



# Dissemination Plan

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## 1. Executive summary

This document serves as a first effort towards a comprehensive dissemination strategy for the FIRES project. The plan is designed to maximize potential impact of the project through the implementation of broad-based and efficiently targeted dissemination activities for the findings of the project. To this end, three main target groups have been identified:

1. The Academic Community
2. Policy Makers
3. Stakeholders (Entrepreneurs, Investors, etc..)

In order to maximize the potential impact on these target groups, specific dissemination activities and ambitions have been developed for each target group specifically.

The overall objectives of the plan are to maximize internal and external communications, to publish results in the academic field, to translate and communicate the results to policy makers, practitioners and professionals, to involve and engage relevant stakeholders and to train young researchers.

## 2. Introduction

The objective of the 'FIRES' project is to analyse the broader contexts of smart, inclusive and sustainable growth in Europe to support implementation of the Commission's 'Europe 2020' growth strategy and to restore Europe's ability to innovate, grow and create jobs over the coming decades. In this project we argue that entrepreneurship must play a central role in that effort. 'Entrepreneurship' tends to make people think of the US and its model of high growth and high-tech start-ups in Silicon Valley. We are keenly aware, however, that a European growth agenda requires a focus on European entrepreneurship. US recipes and models will not fit the European context and do not deliver the results Europe wants. Our project's objective is therefore to thoroughly analyse European institutional arrangements and their current (in)ability to mobilise Europe's human, financial and knowledge resources for entrepreneurial activity. This will help us formulate an effective reform strategy to reinvigorate European economies. The current diversity of institutional arrangements in Europe has long and common historical roots that must first be recognized and understood. Based on common global trends in technology and competition, we then establish the urgency and desirability for making the transition to a more entrepreneurial economy throughout Europe. Once this has been established, our project will develop and provide the tools for policy makers to assess the quality of national and regional entrepreneurial ecosystems and to identify the main strengths and weaknesses with regard to making the transition. Based on this assessment we will formulate specific proposals to enhance the allocation of talent, finance and knowledge to new value creation and we will conclude our project with a legal analysis to see where competencies currently lie and what action could be taken.

This document serves as a first effort towards a comprehensive dissemination strategy for the FIRES project and aims to provide more concrete overview of the type of activities that are being planned and how they should eventually contribute to the overall intended impacts of the project. These intended impacts were identified in the original project proposal for the FIRES project:

1. Development and stimulation of further academic research on European entrepreneurship and enforcement of an international academic debate on this topic;
2. Communicating the objectives of FIRES in order to place them on the agenda of policy makers, practitioners and professionals at the European, national, regional and local level;
3. Involving and engaging relevant stakeholders, including entrepreneurs and relevant associations in industry, finance, labour unions and at knowledge institutes;

In order to focus our dissemination efforts and enhance the chances of achieving the intended impact, three target groups have been identified, corresponding to the three points of intended impact: *1) Academic community, 2) Policy makers and 3) Stakeholders*. These three groups can further be split into different subgroups, which will be done in Chapter 3.

This document is structured as follows: Chapter 3 contains more elaborate overview of our target groups and the rationale behind them. Chapter 4 focuses on the conference and event coverage. Chapter 5 provides an overview of the communication tools that have been developed to maximize the visibility of the project.

### **3. Dissemination strategy per target group**

The FIRES dissemination strategy focuses on three specific groups in order to achieve its intended impacts. These groups are: the Academic Community, Policy Makers and Stakeholders (Entrepreneurs).

#### **3.1 THE ACADEMIC COMMUNITY**

The contribution that the FIRES project aims to make to the Academic community, which will boost academic research, is threefold:

*1. Contribution to understanding of European entrepreneurship:* thanks to the consortium's interdisciplinary and international character, more comprehensive analyses regarding European entrepreneurship can be carried out. These theoretical models and data based quantitative studies will be accompanied by case studies looking into the specific circumstances for entrepreneurship in the various member states. This approach will provide in-depth insight into the strengths and weaknesses of Europe's institutional

preconditions for entrepreneurship and will result in more comprehensive understanding of the European entrepreneurship.

*2. Methodological impact:* the multidisciplinary and multidimensional approach of the FIRES project should raise mutual understanding of the multidisciplinary character of entrepreneurship. To facilitate this understanding, linguistic and conceptual principles will be formulated, exchanged and shared within the project. This ensures a clear methodological description and explanation on any external form of communication on the project's research efforts, facilitating mutual understanding in the wider academic community.

*3. Boost research on European entrepreneurship:* by combining empirical and normative methodologies, research on the interplay between institutions and innovation will be furthered.

### **3.1.1 Tools to reach academia**

Reaching out to the Academic community will happen by means of (scientific) publications and through networks, platforms and events. Furthermore, training activities will be organized for young researchers.

#### *a. Publications*

The new knowledge created by the project will be disseminated throughout the academic fields with the goal of engaging scientists all over the world into the further development of research on this topic. All working papers, policy briefs, research reports as well as peer reviewed publications will be published as Open Access publications, using a mixed strategy of Green and Gold open access.

To ensure broad outreach the publications will be deposited in repository that assigns a serial number to paper series, such as

- SSRN repository (<http://www.ssrn.com/en/>)
- or
- ZENODO repository (<https://zenodo.org>)

All the project deliverables (that are not a subject to a publisher embargo period) such as working papers, reports and policy briefs, will be also published on the FIRES website (<http://www.projectfires.eu>). For this purpose a separate 'Reports' section has been established on the website.

Several manuscripts will be submitted to peer reviewed scientific journals. These papers will be submitted to high impact journals to ensure maximum impact from the scientific work that is carried out. Journals targeted for paper publications will include the ones in which our researchers have previously been published, such as:

- |  |
|--|
| <ul style="list-style-type: none"><li>- Socio-Economic Review</li><li>- European Journal of Law Reform</li></ul> |
|--|

- Common Market Law Review
- Strategic Entrepreneurship Journal
- Business History
- Enterprise & Society
- Journal of Economic History
- Economic History Review
- Journal of Institutional Economics
- International entrepreneurship and management journal
- Journal of Economic Geography
- Regional Studies
- Papers in Regional Science
- Research policy
- Industrial and corporate change
- Economic Journal
- American Economic Review
- Economics Letters
- Journal of Business Venturing (JBV)
- Small Business Economics (SBE)
- Acta Oeconomica (Periodical of the Hungarian Academy of Sciences)
- Journal of Technology Transfer
- Journal of Entrepreneurship and Public Policy (JEPP)
- European Journal of Law and Economics

*b. Networks and platforms*

Knowledge dissemination and exchange of the FIRES project will also take place through the vast number of different (inter)disciplinary professional associations, networks and bodies dealing with entrepreneurship in Europe. These interactive networks and forums are working on a national and/or international basis and often have a close link with the EU. The following list includes bodies we plan to approach for dissemination purposes:

- International Schumpeter Society,
- World Interdisciplinary Network for Institutional Research,
- Small Business Economics Journal
- European Regional Science Association (ERSA),

- Regional Studies Association (RSA)
- Enterprise Europe Network
- Thematic Working Group on Entrepreneurship Education
- ET2020 Working Group on Transversal Skills
- Expert Group on Data and Indicators of Entrepreneurial Learning and Competence
- Entrepreneurship pillar of University-Business Forum
- Entrepreneurship360
- European Business Forum on Vocational training
- European Alliance for Apprenticeships
- HEInnovate
- VOKA (Flemisch network of Businesses)
- Flanders Investment and Trade
- European Business History Association (EBHA)
- International Economic History Association (IEHA)
- Informal network of business and economic historians working on entrepreneurship
- World Interdisciplinary Network for Institutional Research (WINIR)
- Sociaal-Economische Raad (SER)
- Wetenschappelijke Raad voor het Regeringsbeleid (WRR)
- Zipconomy
- European Association for Comparative Economic Studies (EACES)
- Royal Academy of Engineering Sciences
- Swedish Entrepreneurship Forum
- Centre for Business and Policy Studies

By targeting the Academic Community through publications, participating in various networks and platforms, hosting and attending seminars, workshops and other events, we are able to reach out to a wide audience and exchange knowledge with a wide range of academic disciplines. In doing so we aim to collect valuable feedback, relevant insights and essential inputs for the project.

*c. Other EU funded projects*

A number of projects that have been funded by the EU will be identified for possible collaboration. We are aiming to get these collaborations and shared sessions for information exchange running by invitation from the European Commission's officers. That way, chances to have meaningful collaborations increase and exchange is more likely to be successful.

Interesting projects for collaboration might be for instance:

<b>Project acronym</b>	<b>Project title</b>	<b>Website (if available)</b>
GEMM	Growth, Equal Opportunities, Migration and Markets	

QuInnE	Quality of Jobs and Innovation Generated Employment Outcomes	<a href="http://bryder.nu/quinne1/">http://bryder.nu/quinne1/</a>
ISIGrowth	Innovation-fuelled, Sustainable, Inclusive Growth	

*d. Training activities of young researchers*

In order to guarantee a lasting impact, FIRES aims to pool expertise for training in the area of European entrepreneurship. Many professors in the FIRES consortium are supervising PhD students that work on topics of the FIRES project and junior researchers will carry out a lot of the actual work for this project. They will receive all the necessary support and feedback from their respective supervisors and they will also receive invaluable feedback on their work at the scientific conference that will be organized in Hydra in 2017. For this conference we aim to interest at least one academic journal or publisher in publishing a special issue or edited volume on this event. The FIRES project will thus deliver a group of young academics that will carry the research agenda of FIRES forward in years to come.

### 3.2 POLICY MAKERS

The FIRES project sets out to actively affect policy development, implementation and evaluation to facilitate entrepreneurship in Europe and remove existing barriers. To this end, policy makers are an important focus group for the projects' dissemination activities.

To allow for a focussed approach where relevant information is shared with the target audience, policy makers are differentiated into the following groups:

1. *National and regional Policy Makers in the Member States:* national ministries, governmental agencies as well as regional and local policy makers will be one of the target group for dissemination activities in FIRES project. These policy makers face questions relating to entrepreneurship on a different level than European Policy Makers. To reach this target group round tables will be organized. Through these interactive national events, the project helps to evaluate existing policies, contributes to further development and improvement of national policies in various fields of (European) entrepreneurship and the implementation thereof. We will present them with our policy formulations and the policy recommendations derived from our scientific research, engage them in an open exchange of views to understand their needs for evidence-based conclusions in their decision making and use that input as feedback for our continuing research. Consequently we aim to submit policy proposals to respective national Ministries of Economic Affairs.
2. *European Policy Makers:* these are for example (but not exclusively) the European Commission (in particular DG-ENTR, DG-ECFIN, DG-REGIO and DG-EMPL) and the European Parliament. Though, these policy makers will be specifically targeted on FIRES final conference, they will also be invited to attend other annual project

conferences and we will try to engage them in continual dialogue on barriers to European entrepreneurship

### **3.2.1 Tools to reach policy makers**

#### *a. Policy briefs*

Policy briefs will be produced by the project to communicate research results. These will consist of short presentations in written form, six to ten pages long, with key information to attract the highest attention from policymaking and policy decision circles. Policy relevant results will be published when appropriate throughout the project in a series of policy briefs in which researchers can articulate their evidence-based conclusions in the form of constructive policy recommendations. Over the course of the project, nine policy briefs will be made available as part of the project deliverables.

#### *b. Newsletter articles*

Researchers are invited to write articles for our six-monthly Newsletter that is interesting for Policy Makers to read. Moreover, the consortium will make an effort to also communicate the results of the project through popular media and more policy oriented periodicals.

## **3.3 ENTREPRENEURS AND RELEVANT STAKEHOLDERS**

An important, if not crucial, target group are the stakeholders. For the purposes of the project we have divided these stakeholders into two sub-groups:

1. *Acting stakeholders* (Immediate stakeholders) - the group of stakeholders that stand to gain from the entrepreneurial society and currently face limitations and barriers, such as entrepreneurs, angel and venture capital investors, innovative academics and artists and more generally people with ideas facing obstacles in realizing them.
2. *Accommodating stakeholders* (Traditional economic players) - are the vested interests that need to be convinced that the transition to an entrepreneurial society is also in their interest, even if this may seem to hurt their going concern and short-term interests. These are i.e. banks, unions, employer organizations and large corporates.

In order to ensure practical results and effective dissemination we will include the acting stakeholders from the very beginning of the project implementation to receive valuable feedback and we will aim to keep them involved throughout the project duration. The differences between the stakeholders (their nature, foci of interest etc.) will be kept in mind with regard to the requests for their participation at FIRES events and engagement in general. Therefore different stakeholders groups will be involved gradually, starting with the Acting stakeholders, and involving the Accommodating stakeholders in the later stages of the project when the reform strategies will be more mature.

A database of stakeholders we engage will be prepared and continuously updated throughout the project. All significant stakeholders will be approached directly, with

information on the project goals and activities as well as how to obtain ongoing information on the project (website, newsletter, etc.).

We will form a "warm" and a "hot" group of stakeholders, where the former remains engaged through newsletters, website and digital media e.g. through an occasional survey in which we invite them to reflect on the projects outputs. A hot group of about 12 will be invited to engage more frequently, give feedback on the project deliverables and will be invited to the project events.

The detailed stakeholder engagement strategy will be finalized during the kick off consortium meeting (in September 2015) with the assistance of a professional agency specialized in stakeholder engagement processes (Levuur <http://www.levuur.be/>). Levuur is going to deal with the design of the stakeholder engagement strategy and methods and will be overseeing the stakeholder processes during the entire duration of the project.

### **3.3.1 Tools to reach the stakeholders**

#### *a. Roundtables and workshops*

Consultation events consisting of series of workshops and round table will be organized to receive valuable feedback on FIRES project and proposed directions for research directly from respective group of stakeholders.

## **4. Conference and Event coverage**

The most important channel for engaging with the Academic Community, Stakeholders and Policy Makers is to organize, attend and present at high-level conferences and events.

### **4.1 Participation at Conferences**

Through participation at conferences, FIRES members exchange their views with other scholars and professionals. By providing presentations at these conferences and by publishing in various disciplinary and highly regarded academic journals we will be reaching out beyond the narrow academic communities focused on entrepreneurship and will also connect to related academic communities globally. The following list is a selection of conferences that some of consortium partners plan to attend and to disseminate their work in the FIRES project:

- "Creativity and Entrepreneurship in the Global Economy". Joint Conference organized by Association of Business Historians (ABH) and Gesellschaft für Unternehmensgeschichte (GUG), 27-28 May 2016, Humboldt-University Berlin, Germany.
- 24th Congress of Political Science, organized by International Political Science Association, session "Politics and Business", Istanbul, 2016
- Session in WINIR, September 2017, Utrecht (theme: "Institutions and Open Societies")

- Session in World Economic History Conference, 29 July-3 August, 2018, MIT Boston, US
- Two workshops with University of Reading (Centre for Entrepreneurship and Centre for International Business History) and Utrecht University (Centre for Entrepreneurship (Erik Stam) plus business and economic historians).
- Presentations at Dutch Ministry of Economic Affairs and Finance
- International Schumpeter Society conference
- Bi-annual Geography of Innovation conference
- European Regional Science Association (ERSA) conference
- Annual meetings of the European Economic Association
- European Association for Research in Industrial Economics
- European Finance Association
- Babson College Entrepreneurship Research Conference (BCERC)
- Dutch Academy for Research in Entrepreneurship (DARE)
- Danish Research Unit for Industrial Dynamics (DRUID)
- Research in Entrepreneurship and Small Business (RENT)
- Annual conference of European Association for Research in Industrial Economics (EARIE)
- Biennial EACES Conference (European Association for Comparative Economic Studies)

Moreover, calendar of the following networks should provide for some interesting conferences and events to present our findings:

- [European Entrepreneurial Region](#)
- [European Group for Organizational Studies](#)
- [Society for the Advancement of Socio-Economics](#)

## 4.2 Organization of Conferences

Annual consortium meetings and conferences will become 'FIRES' landmarks.

The tentative schedule of the conferences is as follows:

Event	Venue	Date
Kick-off meeting and kick-off conference	Berlin, Germany	September 2015 (Month 4)
1 <sup>st</sup> Annual meeting	Utrecht, The Netherlands	November 2016 (Month 18)
2 <sup>nd</sup> Annual meeting, and mid-term conference	Hydra, Greece	August 2017 (Month 27)

Final consortium meeting and final conference	Brussels, Belgium	May 2018 (Month 36)
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Each event will be specifically targeted at the different group of stakeholders. At the kick off meeting detailed stakeholder engagement strategy will be finalized. This strategy is to be executed over the duration of the project. Valuable feedback will be obtained from invited stakeholders already at this event. At the midterm conference in Utrecht we will engage with both acting and accommodating stakeholders.

In 2017 in Hydra, Greece, a scientific conference will be organised, at which all the intermediate research results will be presented to and discussed with the senior consortium partners and, more importantly, with scholars in various fields from outside our consortium. We conclude our project with a policymakers' workshop in Brussels, in May 2018. At that event we will not focus on the academic output of this project, but will zoom in on the tools we have developed and provide hands-on training and guidance on how to use them to formulate effective multi-level institutional reform strategies towards a more entrepreneurial Europe. The target audience for this event are naturally policymakers and people involved in preparing policy proposals at the EU, member states, regional and local levels as we believe that implementing a strategy will involve all these levels of decision making and all will benefit from learning to work from the platform our project will create.

## 5. Communication Tools

Beyond the abovementioned specific instruments for the relevant target groups, a broad array of dissemination channels have been conceived and will be used to boost the visibility of the project.

This chapter gives an overview of the communication tools (project website, templates, logo, flyers, newsletter) that have been developed to maximize the impact of the project, to disseminate its findings and to facilitate the internal and external exchange of information.

### 5.1 Project Website

The FIRES project website ([http:// www.projectfires.eu/](http://www.projectfires.eu/)) constitutes a web-based dissemination tool that provides general information about the project itself (topic, goals and structure) and the people involved. It serves in particular as a source of information for the general public interested in the project results, activities and events as well as for interested stakeholders.

The website is currently being constructed (to be ready in Month 6) and will contain several pages that are constantly updated (other pages are more static in nature and do not need to be updated regularly):

1. *News*: where documents published by the European Institutions, news or other information of interest both for our researcher and for the public interested in the topic are made available;

2. *Timeline*: with upcoming events organized within the Consortium or by third-parties;
3. *Reports*: where all project deliverables and other publications are uploaded or announced.

Figure 1 (Annex) shows a screenshot of the home page of the website.

Visitors will be given the possibility to leave comments through a moderated communication interface. Statistics about the webpage visitors will be collected using Google Analytics.

A specific policy section of the website will feature an area with documents for downloading project outputs as well as relevant third-party documents (papers, reports, legislation, directives, etc.). Other features, such as a working paper series, will be developed as results become available, according to the needs of the various target groups. The maintenance of the website will be an on-going project activity.

## 5.2 Social Networks

FIRES also makes use of social networks, as Twitter, LinkedIn and Facebook (<https://www.facebook.com/projectfires>) (Figure 2, Annex). These more recent communication channels enable us to reach out and interact with the widest audience possible and to keep a fast-moving flow of project news.

Furthermore, an insights tool developed by Facebook will allow us to monitor, among the others, the post reach and the number of viewers.

## 5.3 Newsletter and event magazines

Twice a year information on project news and events will be sent out in the form of an email newsletter or an online event magazine. A professional newsletter design and event magazine design will be developed in order to give a recognizable identity to the project. In the newsletter we will communicate relevant findings from the various work packages. In the online event magazine we will report on the annual conference results.

## 5.4 Corporate Identity

An integral part of our dissemination strategy is our corporate identity. All communication from and within the project will have the same, uniform lay-out, use of logo and colours. Following logo was developed for the project:



The project's logo reflects on the main idea of our project – which aims to 'fire' up Europe's growth engine by promoting an entrepreneurial society. The facets (that are also used on the website) make a winding road of many shades and express the dynamics and energy of the entrepreneurial society. To symbolize the focus on Europe the FIRES letters are in Euro blue.

Apart from the project logo specific event logos will be used for annual conferences:

 <p><b>04 SEP 2015</b> <b>BERLIN</b></p>	<p>Logo for Kick off conference in Berlin, September 2015.</p>
 <p><b>OCT/NOV 2016</b> <b>UTRECHT</b></p>	<p>Logo for 1<sup>st</sup> annual conference in Utrecht, in 2016.</p>
 <p><b>SEP/OCT 2017</b> <b>HYDRA</b></p>	<p>Logo for 2<sup>nd</sup> annual conference in Hydra, in 2017.</p>
 <p><b>MAY 2018</b> <b>BRUSSELS</b></p>	<p>Logo for final conference in Brussels, in 2018.</p>

*\*The conference dates will be adjusted accordingly*

## 5.5 Printed Tools

Flyers with clear and attractive presentations of the project, its objectives and its partners will be of valuable use in the early stages of the project, taking the function of a business card of the consortium which can be used in professional contacts. Brochures produced at the project's outset and during its finalisation phase will serve to physically disseminate the project's intentions and results.

## 5.6 Overview of Dissemination Activities used per Target Groups

The table below gives an overview of which of the dissemination agents described below will be most relevant to our four target groups.

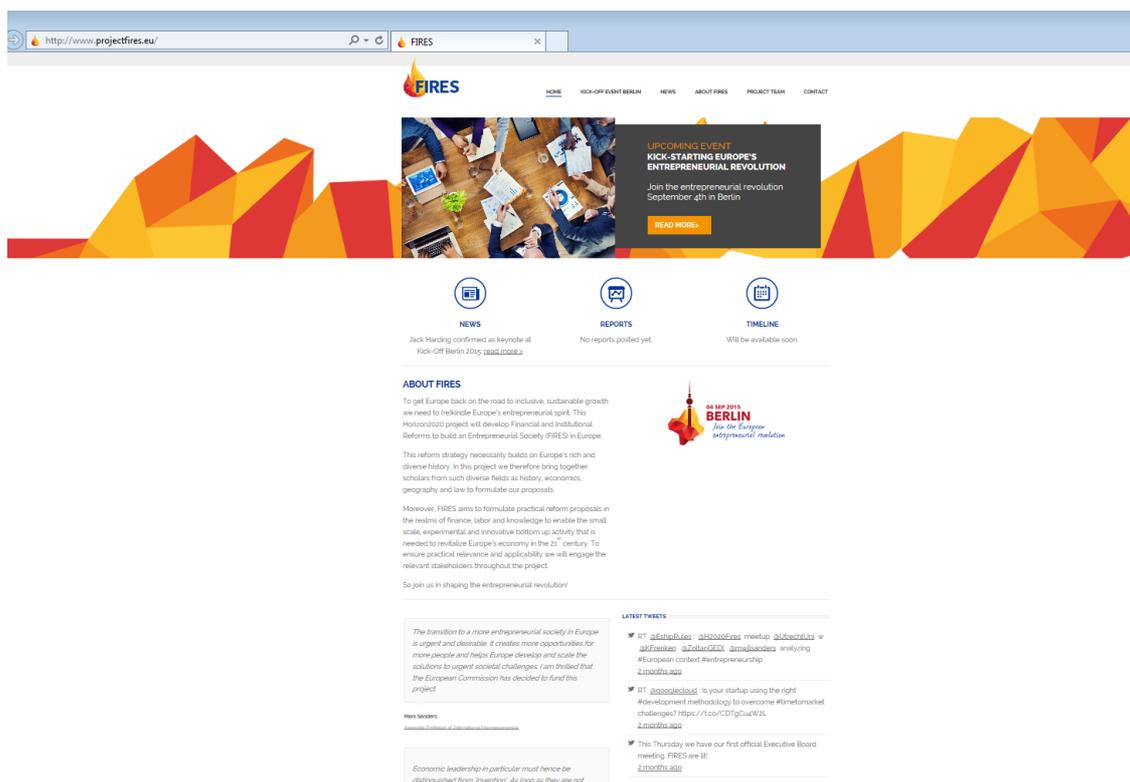
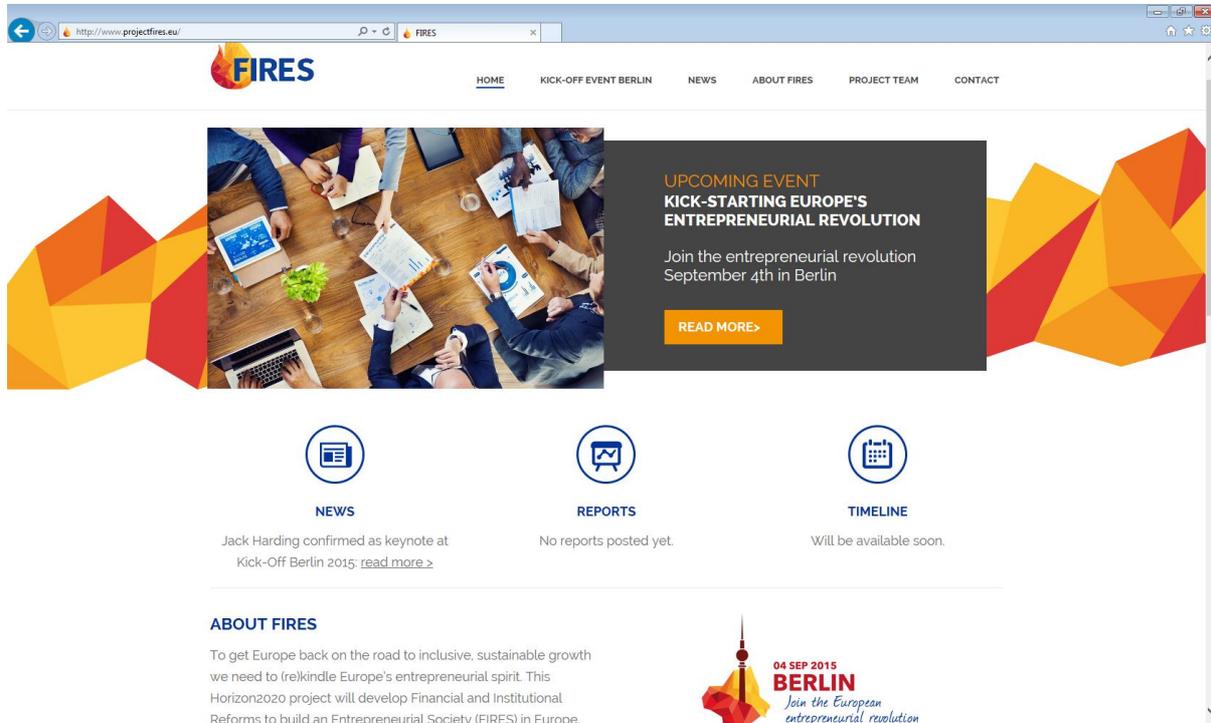
		Target group			
		Academia	Policy Makers	Stakeholders	Public
Tools	Online Activities	XX	XX	XX	XX
	Printed Tools	X	XX	XX	XX
	Policy briefs	X	XX	XX	X
	Networking the networks	XX	X	XX	X
	Media Appearances and Contributions	X	XX	XX	XX
	Discourse with the European Commission and related bodies		X		
	Conferences coverage	XX	XX	X	X

**TABEL 1: AN OVERVIEW OF DISSEMINATION ACTIVITIES USED PER TARGETGROUPS.**

X = very relevant to target group, XX = very strong relevance to and focus on target group

## 6. ANNEX – Figures

FIGURE 1 (FIRES website)



**FIGURE 2 (SOCIAL NETWORKS)**



The screenshot shows the Facebook page for FIRES. The page header includes the FIRES logo and navigation options like 'Hlavní stránka' and 'Vyhledat přátele'. The main content area features a post from FIRES dated 23. června. The post text reads: 'Jack Harding, Founder and CEO of E-Silicon confirmed as keynote speaker for kick-off event on September 4th. Jack Harding will deliver a keynote address on how to grow a venture from scratch to a global player. In his talk he will speak about his own experiences in doing so and reflect on the key enabling factors that helped him grow E-Silicon to the firm it is today. http://www.projectfires.eu/.../jack-harding-speaker-for-kick-.../'. Below the text is a photo of Jack Harding with a caption: 'Jack Harding, Founder and CEO of E-Silicon confirmed as keynote speaker for kick-off event on...'. The post has options for 'To se mi líbí', 'Komentář', and 'Sdílet'. The left sidebar contains sections for 'Informace' (stating FIRES aims to formulate practical reform proposals), 'Fotky' (photos), and 'Příspěvky návštěvníků' (user posts).