



DANDELION

Creation of sustainable multidisciplinary Community



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DANDELION IN A NUTSHELL

Title	DANDELION – Promoting EU – funded projects of inclusive, innovative and reflective societies (IIRS) – <i>Grand Agreement N°: 693796</i>
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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.
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1 Executive Summary

The main objective of D3.1 is to define the strategy to create sustainable multidisciplinary Communities that bring together ‘knowledge producers’ (i.e. researchers from all disciplines) and ‘end-users’ (i.e. policy/decision makers, trade actors, civil society, etc) to:

- enhance the visibility of EU-funded projects in the field of “Inclusive, Innovative and Reflective societies”
- foster dialogue on the exploitation of potential of EU-funded research
 - for the design of research agendas
 - to create innovation and competitiveness
 - to better answer actual and future societal challenges
- identify innovative ways to improve the availability and quality of data, thus contributing to the development of the ERA
- facilitate dialogue and the exchange of ideas by exploiting both
 - ‘traditional instruments’
 - organising thematic workshops and networking events at both European and national level
 - organising e-conferences
 - innovative tools
 - Develop an accessible and attractive multi-media online collaborative platform to improve communication between scientists, researchers and their universities and between these scientists and other stakeholders with an interest in inclusive, innovative and reflective societies research and its results, including the wider society
 - Organise a series of thematically-dedicated “charrettes”
 - Leverage social media to multiply the effect of the campaigns (viral communication)
 - Engage young generations through social media games and BarCamps

To achieve these objectives, this Deliverable defines the criteria for the creation of the DANDELION Multidisciplinary Communities.

This deliverable will be the starting point for the other tasks under WP3, WP4, WP5 and WP6.

The leader of WP3 (FVA) is responsible for the overall management and support of the activities described in this deliverable and all the partners, especially the WP and task leaders of the related activities (T6.1, T3.3, T3.4, T3.5 and T5.3) have been actively involved in the identification and description of the activities targeting the different stakeholders identified in this deliverable.

The deliverable is divided in two parts:

- Part a: Strategies for the Creation of the DANDELION multidisciplinary Community
- Part b: Focus Groups and Interviews with stakeholders (to better address the interests and requirements of the stakeholders)r

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2 Introduction

DANDELION will mainly promote its services to ongoing and future IIRS funded projects. In this context, WP3 aims to create multidisciplinary communities to raise the interest and visibility of EU funded research in the field of “Inclusive, Innovative and Reflective Societies” and animate the discussion around the research policies, results and agendas.

This deliverable identifies the different target players to be involved in the DANDELION multidisciplinary communities. The definition of the different key players in this task will support the creation of thematic groups around the inclusive, innovative and reflective societies results and contents promoted by the DANDELION project. For each target category, different communication strategies have been envisaged so they can be contacted and then involved in DANDELION’s multidisciplinary communities.

This deliverable also identifies common areas of interest among the different target players, to define and create future discussions and interaction within the DANDELION community. It also identifies what innovative communication tools (i.e. social media, games and BarCamps) will be used to engage with the different players. Finally the deliverable designs strategies to promote the sustainability of the community after the project. Special attention will be dedicated to the identification of strategies to animate the productive interactions among stakeholders in T3.5.

3 Strategies for the creation of the DANDELION's Multidisciplinary Community

DANDELION will increase the visibility of the research and results of EC grants by developing and implementing a series of innovative and exciting activities aiming to involve a wide cross section of European stakeholders.

To achieve this goal the project will support the creation of an active and interactive Multidisciplinary Community involving different stakeholders: researchers, policy makers, institutions, media, the business community, and others. Participation in this network by EU citizens will also be promoted, creating a virtuous circle of communication and dialogue surrounding science and research and providing the opportunity for active participation and education.

Stakeholder engagement is central for the success of DANDELION and will occur throughout all phases of the project under activities in WP2, WP3, WP4 and WP5.

Stimulating a productive cooperation between stakeholders in the DANDELION multidisciplinary community is critical to enhancing the knowledge transfer of research results into European economies and societies, promoting mutual benefit.

To achieve this goal, the consortium will use a multi-faceted engagement approach involving the DANDELION Multidisciplinary Community into several activities and tools of the projects that are:

DANDELION Activities and Tools		
WP and Task	DANDELION activity or tool	Goal
WP2 (T2.1)	The Advisory Board community	to create the initial base of experts around which the Multidisciplinary Community will develop
WP3 (T3.1)	Thematic focus groups and questionnaires	to better assess SSH stakeholder's needs and improve the engagement process
WP3 (T3.2)	The project's collaborative platform	online collaborative space supporting the community exchanges
WP3 (T3.3)	Productive interactions among stakeholders	promotion of productive interactions among stakeholders throughout the entire duration of the project
WP3 (T3.3)	Social media campaigns and activities	to multiply the impact of the community events

WP3 (T3.4)	The organization of Thematic Workshops and e-conferences	• to discuss and validate the DANDELION concept for valorisation of IIRS research • to explore new (creative) ways of promoting IIRS research • to co-create innovative ideas and concept valorising the impact of research findings
WP3 (T3.5)	The organization of live and online networking events	• to encourage the collaboration and productive interactions among stakeholders
WP3 (T5.3)	Social media games	• to involve the younger stakeholders
WP3 (T5.3)	Thematic BarCamps	• to promote share and learn in an open environment
WP3 (T5.3)	Thematic Charrettes	• to develop innovative concepts collaboratively in a stimulating environment
WP6 (T6.2)	Dissemination and Communication Activities	• to raise awareness, involve and multiply impact

Table 1 - DANDELION Activities and Tools

4 Methodology for the creation of the DANDELION Multidisciplinary Community

In order to be able to involve the stakeholders in the DANDELION Multidisciplinary Community, it is important to:

- identify and profile their characteristics, interests and motivations
- define logics and criteria to be able to select the right stakeholders to be involved in the different activities
- define logics and criteria to be able to group them in terms of their interests, expertise and/or (SSH and IIRS) themes.

The next figures describes the approach adopted by DANDELION that will be explained in detail in the next paragraphs.

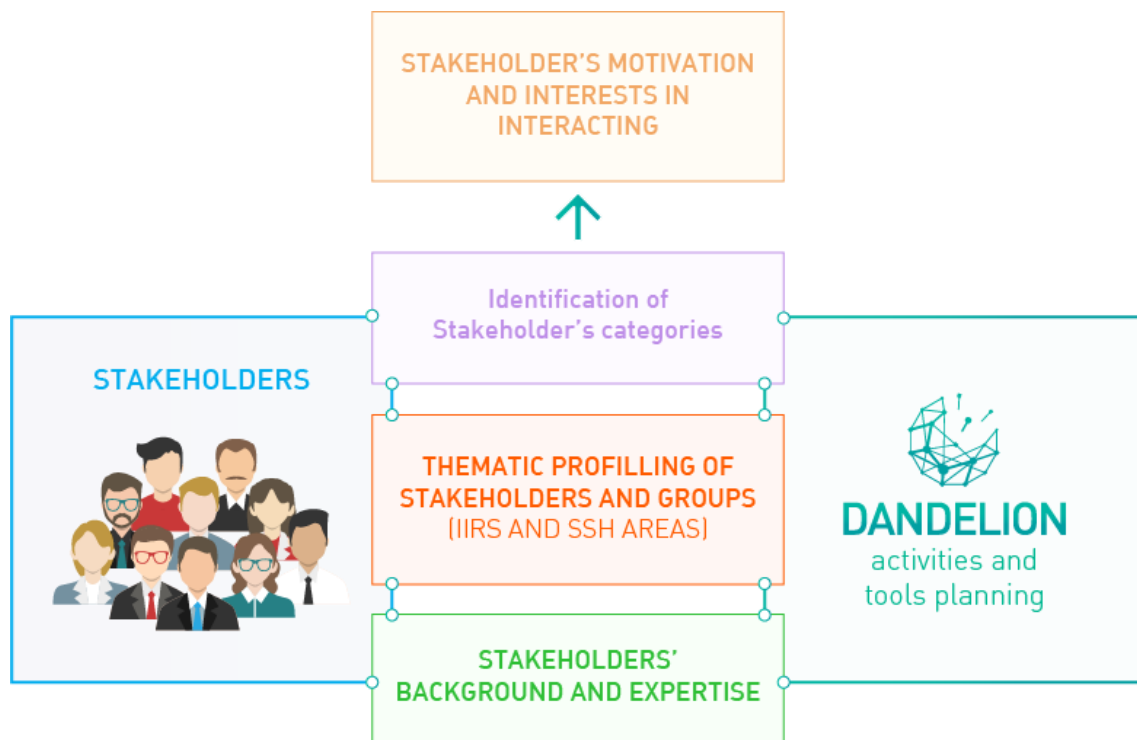


Figure 1: Methodology for the creation of the DANDELION Multidisciplinary Community

The aim is to profile the community members in order to use this information to better target the DANDELION actions and tools to the user's needs.

Three main types of data will be collected:

- Stakeholders' categories and sub categories (described in paragraph 4.1)
 - The motivation and interests to interact for each category (described in paragraph 4.2)
- Thematic profiling of stakeholders (in the domain of IIRS and SSH) (described in paragraph 4.2)
- The Stakeholder's background and expertise (described in paragraph 4.3)

4.1 Identification of the different categories of target stakeholders to be involved in the DANDELION Multidisciplinary Community

Accordingly, and to expand on what was described in the DOW, the target audience of the DANDELION project will be:

- Scientists and researchers
- Stakeholders (policy makers, public institutions, civil society, trade unions, practitioners etc.)
- Companies
- Students and teachers
- Media
- General public

Within these targets, the DANDELION campaign will address specialist and non-specialist public.

In order to analyse and better understand the stakeholders to encourage engagement in the Multidisciplinary Community, the consortium is creating a taxonomy of stakeholders. The initial taxonomy of stakeholders is based on the emerging model of the so-called Quadruple Helix (Edwards, J. (2013), *The role of universities in smart specialisation*).

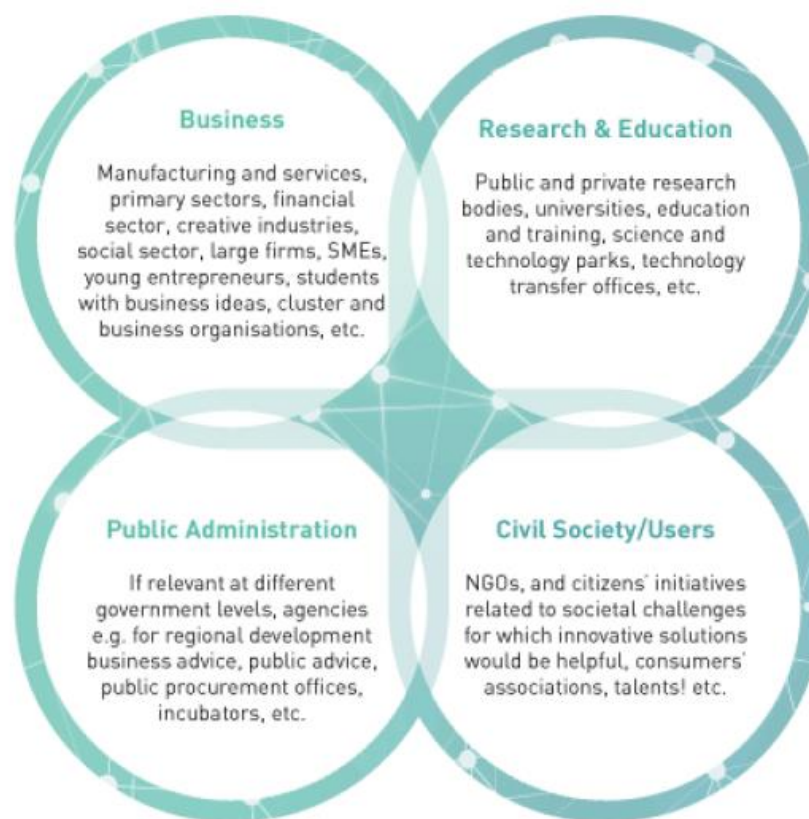


Figure 2: The Quadruple Helix Stakeholders model

In addition, even if they are not direct stakeholders to target with the project's initiatives, we identified the media as an important additional player to be involved in DANDELION initiatives.

Within this taxonomy, for each category, we also identified subcategories that will be the relevant target users for DANDELION.

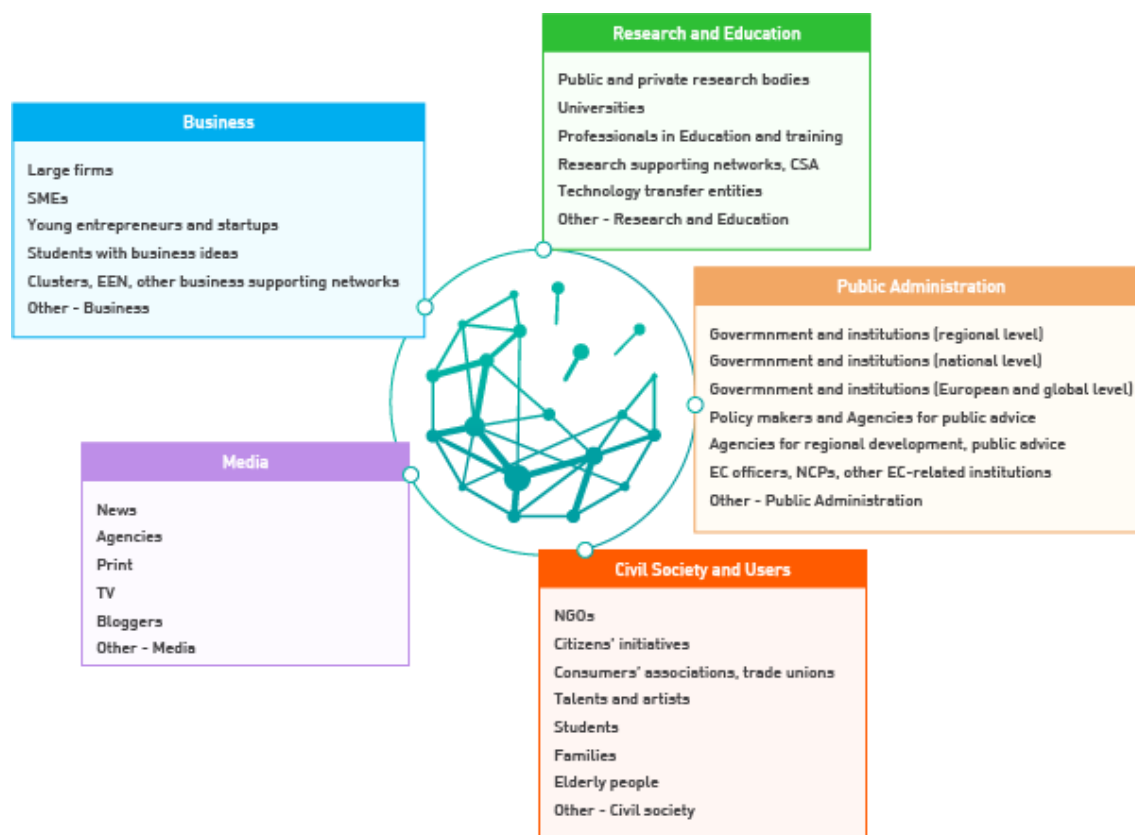


Figure 3: DANDELION Stakeholders categories and sub categories

The identification and categorization of stakeholders is a key factor in planning and organizing the different actions, tools, events and initiatives that DANDELION will create:

Stakeholders Categorization to plan project's activities and tools		
WP2 / Task	DANDELION activity or tool	Goal
WP2 (T2.1)	The Advisory Board community	- To make sure that enough representatives of each stakeholder category is represented in the AB community - To have multiple perspectives and expertise to engage in the different project activities
WP3 (T3.1)	The Multidisciplinary Community Database	Profiling the community members depending on the expertise and interest to be leveraged depending on the project's activity
WP3 (T3.1)	Thematic focus groups and questionnaires	- To make sure that the needs of all the relevant stakeholders are taken into consideration. - To enrich the discussion creating focus groups mixing stakeholders with different backgrounds, expertise and perspectives
WP3 (T3.2)	The project's collaborative platform	To provide a customized navigation experience to the different stakeholders

		- To create thematic discussion spaces with interesting themes for the different users - To encourage mixed discussions (ie researchers-students) - To ensure each stakeholder group has access to and involvement in other stakeholder communication
WP3 (T3.3)	productive interactions among stakeholders	- To map the stakeholders in order to involve them in the most interesting activities (for them) - To enrich the discussion by mixing stakeholders with different backgrounds, expertise and perspectives - To leverage cross-fertilization (i.e. among artists and ICT people)
WP3 (T3.3)	Social media campaigns and activities	To provide a focus for the activities by targeting the right stakeholders
WP3 (T3.4)	The organization of Thematic Workshops and e-conferences	- To involve the key players from different domains in engagement - To enrich the discussion creating focus groups mixing stakeholders with different backgrounds, expertise and perspectives - To explore new forms of discussion engaging unexpected combinations of different stakeholders.
WP3 (T3.5)	The organization of live and online networking events	- To explore new ways of promoting discussion combining stakeholders with different backgrounds/interests - To encourage collaboration and productive interactions between stakeholders.
WP3 (T5.3)	Social media games	- To be able to focus the activities targeting the right stakeholders (namely younger audiences) - To enable the exploration of innovative environments where awareness, involvement and learning are promoted
WP3 (T5.3)	Thematic BarCamps	- To engage formal stakeholders in non-formal settings - To promote mutual learning in an open environment - To explore new forms of discussion combining stakeholders with different backgrounds/interests
WP3 (T5.3)	Thematic Charrettes	- To enable the creation of stakeholder groups to animate the discussion during the different phases of the charrettes - To develop innovative concepts collaboratively in a stimulating environment
WP6 (T6.2)	Dissemination and Communication Activities	To properly target the different target stakeholders at the right time (see D.6.1 for the detailed communication strategy)

Table 2 - Stakeholders Categorization to plan project's activities and tools

4.2 Identification of Common interests to promote dialogue among the different target audiences

To stimulate a productive cooperation between stakeholders coming from Research and Education, Public Administration, Business, Media and Civil Society/Users is critical in defining common areas of interest necessary to be able to involve them in the different activities of different projects, aimed at different target audiences.

The ultimate goal is to enable engagement between different stakeholders in a mutual cross-fertilization among domains that are not often communicating with each other. This collaboration is expected to stimulate innovation at different levels.

Stakeholders' motivation to participate to the Multidisciplinary Community	
Stakeholders involved	Common Interest
Research-Research	• Research results from IIRS projects to be used for their own research • Promote collaboration of research effort with complementary projects and researchers • Promote trans-cultural collaboration to increase excellence and impact
Research-Business	• Innovation and research are key to overcoming the economic crisis. European industry (especially SMEs) could benefit from new scientific discoveries creating new markets and increasing competitiveness. • Increasing awareness of a particular challenge or opportunity promotes further scientific research • The research community will benefit from the dialogue with industry to better understand market needs and any commercial opportunities for their scientific results • New forms of collaboration and funding (i.e. PCP - pre-commercial procurement) are possible • Emergence of new trends and ideas can be identified • Will lead to more opportunities for further funding into more research or seed investment for commercial roll-out
Research-Public Administration/Institutions	• Policy makers to be made more aware of existing knowledge that can be used for evidence-based policy making. • Research will inform policy makers of innovative data, practices and solutions • Researchers will be more aware of short-term and long-term policies • Informing funders, politicians and policy makers about science will lead to increased funding in certain areas of scientific discovery

Research-Civil Society	• Researchers will better understand users' needs and requirements (especially at early stages of the research) • For researchers, active involvement of the citizens (i.e. to understand their needs, to pilot the research results) is essential • Citizens will benefit by being aware of research that will impact/improve their lives • Citizen demand is for usable research results
Research-Young generations	• Stimulation of research culture diffusion • Stimulation of research careers and attract new ideas • Inspiring young scientists to become involved in scientific research
Research-Art	• Cross fertilization between the two domains (The study "ICT ART CONNECT: Activities Linking ICT and Art: Past Experience - Future Activities", was a study carried out for the European Commission in 2015 and it revealed that cooperation between artists and ICT companies is an essential and fruitful component within research and innovation in ICT)
Research-Media	• Find (for Media) and diffuse (for Researchers) research results of public interest • Free advertising and viral diffusion of research results (especially with online media)
Institutions-Civil Society	• Diffuse awareness of how public investments have been used

Table 3 – Stakeholders' motivation to participate to the Multidisciplinary Community

4.3 Creation of thematic groups of stakeholders around IIRS and SSH themes

Having identified the motivation that is pushing the different categories of stakeholders towards dialogue and interaction, it is important to identify specific contents and interests within the IIRS and SSH themes that are the target domains of the DANDELION project.

This activity proceeds in parallel with WP2 activities and is strictly connected with the identification/clustering and promotional activity of the projects selected to be promoted by the DANDELION project. Of course, all the activities developed by the project will address IIRS and SSH themes and contents, and in particular the following SSH policy areas defined by DG Research and Innovation¹:

- Migration Research Platform
- Employment and New Growth

¹ <https://ec.europa.eu/research/social-sciences/index.cfm>

- Reversing Inequalities
- Cultures and Citizenship
- Global Justice and Stability
- Integration and Communication of SSH

In the next table we will see how the thematic profiles and the creation of the thematic groups will impact the 10 different projects' activities and tools:

Creation of thematic-oriented Stakeholders' profiles and groups		
WP2 / Task	DANDELION activity or tool	How
WP2 (T2.1)	The Advisory Board community	• Profiling the AB members depending on their interests and creating thematic groups to be leveraged depending on the project's activity
WP3 (T3.1)	The Multidisciplinary Community Database	• Profiling the community members depending on their interests and creating thematic groups to be leveraged depending on the project's activity
WP3 (T3.1)	Thematic focus groups and questionnaires	• Working with stakeholders to define what Innovation means in SSH research and (current) key socio-economic and IIRS challenges
WP3 (T3.2)	The project's collaborative platform	• Providing a customized navigation experience matched to a user's thematic interests • Creating thematic discussion spaces • Clustering the 10 projects in context to be promoted thematically
WP3 (T3.3)	Productive interactions among stakeholders	• Clustering the stakeholders by interest in order to engage them in the most interesting activities (for them) • Inviting stakeholders to thematic spaces, discussions and events according to their interests
WP3 (T3.3)	Social media campaigns and activities	• To be able to focus activities that target stakeholders' interests (i.e. publishing specific news in thematic groups in LinkedIn or Facebook)
WP3 (T3.4)	The organization of Thematic Workshops and e-conferences	• To enrich the discussion and create focus groups that mix together stakeholders with different backgrounds, expertises and perspectives • To explore new forms of discussion that combine stakeholders with different backgrounds/interests

WP3 (T3.5)	The organization of live and online networking events	(This activity is designed to be thematic by definition) - To make sure that the groups are homogeneous based on thematic interest - To make sure all the relevant stakeholder perspectives in the specific domain are understood
WP3 (T5.3)	Social media games	- To be able to design games that are bringing into focus the identified themes in order to promote the contents and projects identified productively - To be able to propose appropriate games to the relevant (thematic) target audiences and to use the appropriate channels to promote them
WP3 (T5.3)	Thematic BarCamps	(This activity is designed to be thematic by definition) - To make sure that the groups are homogeneous based on thematic interest - To explore and disseminate thematic contents in non-formal settings and discussions
WP3 (T5.3)	Thematic Charrettes	To propose a new way to develop innovative concepts, collaboratively in a stimulating environment within a well-known theme
WP6 (T6.2)	Dissemination and Communication Activities	To properly target the interests of the different target stakeholders at the right time (see D.6.1 for the detailed communication strategy)

Table 4 – Creation of thematic-oriented Stakeholders' profiles and groups

4.4 Creation of a Multidisciplinary Community Database

The DANDELION Multidisciplinary Community should be seen as a flexible entity with which the consortium will leverage and target different stakeholders, depending on the type of activity being undertaken and the goal to be achieved.

To enable this process, the partners created a shared database (DB) with all the relevant information.

The DB is structured as follows:

- **Personal info**
 - Name
 - Country
 - Email
 - Other contacts (phone, skype)

- Suggested by or origin (contact with partner X, online search, etc.)
- Position and expertise/background (i.e. managing director, expert in crisis management)
- Organisation (including type and brief description of the organization i.e. XXX, institution targeting migrants...)
- **Type and Interest**
 - Type of stakeholder (drop down menu)
 - Business (drop down menu for sub category based on the category selection)
 - Large firms
 - SMEs
 - Young entrepreneurs and startups
 - Students with business ideas
 - Clusters, EEN, other business supporting networks
 - Other - Business
 - Research and Education (drop down menu for sub category based on the category selection)
 - Public and private research bodies
 - Universities
 - Professionals in education and training
 - Research supporting networks, CSA
 - Technology transfer entities
 - Other - Research and Education
 - Public Administration (drop down menu for sub category based on the category selection)
 - Government and institutions (regional level)
 - Government and institutions (national level)
 - Government and institutions (European and global level)
 - Policy makers and agencies for public advice
 - Agencies for regional development, public advice
 - Public procurement offices
 - EC officers, NCPs, other EC-related institutions
 - Other - Public Administration

- Civil society and users (drop down menu for sub category based on the category selection)
 - NGOs
 - Citizens' initiatives
 - Consumer associations, trade unions
 - Talents and artists
 - Students
 - Families
 - Elderly people
 - Other - Civil society
- Media (drop down menu for sub category based on the category selection)
 - News
 - Agencies
 - Print
 - TV
 - Radio
 - Bloggers
 - Other -Media
- Main area of interest (drop down menu)
 - Science
 - Technology
 - Economy
 - Societal challenges
 - Politics and government
 - Environment
 - Health
 - Culture
 - Training
 - Other
- **IIRS Pillars and Themes** (drop down menu)
 - Migration Research Platform
 - Employment and New Growth
 - Reversing Inequalities

- Cultures and Citizenship
- Global Justice and Stability
- Integration and Communication of SSH
- **Related Project/Initiative (if applicable)**
 - Project (Acronym)
 - Project (Title)
 - Role
 - (i.e. Coord/Partner/other)
 - Project website
 - Project email
- **Involvement (for internal track)**
 - Type of collaboration envisaged, notes, future plans: i.e. potential multiplier, possibility to co-organize events
 - Action done by partners - i.e. Direct contact, Invitation to events, sent newsletter, etc (with date)
- **Involvement in DANDELION activities (multiple check possible)**
 - AB Member
 - Consultation on the uptake and valorisation of IIRS research results
 - Brussels workshop 19/10/2016
 - Bratislava Thematic Workshop 14/11/2016
 - ...other actions to be defined

4.5 Definition of a W4H Strategy to promote the collaboration among stakeholders

The following table is the first operational attempt to map DANDELION activities using a W4H (Who, What, When, What for and How) approach.

This will enable the partners to better map activities and to identify what activity will be more relevant based on specific target stakeholders, the timeframe, the goals and the strategy to be adopted.

Planned activities	Who	What	When	What for	How
	Target Audiences	Fields, Areas	Type of research TRL	Goals	Strategy
Workshop	Researchers , policy makers, stakeholders (if combined with other events, then also people participating in events) Approach: national or European level	Will be based on the IIRS results T2.3	Different workshops depending the moment	To identify: barriers, new innovative ideas. internal and external difficulties	If possible and pragmatic to do so, workshops will be combined with other bigger events. The method used will depend on the context and exact target audience (panel discussion, worldcafe, opinion festival etc). Workshops should be moderated and have a mandatory conclusion component. All workshops will be recorded.
E-conference	Researchers , policy makers, stakeholders (if combined with other events, then also people participating in events) Approach: European level!	IIRS	Specific projects' research results (Promotion and valorization phases)	Dissemination and application of the results benchmarked under T 2.3	This should be our last and most outstanding event. The exact concept and technical solutions will be discussed during the process
Networking event	Researchers , policy makers, stakeholders , people participating in events	IIRS	Specific projects' research results (Promotion and valorization phases)	Promote the DANDELION project and promote selected projects	The networking events will be organized in collaboration with events organized by others (EC, NCP, other players)
Social media games	Students, large public, social media communities	IIRS policies, domains based on the selected projects	(Promotion and valorization phases): Concepts (the IIRS role in Europe) and values (dissemination and communication phases), specific	Involve students and the wider public, to promote a project's results and contents using innovative media and leverage the viral promotion (people sharing the games on	TBD: i.e. a first game can be developed to promote IIRS initiatives and the funding programme: how this impacts on citizens' lives. Other games can be developed based on specific

			projects' research results	social media), and inform and teach contents	contents of the selected projects to be promoted
Charrette	IIRS projects, researchers, students	1) Guide to good practices for communication ; 2) Guide to good practices for dissemination and exploitation	Nearly final versions of the guidelines	The goal is to validate two sets of guidelines	See a separate document on the recommended format for Charrettes
BarCamp	Students, young professionals	To be defined closer by Task 2.3. We need to define a set of very concrete questions that should be discussed during BarCamps. These questions should ideally come from the national projects that will be disseminated via these BarCamps	Specific project results	Involve students and young professionals, promote and validate project results	See a separate document on the recommended format for BarCamps

Table 5 – W4H Strategy to promote the collaboration among stakeholders

4.6 Strategies to contact and involve the stakeholders in the DANDELION Multidisciplinary Community

As mentioned above, to ensure the DANDELION Multidisciplinary Community is fully engaged, the consortium will use a multi-faceted engagement approach which involves the stakeholders using several activities and tools:

4.6.1 The Collaboration with similar initiatives

One of the first actions that was taken by the consortium was to identify and establish synergies with similar initiatives and seek cooperation opportunities. Stakeholders

involved in initiatives like Net4Societies, NCP and EEN have been contacted and recruited as members of the Advisory Board Community.

The coordinator (APRE) of the former CSA in the SSH (project Flash-IT) has also been recruited as an AB member, and DANDELION expects to benefit from their contribution and experience.

A dialogue with the coordinator of the parallel project ACCOMPLISHH has started and the coordinator of ACCOMPLISHH and DANDELION will run the session “Creating impact by SSH” and will facilitate the networking session “Exploitation of project results: Optimizing impact and sustainability” at HORIZON 2020-REFLECTIVE-2014 & 2015 PROJECTS' JOINT CONFERENCE - Understanding Europe – Promoting the European Public and Cultural Space that will take place in Bruxelles, 17-18 October 2016.

The result of the collaboration with Mikołaj Pyczak (National Contact Point for Research Programmes of the UE Institute of Fundamental Technological Research Polish Academy of Sciences) was the organization of the Net4Society brokerage event and DANDELION Thematic Workshop In the context of the Slovak EU presidency Conference on Social Sciences and Humanities - a New Agenda for Europe's Challenges (15th - 16th November 2016 - Bratislava, Slovakia).

4.6.2 Participation to relevant events in the SSH domain

The partners agree that participating to relevant events in the SSH domain (as well as in other domains) is crucial to maintain contact with stakeholders and involve them in the DANDELION community.

For this reason a shared map of future events is available to all partners so they are able to periodically define and refine their participation strategy. WP6 describes in detail this process and reports partners' participation activity.

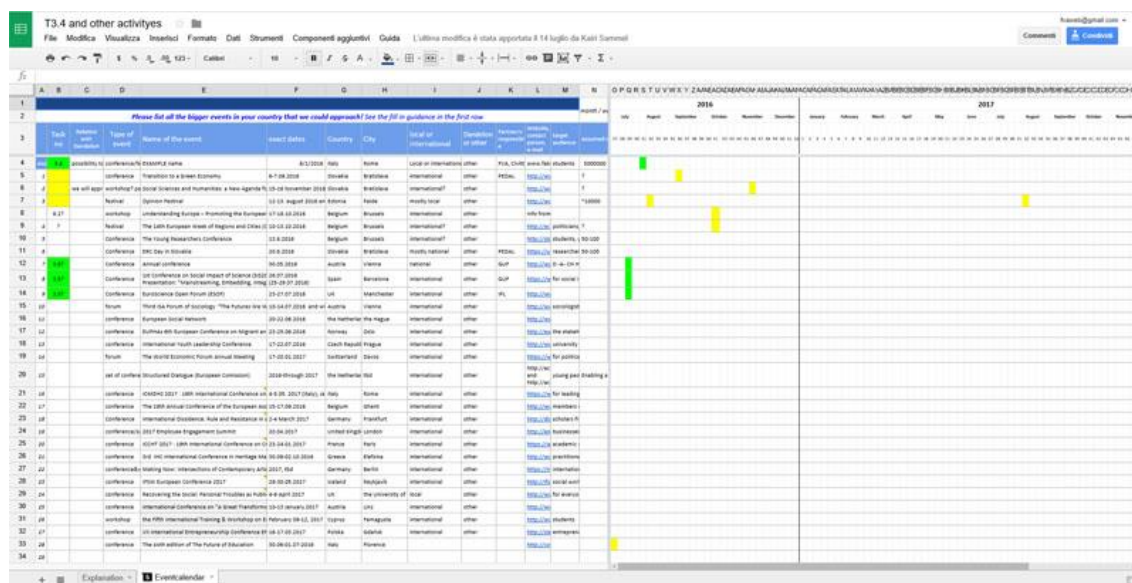


Figure 4: Mapping of relevant events for DANDELION

From the early stages of the DANDELION project, the partners already participated to relevant conferences and events that are instrumental to targeted community mobilisation (i.e. raise awareness about DANDELION, and to involve particularly competent and relevant people). Even if our presence at such conferences is unfortunately not budgeted yet they are the most useful tool to activate such stakeholder interfaces.

In the following table are listed the first events/conferences where the consortium members presented DANDELION project:

Name of the event/conference	Date, Country	Target Audience (from the quadruple helix)	Action	Impact
Slovak EU Presidency conference 'T2gE – Transition to the Green Economy'	6-7 September 2016, Bratislava, Slovakia	Researchers, Businesses, Public Authorities, NGOs	On 6-7 September 2016, the Dandelion project showcased its work at the exhibition booth during the Slovak EU Presidency conference 'T2gE –	The conference attracted about 500 international stakeholders from public, private, non-governmental sector, academia, associations, clusters and civil

			Transition to the Green Economy'.	society. About 100 dandelion brochures were disseminated.
ERC European Research Council Day	20 June 2016, Bratislava, Slovakia	SSH researchers, Policy makers	On Monday June 20, the European Research Council Day was held at the auditorium of the Law Faculty of the Comenius University, Bratislava, Slovakia	The event was attended by about 250 young researchers and students. Representatives of PEDAL Consulting participated to the event based on the invitation of the Head of the Slovak Liaison Office for R&D. They engaged in informal communication with the participants and introduced the project to a number of them, with positive feedback. Dandelion brochures were handed out and business cards were exchanged.
Symposium "Mainstreaming, Embedding, Integrating" under SIS 2016 under SIS2016	26 July 2016 - Barcelona			
ESOF – EuroScience Open Forum	23-27 July, Manchester , UK	Science communicators (media), Policy makers, industry	ESOF was a unique European platform for learning about science and engaging in inspiring discussions between scientists, policymakers, media experts and business leaders	The ESOF event was about science and research communication and there was a strong representation from SSH research community. Commissioner Carlos Moedas "It was a manifestation for European science and the business community to maintain strong scientific and business collaboration." Three representatives from IPL were in attendance and DANDELION leaflets were handed out. Business cards were exchanged and several meetings were arranged to discuss the project's aims and objectives.
4s/EASST Conference	31 August - 3 Sept 2016 - Barcelona			
Science and Policy Making: towards a new dialogue	29-30 Sept 2016 - Brussels			

Table 6 – W4H Strategy to promote the collaboration among stakeholders

4.6.3 Identification of existing events to initiate synergies and collaborations

The above mentioned document is also used to identify the events that offer opportunities to initiate synergies and collaborations.

The frequent exchange of information with the NCP, Net4Society and the Accomplish project will also help the partners to map potential collaborations and initiate the contacts and agreements needed.

The first example of this kind of collaboration is the organization of the first DANDELION workshop within the framework of the Slovak EU presidency Conference on Social Sciences and Humanities - a New Agenda for Europe's Challenges (15th - 16th November 2016 - Bratislava, Slovakia).

After intensive exchanges lead by the partner Pedal, a pre-conference was successfully organised to take place a day before the official opening of the conference. In this context the DANDELION project will run the first thematic workshop (see 4.6.7 for description) as well as official networking event to be held on the 15th of November 2016.

Conference

Programme

Events

Registration

Matchmaking

Practical info

Programme
| SSH2016.sk

Pre-conference events:
14th November

1st day:
15th November 2016

2nd day:
16th November 2016

Net4Society Brokerage Event

13:00 - 15:00
Info Session

Welcome and Intro
2017 SC6 call presentation
SSH opportunities in other 2017 H2020 calls
Introduction to brokerage mechanics

15:00 - 15:30
Coffee Break

15:30 - 18:30
Brokerage session

Flash presentations
One-to-one meetings

19:00 - 21:00
Social Event

DANDELION Thematic Workshop

13:00 - 13:15
Welcoming participants and registration (Coffee break)

13:15 - 13:30
Welcome & introduction to DANDELION and division of participants into three groups:

Table 1
Migration & Refugee integration in the EU

Table 2
EU identities, extremism and radicalization

Table 3
Social Innovation and reform of EU Public Services

13:30 - 14:00
Round 1
Barriers, bottlenecks and lost knowledge from projects untapped potential of SSH projects to reach policy and society

14:00 - 17:30
Round 2
What has worked well so far: Success stories and best practices which have reached policy, society, the market

Figure 5: Snapshot of the DANDELION side event in Bratislava

4.6.4 The Advisory Board community

As planned in T2.1, the partners leveraged their networks in order to establish a discussion group of experts, members of which will be involved in the different projects' activities depending on their field of interest and background,.

These experts, who have been selected due to their backgrounds in SHH and IIRS domains, have been involved (in T.2) in two ways: the partners' networks and a call for experts through the DANDELION project website, social media and relevant groups on the web and in LinkedIn.

The panel currently includes 54 experts, with a variety of expertise. D2.1 describes the AB's formation and composition in more detail. This process will remain open for more experts to join.

In relation to the DANDELION Multidisciplinary Community, the AB forms the initial base of experts around which the Multidisciplinary Community will develop.

4.6.5 Thematic focus groups

The thematic focus groups will take place in order to better assess the interests and requirements of the different stakeholders identified.

Section two of this document describes in detail this process.

The focus groups will take place the 19th October 2016, during the DANDELION Quadruple Helix Workshop, in Brussels, 20 experts will be involved, mainly selected from the AB Community and the coordinators participating to the HORIZON 2020- REFLECTIVE-2014 & 2015 PROJECTS' JOINT CONFERENCE - Understanding Europe – Promoting the European Public and Cultural Space that will take place in Brussels, 17-18 October 2016.

The Workshop will be organized strategically in the premises of the Slovak Liaison Office for Research and Development in order to increase the visibility and reach out to relevant stakeholders.

The workshop organized by the DANDELION project will offer a discussion forum where relevant key players will address crucial key topics in this context, namely:

- Innovation in SSH research and (current) key socio-economic challenges;
- Communication gaps and interaction barriers among stakeholders;
- A valorisation framework of IIRS projects to ensure societal impact.

In addition to the focus groups, a questionnaire will be distributed to the AB community members not participating in the workshop, plus additional experts identified by the partners, suggested by the NCP, EC officers, partner's networks and through an open call launched on the project's website and through social media.

4.6.6 The project's platform

The DANDELION platform is an online space supporting the interaction among the different players of the multidisciplinary community. A tailored navigation path relating to specific thematic content will be designed to fulfil the interests of each member of the community and each will be interrelated to and promote exchanges among the different stakeholders.

The platform will be based on the existing technological infrastructure known as the SEED Research Library. This was created and successfully used by partner IPL to offer research projects a dissemination portal to presents results in attractive and accessible multi-media digital brochures, displayed in context in thematic sections on the library interface. Interested stakeholders are able to join this library community, either to display their results or to follow research in which they have an interest. Members are then able to communicate with each other directly within the library portal and promote collaboration and the sharing of knowledge and ideas.

As well as including social media functionality, the DANDELION portal also links to existing social facilities like Facebook, Twitter and LinkedIn and these will be activated in order to involve the DANDELION community in discussions and possible follow-up actions that are addressed during the workshops and e-conference. This will ensure the workshops lead to concrete outcomes that are measurable through the portal activity that is monitored through its own analytics.

DANDELION partner IPL is developing this novel collaborative social platform and once launched in December, both specialists and non-specialists will be targeted by all partners to become members and participate in the communication and collaboration

opportunities it provides. This will be based on the SEED methodology, and like the SEED Research Library (www.seedresearchlibrary.com), it will be an attractive, accessible, easy-to-use multi-media information portal, which encourages the interaction between the research project and its target audience.

The users of the DANDELION platform will fall into two categories – SEED owners (the projects) and Library members (interested stakeholders) You can be in both categories.

Library members

Members of the DANDELION platform will be able to customise their interface and choose to follow the projects in which they have the most interest. By doing so, they will automatically receive updates about the project's results via text or email and will be able to post comments and start conversations on each project's wall. They are also able to follow the events and talks at which their followed projects are appearing and chat with a representative of each project directly, as well as with fellow followers.

SEED owners

Participating projects, initially those selected by DANDELION for assistance with their communication and dissemination activities, will eventually be able to build their own SEED – the multi-media brochure containing their communications collateral – themselves. IPL will support this activity and is currently producing a series of guides and a How To video to provide assistance.

Once a project has its own SEED, it is able to build a valuable database of users who they know have an interest in their work and they can then target information accurately in a way they know will be welcomed and well received. The multi-media nature of this platform ensures maximum interest across all target audiences, while SEEDs will be available in multi-lingual format.

Projects can then update their SEED whenever they have anything to say, and will be encouraged to do so regularly to ensure continued interest from their followers, who will be alerted whenever new information is available.

The DANDELION Platform will also support a database of SEED owners and Library members. This database will be publically available, but only members will receive the full information about each member, which will link people to their research interests,

projects in which they have been involved and others with whom they have worked. It will also provide contact information.

This publicly-accessible, collaborative digital platform is being designed to significantly raise the profile of science across Europe and beyond and encourage interaction between scientists and between scientists and the public. Although the platform will be based on the established SEED Research Library, it will be white labelled for the EC projects participating through DANDELION – initially the 10 projects identified in WP2. Project partner IPL is behind the SEED concept and will deliver both a web portal version for EC as well as an EC SEED Web APP, which will deliver scientific discovery to smart phones and tablets in an accessible and exciting format using the SEED technology.

When launched, the platform will encourage information circulation and collaboration among specialists, raise awareness among large public and promote information flow between specialists and non-specialists. It will be supported in this aim by significant promotional activity by the partners and all projects involved in relevant research will be contacted and encouraged to join and develop a SEED themselves for their work.

As well as having its own unique web address and be available as a web app, the platform will also be available on the DANDELION website. Many of the design features are complementary to maintain the corporate identity of the project on either site, while moving from one to the other will be seamless.

4.6.7 The promotion of productive interactions among stakeholders throughout the entire duration of the project

This activity will provide a heuristic template for 1) identifying, and 2) documenting productive interactions among research stakeholders in order to guide the implementation of the DANDELION interactive tasks with diverse communities of players. It will be a ‘work in progress’, animating stakeholder interactions for effective promotion of IIRS results throughout the entire duration of the project, but also learning from them what works better. In more detail, drawing upon the state-of-play insights about the role of stakeholder interactions for the enhancement of impact out of research, the task will explore in the documented project analyses under WP2 direct, indirect, and in-kind interactions among researchers, public authorities, funding bodies, the media,

small enterprise and the industry, the civil society, and educational bodies. Furthermore, it will detect at which stage (ref.: upstream, downstream) of the research process, which stakeholders develop joint interests in what sort of results (ref.: ripeness, relevance, etc.), for what purpose (ref.: social innovation, standards & guidelines, training, commercialisation, etc.), and which conditions facilitate the transfer of research results (ref.: intelligibility, target-orientation, etc.).

4.6.8 Thematic Workshops and e-conference

Based on the inclusive, innovative and reflective societies results and contents identified in WP2 (T2.3), the partners will organize 7 Thematic Workshops (1 in each partner country) and an e-conference to disseminate the results at national and European level. The workshops will be targeted to both, researchers and stakeholders (policy makers, public institutions, civil society, trade unions, practitioners etc) from a multidisciplinary policy perspective. The e-conference focuses on dissemination and application of the results benchmarked under WP2 (T2.3) in co-creation of innovative ideas and concepts valorising the impact of research findings.

The workshops are the channel for validation of the inclusive, innovative and reflective societies valorisation concept, in synergy with task 4.4.

The workshops follow the framework of creativity session or focus groups and aim to:

- discuss and analyse or analyse the current situation in using the potential of SSH projects in research policy and society
- discuss and validate the DANDELION concept for valorisation of IIRS research
- explore new (creative) ways for promoting IIRS research
- co-create innovative ideas and concept valorising the impact of research findings
- identify new innovation ideas on different levels (European, National, sectorial, organisational)
- identify internal difficulties to implement such innovation ideas
- identify external problematic in terms of innovation approaches or collaborations.

These actions aim at modifying, adapting, and validating the DANDELION valorisation concept in order to:

- align it with the requirements of the innovation process;
- engage the key players from different domains
- enrich the discussion creating focus groups mixing stakeholders with different backgrounds, expertises and perspectives.

The Workshops and e-conference will be recorded and distributed via the DANDELION online collaborative platform (and the most relevant social platforms) to multiply the number of views. Moreover some social facilities will be activated in order to engage the DANDELION community in discussions and possible follow up actions around the contents addressed during the Workshops and e-conference.

The first thematic workshop will be organized in the context of the Conference on Social Sciences and Humanities - a New Agenda for Europe's Challenges (15th - 16th November 2016 - Bratislava, Slovakia).

The participants, depending on their expertise and background, will be divided in three groups, each one addressing the following domains:

- Migration and refugee integration in the EU
- EU identities, extremism and radicalization
- Social innovation and reform of EU public services

Each group will discuss separately three important topics:

- Barriers, bottlenecks and lost knowledge from projects and the untapped potential of SSH projects to reach policy and society
- What has worked well so far: Success stories and best practices which have reached policy, society and/or the market
- How to communicate in an effective, target-sensitive manner in order to mobilise stakeholders and valorise research.

Finally the three groups will converge in a plenary session where the results of the group discussion will be presented and discussed collaboratively.

4.7 DANDELION innovative actions and tools

Together with actions and tools described above, the DANDELION methodology also includes some innovative concepts that will enable partners and those the project engages with to explore and test new ways and solutions to promote research results.

4.7.1 Social media campaigns and activities

Through established networks in which all partners are already active, DANDELION will also develop and manage a number of online events related to the EC and the work of the selected projects. These will include interactive, live webinars and online Q&As with an EC grantee – the objective here will be to make these regular events and they will be widely publicised through social media and amongst all other partner networks.

- Target Social Media
 - Slideshare
 - LinkedIn
 - Facebook
 - Twitter
 - YouTube
- Expected impact:
 - 3000 – 5000 community members by the end of the project
 -

4.7.2 The organization of live and online networking events

In order to encourage the collaboration and productive interaction amongst the different stakeholders described above, networking opportunities will be encouraged both “live” (for example, at events organized by the consortium, such as the BarCamps described in WP5 and in other events organized by the EC, the NCP and other players) and “virtual”, on the DANDELION platform. These networking events will generate interest in the project and will be used to promote the project to the relevant stakeholders and target users.

The collaboration with networks like NCP, local Institutions, and thematic events is highly encouraged to increase the impact of the networking events.

The first networking event will take place on the 15th of November 2016 in Bratislava. It will be organised in the framework of the official Slovak EU Presidency Conference on Social Sciences and Humanities - a New Agenda for Europe's Challenges. The DANDELION networking event will fill in the gap between the first conference day (which finishes at 18:00 and the social event (a dinner which starts at 19:00). Project partners will place the DANDELION roll-up and poster in front of the main entrance to the dinner hall and present our preliminary findings from the First DANDELION Workshop from the 14th of November. The networking event will provide a platform for informal discussions in smaller groups. DANDELION will also get official visibility and recognition during the dinner.

4.7.3 Social media Games

DANDELION connects selected projects with target audience also by using gamification.

Apps and social media games have enormous potential to engage younger audiences for a prolonged period of time and deliver valuable information. In a wider sense, game-based approaches stimulate new form of learning, motivation and empowerment.

The JRC report exploring DGEI [1] potential identifies, bringing together different theoretical and empirical strands of evidence, a seven dimensional framework to analyse how digital games can support empowerment through learning and participation.

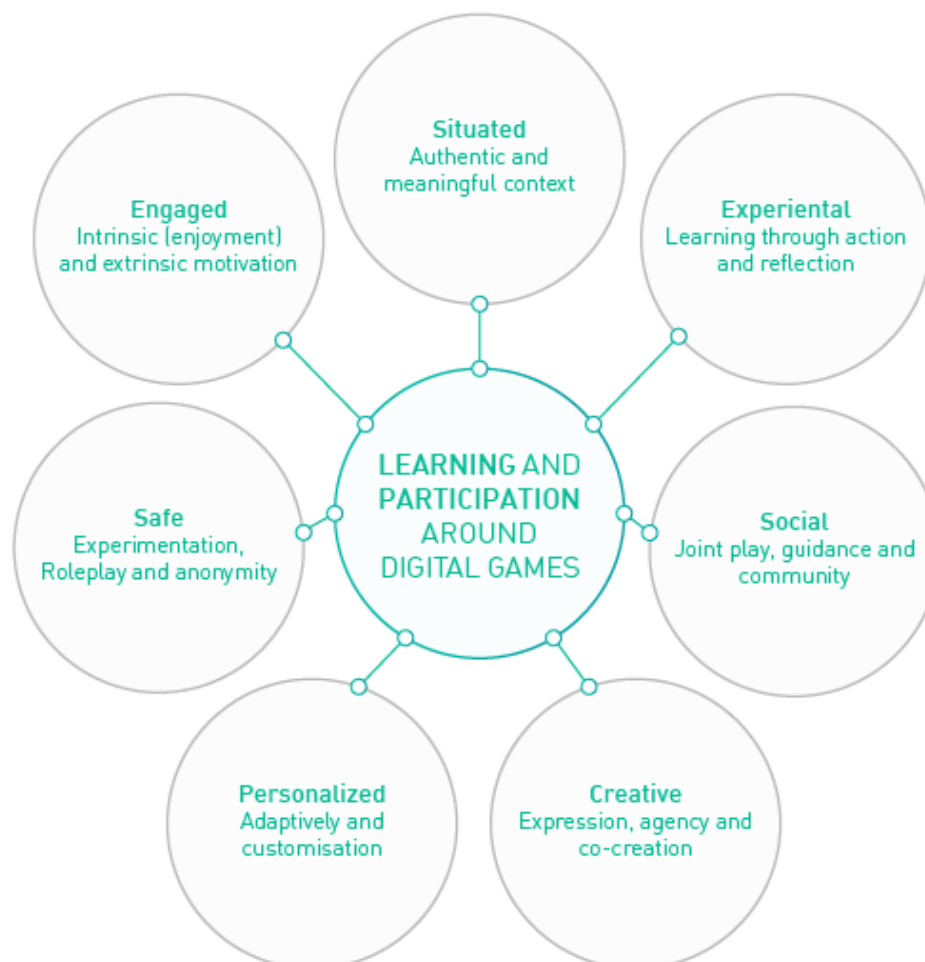


Figure 6: Generalizable framework for DGEI, source INFISO/SMART 2011/0054 – JRC 32397-2011

This framework is particularly valid addressing youngsters because it offers them an innovative way to be engaged and motivated, especially those who are out of formal learning paths.

Several processes can be identified to understand the positive impact of games for involvement of young generations, such as increasing motivation and engagement in learning, supporting experiential and social learning, creative and personalised learning, and a safe environment for experimentation.

In the context of the DANDELION project, the Objectives and key characteristics of DANDELION's social media games are the following:

- To involve the large public and students and keep them engaged with SSH themes and issues
- To transfer concepts and contents using a game-based approach
- To ensure SSH projects and the issues they are addressing benefit from the viral diffusion spontaneously generated by the players while sharing games

The contents, structure and design of the games will be defined as part of the strategy to promote the 10 projects identified in WP2.

The social media games will be disseminated and promoted through the most popular social media, the DANDELION website and the DANDELION community.



Figure 7: Some Games developed by FVA in different contexts

4.7.4 Thematic BarCamps

A BarCamp is a user-generated conference/workshop. The content is provided by the participants and flexibly formed during the event. Only basic sets of rules are established. Participants are expected to present or facilitate a session or otherwise contribute to the event. BarCamps run in an informal, relaxed atmosphere and participants are encouraged to network intensively and to cover the event on social media. However, the event is off-record by default, unless agreed otherwise.

Participants at the BarCamps will be researchers and participants from the ongoing (or recently completed) EU-funded projects in the field of “Inclusive, Innovative and Reflective societies”. Each project should be represented by 1-2 participants. In addition, representatives of civil society, students and youth groups are also very relevant and will attend DANDELION BarCamps. Depending on the particular event, 15-30 participants are expected, in addition to the organizing team. The organizers will invite relevant participants, preferably projects which have reached an interesting milestone, had particular success, or encountered notable challenges around the time of the BarCamp. Each BarCamp will be based around one of the five topics - “the European economic and financial reform”, “young people in Europe”, “cultural heritage”, “values and diversities in Europe”, “the EU role as a global actor”.

The BarCamps will be organised by the local team, who will be primarily responsible for organizations of the event venue, assistance to the participants (accommodation, transport, food and eventual social events). The organizing team will be present during the whole event, however, their role is mainly in facilitating the programme passively. After setting the rules, the programme should be “self-driven” by the participants. The organizers will ensure adherence to the basic schedule and help the participants in case the programme flow hits any obstacles or challenges.

Programme: Attending participants will send the organisers the topic of their part of the programme in advance. It may be a presentation, a workshop, a social game, a demonstration, or anything relevant. The organizers will then choose 2-4 focus subtopics, depending on the topics sent by the participants. The event schedule will be made up of 4-8 time slots, depending on the number of participants. In each time slot, several parallel sessions will run, each from a different subtopic. The structure of the day will be announced at the beginning of the BarCamp. Participants will indicate their interest (using post-it notes, or similar), but are allowed to move freely among sessions. The session owners will be responsible for handling their sessions and may do so freely, bounded only by the time slot duration.

4.7.5 Thematic Charrettes

Two thematic Charrettes will be organized during the project, focused on developing the designs of:

A guide of good practices for communication (A)

A guide of good practices for dissemination and exploitation management (B)

It will be defined closely by Task 5.2.

A charrette is a structured brainstorming session, which tries to add insights from as many angles as possible by engaging various stakeholders.

DANDELION charettes will involve representatives from the DANDELION project participants, representatives from several relevant EU projects and several external experts (communications, PR, media...).

The participants will be subdivided into 2-4 groups, each containing 3-6 participants. Each group will have a “leader”, responsible for recordings, time management and communication with other groups.

The programme will progress in five-stage circles, until a final design is reached.

Stage 1

Each group is assigned an initial topic. For the A charrette, these are: general public, policy makers, academia, media (if there are less than 4 groups, topics may be merged). For the B charrette, topics are: targets, press releases and publications, events, online presence, personal presentation (again, topics may be merged or expanded).

Each group discusses the assigned topic and the leader documents the ideas. The discussion is based on presentations by one member after another, each having a pre-assigned time (5-7 minutes).

Stage 2

The leader takes the ideas and moves to the second group to facilitate discussion of the ideas created by the initial group. The leader collects and documents the new ideas that may be generated based on this second round. This continues until all topics are rotated across all groups.

Stage 3



At the end round of the discussion, each group is asked to prioritize the ideas based the most important and significant ideas in each topic.

Stage 4

Each leader collects all the ideas, and summarizes them based on each topic. This step merges the efforts of all the groups and helps to compare the collected ideas for a more complete understanding of the topics.

Stage 5

The entire group meets and discusses the results related to each topic. At this stage, the priorities of each decision are reviewed by all. The results are recorded in a form of a design draft.

4.8 Identification of existing tools, instruments, mechanisms, platforms, etc. that contribute to a successful cooperation among stakeholders and valorisation of SSH research for society.

The identification of these elements is one of the central challenges of the DANDELION project.

Initial desktop research, but especially the first months of collaboration with the AB Community Members, the NCP, the Net4society and other institutions allowed the consortium to start mapping the existing tools, instruments, mechanisms, platforms, etc. that contribute to successful cooperation amongst stakeholders and the valorisation of SSH research. Most of the insights have been incorporated as criteria to be used to analyse and evaluate the dissemination and valorisation strategies adopted by the ongoing and concluded projects in SSH (WP2).

The identification of these successful elements is one of the most challenging questions that will be discussed at the events organized by the project. The goal is to identify criteria that are valid and successful from the perspective of the different stakeholders involved in the SSH domain.

4.9 Strategy to promote the sustainability of the Multistakeholders Community after the project conclusion

Most of the activities and tools that are part of the DANDELION strategy to involve the Multistakeholders Community will take place during the project duration.

In order to ensure the sustainability of the Community, the following initiatives will be designed to be self-sustainable after the project conclusion:

- The AB community (thanks to the engaging occasions of collaboration that will involve them during the project)
- The Multistakeholders thematic groups (thanks to mutual benefit among the categories of stakeholders)
- The project's collaborative platform – thanks to its accessible and attractive interface and appealing multi-media content. It will also be useful for members, meaning they will have an incentive to maintain activity within it after the DANDELION project has ended.

5 Part B: Focus Groups and questionnaires with stakeholders

To better address the interests and requirements of the players involved in SSH research, some focus groups and interviews will be conducted with representatives of the different stakeholders.

These requirements will generate insights and guidelines for the next tasks, under WP3, WP4, WP5 and WP6.

This chapter reports the objectives and plan for the focus groups (paragraph 5.1) and questionnaires (paragraph 5.2) that will be conducted in the month of October 2016.

5.1 Focus groups Plan

The focus groups will take place in the context of the Workshop called “DANDELION Quadruple Helix Workshop”, that will be organised on 19 October 2016 in Brussels, Belgium at the premises of the Slovak Liaison Office for Research and Development.

5.1.1 Aims and Contents

As described in the previous chapters, the DANDELION Multidisciplinary Community will grow and evolve through productive interactions and exchange opportunities created by the DANDELION project.

The workshop will be the first occasion for some of the DANDELION Multidisciplinary Community members to start interacting and discussing in the domain of common interest (SSH and IIRS).

Content wise, the workshop aims at offering a discussion forum where relevant key players will address crucial key topics in this context, namely:

- Innovation in SSH research and (current) key socio-economic challenges
- Communication gaps and interaction barriers among stakeholders
- Valorisation framework of IIRS projects to ensure societal impact

5.1.2 Structure of the Workshop

The discussion will take place in two parts:

1. during the morning four parallel focus groups will run the workshop separately, each one addressing all three topics, in three sessions;
2. during the afternoon, after the presentation of the key findings stemming from the parallel focus groups, the discussion will converge during the plenary session in an open discussion on how to better communicate SSH research results to maximise their societal impact.

Time	Topic
9:00 – 9:30	<i>Registration & Welcome Coffee</i>
9:30 – 9:50	Objectives and preliminary findings of the DANDELION project <i>Mr I. Delioglani – project coordinator, Q-PLAN INTERNATIONAL</i>
9:50 – 10:00	Introduction & scope of the workshop <i>Dr G. Kolliarakis - Johann Wolfgang Goethe Universitaet Frankfurt Am Main</i>
Quadruple Helix Focus Groups: Academia/Business/Policy makers/Civil Society	
10:00 – 10:45	Innovation in SSH research and key socio-economic challenges
10:45 – 11:00	<i>Coffee break</i>
11:00 – 11:45	Communication gaps and interaction barriers among stakeholders
11:45 – 12:30	Valorisation framework of IIRS projects to ensure societal impact
12:30 – 14:00	<i>Lunch break</i>
Plenary Discussion: Towards a Roadmap for IIRS research communication	
14:00 – 14:45	Integration of results from the parallel focus groups <i>The 4 focus group moderators</i>
14:45 – 15:45	Final plenary discussion on how to communicate SSH for societal impact <i>Ms Candela Bravo – Globaz S.A.</i>
15:45 – 16:00	Conclusions of the day – next steps
16:00	End of the workshop

Figure 8: The Quadruple Helix Workshop structure and Agenda

5.1.3 Participants

To stimulate the discussion, each of the four focus groups will be composed by heterogeneous stakeholders coming from Business, Research and Education, Public Administration, Civil Society and Users (following the Quadruple Helix model).

Emphasis will be given to ensure that all types of stakeholders are represented, namely:

- Researchers from the broader field of Socio-economic Sciences and Humanities;
- Social incubators, SMEs, education and training providers, consultants;
- Policy/decision makers and advisors;
- Public agencies active in supporting/promoting R&I collaboration and Liaison Offices;
- Science communicators, Civil Society Organisations, Non-Governmental Organisations;

- H2020 National Contact Points as well as coordinators of H2020-IIRS projects;
- EC officers from the DG Research and Innovation and the Research Executive Agency.

The participants have been selected and contacted by the project partners among the following:

- The Advisory Board Community
- The NCP, EC representatives, Projects' coordinators that will be attending the Joint Conference the previous 2 days
- Additional experts suggested by:
 - The partners
 - The partners' networks
 - The AB community networksmembers
 - the NCP, Net4Society, etc...

The participants have been selected depending on their expertise, background and interests, to better enrich the discussion.

5.1.4 Focus Groups composition

During the first week of October the Task Leader FVA will create, depending on the final confirmation of the participants, the focus groups.

The criteria that will be taken into consideration during this exercise will be:

- ✓ Each group should mix diverse backgrounds and expertise to stimulate the discussion and enrich the results
- ✓ Each group should mix different countries to support cross-cultural contributions
- ✓ (possibly) mix people that don't know each other to stimulate networking

5.1.5 The role of facilitators/ moderators

Each focus group will be facilitated by one DANDELION's representative. In addition, for each group, another project's member will take minutes and support the facilitator/moderator.

The role of the facilitator/moderator is to:

- Propose the discussion topics (see questions in section “the focus group template”)
- Facilitate/Moderate the discussion, stimulating the participation of all the different perspectives
- Refocus the discussion in case of excessive deviation from the topics (the discussion should be a brainstorming, but, taking into consideration the need to collect specific information and to converge in the plenary session, the discussion should be guided)

The role of the assistant to facilitator/moderator is to:

- Take minutes
- Keep an eye on the time!
- Support the facilitator/moderator if needed

To help the facilitator/moderator and his/her assistant, FVA will prepare a focus group template

5.1.6 The focus group template

The Task Leader (FVA) will prepare the focus group template that will have two aims:

- Provide information about the other participants to the focus group
- List the questions that will guide the discussion
- Serve as a tool to take structured minutes

The template will enable the facilitator/moderator and the participants to visualise the questions and their structure and the assistant to structure the answers in an homogeneous format among the different tables, to enable the result comparison and quick creation of the consolidated presentation for the plenary session.

5.1.7 Getting ready!

The process of running three session with four focus groups that will have to converge (in few minutes) into a plenary discussion is pretty complex. Although the facilitators/moderators are experienced in facilitating group discussions, a kick-off meeting will take place both live and via skype to agree on the procedure and session flow.

In addition to the session flow, the contents, the template and the planning for preparing the final discussion will be agreed in the weeks before the workshop.

5.1.8 The contents guiding the discussions

Accordingly to the agenda, the four focus groups will run three sessions each one focusing of the following contents:

- A - Innovation in SSH research and key socio-economic challenges
- B – Factors affecting the valorisation of SSH results
- C – Interaction with stakeholders

The duration of each session is 45 minutes.

5.1.9 Background document distributed before the workshop

A “background document” will be sent to all participants at least one week before the event.

This document will include

- The aim and objectives of the workshop
- The contents to be discussed
- More details on the process

- Explanation on how and why we will use the discussions (e.g. elaborate a 'main conclusions' document as the result of the consultation, etc.) mentioning that their names will be visible as 'contributors'/'advisors'
- The profiles of the participants.

5.1.10 [Informed consent request](#)

In order to respect the privacy law, the participants will be requested to fill and to sign an 'informed consent' document to authorize the consortium to treat and publish their personal data.

Particularly, the participants' names will be published in the public documents as part of the experts participating to the workshop.

5.1.11 [Agenda for the Quadruple Helix Workshop](#)

The Agenda and the Questionnaire is reported in Annex1

5.1.12 [Guidelines for the final discussion](#)

The goal of the final discussion is twofold

- the integration of results from the parallel focus groups
- the plenary discussion: Towards a Roadmap for IIRS research communication

During the lunch break the 4 focus group moderators and their assistants will have to integrate the results of the different focus groups into a consolidated presentation that will be the starting point for the plenary discussion.

To enable this process, the facilitators/moderators and their assistants will use the same PowerPoint template that will allow the possibility to copy the different contributions in a global document.

During the after lunch session they will then present the results to the participants.

Based on the presentation of the results stemming from the focus groups, the plenary discussion will draft the roadmap for IIRS research communication, integrating the valuable contribution of the multidisciplinary community of DANDELION experts.

5.1.13 [The report “Towards a Roadmap for IIRS research communication”](#)

The draft roadmap will be enriched by the contributions gathered from the questionnaires and will be consolidated in a public report “Towards a Roadmap for IIRS research communication”. The focus groups’ participants will be mentioned as contributors /advisors of the document.

5.2 Questionnaires Plan

In addition to the focus groups, to have a wider perspective and integrate more contributions stemming from additional experts, the consortium decided to distribute a questionnaire to additional stakeholders.

5.2.1 [Contents to be discussed](#)

The contents will be the same that the facilitators will propose during the focus groups.

5.2.2 [Target participants](#)

The questionnaire will be distributed to:

- The AB community members that will not participate to the focus groups
- Experts involved through a call for contributions

5.2.3 [Questionnaire promotion](#)

The questionnaires will be promoted through the DANDELION website, the social networks pages, LinkedIn and Facebook relevant groups, direct invitation by the partners to their networks, partners’ webpages and social pages.

All partners will be involved in this activity.

5.2.4 Text of the questionnaire

The text of the questionnaire, follows the questions defined for the focus groups. The link to the questionnaire is www.dandelion-europe.eu/consultation and will remain active until 10 October 2016.

survey.zohopublic.com/zs/KV10TW

DANDELION
PROMOTING EU-FUNDED PROJECTS OF INCLUSIVE,
INNOVATIVE AND REFLECTIVE SOCIETIES

1/8 12%

Consultation on the uptake and valorisation of IIRS projects' results

The European Commission has supported research in the field of *Socio-economic Sciences and Humanities* (SSH) over the last five consecutive framework programmes, aiming to develop an in-depth and shared understanding of the complex and interrelated socio-economic challenges facing Europe and the rest of the world. In fact, over the last decade, around 3,000 organisations from the European Union and beyond (research organisations, SMEs and industry, Civil Society Organisations, Non-Governmental Organisations, associations and clusters, public entities, etc.) have been actively working on more than 400 projects funded under the 7th Framework Programme and HORIZON2020, addressing key challenges such as migration, integration and demographic change, employment and new growth, culture and citizenship, global justice and stability, reversing inequalities, etc.

If this research is to deliver efficient support for policies, foster innovation and contribute to building resilient, inclusive, participatory, open and creative societies in Europe, then the resulting knowledge it creates must reach relevant stakeholders. Those involved in research, education, business, policy making, the media and the wider society can all benefit from the results of SSH research, but more often than not they remain unaware of the important insights gained from this work into current societal problems and how to address them. This communication gap is what hampers the enormous potential for SSH research to be transformed into innovative policies, services and products that would have a positive impact on the quality of life for European citizens.

The project DANDELION aims 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.

To help us achieve our goal, we would appreciate your expert opinion on the following crucial topics

- Innovation from an SSH perspective and key socio-economic challenges that need to be addressed through H2020-IIRS projects;
- Factors affecting the communication and valorisation of SSH results;
- Interaction with relevant stakeholders, namely the business community, the research community, public administrations and civil society and users (Quadruple Helix model).

Figure 9: The entry page of the Questionnaire

5.2.5 Data Integration into the report

The data and information collected through the questionnaires will converge into the public report "Towards a Roadmap for IIRS research communication". The personal data of the participants will not be inserted in the report.

5.2.6 Personal information treatment

The following message is displayed in the intro page of the questionnaire (before sending any data)

In order to confirm the veracity of the opinions we collect some of your personal information (name and email). That is why completing those fields is mandatory. Databases are under the control of the organizations collaborating with the Consortium in the dissemination of this web survey and will be anonymised.

6 Conclusions

Promoting effective dialogue among ‘knowledge producers’ (i.e. researchers from all disciplines) and ‘end-users’ (i.e. policy/decision makers, trade actors, civil society, etc) is one of the key elements of the DANDELION strategy to increase the visibility of the research and results of EC grants.

The methodology, activities and tools identified and described in this document will guide the strategy to create sustainable Multidisciplinary Communities during and after the project duration.

Being this deliverable a strategic plan, most of the DANDELION tasks will be informed by the strategy, ideas, DB, live documents and contents produced in this deliverable.

7 References

[1] Stewart J., Bleumers L., Van Looy J., Mariën I., All A., Schurmans D., Willaert K., De Grove F., Jacobs A., Misuraca G. (2013), The Potential of Digital Games for Empowerment and Social Inclusion of Groups at Risk of Social and Economic Exclusion: Evidence and Opportunity for Policy Editor: Clara Centeno, 25900 EN.

8 Annex1

8.1 Agenda of the DANDELION Quadruple Helix Workshop



DANDELION
PROMOTING EU-FUNDED PROJECTS OF INCLUSIVE,
INNOVATIVE AND REFLECTIVE SOCIETIES

www.dandelion-europe.eu / info@dandelion-europe.eu

Dandelion Quadruple Helix Workshop

19 October 2016 - Brussels, Belgium

Rationale

The European Commission has supported research in the field of Socio-economic Sciences and Humanities (SSH) over the last five consecutive framework programmes, aiming to develop an in-depth and shared understanding of the complex and interrelated socio-economic challenges facing Europe and the rest of the world. In fact, over the last decade, around 3,000 organisations from the European Union and beyond (research organisations, SMEs and industry, Civil Society Organisations, Non-Governmental Organisations, associations and clusters, public entities, etc.) have been actively working on more than 400 projects funded under the 7th Framework Programme and HORIZON2020, addressing key challenges such as migration, integration and demographic change, employment and new growth, culture and citizenship, global justice and stability, reversing inequalities, etc.

If this research is to deliver efficient support for policies, foster innovation and contribute to building resilient, inclusive, participatory, open and creative societies in Europe, then the resulting knowledge it creates must reach relevant stakeholders. Those involved in research, education, business, policy making, the media and the wider society can all benefit from the results of SSH research, but more often than not they remain unaware of the important insights gained from this work into current societal problems and how to address them. This communication gap is what hampers the enormous potential for SSH research to be transformed into innovative policies, services and products that would have a positive impact on the quality of life for European citizens.

The project DANDELION aims 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.

Scope and structure of the workshop

The workshop organized by the DANDELION project aims to offer a discussion forum where relevant stakeholders will address crucial topics in this context, namely:

- Innovation in SSH research and (current) key socio-economic challenges;
- Communication gaps and interaction barriers among stakeholders;
- Valorisation framework for IIRS projects to ensure societal impact.

The discussion will take place in two parts:

- a) during the morning, four parallel focus groups, each one composed by homogeneous stakeholders coming from Business, Research and Education, Public Administration, Civil Society and Users (following the Quadruple Helix model), will run the workshop separately, each one addressing all three topics;
- b) during the afternoon, after the presentation of the key findings stemming from the morning's parallel focus groups, a plenary session will take place during which the discussion will converge and focus on how to better communicate SSH research results to maximise their societal impact.

Participants

DANDELION is working to ensure that all types of stakeholders are represented. These include:

- Researchers from the broader field of Socio-economic Sciences and Humanities;
- Social incubators, SMEs, education and training providers, consultants;
- Policy/decision makers and advisors;
- Public agencies active in supporting/promoting R&I collaboration and liaison offices;
- Science communicators, civil society organisations, non-governmental organisations;
- H2020 national contact points as well as coordinators of H2020-IIRS projects;
- EC officers from the DG Research and Innovation and the Research Executive Agency.



www.dandelion-europe.eu / info@dandelion-europe.eu
19 October 2016

Agenda

TIME	TOPIC
9:00 - 9:30	Registration & Welcome Coffee
9:30 - 9:50	Objectives and preliminary findings of the DANDELION project Mr I. Deliglanis – project coordinator, Q-PLAN INTERNATIONAL
9:50 - 10:00	Introduction & scope of the workshop Dr G. Kolliarakis - Johann Wolfgang Goethe Universitaet Frankfurt Am Main
Quadruple Helix Focus Groups: Academia/Business/Policy makers/Civil Society	
10:00 - 10:45	Innovation in SSH research and key socio-economic challenges
10:45 - 11:00	Coffee Break
11:00 - 11:45	Communication gaps and interaction barriers among stakeholders
11:45 - 12:30	Valorisation framework of IIRS projects to ensure societal impact
12:30 - 14:00	Lunch break
Plenary Discussion: Towards a Roadmap for IIRS research communication	
14:00 - 14:45	Integration of results from the parallel focus groups The 4 focus group moderators
14:45 - 15:45	Final plenary discussion on how to communicate SSH for societal impact Ms C. Bravo – GLOBAZ S.A.
15:45 - 16:00	Conclusions of the day – next steps
16:00	End of the workshop

Location:

Slovak Liaison Office for Research and Development (<http://slord.sk>)
Rue du Luxembourg 3, 1000 Brussels, Belgium



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8.2 Questionnaire

The link to the questionnaire is: www.dandelion-europe.eu/consultation

Personal information

- ✓ Name
- ✓ Email
- ✓ Organisation
- ✓ Organisation Type (Research and education, Business, Public administration, Civil society, Other)
- ✓ Position
- ✓ Country

A - Innovation in SSH research and key socio-economic challenges

1. What does 'innovation' mean from an SSH perspective? (please elaborate in a couple of lines your response)
2. In your opinion, what are (up to 3) the key socio-economic challenges that need to be addressed through IIRS research in the broader areas of:
 - a) Migration research platform
 - b) Employment and new growth
 - c) Cultures and citizenship
 - d) Global justice and stability
 - e) Reversing inequalities

B – Factors affecting the valorisation of SSH results

1. Accordingly to your experience, what are the (up to 5) most common factors/conditions that favour the communication of research results and facilitate their valorisation to ensure societal impact?
2. Name up to 5 most common factors / conditions that hinder the communication of research results and raise barriers to their valorisation to ensure societal impact.

3. Mention successful examples of productive cooperation among SSH stakeholders and tools, instruments, mechanisms, platforms, etc. that contribute to a successful communication, cooperation among stakeholders and valorization of SSH research for society?

C – Interaction with stakeholders

Note: This section aims at identifying how the different stakeholders can be better addressed while communicating SSH research results. Please note that you will be requested to answer the following section (8 answers) for the four categories of stakeholders (the research community, the business community, policy makers / public authorities, civil society / citizens)

1. What do they want to know/learn from SSH research?
2. Which are the most common communication barriers in reaching/involving them?
3. Which are the most efficient communication channels / tools to bridge the communication gap?
4. What should be their contribution / involvement in the SSH research activities?
5. At which stage of the project they should be involved (“when”)?
6. What should be the form of their involvement in the project activities (“how”)?
7. How often they should be involved?
8. What should be the purpose of their involvement (“what for”)?