the FETFX logo and a snappy headline over a visually appealing and striking image. #imagineif cards - highlighting the impacts that FET projects could have on our lives - will be designed and published on fixed days.

In addition some specific communication products are customized to the Social Media distribution needs and patterns. This is the case of the Video News Releases that are also specifically edited in a short 30-60 seconds version with subtitles for dissemination through social media (Twitter and YouTube).

3 List of editorial activities

The following table lists the editorial products published on fetfx.eu at the time of the present deliverable (December 2017). It includes both the original EFFECT products and the articles based on external sources. The editorial products based on external sources were mainly released in the first months around the date of the platform's launch, when the EFFECT editorial plan was still under development.

Release date	Title and link	Media Category	Journalistic angle/Description	Theme/ Category	Project Name	Authors/Sources
20/12/2017	Your future Christmas jumper could be made from smart textiles	Article	The development of smart garments to monitor the wearer's health	Biotech & Health // Culture & Society	SimpleSkin	youris.com journalist
15/12/2017	Would you like to draw by just using words?	News Release	On the development of an algorithm to automatically generated 3D virtual worlds from written texts	Artificial intelligence & IT // Culture & Society	MUSE	Zabala
05/12/2017	A supercomputer will discover our future medicines	News Release	On the use of exascale supercomputers to speed up the design of new drugs	Artificial Intelligence & IT // Biotech & Health	ExCAPE	APRE
27/11/2017	Repairing the brain	Video News Release	How the development of innovative neuroprostheses can revolutionise the treatment of brain damages	Biotech & Health	Brain Bow	youris.com journalist
20/11/2017	Challenging Darwin: An 'Evolution Machine' for Biomolecules	Article	The design of a new machine which could accelerate the production of new medicines	Biotech & Health	EVOPROG	youris.com journalist
11/16/2017	Improving the Imperfect: Photosynthesis for the Future	Article	The positive experience of FutureAgriculture at the Innovation Radar Prize 2017	Biotech & Health	Future Agriculture	youris.com journalist

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02/11/2017	Will energy-free computing reactions ever take place?	Article	The effort of scientists to decrease the energy consumption of computers	Energy & Environment	LANDAUER	youris.com journalist
31/10/2017	Fuel from diamonds?	Article	On the production of fuel from synthetic diamonds by recycling CO2 in the atmosphere	Energy & Environment	DIACAT	youris.com journalist
24/10/2017	Artists and scientists collaboration: learning from experience	Article	On the spirit of the FEAT project: promoting the collaboration of artists and scientists	Culture & Society	FEAT	youris.com journalist
20/10/2017	Stealing from the sun: doubling the efficiency of solar energy capture	News Release	On the development of novel structures to convert solar energy into electricity	Nanotech & Materials	PROME3THE2US2, AMADEUS, DMS	APRE
19/10/2017	Your effective FET communication strategy	EFFECT Webinar	Tips and guidelines on how to design an effective FET communication strategy	EFFECT Webinar		youris.com / APRE
26/09/2017	The NIGHT is coming	Event Promotion	Promotion of the European Researchers' Night	European Researchers' Night 2017	LiNaBioFluid	youris.com / APRE
18/09/2017	Robotic company for gondolas	News Release	On the deployment of fish-like robots in the Venice lagoon	Artificial Intelligence & IT	SubCULTron	youris.com
15/09/2017	Shaping the sound of time	Article	Description of the collaboration between a FEAT artist with a FET project	Culture & Society	FEAT, nuClock	youris.com journalist
13/09/2017	Newsletter	Newsletter	An overview of the EFFECT activity	FET Newsletter		youris.com
12/09/2017	Your effective FET communication strategy	Event Promotion	Promotion of the EFFECT webinar	EFFECT Webinar		youris.com / APRE

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11/09/2017	The ethics of cars	News Release	Developers of self-driving cars must decide how to programme them for the cases when accidents cannot be avoided	Artificial Intelligence & IT		youris.com
08/09/2017	What is FET?	Video	A presentation of FET research lines	Promoting FET		youris.com
04/08/2017	The countless uses of particle accelerators	News Release	An overview of the applications of particle accelerators besides pure research	Culture & Society	EuCARD-2	youris.com
25/07/2017	Ready to look at your brain's wiring?	News Release	On the most advanced brain scanner	Biotech & Health		youris.com
19/07/2017	European researchers' night 2017	Event Promotion	Advertising the European researchers' night	European Researchers' Night 2017		youris.com
11/07/2017	How do these FET experts see the future?	Video Interview	The EFFECT Advisory Board share thoughts on how FET research will impact society	Promoting FET		youris.com
05/07/2017	Meet & Match	Event Promotion	Bringing FET researchers and SMEs together	EBN Congress: Bringing FET researchers and SME together		youris.com / APRE
03/07/2017	Seeing the future: a new breed of bionic eyes	Article	A research team studies the development of artificial retinas	Biotech & Health		Re-edited news from Futurism by youris.com on a
03/07/2017	Can robots convince girls they're good at science and maths?	Article	A study on the response of girls and boys to science-related inputs	Culture & Society		Re-edited news from futurity.org by youris.com
03/07/2017	Shake the hand that thinks for itself	Article	The development of a bionic hand which can recognize objects and decide how to grasp them	Biotech & Health		Re-edited news from the Telegraph by youris.com

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03/07/2017	“Microscopic Lego” for scientists to develop materials of tomorrow	Article	Overview of the potential of Graphene	Nanotech & Materials	ARTIMATTER, NANODRIVE	Re-edited news from the Horizon Magazine by youris.com
03/07/2017	The computer screen that literally jumps out at you!	Article	On the development of a new type of screen which can be modified by the user and offers new kinds of human-machine interaction	Artificial Intelligence & IT	GHOST	Re-edited news from the European Commission by youris.com
03/07/2017	Smart fashion: what can clothes tell us about our health?	Article	The development of a new kind of garments to monitor the person's health	Biotech & Health	SimpleSkin	Re-edited news from Cordis by youris.com
03/07/2017	Intelligence in the abyss: robots colonise Venice lagoon	Article	Robots are deployed in the Venice lagoon to monitor the environment	Artificial Intelligence & IT // Energy & Environment	SubCULTron	youris.com journalist
03/07/2017	Journey to the limits of nature: the rise of quantum computers	Article	An introduction to research on quantum computers	Artificial Intelligence & IT	QuProCS	youris.com journalist
03/07/2017	Forget the internet you know! The future one will be safer	Article	How the quantum internet can improve safety	Artificial Intelligence & IT	HYSORE	Re-edited news from the Horizon Magazine by youris.com
03/07/2017	The recipe for graphene revolution? Sticky tape and playful scientists	Article	On the invention of graphene	Nanotech & Materials	Graphene Flagship	Re-edited news from the Independent by youris.com

Table 2 - EFFECT current list of editorial activities - from the most recent (December 2017) to the oldest ones (July 2017)

Count of original EFFECT products on FET projects	
Article	4
News Release	5
Video News Release	1
Video	1
Video Interview (grouped under “How do these FET experts see the future?”)	7
Event Promotion	4
EFFECT Webinar	1
Newsletter	1

Table 3 - Count of EFFECT original contents (as of December 2017)

Total count of the overall EFFECT contents released on the FETFX platform - both original contents and reedited news from external sources	
Article	17
News Release	7
Video News Release	1
Video	1
Video Interview (grouped under “How do these FET experts see the future?”)	7
Event Promotion	4
EFFECT Webinar	1
Newsletter	1

Table 4 - Total count of the overall EFFECT contents released on the FETFX platform, as of December 2017

4 Conclusions and next steps

4.1 Conclusions

The project has developed a robust and flexible editorial plan. The plan is designed to ensure an intense editorial production and a homogeneous visibility of all FET research lines. It foresees the use of complementary content-presentation strategies (articles, interviews, videos, multimedia storytelling), hence providing a varied editorial offer. The plan includes specific focus areas to boost the publications' visibility. A dedicated online platform (fetfx.eu) has been developed to host the editorial production. Besides publication on fetfx.eu, editorial products are distributed to multiple external channels, such as information multipliers, social media and televisions. Detailed information on the distribution process and on the monitoring activity performed to measure the content spread is available in Deliverable 3.1 (Public Communication and Distribution).

4.2 Next steps

The Editorial Plan indicates that the next Focus Area will be Nanotechnology and Materials, and articles will be focused around this research domain. In addition, the next three months will see these principle activities:

- **Video News Release #2:** The project for this will be selected in Month 13.
- **Culture & Society articles:** This category isn't featured in a Focus Area, but it is very important that they are well covered. This will be achieved by a series of linked articles on the projects with a more cultural and societal basis, such as GRACEFUL, IBSEN and SMART SOCIETY. As reflected in the Editorial Calendar, these have been slated for the new year, to fit with times when people reflect upon their lives and changes for the upcoming year.
- **Developing Page Flow #1:** As described in section 2.0 Editorial Strategy, the multimedia-rich Page Flow storytelling offers an opportunity to cover the FET hot topics.
- **Web Video #2:** Discussions have begun on what our desired communication outcomes are for the next Web Video, and will take into account feedback and opinions on the first Web Video, and improve upon execution and delivery.
- **Video Interviews:** Opportunities to complete them may well arise during filming for the Video News Release #2.
- **News Releases:** further 5 News Releases are due by the end of March 2018.