

# Communicating Research

## How to engage your audience

***MCAA Conference, Venice, March 3rd 2016***

Cristina Gómez – Spanish NCP and Expert MSCA



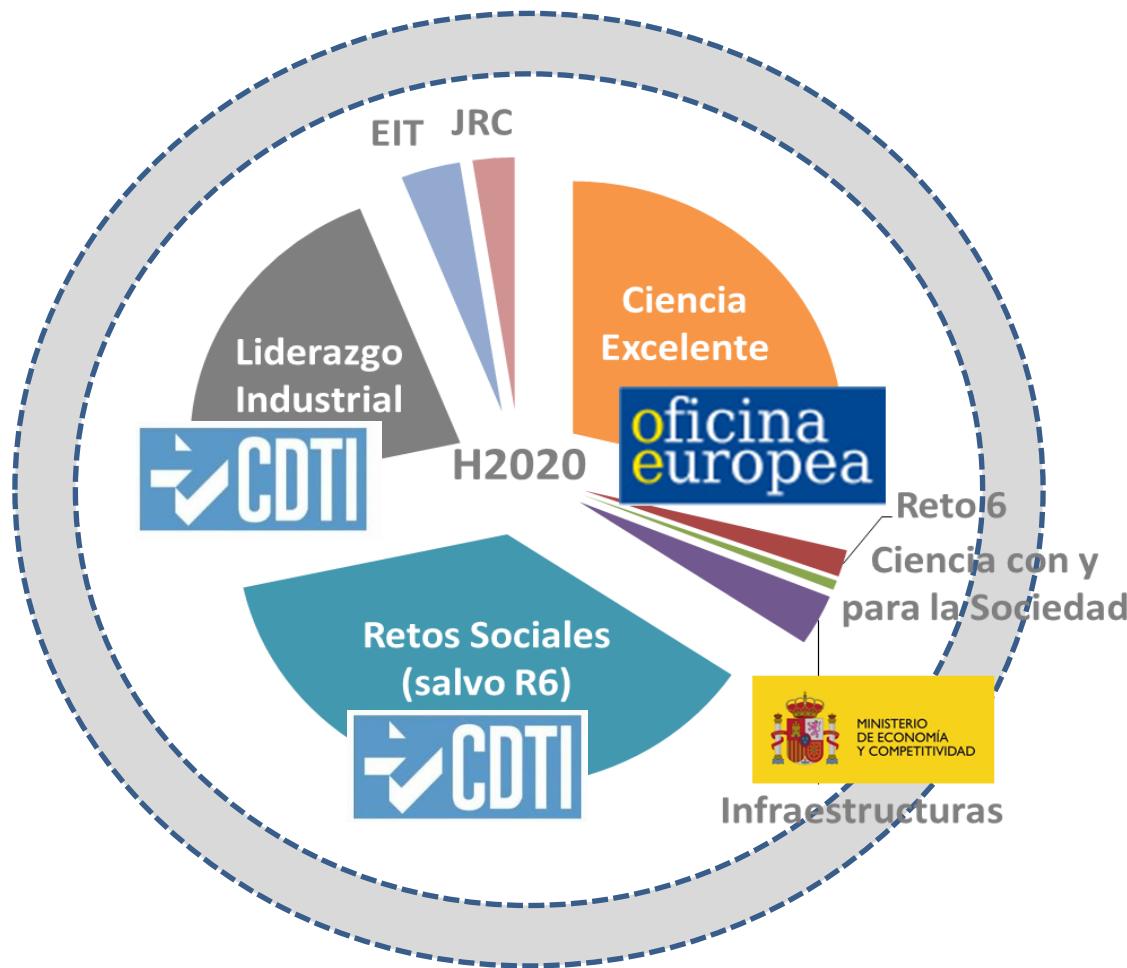
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# 0. The European Office of MINECO/FECYT: MSCA support



## Objective

- Promote the participation and leadership of the Spanish R&I system in H2020.

## Areas

- EXCELLENT SCIENCE: ERC, MSCA, FET
- SWAFS
- Challenge 6
- COST

## Target group

- OPIs, Universities, public R&I centres



# I. Outreach and Communication

## Outreach and communication activities

- Outreach activities engage a large audience, bring knowledge on a topic to the general public
- Outreach implies an interaction between the sender and the receiver of the message
- Communication goes directly in one direction from the sender to the receiver
- Communication requires a clear and accessible language

## Possible activities

- Marie Skłodowska Curie Ambassadors
- Workshop Days, Open Doors, Public Talks, articles, E-newsletters, multimedia releases
- European Researchers' Night
- EC Events, conferences
- Marie Curie Alumni Association (MCAA)
- MSCA "Fellow of the Week" on Facebook

[http://ec.europa.eu/research/mariecurieactions/documents/documentation/publications/guidelines\\_en.pdf](http://ec.europa.eu/research/mariecurieactions/documents/documentation/publications/guidelines_en.pdf)



# I. Impact evaluation: Strengths and Weaknesses

- The project presents a well organised plan for the effective **communication and dissemination** of the results, targeting the **scientific community** and the **general public**.



- Plans for **communication and dissemination** are too generic and unstructured. Moreover, scientific dissemination is not properly considered. The communication measures with respect to the **public engagement strategy** is not well presented in the proposal
- The proposal does not clearly present the expected **results, the exploitation strategy** and IPR issues.
- The plans for **dissemination** do not extend beyond a generic list of **standard instruments**



# You need to communicate!

Net4 Mobility @Net4Mobility - 12 feb.

#MSCA fellows detected gravitational waves! #GraWiToN project  
[ec.europa.eu/research/marie...](http://ec.europa.eu/research/marie...) #h2020  
#Einsteinwasright



Physics Nobel laureate T. Kajita shows that neutrinos have mass

## 2015 NOBEL PRIZE IN PHYSICS



The 2015 Nobel laureate Takaaki Kajita of the University of Tokyo, participates in three REA managed projects for research staff exchanges. The projects, supported by the Marie Skłodowska-Curie actions, allow Prof Kajita, who shares the 2015 Nobel Prize in physics with the Canadian Arthur McDonald, to collaborate with European consortia. The EC contribution for the three projects is worth more than €2,5 million.



GOBIERNO  
DE ESPAÑA

MINISTERIO  
DE ECONOMÍA  
Y COMPETITIVIDAD



FUNDACIÓN ESPAÑOLA  
PARA LA CIENCIA  
Y LA TECNOLOGÍA

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## II. NIGHT event Madrid

- More than 20 Universities and 16 companies at the European Corner
- 378 researchers, out of which 20 are MC Fellows
- 31 activities
- More than 10.000 attendants



<http://www.madrimasd.org/lanochedelosinvestigadores>





Seventh Framework Programme (FP7)  
PEOPLE Industry-Academia Partnerships  
and Pathways (IAPP) - Marie Curie Actions  
Call: FP7-PEOPLE-2013-IAPP

## II. TARGEAR: example of a good practice

### Research on integrated strategies for the healing of age-related hearing loss

- Active in informing through website (constant updating)
- Active in participating /organising events
- Using free-resources to maximise the impact
- Reaching out to their final users



<http://targear.eu/>

<http://www.ciberer.es/noticias/jornada-de-puertas-abiertas-para-comprender-y-tratar-la-presbiacusia>



FUNDACIÓN ESPAÑOLA  
PARA LA CIENCIA  
Y LA TECNOLOGÍA



Publicado por msca el 10 febrero, 2015

Comentarios (0)

TARGEAR y los retos del envejecimiento activo: estrategias integradas e innovadoras para el tratamiento de la pérdida auditiva relacionada con la edad



Según la Organización Mundial de la Salud, la sordera es una enfermedad crónica que afecta a más de 360 millones de personas en el mundo ([www.who.int/topics/deafness/en/](http://www.who.int/topics/deafness/en/)). Las personas mayores de 60 años se ven afectadas en mayor proporción, lo que incrementa el impacto social de la pérdida auditiva, a medida que esta franja de edad aumenta en Europa (<http://populationpyramid.net/europe/>). Así, la pérdida auditiva relacionada con la edad, denominada presbiacusia, constituye la segunda causa más frecuente de discapacidad en las personas mayores. La sordera acelera el deterioro cognitivo y puede favorecer la aparición de depresión y el aislamiento social, empobreciendo la calidad de vida de quienes la padecen.

En la mayoría de los casos, la presbiacusia se debe a la pérdida de las neuronas auditivas y de las células cilíadas del oído interno, ya que no se regeneran. No existe tratamiento para su recuperación, pero sí es posible la sustitución funcional mediante prótesis. Por ello, tanto la prevención como el tratamiento de la pérdida de audición son retos médicos por resolver.

Con los objetivos de comprender mejor la etiología de este trastorno y de conseguir tratamientos que combinen el uso de fármacos con dispositivos para la audición, investigadores de centros públicos y del mundo empresarial se han unido para trabajar coordinadamente en TARGEAR ([www.targear.eu](http://www.targear.eu)). Se trata de un proyecto financiado por el Programa FP7-PEOPLE de Acciones Marie Curie de la Unión Europea con una duración de cuatro años (2014-2017).

Los grupos integrados en TARGEAR tienen experiencia en diversos campos de investigación que incluyen, tanto los aspectos moleculares de la presbiacusia, como sus aspectos clínicos. En UNIFI, centran su interés en el uso de modelos *in vitro* que ayuden a comprender mejor la biología de las células sensoriales, y a investigar los factores que podrían prevenir o restaurar la pérdida de audición. BIOMED y el CSIC, en colaboración con el Hospital La Paz-IdIPAZ, enfocan su investigación en el estudio de



## II. CERN projects: examples of good practices

### PACMAN – ITN FP7



#### PACMAN at CERN

English Subtitle

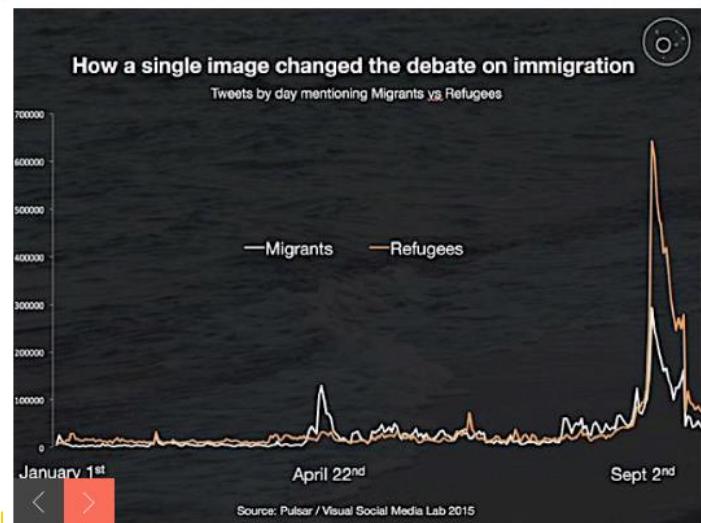
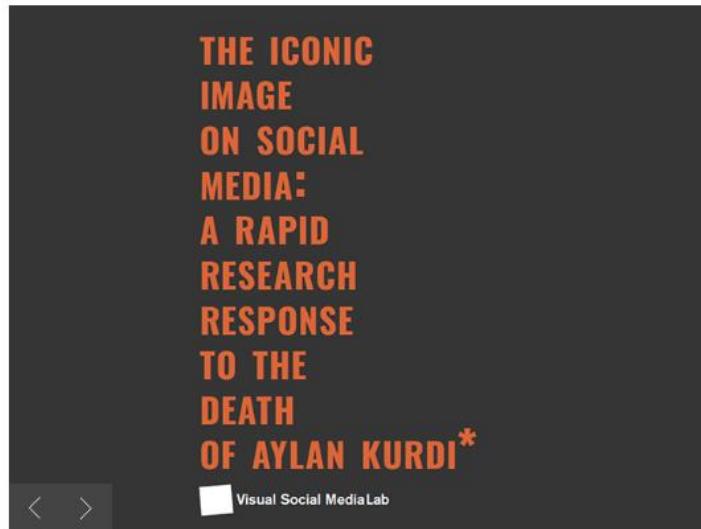
PACMAN Particle Accelerator Components Metrology and Alignment to the Nanometre scale. PACMAN is an Innovative Doctoral Program Network, offering training to 10 Early Stage Researchers hosted by CERN thanks to The European Commission FP7 Marie Curie Actions.

<http://targear.eu/>

<http://www.ciberer.es/noticias/jornada-de-puertas-abiertas-para-comprender-y-tratar-la-presbiacusia>



# II. University of Sheffield: rapid response research



The collage includes several news snippets and social media posts. At the top left is a snippet from 'INDEPENDENT' with the headline 'Aylan Kurdi image were seen by '20 million people in 12 hours''. To its right is a snippet from 'theguardian' with the headline 'Aylan-Bild soll Stimmung auf Twitter gedreht haben'. Further right is a snippet from 'Irish Examiner' with the headline 'Images tip language use to 'refugee' according to researchers at Sheffield University'. Below these are snippets from 'MailOnline', 'CORRIERE DELLA SERA', 'Aol.', 'Migranti', 'I dati', and 'YORKSHIRE POST'. The 'YORKSHIRE POST' snippet includes a small image of a person in the water. On the far right, there's a snippet from 'zFeedNE' with the headline 'How Photo On A Turk etely Refr ee Debate' and another snippet from 'sig Silverman zzFeed Foundin'.

In relation to the Aylan Kurdi images in particular, the project seeks to ask: how did the affective power of these images prompt people to do things (to volunteer or become actively involved in the #refugeeswelcome campaign, for example) and what is the specific role of social media with these processes? The project will also consider these images from a broader historical perspective, by exploring how they reiterate longer-standing iconic motifs and how social media users themselves linked the images to iconic photographs from the past.

Dr. Lin Prøitz,  
MSCA fellow at  
the Univ. of  
Sheffield  
Visual Social  
Media Lab

# II. Use the resources you have....

 **Marie Skłodowska-Curie Actions**  
26 de febrero a las 15:00 ·

Allow us to introduce you to Dídac Busquets, our former #MSCA IEF fellow of the week!

Dídac's project aimed to provide vehicles with intelligence so they could interact with each other and the road infrastructure to improve traffic in cities. Inspiration was taken from social sciences, to introduce fairness in the behaviour of the system. This led to research that is applicable not only to the transportation domain, but all systems where resources need to be shared.

Before his fellowship, Dídac obtained his PhD at UPC (Barcelona), spent two years at Carnegie Mellon University (USA) and then joined University of Girona as a Research Fellow. He is now based at Transport Systems Catapult, a UK innovation centre for intelligent mobility.

He said: 'Being awarded a MSC IEF was a real privilege, it allowed me to go to one of the world-leading universities to do really exciting research, and it helped me in progressing in my careers, opening the door of private research industry.'

In April, Dídac will speak about his research at #TRA2016 in Warsaw! Find out more about the event here: <http://www.traconference.eu/>




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## BLOG MSCA madri+d



Acciones Marie Skłodowska-Curie

[BLOGS madri+d](#) [PORTADA BLOG](#) Página de ejemplo

INTERNATIONAL CALL FOR FELLOWSHIPS IN BIOMEDICAL IMAGING M+VISIÓN COFUND 2015. APPLICATIONS DUE 15TH JUNE

Publicado por **msca** el 18 mayo, 2015

Comentarios (0)



The international call M+VISION COFUND 2015 offering fellowships for researchers in biomedical imaging in Madrid and Boston has been published on 14<sup>th</sup> May.

The Regional Ministry for Education of Comunidad de Madrid offers 10 fellowships for specialists on advanced research in biomedical imaging. This call is part of M+VISION, a program in collaboration of the Massachusetts Institute of Technology (MIT) and co-funded by the Seventh Framework Programme of the European Union.

Initially, the fellowship lasts for 12 months that can be prolonged with a 24-month contract, provided that there is a host organisation (university, research centre, hospital or firm) based in Madrid that hires the researchers during the second and third year. Host organizations will have a co-financing of up to 57% for hiring the researchers.

The economic support consists of:

- Fellowship (first year): 43,000 € / year
- Employment contract (second and third year): € 65,000 / year (Employer cost, including security charges)
- Research costs: 2,300 € / year
- Travel costs: 3,300 € / year

There are two types of fellowships depending on the type of mobility that they include:

- **MSCA Projects, results, publications...**
- **3.430 users / 64.000 suscriptors Notiweb madri+d**

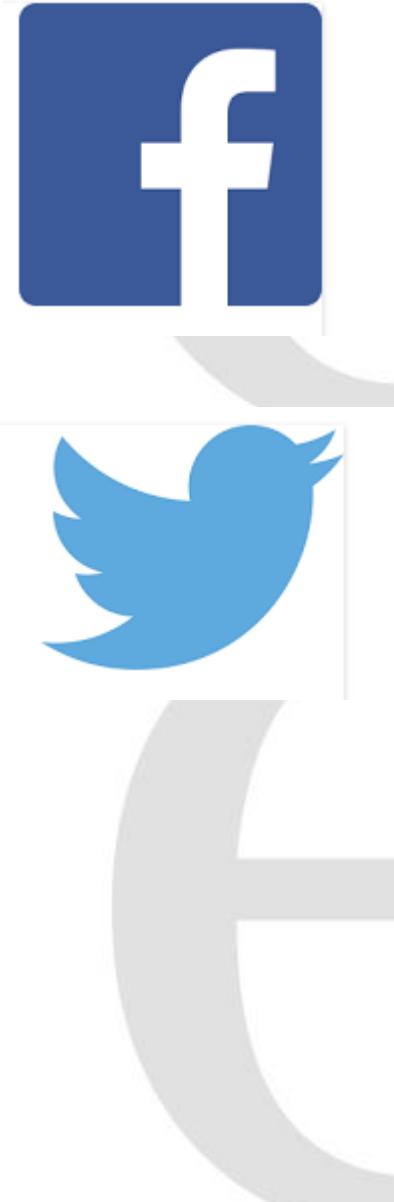
## II. ....be creative, innovative



### FameLab

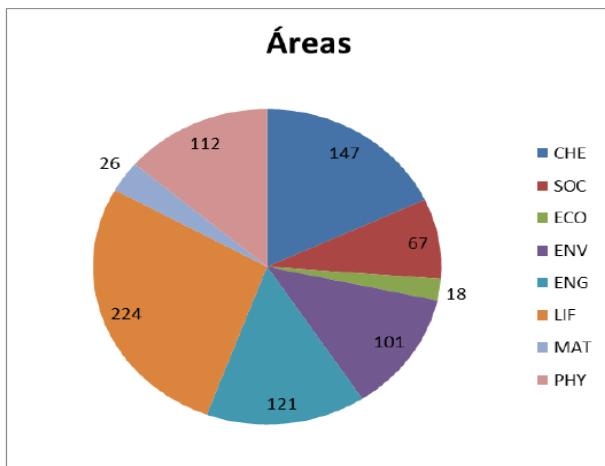
**FameLab is back!**

Calling all scientists and engineers with a passion for public engagement to participate in FameLab 2016!



# III. Looking for an MSCA Individual Fellowship in Spain?

- **590 EoI from 72 Institutions**
- Very positive evaluation from entities
- Initiative will continue for 2016
- Technical improvements on the way
- **NEW EOIs available from March, 15th**



• Inicio / Ciencia Excelente / Acciones Marie Skłodowska-Curie / IF EXPRESSIONS OF INTERESTS...

• Consejo Europeo de Investigación (ERC)

• **Acciones Marie Skłodowska-Curie**

- Innovative Training Networks (ITN)

- Individual Fellowships (IF)

**IF EXPRESSIONS OF INTERESTS – SPANISH HOST INSTITUTIONS**

Under the section "IF Expressions of interest – Spanish Host institutions" there are more than **500 expressions of interest from Spanish Institutions** willing to **recruit and host researchers** under the framework of a Marie Skłodowska-Curie Individual Fellowship (Call MSCA IF 2016).

The objective of this call is to enhance the **creative and innovative potential of experienced researchers** by providing them with opportunities to work on research in a European context or outside Europe. Besides, this scheme support the **return and reintegration of researchers from outside Europe** who have previously worked here. It also develops or helps to **restart the careers** of individual researchers that show great potential, considering their experience.

The **MSCA IF 2015** call closes next **10 September 2015**, see more details [here](#).

To access and download the information, you can click on any of the 8 scientific areas established for MSCA and available on the right hand corner of this section.

[Imprimir](#)

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• Contacto

• Listas de distribución OE

• Documentos de interés

• Eventos

• Noticias

• Enlaces

**OFFERS FOR MARIE SKŁODOWSKA CURIE INDIVIDUAL FELLOWSHIPS**

• CHEMISTRY

• SOCIAL SCIENCES AND HUMANITIES

• ECONOMIC SCIENCES

• ENVIRONMENTAL SCIENCES AND GEOLOGY

• INFORMATION SCIENCES AND ENGINEERING

• LIFE SCIENCES

• MATHEMATICS

• PHYSICS

**A web section that has centralized in 2015 more than 590 Expressions of Interest (EOI) from Spanish Institutions looking to recruit Experienced Researchers under MSCA Individual Fellowships.**

<http://www.eshorizonte2020.es/ciencia-excelente/acciones-marie-skłodowska-curie/if-expressions-of-interests-spanish-host-institutions>

Thank you!  
Grazie mille!  
Muchas gracias!

Spanish National Contact Points

Cristina Gómez

[Cristina.gomez@oficinaeuropea.es](mailto:Cristina.gomez@oficinaeuropea.es)

Oficina Europea MINECO / FECYT



Jesús Rojo

[Jesus.rojo@madrimasd.org](mailto:Jesus.rojo@madrimasd.org)

Fundación para el Conocimiento Madri+d

