Report on dissemination and communication of projects - final version
**Title**
DANDELION – Promoting EU – funded projects of inclusive, innovative and reflective societies (IIRS) – Grand Agreement Nº: 693796

**Duration**
24 months (1st April 2016 – 31st March 2018)

**Website**
www.dandelion-europe.eu

**Coordinator**
Q-PLAN International (www.qplan-intl.com) – Greece
Mr Iakovos Deliogiannis

**Project Overview**
DANDELION is a Coordination and Support Action funded by the European Commission under HORIZON 2020 programme, aiming to: "enhance the uptake and valorisation of research results deriving from EU-funded projects in the field of “Inclusive, Innovative & Reflective Societies” (IIRS) by promoting their work and bridging the communication gap".
The scope of intervention of the project will be in the following policy areas:

- Migration and Mobility
- Employment and New Growth
- Reversing Inequalities
- Cultures and Citizenship
- Global Justice and Stability

The strategic objectives are:

- Highlight the value-added for research, policy and society deriving from IIRS projects.
- Offer advanced communication services to ongoing (and future) IIRS projects.
- Deploy a wide variety of communication tools and activities to facilitate the interaction among all relevant stakeholders.
- Create a sustainable and multidisciplinary community to raise the interest and visibility of EU-funded research in the field of IIRS and animate the discussion around the research policies and agendas.
- Contribute to the fostering of societal impact out of IIRS research.

**Consortium**
- Q-PLAN International – Greece
- LOBA – Portugal
- FVA New Media Design – Italy
- IPL Insight Publishers – United Kingdom
- Pedal Consulting – Slovakia
- Goethe University Frankfurt – Germany
- CIVITTA – Slovenia

**Budget**
979,438,00€

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1 Executive Summary

The EU invests in advanced long-term SSH and IIRS research projects through its research Framework Programmes. Apart from this investment, there is still little public knowledge on the results of these research projects among citizens, policy-makers, academia and the media. The uptake and valorisation of dissemination is of paramount importance for delivering support to policies, the transfer of knowledge, and achieving societal acceptance.

At present, projects and grantees that stand-out are regularly identified and showcased at scientific conferences and symposia, in brochures, in the media, through testimonial videos, on social media and on the CORDIS website. This has delivered some success in highlighting the EC’s championing role in helping and promoting inclusive and innovative research across societies, however, new and novel communication methods are certainly needed to reach new audiences across the EU and globally at local, regional and national levels.

With these challenges in mind, the DANDELION project enables relevant and interested SSH/IIRS grantees to benefit from using cost-effective and proven communication techniques to promote their work, further enhancing the reputation of the EC in delivering pioneering results that directly address some of society’s biggest challenges and opportunities.

In accordance with the Description of Action, the present deliverable:

1. Updates and complements D5.5 which sets out the methodological framework for T5.3 activities;
2. Provides an overview of the projects that have benefitted from the assistance of the DANDELION project (Chapter 2);
3. Summarises the innovative services that are at the disposal of relevant projects and which ones have been defined and implemented during the course of the DANDELION project (Chapter 3);
4. Describes the most interesting lessons learned (Chapter 4);
5. Reflects on the sustainability and continuity of the project outcomes (Chapter 5).

The present document should be read in tandem with the D5.5, which was prepared on the 12th month of the project (31st March 2017).
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2 Overview of supported projects

During the course of the DANDELION project, many SSH EU-funded projects benefitted directly from the innovative and creative services made available to help them promote and contribute to the uptake of their results. Considering the wide range of applicable areas covered by these projects as well as their multi-disciplinary character, specific attention was paid to:

1. The selection of the target audience
2. The accuracy and the level of detail related to the communicated information
3. The appropriateness of the selected channels conveying the key messages.

For that reason, some activities were presented as short story-telling documents, some of them were more playful and interactive, and others acted as guide tools. The table below provides a detailed overview nearly 80 EU-funded SSH projects that directly benefitted from at least one communication tool developed by DANDELION.
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*Figure 1. Overview of supported projects*
The interactive map available in the DANDELION website HERE, includes a total of 375 projects funded under the frame of the Horizon2020 Framework Programme in the societal challenge 6 “Inclusive, innovative, reflective, Societies” (IIRS). In addition to the geographical representation of each project, the following information about the projects is also available: acronym and title of the project, start and end date, project duration, Main objective, coordinator, website of the project.

3 Services provided by Dandelion project

Communication services and tools developed and provided by Dandelion were diverse as they were created with the type of target audience in mind.

Over the last year, a number of SSH ‘hot topics’ had been selected and more than 25 EU-funded projects and 50 other relevant information sources (e.g. studies from international organisations and research teams) were reviewed. This desk research fed into DANDELION activities such as the development of Policy Briefs and Factsheets addressing societal “hot topic” and contributed to the identification of synergies and collaborations, that were further used under WP5 to offer DANDELION’s advanced services.

3.1 Cluster SSH research knowledge and make it available

Our direct contact with quadruple helix stakeholders has shown that no matter how insightful the results of an SSH project may be, only a very limited number of non-researchers actually end up reading them.

A good way to make stakeholders interested is to explain what the result is about and how it can help solve a specific challenge. By creating an appeal that is relatable and understood, a project can interest a target audience by directly showing the impact their help will have.

Ultimately, the key is to turn data into a story, a story that keeps research data in the background and the issues that the data points to in the foreground. This is what we have done in the framework of the DANDELION project when producing the series of factsheets and policy briefs.
The key element is to organise and present the data thematically. A mistake that (not only) researchers often make is laying out a report in the order that survey questions were asked, such that the report becomes a blow-by-blow account of how people responded, rather than being organised around the central questions the audience cares about.

Figure 2. Access to policy briefs and factsheets

3.1.1 Factsheets

Factsheets present data in a format that is short and emphasizes key points concisely, usually using tables, infographics, bullet points and/or headings, on a printed page.

The respective DANDELION factsheets were developed acting as a ‘trigger’ for further reading (of the policy briefs) and/or the respective project(s) results. The topics addressed are the following:

1. The role of media in framing migration and contributing to migrants’ integration,
2. Migration and the rise of populist nationalism and social tension,
3. Citizen’s political participation in the European Union,
4. Education as a principle pathway for integration of the post-migration generations,

5. Youth unemployment in the EU

6. Social entrepreneurship to tackle social exclusion.

![Migration and the Rise of Populist Nationalism and Social Tension](image)

Figure 3. Example of Dandelion Factsheet

### 3.1.2 Policy briefs

The results of the partners’ analysis were also presented also in a more concise (max 20 pages long) documents called policy briefs outlining the key findings and recommendations deriving from EU-funded research.
3.2 Finding knowledge and competencies

Dandelion developed an online interactive map as a creative tool which offers an interactive overview of all EU-funded SSH projects and experts in the EU. The mapped projects and stakeholders were located to the countries of their origins and it is also possible to access specific areas of interest in accordance to searcher’s needs with an easy-to-use search tool, which also enables the opportunity to search projects depending on location, area of interest or through keywords.
The interactive map includes a total of 375 projects funded under the Horizon2020 Framework Programme in the societal challenge 6 “Inclusive, innovative, reflective, Societies” (IIRS). In addition to the geographical representation of each project, the following information about the projects is also available: acronym and title of the project, start and end date, project duration, Main objective, coordinator and website of the project.

### 3.3 Mentoring and Coaching

#### 3.3.1 The Webinar

On 24th of May 2017, DANDELION collaborated with Net4Society to conduct the webinar, “Beyond Dissemination: How to communicate your research”.

The webinar aimed to support NCPs as well as EU-funded projects and researchers in improving communication skills in the field of Socio-economic Sciences and Humanities (SSH) and Inclusive, Innovative and Reflective Societies (IIRS), by providing:

1. Relevant insights to consider when communicating to different target groups: general public, policy makers, academia and media; and
2. Practical and useful hints about particular dissemination and communication actions or campaigns.

A video of the webinar can be accessed from this link:

https://www.youtube.com/watch?v=j9EWITIPT-Q&t=23s

3.3.2 Capacity Building Training on Games to raise awareness

The GueSSH game was used to support a capacity building course in the context of the InterHealth project on 12 December 2017. The capacity building addressed trainers, teachers and NGOs, involved in the Erasmus+ projects InterHealth, Lighthouse and Ladies First, plus several projects funded by local governments. The capacity building was focused on how to use games and IT tools to raise awareness and stimulate the discussion on pressing societal challenges.

3.3.3 Capacity Building Training for NCPs

On 20 March 2018, hosted by APRE, the Italian NCP, in the context of the BIOHorizon project, a capacity building training was delivered by FVA, addressing the following themes:

1) Communicating the research, the DANDELION approach
2) How to communicate research outcomes: the DANDELION guides
3) Know your audiences and target them with the appropriate channels
4) Innovative tools to support the communication: games, 60 seconds videos, fact sheets
5) Impact Readiness Level model, what are the ingredients to increase impact of research, in the different phases?

The training course was attended by 15 NCPs participants from 8 countries.
3.3.4 **Capacity Building Training for NCPs (Portugal)**

The GPPQ (Gabinete de Promoção do Programa-Quadro de I&DT) invited DANDELION to make a presentation at the InfoDay of Societal Challenge 6, on 13 December 2017 in Lisbon, about best practices and guidelines in communication and dissemination in European funded projects to an audience of 30 people.

3.3.5 **SEED Library**

DANDELION has developed an innovative online collaborative platform, the DANDELION SEED Research Library, which gives SSH projects the opportunity to communicate their research findings directly with industry, the media, the general public and political stakeholders in attractive multi-media digital brochures known as SEEDs.

As well as showing projects in context alongside others in a similar area, the interactive platform allows researchers to communicate directly with their audience and build valuable networks of stakeholders who they know have an interest in their work. Meanwhile, library visitors are automatically alerted about new developments in the projects they choose to follow.

It encourages pro-active and dynamic dialogue between people who can help to foster further SSH research and innovation, encourage collaboration among projects and ensures project results make an impact in terms of policy and with the general public.
The SEED library is fully operational and growing. There are currently 18 projects already involved with several SEEDs in production, and the library is showing continued interest from other projects looking to join. In total there are 150 members, and this is beginning to grow.

Alongside the development of the library, a complete guide was produced providing an introduction to the DANDELION SEED Research Library. The guide provides an easy-to-digest overview on what the library is and what the benefits of it are. A handy step-by-step guide on how to build and publish a SEED has also been created for online use.

![SEED Research Library](image)

**Figure 6. SEED Research Library**

### 3.3.6 Communication guides

Dandelion produced two exciting new online communication guides designed to help researchers improve their communication skills.

The interactive guides provide easy-to-follow support for those working in the field of SSH and IIRS. They offer examples of best practice, useful tools, tips and recommendations, and greatly enhance the communication efforts of any project working in this field.
Project partners have put together these latest insights and best practices after interacting with external experts and through the analysis of successful dissemination activity examples in the field of social science.

One of the guides, “Need to disseminate SSH/IIRS research results? Learn how to reach your target groups”, focuses on providing relevant insight for the dissemination of information to four target groups: general public, policy makers, academia and media.

The other guide, “Guideline of good practices for dissemination and communication managers”, focuses on providing useful information about how to define and implement a strategic dissemination and communication plan for EU-funded projects. This guide provides valuable support for dissemination and communication managers on how to raise awareness about their work and how to better communicate their results.

Both guides are available to view online and are also downloadable for printing purposes. A physical version is also available and can be distributed at events upon request.

The guides have been distributed at all relevant events. 100 guides (50 copies of each guide) were shipped to each DANDELION partner for their use and distribution as found appropriate.

Around 100 copies have been delivered at the Italian Representative of the EC in Rome and at the Italian NCP.
Approx. 50 guides were distributed during DANDELION workshop “Valorisation activities and SSH Research Ripeness for impact” (Lisbon - 31 October 2017).

Approx. 130 guides were shipped to relevant stakeholders that requested to receive hard copies of both guides, namely: 10 guides (5 copies of each guide) to SPARKS. 20 guides (10 copies of each guide) to NCPs; 100 guides (50 copies of each guide) to ENRESSH School;

Approx. 20 guides were distributed to participant in the info day on societal challenge 6 on 13 December 2017 in Lisbon;

Approx. 80 guides (40 copies of each guide) were distributed at the event “Migration: turning challenges into opportunities” in Rome on 13th March 2018.

In total more than 1000 hard copies were distributed to relevant stakeholders.

3.3.7 Online marketing and social network coaching

Dandelion provided several projects with a personalised hands-on consultation that looked at online marketing activities. We assisted them in analysing the situation of their current online presence, helped them tailor their online marketing strategy and explained the unique role social media plays in the online marketing world.

We received multiple questions related to the Search Engine Optimisation (SEO), and so we developed a short guide on “How to improve your visibility on the Internet?”.

It gives practical advice on how to:

- Improve SEO so that project is ranked higher in online searches using key words for example,
• Set-up a pay-per-click campaign;
• Take advantage of DANDELION’s SSH/IIRS SEED Research Library

The guide was disseminated to all projects listed in Section 2.

3.4 Reaching out to a young audience

3.4.1 Games

DANDELION also connected some projects with their target audiences by using gamified techniques.

Apps and social media games have great potential to engage younger audiences for prolonged periods of time, while also acting as a creative teaching tool that educates viewers on key research findings.

3.4.1.1 GueSSH!

A social game called GueSSH! has been designed and developed to increase awareness on EU citizens perception about relevant SSH challenges, at the same time as dispelling myths and demonstrating through a game-based approach that we tend to overestimate or underestimate SSH challenges. The game can found online at: http://www.dandelion-europe.eu/euatworkgame

Figure 9. GueSSH! – Example of a question
The game is designed with a series of questions composed by text, images or graphics, with a set of predefined answers to choose from. The game then displays the correct answers with a summary of the research or project the data has been extracted from, providing access to the original source.

Figure 10. GueSSH! - Answer page and detailed information

At the end of the game, a summary of the user’s responses and related correct answers is provided with links to external sources and for further detailed information such as, funded projects, publications and policy briefs.

The game can also be used by a facilitator or moderator during workshops as a stimulus and icebreaking tool to start a discussion about SSH related challenges.

The contents of the game are based on the research outcomes (from MyPlace, bEUcitizen, NORFACE projects), policies and documents (Eurobarometer, European Parliament, OECD, European Commission).

The game had been used for this purpose during various events and participants met it with positive reactions and who had been engaged in discussions from early on. The game engaged different types of stakeholders, including policy makers, large public (kids, teen-agers, university students and families), researchers, business representatives and NGOs. Around 500 users played the game, in individual and group sessions.

The game could be played on all devices including desktops, computers, tablets, smartphones and on a smart TV as long as it has a HTML5 compatible browser and an internet connection. The game is available in 6 languages.
3.4.1.2 EU@work

The social game, EU@work had been designed and developed in collaboration with the H2020-IIRS EU-funded projects Negotiate and EXCEPT, to test the knowledge and to increase awareness on EU citizens perception about the work challenges faced by European society.

Through a series of questions the game raises awareness about youth unemployment in Europe and reveals some surprising statistics which is backed-up by links to further reading on the subject.

The game can be found online at: http://www.dandelion-europe.eu/euatworkgame

![Figure 11. EU@work - Example of a question](image)

More young people between the ages of 20-30 are living with parents than ever before. 72% of those questioned say this is because they do not have a full-time job, while only 25% say it is to save money.

In which European country does the highest proportion of young people live in their parental home?

GERMANY  ITALY  POLAND

The game is designed with a series of questions composed by text, images or graphics, with a set of predefined answers to choose from. Then the game displays the correct answers with a summary of the research or project the data has been extracted from, providing the access to the original sources.

The game can be played on all devices including desktops, computers, tablets, smartphones and smart TV as long as it has a HTML5 compatible browser and an internet connection.

Both of the games propose an innovative way to convey contents that is based on research projects and official EC reports, and address societal challenges like migration, integration, democracy, participation to policy, populism and radicalisation (GueSSH!), as well as the challenges of unemployment (EU@work) to the general public and to
young generations (teenagers and older) and, in the meantime, shortening the gap among (often wrong) perception and reality.

3.4.2 Videos

DANDELION believes that sharing ideas and knowledge through videos achieves greater visibility with all audiences and, in particular, younger audiences. It is engaging, popular and, when so much information is accessed online, there is a readymade channel to use. Video can provide a gateway into a project’s work, to spark an interest that will lead to further exploration by the viewer, or as a way to initiate an ongoing relationship, a way to sell an idea, change behaviour or a way just to make people think. With this in mind, Dandelion has identified several types of video for projects to consider when getting visual with their work. Each approach and style serves a different purpose and each will benefit from all the advantages video has as a means of research communication.

Animated introduction

Animation is a very effective way to introduce a theme or a concept and so introduce your project. There is huge scope to be imaginative, thus avoiding a simple run through of work packages and partner information that so many project presentations contain. They allow projects to explain what you are doing, why you are doing it and what you hope to achieve in an exciting, engaging and meaningful way. Animation also allows for the visualisation of often complex information in simple ways, while at the same time can be playful, with clever, memorable transitions, visual links and humour.

Project interviews

Using interviews with researchers, experts and those affected by the research, projects can demonstrate clearly how they are working to solve a problem or meet a challenge. These interviews can be a mix of opinion, facts and figures and research ambition. When cut all together, they can tell a story about an issue that is being addressed and this can often inspire viewers to want to find out more. In this sense, it frames the project within the context of the issue and puts it at the centre of the solution.

Project demonstration

Many projects are hard at work in a variety of locations, doing a variety of interesting things. Filming this activity provides interesting records of the project and explains what the project is trying to achieve in a simple way. Projects can film experimentation in a
lab, the development of new processes in the workplace or on the factory floor, new equipment being tested or, most likely with SSH research, the engagement with real people. The film should focus on what the project is doing to address a problem or challenge and, in some cases, demonstrating actual outcomes. The film can, of course, contain interviews and it is most likely these will be with members of the project team who can best explain what is happening and why.

**Project workshop**

Often, an SSH project will demonstrate much of its output through workshops and collaborative events with stakeholders. These make good films.

**Project round table**

There is value in filming round table discussions at events and publishing the whole thing online to expand its audience. This can be achieved well with relatively little editing.

**Brand awareness**

Video is a good way to build awareness of a project’s brand – making people aware of the project and what it is trying to do. It is also a way of maintaining brand awareness and keeping an audience aware of the project. Brand awareness films can be done by making very short – 5-seconds – branded messages sent out in emails or on newsletters. They don’t need to say much and can simply be to wish contacts a happy Christmas or remind them of an event. Done with video, these keep a brand alive.

In addition to that, several videos, promoting the activities and events, have been shared in the communication channels of the project.
3.5 Impactful events

DANDELION brought research results closer to all quadruple helix representatives through a number of engaging and highly interactive events called charrettes and barcamps, which served as excellent communication platforms to learn and share information in an open environment. They were run as intense events with attendees interacting and getting involved by running discussions and demonstrations that contained structured brainstorming sessions, which brought together insights from many angles by engaging various shareholders. These events involved representatives from several relevant EU-funded projects as well as several external experts.

3.5.1.1 Dandelion workshop in Kosice

- **Title of the event**: Valorise your research: The importance of dissemination and communication – an innovation workshop for SSH and IIRS project researchers who want to communicate their research to the public and ensure it creates a real impact.
- **Date and place of the event**: 28th of June 2017, Košice, Slovakia
- **Number of participants**: Throughout the four sessions approximately 45 stakeholders and about a dozen bilateral discussions were reached.

**Report of event**: The innovation workshop for long-term.

The main goal of this workshop was to support projects and researchers in disseminating their results.

The dense program began with an introduction to the DANDELION project and the core program consisted of four sessions. The first session was followed by the DANDELION game which initiated natural discussions and raised interest in DANDELION guidelines and services. Next, was a session on creativity and gamification where organisers presented the game and guidelines to participants. In the final session participants got to play the game before entering into interesting bilateral discussions in the open space area at our exhibition booth. During the remaining half of the conference, guidelines and brochures were handed out to the visitors.

**Results**: The whole workshop program went very smoothly as new connections were formed and there was great interaction between the participants sharing experiences, which was appreciated by the majority of participants. All of them stated their interest to remain informed and involved in the future activities of the DANDELION project.
3.5.1.2 Policy recommendations for durable action - Research policy workshop

Social sciences and humanities research gives us all the chance to better understand our past, current and future society and, by producing quantitative evidence through qualitative analyses, proposes solutions for meeting the complex societal challenges we face like unemployment, democratic change, our ageing population and migration. It also enables us to fully understand our cultural heritage and how we can best maintain it and learn from it.
To have a lasting impact in these areas however, SSH research and the answers it can provide need to be communicated to and understood by the widest possible cross section of society and not just other academics. Communication is, therefore, key and SSH projects need to think deeply about how this research is packaged for the many varieties of audiences it needs to reach so it resonates with each one of them.

Of particular importance in terms of creating this lasting impact on society as a whole, is the need to translate SSH research findings into policy recommendations for the relevant policy makers, ensuring that key messages are delivered where they will find them in a format they will be able to use.

It was within this context that the COURAGE and DANDELION projects recently organised a joint research policy workshop entitled, “Coordinating Policy Recommendations for Durable Action,” which took place in Brussels on February 14th 2018. The workshop brought together nine EU-funded projects, policy makers and members of the European Commission to discuss ways in which all H2020 SSH projects could improve how policy recommendations are made and packaged, and how to ensure representatives of the European Commission and policy makers see them and act upon them.

The discussions ranged from examining the experiences of the projects present, all of whom were from the framework programme Societal Challenge 6 “Europe in a changing world - inclusive, innovative and reflective societies” focusing on cultural heritage, to the
obstacles they face in getting their messages out there. The workshop also examined innovative communication methods that are proven to be effective in reaching policy makers in ways that get noticed.

The day ended with an interactive roundtable discussion with the brief to summarise our understanding of the challenges projects face and provide concrete recommendations for meeting these challenges as a matter of priority.

This document summarises the outcomes of the four panels that took place over the day and delivers five recommendations for future SSH research programmes to follow that will enable greater visibility of results and so, a greater, more positive impact those results have on society.

PANEL 1: Policy Recommendations: Issues to act upon

PANEL 2: European cultural heritage and policy making: Obstacles and solutions

- **Building trust for an integrative culture and society**: Trust develops most effectively not through legislation or structural change but through facilitative human contact. Europe needs new and proactive networks with stakeholders from the peripheries involved. They will integrate local societies as co-creators of an entangled European cultural heritage.

- **Participation**: The extent of active participants in EU-funded projects is relatively small. It is an elite privilege. Stakeholders of cultural institutions far from urban centres feel displaced and new methods and more intense contacts are needed to build trust.

- **Access**: Propagators of fake knowledge are effective in attracting attention. Therefore access should mean not only making more information available for everyone, but a more concentrated effort is required in assisting citizens to curate information that is accurate, reliable and the sources referenced.

- **Transparency**: Decision making processes in the EU are not transparent for stakeholders of cultural institutions. It is not clear where to turn with their ideas and problems. They need more effective guidance.

- **Enhancing participatory culture**: The challenges of managing cultural heritage sites and objects requires coordinated action by local stakeholders and users/visitors. EU-funded projects should mediate in the process, encourage co-
creation and emotional involvement of citizens, and assist in mapping relevant policy makers. Projects need more chances to exchange best practices and success stories.

- **Connecting educational platforms:** The nexus between research and education is loose. The accelerated rhythm of publishing prevents researchers to invest more in education and develop innovative teaching methods and tools. Academia does not reward involvement in creating digital databases and educational platforms and consequently, these are non-sustainable, fragmented and static. Prioritising the development of responsive, interactive and integrated platforms on an equal access basis would lead to a breakthrough in enhancing innovative potential through education.

- **Refining the culture of archiving:** Greater citizen awareness of the importance of archiving and the processes involved will lead to a society that masters its own heritage. It will prevent unfair and abusive handling of the past, and will inspire creative minds by giving greater access to a greater variety of cultural asset. Recognising intangible heritage and bringing "hiding" archives to the forefront will create new contexts for thinking outside the box.

PANEL 3: Innovative pathways for communicating SSH research

Some SSH communication challenges include:

- Persistent **communication silos** across disciplines (STEM, SSH) & sectors (economy, public authorities, civil society)

- Multi-stakeholder collaborations and **platforms with SSH opportunistic**, not sustainable

- Context of knowledge generation **out of sync** from context of application (relevance and timeliness of research agendas regarding practitioners’ needs)

- **Mismatch in stakeholders’ expectations** about the “innovation potential” from SSH

- **Insufficient capacity of SSH to communicate** diagnoses, set agendas, and spread ideas to societal stakeholders, general public and policy makers

These should be addressed through the following actions:
- **Reaching out to a younger audience through games**: The game proposes an innovative way to convey contents based on research projects and official EC reports, addressing societal challenges like migration, integration, democracy, participation to policy, populism, radicalisation and unemployment, to the general public and to young generations (teenagers and older) and, in the meantime, to shorten the gap among (often wrong) perception and reality.

- **Cluster SSH research knowledge and make it available**: The research results should be presented in short documents such as storytelling documents, that focus on one ‘hot topic’ and outline the key findings and recommendations. In addition, the respective factsheets should be developed acting as a ‘trigger’ for further reading of the storytelling documents and/or the respective project(s) results.

- **Finding knowledge and competencies**: Interactive datasets such as maps and guidelines were proven as a useful source of information.

- **Community building and sharing of knowledge**: To stay informed, ask questions and keep connected, DANDELION SEED Research Library may serve as a useful tool to explore the results of SSH research.

- **Interactive events**: All quadruple helix representatives should be involved since the very beginning in the innovative forms of events.

PANEL 4: The way ahead: The requirements for SSH in future research programmes

### 3.5.1.3 Examples of barcamps

#### 3.5.1.3.1 Barcamp ‘Pain and gain of becoming an adult in Estonia and Europe’

Civitta, Estonia organised a barcamp on 12th of August 2017 during the popular Opinion Festival held annually in Paide, Estonia. The event was part of a European Area coordinated by the Representation of European Commission in Estonia.
The discussion, “Pain and gain of becoming an adult in Estonia and Europe” brought together approximately 30 people including social scientists from Tallinn University and the Horizon2020 project EXCEPT, an SME representative, the general public, young people and people who work with young children who discussed what the problems are that young are facing in entering the labour market and how to improve that transition. The discussion was formed around short films on the stories of real young people, collected during the EXCEPT project, and covered the following topics:

- Young people's (changed) expectations towards work
- Young people with low level of education and the subsequent problems that arise
- Problems encountered on first-time entry to the labour market

The discussion was streamed and broadcasted via several channels, the main channel being the Representation of European Commission in Estonia Facebook page which was also shared by Postimees, the biggest daily newspaper in Estonia. The video was published on: https://www.facebook.com/euroopakomisjoniesindust/ and gathered over 1500 views.

**Key messages to take away:** Young people find that education is not actually valued enough in the job market and there are many occasions when they have to accept jobs below their qualifications and this problem is even more acute in smaller cities and rural
areas. Companies also hold too high expectations and only hire people with previous experience.

3.5.1.3.2 DANDELION barcamp: “Youth employment and entrepreneurship”.

On 11th November 2017, PEDAL Consulting organised a barcamp on “Youth employment and entrepreneurship” which was attended by approximately 25 students. Youth entrepreneurship is a tool high up on the EU political agenda to combat youth unemployment and social exclusion as well as stimulating innovation among young people. During the barcamp young people had the opportunity to:

1. Learn about various EC programs tackling youth employment and entrepreneurship
2. Express their concerns and views on the entrepreneurial climate in their region
3. Get inspired from selected success stories

**Key messages to take-away:**

1. Participants (Generation Z) expect that they will have on average about 20 jobs in their live.
2. If they don’t like the job, they will change it.
3. What they learn today at school will most likely be outdated in a couple of years.
4. They want to be trained or educated to acquire future-proof skills for job positions which haven’t been invented yet.
5. Following the discussion, participants agreed that soft-skills are more important than knowledge of “content”.
6. Jobs in corporations are perceived as less attractive and the majority has a preference to work for SMEs and startups where they can have larger decision making powers.
3.5.1.3.3 DANDELION Barcamps: “Raise awareness and stimulate discussion using games”

The DANDELION games have been used as main point of attraction in several barcamps in IT, PT, SK, UK, EE, FR, GR, etc.

These Barcamps enabled the game to be played in:

- Different contexts (exhibitions, meetings, conferences, workshops, etc.)
- Addressing several target audiences (large public, students, researchers, policy makers, NGOs, etc.)
- For different purposes (Promote research projects and outcomes, awareness raising, stimulate the discussion, train specific contents, ice-breaking, etc.)
- In various modalities (individual game play, moderated.

For details of the Barcamps, please refer to D3.4 and D5.2.

4 Lessons learned

This chapter summarises the challenges and lessons learned from establishing partnerships with SSH projects.
During the recruitment campaign, which took place during the first six months of the project, we implemented various actions in order to appeal to our target audience to express their interest in receiving our assistance. Our experience has shown that even a personalised and well-elaborated email campaign generated rather low levels of interest. On the other hand, most of the SSH/IIRS projects showed their interest in benefitting from our work during DANDELION events after having established a direct personal contact.

In addition to our events, the second most successful recruitment tool proved to be the positive referrals and introductions by a trusted party. On multiple occasions, various project partners that attended our events followed up by email introducing us to their colleagues as well as opening discussions on other initiatives.

When approaching various stakeholders, the communication language used in each specific dissemination tool played a significant role. For instance, the language used and presented in the policy briefs and factsheets served as a good channel to get the attention of public authorities. Similarly, our interactive map of SSH projects and experts was showcased, and aimed to appeal, to researchers and certain individuals in the business community, while researchers mainly showed interest in our SEED Library. While the afore-mentioned tools barely sparked any interest from the general public, the DANDELION games and interactive events worked very well in breaking the ice, obtaining useful feedback and instilling the key messages.

Based on the passive strategy of the DANDELION online campaign, we have not seen other projects come to us unless they are faced with a particular challenge. For instance, there was a case where we were approached by a project that needed to organise a policy workshop but did not possess the necessary capabilities to set up an appropriate format to secure the right speakers. Similarly, a number of projects contacted us when they needed to improve their dissemination plan or online presence based on the feedback from their Project Officers.

5 Conclusions

Activities performed in the framework of T5.3 contributed to the consolidation of EC’s profile and vastly increased awareness amongst Europe’s general public, students, scientists, media and policy makers of the work EC research grantees are doing in developing the pioneering ideas that address society’s greatest challenges.
By inspiring new audiences, Dandelion demonstrated the importance of research & innovation an significantly raised awareness of the EC and its funded projects. Task 5.3 promoted the work of the EC by developing and implementing a series of innovative and exciting communications activities aiming to inform and educate a wide cross section of the European population, develop new audiences, and popularise science. The Dandelion methodology was demonstrated using the selected EC projects through a variety of media and at popular events and science festivals and using novel games and social media platforms.

The activities performed by the Dandelion project contributed directly towards improving the knowledge base amongst EC projects about effective strategies for the communication and popularisation of science amongst a wide audience that cuts across academia, industry, policy and the general public.

In developing a transferrable science communication methodology, Dandelion enabled all EC grantees to benefit from using cost-effective and proven communications techniques to promote their work, further enhancing the reputation of the EC to deliver pioneering results that directly address society’s greatest challenges and opportunities.