

CLEAR-Doc Communication and dissemination guide

This guide has been designed to help you throughout your journey within the CLEAR-Doc COFUND programme at Université Gustave Eiffel (UNI EIFFEL).

If you have any question about this document, please contact us at clear-doc@univ-eiffel.fr

TABLE OF CONTENT

Introduction: why communicate and disseminate your research?	2
1. Definitions	2
2. Contractual commitments	4
3. RRI and Open Science	4
4. Benefits for your research project	5
Communication	6
5. Principles	6
6. Objectives	6
Dissemination	6
1. Principles of good dissemination	7
2. Your dissemination plan: things to consider	7
Examples of communication and dissemination activities and channels	9
1. Existing tools at Université Gustave Eiffel	9
Digital identity, acknowledging and reporting	12
1. Digital identity and visibility	13
2. Professional social networks	14
3. How to acknowledge EU funding in written documents / publications : obligations for recipients of EU funding programmes 2021-2027	15
4. Signature policy charter for scientific publications Université Gustave Eiffel	16
CLEAR-Doc Graphic charter	17
Final reminders	17
Reference and further information	18

Introduction: why communicate and disseminate your research?

Making the project visible is crucial to reach out to relevant stakeholders, build new collaborations or find your way into the market. It is also a legal obligation.

“Research is of no use unless it gets to the people who need to use it”

Professor Chris Whitty, Chief Scientific Adviser for the Department of Health

As a PhD student, it's important to effectively communicate your research project and disseminate your findings in order to have an impact in your field and beyond. Here's a guide to help you do identify your audience, develop a clear and concise message, choose your communication channels, be persistent and adaptable.

1. Definitions

As mentioned in the European charter for researchers: *“Researchers should ensure that their research activities are made known to society at large in such a way that they can be understood by non specialists, thereby improving the public’s understanding of science. Direct engagement with the public will help researchers to better understand public interest in priorities for science and technology and also the public’s concerns”.*

Communication and dissemination activities are related, but are not the same and a good project should include a mix of both:

- **Communication** in research refers to the process of exchanging information between the researcher and their intended audience(s). It involves presenting research findings in a clear and concise way, with the goal of help understanding and facilitating the exchange of knowledge. Effective communication involves using appropriate language, tone, and medium to convey the message, and considering the needs and interests of the audience. It only goes in one direction from the sender to the receiver. Communication refers to articles in mainstream newspapers and magazines, or on TV and radio channels. Successful communication requires a clear language and attractive scientific subject with outstanding results that can catch the media's attention. The European Commission is aware that not every CLEAR-Doc ESR is undertaking research of interest to the mass media. Researchers can start small and attempt having their research published in local newspaper. They should be able to explain their project to the large public in accessible language: imagine having to explain what you do to fellow commuters on your daily trip to work.
- **Dissemination** in research refers to the active and systematic sharing of research findings with a wider audience beyond the academic community. This includes

making research findings publicly available, promoting research through various communication channels, and engaging with stakeholders who may benefit from or be impacted by the research. The goal of dissemination is to increase the visibility and impact of the research, and to foster the use of research in policy and practice. Effective dissemination involves identifying the most appropriate communication channels and strategies to reach the intended audience, and considering the ethical and practical implications of sharing research findings.

	DISSEMINATION	COMMUNICATION
	Covers the whole project (including results) Starts at the outset of the project	Covers project results only Happens only when results are available
Objectives	Public disclosure of results Multiplier effect Informing and engaging with society, to show how it can benefit from research	Promotion of the project and its results Enabling the take-up and use of results
Audience	Multiple audiences: Beyond the project's own community, including the media and general public Target groups, such as scientific communities, industry stakeholders, policy-makers, etc.	General public, including EU citizens, civil society and mass media Specialist audiences: Group that may use the results in their own work, including peer groups, industry, professional organisations, policymakers
Language	Scientific language	Non-specialised language
Channels	Peer-review journals, scientific conferences, online repository of results, etc.	TV channels, radio, newspapers, generalist website, newsletters, etc.

The supervisor and the ESR will establish a Personal Career Development Plan (PCDP) that will be the roadmap for the overall ESR supervision. The purpose of this Personal Career Development Plan (PCDP) is to ensure that your work is focused on achieving your research and professional goals. This will play a major part in informing the trajectory of your PhD research, in your training and development as a researcher. Your plan will also be a useful resource when it comes to writing up, and it will help you develop key skills which will be invaluable for both your current research and your future career prospects.

2. Contractual commitments

Several communication and dissemination-related commitments for PhD students are formally outlined in documents, especially in the [European Charter for Researchers](#). This charter is a set of general principles and requirements which specifies the roles, responsibilities and entitlements of researchers as well as of employers and/or funders of researchers.

The European Charter for Researchers

Public engagement

Researchers should ensure that their research activities are made known to society at large in such a way that they can be understood by non-specialists, thereby improving the public's understanding of science. Direct engagement with the public will help researchers to better understand public interest in priorities for science and technology and also the public's concerns.

Dissemination, exploitation of results

All researchers should ensure, in compliance with their contractual arrangements, that the results of their research are disseminated and exploited, e.g. communicated, transferred into other research settings or, if appropriate, commercialised. Senior researchers, in particular, are expected to take a lead in ensuring that research is fruitful and that results are either exploited commercially or made accessible to the public (or both) whenever the opportunity arises.

The guidelines by the European Commission can be read [here](#).

3. RRI and Open Science

As a PhD student, it's important to understand the links between RRI, Open Science, and scientific communication and dissemination.

- **RRI:** Responsible Research and Innovation (RRI) is a framework that encourages researchers to consider societal needs and values in the research process. This can involve engaging with stakeholders, addressing ethical issues, and considering the potential social and environmental impacts of research. By incorporating RRI principles into your research project, you can ensure that your research is conducted in a responsible and ethical manner, and that it takes into account the needs and values of society.
- **Open Science:** Open Science is a movement that promotes transparency, collaboration, and accessibility in scientific research. Open Science practices such as open data, open access publishing, and open peer review can increase the visibility and impact of research, facilitate collaboration with other researchers, and potentially lead to new insights and discoveries. By adopting Open Science practices in your research project, you can increase the visibility and impact of your work, and contribute to the advancement of scientific knowledge in your field.

RRI, Open Science, and scientific communication and dissemination are all important aspects of a PhD research project. By incorporating RRI principles, adopting Open Science practices, and effectively communicating and disseminating your research findings, you can ensure that your research is conducted in a responsible and impactful way, and that your work has the

potential to contribute to the advancement of scientific knowledge and the betterment of society.

4. Benefits for your research project

There are some benefits in communicating and disseminating a research project:

- **Increased visibility and impact:** communicating and disseminating your research project can increase its visibility and impact by reaching a wider audience. This can help your research gain recognition and potentially lead to further opportunities for collaboration, funding, and publication.
- **Building your professional network:** disseminating your research project can help you connect with other researchers, practitioners, and scholars who are interested in your work. This can help you build your professional network and potentially lead to future collaborations and research projects.
- **Secure funding in your research area and reach potential additional funding sources,** by drawing the attention of governments and private stakeholders to the need and benefits of your research.
- **Improve your score in scientific assessments,** as these increasingly include mentions of your publications in communications tools, such as social media, blogs, etc.
- **Contribution to the advancement of knowledge:** by communicating and disseminating your research project, you can contribute to the ongoing advancement of knowledge in your field. This can help shape the direction of future research and potentially lead to real-world applications and solutions.
- **Let citizens know why public resources are spent in research** and how this can improve their daily lives in the future (solving societal challenges, creating new jobs, improving knowledge, leading to new technologies, influencing changes in policies, etc.)
- **Fulfilment of academic requirements:** in some cases, communicating and disseminating your research project may be a requirement of your academic program. By fulfilling these requirements, you can earn your degree and move forward with your career goals.
- **Public engagement:** communicating and disseminating your research project can help you engage with the public and potentially raise awareness about important issues and challenges in your field. This can be especially valuable if your research has real-world implications and applications.
- **Encourage talented students and scientists to get involved in a scientific career.**
- **Attract potential users of the project results** and generate market demand for the products or services developed.

Communicating and disseminating your research project can be a valuable opportunity to increase its visibility and impact, build your professional network, contribute to the advancement of knowledge in your field, fulfil academic requirements, and engage with the public.

Communication

5. Principles

Here are some principles of scientific communication for a young researcher or a PhD student:

- **Clarity:** scientific communication should be clear and concise, with a focus on communicating complex ideas in an understandable way. Avoid using jargon and technical terms that may not be familiar to your audience.
- **Accuracy:** scientific communication should be based on accurate and reliable data, and should be presented in a way that is transparent and replicable.
- **Relevance:** scientific communication should be relevant to the needs and interests of your audience. Consider the perspectives and interests of different stakeholders, and tailor your communication to their needs.
- **Accessibility:** scientific communication should be accessible to a wide range of audiences, including non-experts and members of the general public. Use clear language, visual aids, and other tools to make your communication more accessible.
- **Transparency:** scientific communication should be transparent, with a focus on sharing methods, data, and findings openly. This helps build trust and credibility with other researchers and the general public.
- **Engagement:** scientific communication should be engaging, with a focus on fostering dialogue and collaboration. Encourage feedback and questions from your audience, and be open to different perspectives and ideas.

By following these principles, you can effectively communicate your research findings and insights to a wider audience and potentially have a greater impact on society.

6. Objectives

To communicate and disseminate the outcomes produced by CLEAR-Doc via presentations at local, national, European and international workshops, conferences, publications in peer-reviewed journals, and outreach activities targeting the general public, students, industries, and the scientific community.

Dissemination

1. Principles of good dissemination

- **Stakeholder engagement:** work out who your primary audience is; engage with them early and keep in touch throughout the project, ideally involving them from the planning of the study to the dissemination of findings. This should create 'pull' for your research i.e. a waiting audience for your outputs. You may also have secondary audiences and others who emerge during the study, to consider and engage.
- **Format:** produce targeted outputs that are in an appropriate format for the user. Consider a range of tailored outputs for decision makers, patients, researchers, clinicians, and the public at national, regional, and/or local levels as appropriate. Use plain English which is accessible to all audiences.
- **Utilise opportunities:** build partnerships with established networks; use existing conferences and events to exchange knowledge and raise awareness of your work.
- **Context:** understand the service context of your research, and get influential opinion leaders on board to act as champions.
- **Timing:** dissemination should not be limited to the end of a study. Consider whether any findings can be shared earlier

2. Your dissemination plan: things to consider

- **Objectives:** what do you want to achieve, for example, raise awareness and understanding, or change practice? How will you know if you are successful and made an impact? Be realistic and pragmatic.
- **Audience:** identify your audience(s) so that you know who you will need to influence to maximise the uptake of your research e.g. commissioners, patients, clinicians and charities. Think who might benefit from using your findings. Understand how and where your audience looks for/receives information. Gain an insight into what motivates your audience and the barriers they may face. Remember to feedback study findings to participants, such as patients and clinicians; they may wish to also participate in the dissemination of the research and can provide a powerful voice.
- **Timeline:** when will dissemination activity occur? Identify and plan critical time points, consider external influences, and utilise existing opportunities, such as upcoming conferences. Build momentum throughout the entire project life-cycle; for example, consider timings for sharing findings.
- **Resources:** think about the expertise you have in your team and whether you need additional help with dissemination.
- **Strategy:** partners / influencers: think about who you will engage with to amplify your message. Involve stakeholders in research planning from an early stage to ensure that the evidence produced is grounded, relevant, accessible and useful.

- **Messaging:** consider the main message of your research findings. How can you frame this so it will resonate with your target audience? Use the right language and focus on the possible impact of your research on their practice or daily life.
- **Channels:** use the most effective ways to communicate your message to your target audience(s) e.g. social media, websites, conferences, traditional media, journals. Identify and connect with influencers in your audience who can champion your findings.
- **Coverage and frequency:** how many people are you trying to reach? How often do you want to communicate with them to achieve the required impact?
- **Potential risks and sensitivities:** be aware of the relevant current cultural and political climate. Consider how your dissemination might be perceived by different groups.

Think about what the risks are to your dissemination plan e.g. intellectual property issues. Contact the Management team for advice.

Dissemination means sharing research results with potential users (peers in the research field, industry, other commercial players and policymakers). By sharing research results with the rest of the scientific community, projects contribute to the progress of science in general. Whereas exploitation is the use of results for commercial purposes or in public policymaking.

Examples of communication and dissemination activities and channels

	ACTIVITIES		CHANNELS	
	COMMUNICATION	DISSEMINATION	COMMUNICATION	DISSEMINATION
Publications	Non scientific Publications	Scientific publications	Press release e-Newsletter News sites articles Blogs	Articles in scientific magazines and blogs
Events	Events for the general public	Stakeholders events	Open Doors Public talks	Market showcase B2B networking
Online	Online promotion	Online disclosure of results	Generalist website Social media	Online repository of results Social media
Meetings	Two-way exchanges with citizens	Stakeholders engagement	Citizens Blog and Prizes Photo contest Surveys Interviews	Feedback sessions Industrial events Training sessions
Media	Mass media campaign	Presentations in scientific conferences	Newspapers Local TVs Radios	Scientific conferences, workshops and seminars
Materials	Promotional material	Conferences proceedings	Leaflet Brochure Poster	Publication of proceedings

1. Existing tools at Université Gustave Eiffel

Université Gustave Eiffel offers you multiple tools to disseminate your work within the University and beyond (partners, civil society).

- **DSOS service: dissemination of knowledge and openness to society**

The University has a "Dissemination of knowledge and openness to society" service in charge of :

developing, within the university, a culture of opening research to society; coordinating policies in favour of opening research to society: editorial policy, research data management policy, scientific, technical and industrial culture policy, and policy in favour of participatory science, research and

expertise; assisting research personnel in their initiatives to promote knowledge through editorial and multimedia products, as well as mediation and data opening actions.

CONTACT: dsos.contact@univ-eiffel.fr

DSOS will guide you to engage in a wide variety of activities on a local or a European scale :

- **Meet and exchange**



La fabrique des savoirs
(The knowledge factory)



La fête de la science
(The science festival)



Nuit européenne des
chercheurs
(European Researchers'
Night)



POP SCIENCE
(on a local scale)

- Enlighten the citizens and help them to deepen the great questions of the moment



Thematic file



Video research focus



Video focus equipment



Webdocumentary



Echos du Savoir podcast



Popularized article
 A [partnership](#) with an independent online media of information and news analysis

- **Making science accessible**



Educational resources



Portrait article



Educational workshop



Animation film

- **Involving citizens**



Participatory workshops Révèle ta science (Reveal your science)

- To gather citizen knowledge on your research topic
- To share your scientific knowledge
- To explore ideas for solutions, based on citizens' imagination

- **Reflexscience: a web portal to make science accessible to as many people as possible**

Objectives

- To open the doors of our University and to make discover the world of research
- To position our scientists as key players in the news
- To enlighten the Internet users and help them to deepen the great questions of the moment
- To give everyone the same opportunities to access knowledge
- Create bridges between society and scientists

Audience

- The informed public
- The young public
- School, leisure and family
- The public of ambassadors

<https://reflexscience.univgustave-eiffel.fr>

Don't worry, most of these activities can be conducted in English.

Digital identity, acknowledging and reporting

1. Digital identity and visibility

The visibility and digital identity of a young researcher can be critical factors in their success in academia and their career development. In today's digital age, it is essential for researchers to establish a strong digital presence to increase their visibility and reach a wider audience.

Visibility refers to how easily a researcher can be found by others in their field, and the extent to which their work is known and recognized. There are several ways a young researcher can increase their visibility, including:

- **Publishing** research articles in high-impact journals and presenting their work at conferences.
- **Engaging** with social media platforms to promote their research and connect with other researchers in their field.
- **Collaborating** with other researchers and institutions to build their network.
- **Creating a personal website or blog** to showcase their research interests, publications, and accomplishments.
- **Participating** in peer review and editorial processes for academic journals.

Digital identity for a young researcher refers to the online presence that they create for themselves while conducting research and engaging with the scientific community. It includes the digital footprints that they leave behind when they interact with others online, such as through social media, professional networking sites, blogs, or academic profiles.

A young researcher's digital identity can play an important role in their professional development and visibility in the scientific community. It can be a powerful tool for networking, collaboration, and knowledge sharing. However, it can also have potential risks, such as exposing personal information, being a target for cyber-attacks, or harming their reputation if they engage in inappropriate behaviour online.

To create a positive digital identity, young researchers can consider the following:

- Be **mindful** of the information that is shared online and who can access it and how it may impact your reputation (Keep your professional and personal life separate online).
- Use **professional language** and tone when communicating online, especially in public forums.
- Build a professional online profile that showcases your research interests, skills, and achievements.
- Engage with the scientific community through online forums, professional networking sites, and social media.
- **Participate in online discussions** and knowledge sharing activities related to their research field.
- Stay up-to-date with best practices for **online security and privacy**.
- Use a **consistent username** across all your social media profiles.
- Ensure that your social media profiles are **up-to-date and professional**.
- Be mindful of what you share online

A strong digital identity and visibility can help a young researcher establish a strong presence in their field, connect with other researchers, and enhance their career prospects.

2. Professional social networks

- **LinkedIn group**

We encourage you to share your project's news and stories via social media. You can use different channels to promote the research project and its outcomes. **All channels need to be regularly maintained by the ESRs to inform on their activities in a clear language that can be easily understood by the public.**

The CLEAR-Doc LinkedIn profile has been launched on February, 2021. It has 63 connections. **You are invited to join the group and indicate your membership in the CLEAR-Doc community on your professional profile and to clearly mention the MSCA funding on your profile.**

[Join the group](#)

- **ORCID**

ORCID stands for "Open Researcher and Contributor ID" and is a unique identifier that distinguishes individual researchers and their research activities from others. It is a free, persistent, and globally recognized digital identifier that connects researchers to their professional activities, such as publications, grants, and datasets.

Registering for an **ORCID ID** can be beneficial for young researchers in several ways:

- **Distinguish yourself from other researchers:** with an ORCID ID, you can differentiate yourself from other researchers who may have similar names or research interests.
- **Streamline your research activities:** an ORCID ID enables you to link all of your research outputs (e.g., publications, data, and other contributions) to a single profile, which can be updated and shared across different systems and platforms.
- **Enhance your visibility and discoverability:** by linking your ORCID ID to your research activities, you can increase your visibility and discoverability within the research community and beyond. Your ORCID ID can be linked to your professional websites, social media profiles, and other platforms to increase your online presence.
- **Simplify grant applications and manuscript submissions:** many funders and publishers require ORCID IDs as part of their submission process, so having an ORCID ID can save you time when applying for grants or submitting manuscripts.
- **Help with career progression:** as you progress in your career, having an ORCID ID can help you demonstrate the impact and reach of your research activities, which can be useful when applying for promotions, tenure, and other opportunities.

[Join ORCID](#)

- **ResearchGate** is a social networking site that is designed specifically for scientists, researchers, and academics. It provides a platform for researchers to connect with other professionals in their field, share their research work, ask and answer questions, and collaborate on projects. There are several reasons why a young researcher might want to register on ResearchGate:

- **Visibility and Networking:** by creating a profile on ResearchGate, a researcher can increase their visibility in the academic community and network with other professionals in their field. This can be beneficial for finding potential collaborators, mentors, and job opportunities.
 - **Access to Research:** the network has a vast database of research papers, preprints, and other scholarly materials. Researchers can search for and access relevant research in their field, which can help them stay up-to-date with the latest developments.
 - **Feedback and Collaboration:** it allows researchers to share their research work, receive feedback from other professionals, and collaborate on projects. This can be helpful for improving the quality of their work and generating new ideas.
 - **Metrics and Impact:** it provides researchers with metrics on their work, including the number of views, downloads, and citations. This can help young researchers to understand the impact of their work and track their progress over time.
3. *How to acknowledge EU funding in written documents / publications: obligations for recipients of EU funding programmes 2021-2027*

Since 2021, all recipients of EU funds have the **legal obligation to explicitly acknowledge that their action has received EU funding**. This requirement is to ensure visibility and transparency.

The obligation requires all beneficiaries, managing authorities and implementing partners of EU funding to acknowledge the support from the European Union on all communication materials. **An important element with this regard is the European Union emblem and the funding statement, which must be displayed prominently on all printed and digital products, websites, social media channels and other communication products.**

Several trainings on the issues of communication, dissemination and identity and digital visibility are offered. You are invited to consult the guide about Training offers for the academic year 2022 – 2023: <https://my.whaller.com/sphere/78vaiz/box/246063?open=247714>

- **Make sure to display the European flag** (emblem), do not use the European Commission logo



**Co-funded by
the European Union**

- **Add the funding statement** (in local languages, where appropriate):

“This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie COFUND grant agreement No 101034248.”

- **Mentions related to research funding**
 - They should appear in the "**Acknowledgements**" section of the article and not in the signature.
 - For CLEAR-Doc, the university has committed to **mention the funding in all publications resulting from the programme**. The funding statement needs be added as above **in your PhD manuscript and all related publications**.

4. Signature policy charter for scientific publications Université Gustave Eiffel

The charter applies to :

- to personnel employed by Université Gustave Eiffel, so you are concerned.
- to publications (articles, books and book chapters) of which you are the author.

[CONSULT THE CHARTER](#) (language: FR)

- **Writing of the signature**
 - The **invariable form** used for the writing of the Université Gustave Eiffel is: [Univ Gustave Eiffel](#)
 - The **generic format of the signature** is :

[Author](#), [Univ Gustave Eiffel](#), [Tutelle x](#), [Tutelle y](#), [acronym lab](#), [F-code postal City](#), [France](#)

- **Why respect a signature rule?**
 - To facilitate the identification of publications by publishers and private or public organizations and to position the Université Gustave Eiffel in international rankings (e.g. Shanghai; Leiden)
 - To reinforce the visibility of Université Gustave Eiffel and the identification of its fields of excellence

For further information, please contact: ist-bibliometrie@univ-eiffel.fr

CLEAR-Doc Graphic charter

- Please refer to the CLEAR-Doc graphic charter.
- You can access the logos in high quality on Whaller:
<https://my.whaller.com/sphere/78vaiz/box/347159>

Final reminders

- **Identify your audience**

The first step to effective communication and dissemination is to know your audience. Who are you trying to reach with your research? Is it other academics in your field, policymakers, the general public, or a combination of these? Knowing your audience will help you tailor your communication and dissemination strategies to be most effective.

- **Develop a clear and concise message**

Your message should be easily understandable to your audience, even if they are not experts in your field. Start with a brief summary of your research project, including the problem you are trying to solve, your research questions, and your main findings. From there, highlight the key takeaways and the implications of your research.

- **Choose your communication channels**

There are many ways to communicate and disseminate your research. Some effective channels include:

- **Academic publications:** publish your research in academic journals, books, or conference proceedings.
- **Conferences:** present your research at conferences and symposia in your field.
- **Social media:** use platforms like Twitter, LinkedIn, ORCID and ResearchGate to share updates on your research and engage with others in your field.
- **Public talks:** give talks at community events, schools, and other venues to share your research with a broader audience.
- **Press releases:** work with your university's press office to issue a press release about your research findings.
- **Engage with your audience:** engaging with your audience is key to effective communication and dissemination. Respond to comments and questions on social media and academic publications. Attend conferences and networking events to

connect with other researchers in your field. And consider opportunities to collaborate with other researchers or organizations to further disseminate your research.

- **Be persistent and adaptable:** effective communication and dissemination takes time and effort. Don't be discouraged if you don't see immediate results. Keep refining your message and trying new communication channels until you find what works best for you and your audience.
- **All channels need to be regularly maintained by the ESRs** to inform on their activities in a clear language that can be easily understood by the public.

Remember, effective communication and dissemination is an important part of the research process. By following these guidelines, you can ensure that your research has a broader impact and contributes to the advancement of your field.

Reference and further information

- How to give a PhD presentation
<https://www.discoverphds.com/advice/doing/how-to-give-a-phd-presentation>
- Disseminating research
<https://warwick.ac.uk/services/library/staff/disseminating-research>
- Research Code
[Research Code](#)
- Education Code
[Education Code](#)
- Research programming law (LPR) 2021-2030
[The research programming law \(LPR\) for the years 2021 to 2030](#)