



DANDELION

Explainer materials and video for DANDELION's communication methodologies



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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>
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 Delioglani
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

This document compiles the information about DANDELION's explainer materials and methodologies. The activities ranged from preparation of fact sheets and infographics to creating an explainer video about DANDELION's SEED library.

This deliverable serves as a summary of the communication materials created and methodologies devised for ongoing projects to use to improve their communication of their research results and recommendations and so create greater impact and improved valorisation. The work was carried out by DANDELION's partners in months 1-24, March 2016- March 2018.



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2 DANDELION's communication activities, M1-M24

DANDELION communications activities consisted of:

- Thematic workshops and networking activities
- Communication guides
- Games
- Videos
- Events – different types
- Packaging information in to policy briefs, factsheets and infographics

DANDELION communications methodologies consisted of:

- Mentoring and coaching through webinars
- Community building and sharing knowledge through the development of the highly-innovative Dandelion SEED Research Library
- Collaboration methodologies through the development of an interactive map.



4 Explainer materials

DANDELION produced highly attractive explainer materials for all communications materials and all methodologies. They have been designed to be interactive online and can be separated and printed off for reference.

The explainer materials are introduced by an innovative, interactive summary document that outlines the four sections:

- Questions to answer when planning communications
- How information should flow
- Communications tools
- Approaches to communicating

Table 1 A list of communication guides.

Title	Format	Description	Interactive
Summary	PDF	Introduction to guides and links to each one	Yes
Communication guides	PDF	Explanation of the two communications guides and how to use them	Yes
Eventful events	PDF	Guide to different types of events, including Dandelion's innovative barcamps and charrettes	Yes
Research Video	PDF	A guide to making good research videos and why they work	Yes
Reaching younger audiences	PDF	A guide to research gamification and an introduction to DANDELION's two example games	Yes
Mentoring and coaching	PDF	Why webinars are good for mentoring and a guide to good webinars	Yes
SEED Research Library	PDF	An introduction to Dandelion's Research Library and a step-by-step guide to using it	Yes
Online map	PDF	A guide to collaboration through interactive mapping	Yes
Packaging information	PDF	Packaging information through policy briefs and factsheets	Yes

4.1 Explaining the guides



Each guide has been uploaded to the project website and can be accessed through summary document with interactive links.

<http://www.dandelion-europe.eu/en/infobase/guides-to-maximise-impact-of-ssh-projects/guides-to-maximise-impact-of-ssh-projects1.html>

4.1.1 Communication guides

Communication guides, particularly interactive ones, are excellent ways of breaking up large pieces of information into more manageable, bitesize chunks. Innovative designs and visual content help to increase audience engagement by retaining their interest for longer, and act as useful tools to describe potentially more complicated information.

Presenting guides or pieces of information in a different format online brings another dimension to communication and dissemination. Interactivity helps to engage the brain and explicitly persuade the viewer to take action, and also makes things more memorable, meaning the viewer will be more likely to retain what is being communicated to them.

DANDELION has produced a guide for SSH researchers to help them create their own communication guides. This included tips and pointers of how to make them accessible, as well as two examples of guides made as part of the Dandelion project, titled “Need to disseminate SSH/IIRS research results? Learn how to reach your target groups”, and “Guideline of good practices for dissemination and communication managers”.

4.1.2 Events

Events are one of the most effective and flexible methods of communicating research. DANDELION has hosted a number of events and taken part in others, and has written extensively about how each format can achieve different goals and with different audiences.

DANDELION has produced a guide of the most common and effective event types that can help bring greater success to SSH projects. It talks the reader through thematic workshops, networking events, charrettes, barcamps, and eConferences. In each section, it highlights the advantages and disadvantages of the given format, and talks the reader through methods for making the most of events, both in terms of running them and attending them.

4.1.3 Research video



Video is one of the most effective communications tools researchers can use to get their message across. In 2018, video accounts for more than 75 per cent of online traffic. That means people are very used to watching rather than reading, making messages on film accessible to a huge audience.

DANDELION has been promoting the use of videos in a number of different ways. It has produced an extensive guide about making videos and what to consider when making a video. It talks through the various different formats that a video can take and how they can be adjusted and tailored for different audiences.

DANDELION has also produced two videos as part of the project to disseminate its own findings and also to act as demonstrations of best practice when utilising video as a format of communication. One of them is an explainer video that outlines the benefits of the Dandelion SEED Research Library (see 5.1), while the other provides a more general overview of the project and its work.

4.1.4 Games – reaching younger audiences

Gamification is the process of using game-like elements to help improve uptake of information, and is effective in the field of research communication. Transferring information using game-like scenarios works by triggering emotions that are linked to positive user experience, and it can be easily adapted to attract younger audiences of different ages.

DANDELION has produced a guide aimed at SSH researchers to explain why games are an effective method of dissemination and communication, especially for younger audiences. It describes why attracting the attention of younger people is particularly challenging, but something which must be done due to their importance as a target audience for SSH researchers. It also gives practical tips on important aspects that need to be included in any game which is being made to effectively communicate information.

The guide focuses on creating games for younger people as they are an important group for SSH projects to communicate with so they can make informed decisions about what will affect them in later life. They are also some of the most easily influenced and opinionated groups in society and most likely to take action when they are given a tangible vision of how things can change. By communicating effectively with younger generations, projects can have a greater impact.

To demonstrate the effectiveness of games as a tool for communication, two games were created as part of the DANDELION project, which are described and linked to in



the guide. The process of making the games, in terms of information provided, visuals, and interactivity, is described to make it easier for other projects to make their own games.

The first game, called “EU@work!”, was developed in collaboration with two other EU-funded projects to test the knowledge EU citizens have of unemployment issues in Europe. It was designed to increase awareness of the issues many young people face in European countries today.

The second game called GueSSH! was designed and developed to increase the awareness EU citizens have about relevant SSH challenges and aimed to dispel several myths about some of the challenges society faces in terms of migration and shifting attitudes to democracy and the rise of the far right.

Both of these games represent an innovative way to convey content through a series of questions presented through text, images and graphics, with the correct answer being explained afterwards and links to resources provided for continued learning.

4.1.5 Mentoring and coaching – Webinars

Webinars represent an excellent way of communicating research by mentoring and coaching people. They are a great way to make audiences feel inspired and ready to act on what has been presented. They allow real-time, multicast video conferencing or audio conferencing to occur when participants are coming from different, widely dispersed locations, and offer connectivity and interaction between presenter, guests and audience.

DANDELION has been promoting the use of webinars, firstly through creating a guide which explains to SSH researchers the benefits of communicating in such a format, and secondly through organising its own webinar to both disseminate its own findings and to demonstrate the format.

The guide explains the many different formats that webinars can take, from having a single presenter with a Q&A section for audience members, to having a panel discussion with numerous guests and a moderator. The guide also provided various ideas of what content and functionality to include in a webinar to optimise it for communicating SSH research.



DANDELION's own webinar was about the best methods for communicating SSH research, titled "Beyond Dissemination: How to communicate your research". The topics it covered included dissemination action plans, communication channels and tools, branding and dissemination materials, monitoring and evaluation, and methods for communicating with different stakeholders such as the general public, policymakers, academia and the media.

The benefit of DANDELION's webinar being video-based was that the audience was directly face-to-face with the presenter, who was an expert in communication. Seeing the presenter made it seem a webinar seem more personal than many other forms of static or online communication. Audience participants also had the option to interact in real time by offering feedback live and asking questions.

4.1.6 [Collaboration – SEED Research Library](#)

The DANDELION project has created a new platform of sharing information for SSH research projects: the Dandelion SEED Research Library. It is an attractive, accessible, easy-to-use multi-media information portal, specifically created for SSH research projects as a means for them to communicate their work in a simple, attractive way to those they know have an interest in learning all about it.

But, as well as displaying information, much like any brochure, digital or otherwise, it is designed to encourage the interaction between research projects and their target audiences, in particular policy makers and the general public – in other words, two-way, active communication more in line with social media, rather than traditional dissemination via more traditional websites and other means.

DANDELION has also produced a number of interactive guides to explain the benefits of the SEED format to SSH researchers. This includes descriptions of how to use all aspects of its functionality, and step-by-step guides to gathering content and creating a SEED for a project.

4.1.7 [Collaboration – online maps](#)

Interactive online maps are a great way of displaying useful information and visualising a research community online. They are both engaging and attractive and give the viewer control over the what information they want to extract and use.

DANDELION has produced a map of the EU pinpointing where projects, experts and consultancies involved in SSH research are located. It is available on the DANDELION



website. As well as providing useful information for projects, by communicating reliable data in such an innovative format, DANDELION has demonstrated that a feature like an interactive map is an effective way to attract viewers further into its website to see what else the project has to offer.

A guide has also been produced which explains how online maps can be used and what aspects to think about when creating one.

4.1.8 Packaging information – policy briefs and factsheets

The way a project presents or packages its information will heavily impact on how effective their communication is in reaching its target audience and maximising the impact it has. Two excellent methods to communicate project information and recommendations are through policy briefs and factsheets. They are two very different yet equally effective short and concise ways of capturing the attention of readers quickly while at the same time getting across the important facts of the topic and any calls for action.

A policy brief is a short document that in essence presents policy recommendations, supported by evidence achieved through the project's analyses and results. These are more often than not based on a specific research topic or issue that has been thoroughly explored specifically to provide policy advice. The DANDELION project wrote nine policy briefs to convey issues on the socio-economic challenges that European society is facing and these are best-practice examples of how this type of information should be packaged and how it should then be presented.

Factsheets are a lot shorter than policy briefs and provide a simple overview of important information about a project or a specific issue or problem. They are easy-to-skim, compact (usually only one or two pages, maximum), and flexible as they can provide a concise summary for a number of topics.

Usually targeted at the general public, stakeholders, the media, the research and business communities, factsheets are a great gateway into enticing someone into reading more about your issue. Busy policy makers in particular like a good factsheet as a way of quickly getting up to speed with an issue and assessing whether a project's findings about a particular topic need more scrutiny.

DANDELION produced factsheets for each of the policy briefs mentioned above, demonstrating how targeted policy recommendations can be presented as more accessible and user-friendly documents for non-academics.



DANDELION has also produced a guide to writing policy briefs and factsheets, describing how to write them in a way suitable for their target audience. It also talks about the other aspects involved in creating these documents, such as visual layout and the inclusion of easily understandable facts and figures.



5 Explainer video for DANDELION's SEED library

5.1 SEED Library

DANDELION's Collaborative Platform is known as the DANDELION SEED SSH RESEARCH LIBRARY. The platform was made live online in December, 2016 and will continue to develop throughout the project lifespan and beyond.

The DANDELION's collaborative platform is the means of connecting SSH projects and a tool for allowing projects to disseminate research results in an innovative way. One objective of the Dandelion SEED Librray is to enable the creation of multidisciplinary communities involved in SSH from a business, research and policy perspective as well as involve the general public and media. The community will promote the dissemination and exchange of ideas, research outcomes and SSH-related content and the links created online will lead to further collaboration opportunities among the different players.

The DANDELION SEED SSH Research Library is the main tool designed to be used after the project's end. The explainer video is needed to encourage new users to use the tool as this will guarantee continuation of project's results after the end of the project.

5.2 Explainer video

The explainer video for the SEED Research Library offers an explanation of why there is a need for smart media in the SSH research arena to enable projects to achieve the full valorisation of their results and widespread exposure of their recommendations to a targeted and interested audience. The video also explains Dandelion's approach to communicating research effectively and some of the innovative ways it has devised to do so. The film then moves on to explain in more detail how SEED works and the benefits it offers projects as well as those seeking information as members. The video finishes with a call to action.

5.3 Distribution and promotion

The video is available on YouTube and is also showcased on the Dandelion project website as well as IPL's own research video channel at www.projectsmagazine.eu.com.

The video will also be shown on the Net4Society website in anticipation of further collaboration between Dandelion and that project. It is expected that the Dandelion SEED Research Library will be now used and promoted by Net4Society with Dandelion partner and SEED creator in a position to fully valorise its potential



6 Annex

6.1 SEED Library

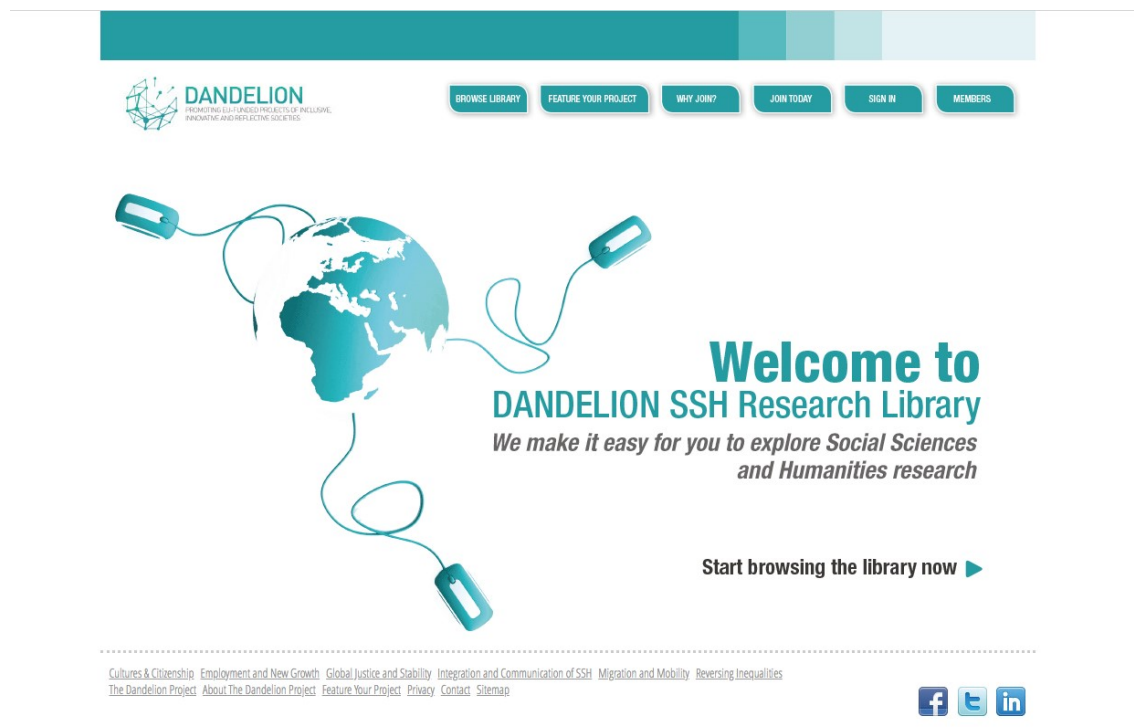
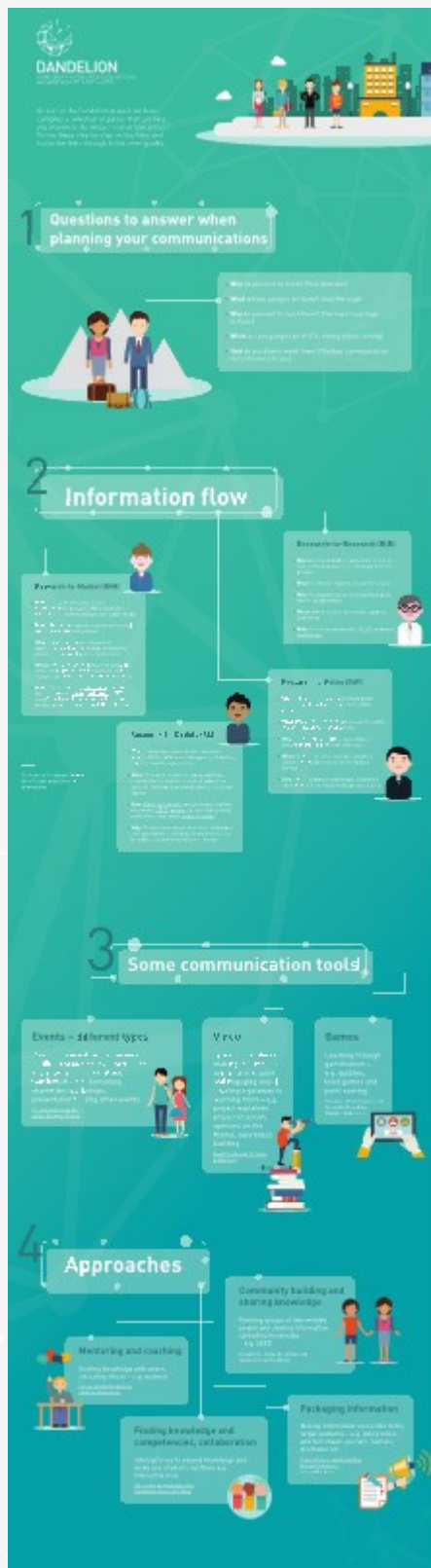


Figure 1 Dandelion SEED Research Library library.dandelion-europe.eu/index





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Figure 2 The introduction PDF of the complete set of guides. It is an interactive document. Click on the relevant links and it will take you to the appropriate guide