Preliminary report on dissemination structure

Martina Chýlková, Mark Sanders

Document Identifier

D7.5 Preliminary report on dissemination structure

Version

1.0

Date Due

 M9

Submission date

 29 February, 2016

WorkPackage

7

Lead Beneficiary

1 Universiteit Utrecht

Grant Agreement Number 649378

Content

1. Executive summary

This document builds on deliverable 1.2 *Dissemination plan* and serves as the first overview of actions taken in order to disseminate information about the FIRES project, as well as to provide further details on: the type of activities that are being planned; and how they will contribute towards the overall intended impacts of the FIRES project.

2. Overview of dissemination activities from the start of the project

All FIRES researchers have been asked to keep track of the activities undertaken that represented a means to circulate information on our project and to create awareness about it. The table below gives an overview of the main dissemination activities performed during the first 9 months of the project. The project, however, is only in its first stage, and many of our researchers have just started to develop their first deliverables. Therefore, the dissemination activities have been aimed so far at promoting the project mainly through referring to FIRES during other events and spreading knowledge about the challenges and objectives identified in the project.

Type of dissemination and communication activities	Type of audience reached/target group	Brief description of the activity	Researcher involved
Participation to a conference	Scientific Community, Policy makers	Presentation of the FIRES project at EU conference EURO-2014 projects "Changing Europe"	Mark Sanders
Participation to a conference	Start-ups, scientific community	European Conference on the Future Internet: Having stand of FIRES project and executing experiment in a mobile lab	Mark Sanders
Participation to a workshop	Scientific community	Entrepreneurial Ecosystem Academy, Utrecht: Presentation, promotion of FIRES and participation in the discussion	Erik Stam, Mark Sanders
Presentation at other event	Policy makers	Presentation at European Comission: Presenting FIRES project and discussing collaboration	Phillipe de Man, Mark Sanders
Participation to a conference	Scientific community, Industry	FIWARE Smart Cities Amersfoort: Promoting FIRES, engaging with stakeholders	Mark Sanders
Organisation of a workshop	Bankers, Startups	The New Dutch: Promoting FIRES, engaging with stakeholders	Mark Sanders
Presentation at other event	Industry	Presentation of Fires to the board of IFN	Magnus Henrekson

Non-scientific and non-peer reviewed publications (popularised publications)	Policy Makers, Industry, Media, Investors	Presentation of IFN's research and researchers in 2015; including FIRES and the Kick-off in Berlin (Annual report to be published March 10, 2016)	Niklas Elert, Magnus Henrekson, Mikael Stenkula
Non-scientific and non-peer reviewed publications (popularised publications)	Policy makers, Wide professional audience	Summary of preliminary results for lay audience in the journal of a publicly funded think tank on labor market policy	Karen Geurts & Jo Van Biesebroeck
Participation to a conference	Scientific Community, Policy makers	Presentation "A percolation model of economic development", Dissemination on FIRES knowledge	Koen Frenken
Participation to a conference	Scientific Community, Policy makers	Keynote: *Sharing Economy: definition, dynamics and debates,* Dissemination on FIRES knowledge	Koen Frenken
Communication campaign (radio, Tv etc.)	Policy makers	[SER-magazine, The illema's of the Sharing Economy](#)	Koen Frenken
Communication campaign (radio, Tv etc.)	General public	Those how have more, can share more (interview in Dutch daily), Dissemination on FIRES knowledge	Koen Frenken
Participationn to a workshop	Scientific Community	Presentation of the FIRES project at the Sustainable Finance Lab workshop, Utrecht University	Selin Dilli

2.1 Organization of conferences

Beyond the activities in the table above, the FIRES *kick-off conference* was organized in Berlin in September 2015, and was of a great importance for the initial circulation of the project itself. During the closing day of the conference representatives from several important stakeholder organizations from within and outside Europe were present and participated in the discussion.   In order to spread the information about the conference results and FIRES project in general, an online magazine reporting on the day-to-day activities of the conference has been prepared and distributed via the FIRES project website and social media sites. The magazine can be found here: http://fires.magg-e.com/.

In October 2016 the FIRES *first annual conference* will take place in Utrecht, the Netherlands. This conference aims to attract three categories of stakeholders, and for that purpose the event will be organized around three important themes: Labour, Knowledge and Finance. The relevant stakeholders will be engaged in active participation during separate theme sessions and brought together in a plenary opening and closing. The detailed planning, programme and stakeholder engagement strategy is currently being worked out.

2.2 Contact with other EU funded projects

In November 2015 the FIRES project was represented at the conference 'Changing Europe' in Brussels where the initial contact was made with other research projects funded under the same call H2020-EURO-SOCIETY-2014. Suggestions for closer cooperation were discussed, especially with the projects GEMM, ISIGrowth, ITT and QuInne, that were funded under the same sub-call 'The European Growth Agenda' as FIRES. As a first step in connecting with these projects we have initiated discussion with them regarding the setting up of mutual links to the project websites.

3. Communication tools

3.1 Online tools

In the first phase of the project the importance of using appropriate communication tools in order to reach the right stakeholders and interested public was recognized. As the online tools are considered to be the most efficient way to establish first contact and reach broad audience, a more detailed communication strategy using online tools has been worked out.

3.1.1 Project Website and Blog

The project website can be found at the following address: www.projectfires.eu. The website's purpose is to provide general information about the project itself, including topics, goals, structure and the people involved. It serves as a means for the interested public and relevant stakeholders, to stay up-to-date with the project developments. Where relevant, partner institutions in the consortium will make reference to the project on their own websites as well.

The project website serves mainly as a one-way communication tool providing the opportunity to disseminate information. However, also tools engaging in two-way communication with the public is present on the website in the form of the contact sheet and the Twitter stream on the homepage. This is especially relevant because it enhances real-time engagement with the audience.

There are no more excuses for a lackadaisical economy in Europe. What it takes to create an entrepreneurial society will surprise people -- it's not what most people typically expect. The Berlin meeting showed that the entrepreneurial society is alive and thriving, (even) in the European context. The pathbreaking work by FIRES makes it clear that places in Europe have only themselves to blame for not paying attention and not learning about the primacy of the entrepreneurial society and what it actually takes to join the entrepreneurial society.

David Audretsch
Ameritech Chair of Economic Development, Indiana University

LATEST TWEETS

RT @NeelieKroesEU : Have an inspiring meeting about the future of one of the most promising sectors of our economy! https://t.co/y856D8FCVy
2 weeks ago

@fires participating in entrepreneurial ecosystem academy at @USE_UU https://t.co/kCPuigAYLH
2 weeks ago

RT @mwjlsanders : Morgen @J_Dijsselbloem op @USE_UU #backontrack in megaron 10:00 over euro(zone/pa/crisis). Zijn kick off voor #DutchPresid_
1 month ago

In order to ensure frequent update and dissemination of FIRES knowledge, the website will also have a blog section that will include blog posts by the consortium researchers. This will provide the opportunity for sharing material that is less formal than official project reports and deliverables, and will enable the researchers to share their opinions and research on contemporary issues they find of

relevance. These blog pieces will also be linked to the researcher's own blog websites where relevant and will be promoted through the social media networks. This will enhance the outreach to the project's audience, both in terms of number and international scope.

All the official reports and deliverables will be disseminated through the website, in the "Publications" section . The deliverables will be uploaded on the website and in the repository upon its acceptance by the EC.

3.1.2 Social media networks

Social media networks are especially relevant for dissemination of FIRES for two reasons. First, these networks create the means to engage in real time two-way communication with the audience. Second, these networks enable a simultaneous push and pull strategy, whereby it is possible to 'push' a project onto the audience, and pull them in as well to enhance engagement.

FACEBOOK

Facebook is a dissemination medium that allows users to create and provide information pages with different types of information and statuses, links, photos, posters, event, etc. The FIRES Facebook page has successfully been set up and can be found at https://www.facebook.com/projectfires/. Currently, the strategy aimed for reaching a broad audience is being worked out and the number of followers is expected to increase especially as the project moves from its preparatory to active phase – producing its own articles and other results. All consortium partners and identified stakeholders will receive an invitation to join the Facebook page.

The stakeholder target group on Facebook was determined to be especially young entrepreneurs and the general public interested in the issues of entrepreneurship and innovative growth. These groups will be reached by joining relevant Facebook pages that have popular pages with an existing follower group. These pages with a large number of followers include:

- ISIGrowth (Innovation-Fueled, Sustainable, Inclusive Growth)
- ESI (the European Startup Initiative)
- Startup Nations
- Global Entrepreneurship Monitor
- GEDI
- Startup guide

In order to attract and engage young people, the communication on the FIRES Facebook page will be less formal and not include technical jargon so as not to exclude non-professionals. The message will entail general news and updates about the topic of the project, including internal FIRES publications, and external sources of information. The Facebook page will be updated on regular basis to generate and maintain traffic. The success of the Facebook page will be quantified by the information obtained from the Facebook analytics page.

TWITTER:

Twitter is a microblogging website that allows for engaging with a wide audience via an established Twitter handle. This is done through short messages that are "Tweeted" to followers, which can be "re-Tweeted" by followers, and the using of hashtags to gain traction of "Tweets" by making use of popular hashtags. In the case of the FIRES project, hashtags associated with the research carried out in the project might include #innovate, #entrepreneurship, #startups, and #incubators, for example. The FIRES Twitter page has successfully been set up and currently is building its group of followers. Consortium partners are invited to join the Twitter page and will be encouraged to follow and re-Tweet FIRES content where relevant.

The stakeholder target group on Twitter will include labour unions, regional and national policy makers, EU level organizations (such as the European Young Innovators Forum, the Committee of the Regions, the European Conference of Young Entrepreneurs, relevant EC DGs), as well as Chambers of Commerce, and networks of business and innovation centers, incubators, accelerators etc. The FIRES dissemination team will tap into the established networks of these groups by following them, re-Tweeting their Tweets, and using the relevant hashtags. The Twitter pages with a large number of followers include for instance:

- Startup Factory Academy
- DG GROWTH
- Committee of Regions
- EuroChambers

In addition to tapping into these existing handles, the FIRES dissemination team will share short, informative Tweets that include links to relevant pages on the FIRES website (such as publications, reports, and blog entries), as well as external links relevant to the project's subject. The message will entail sharing internal and external updates, and re-Tweeting relevant content. The Twitter page will be updated on a weekly basis to generate and maintain traffic. The success of the Twitter page will be quantified by the information obtained from the Twitter analytics page.

LINKEDIN:

LinkedIn is a social network platform for professionals. It is a space for discussions between professionals, and it constitutes a good opportunity for the FIRES dissemination team to engage, build relationships, and communicate with relevant professionals. LinkedIn enables the identification of experts in the field active on the platform, and connect, engage, and learn together from them. This analysis will enable our content to reach a specific audience with relevant messages. The LinkedIn FIRES page has successfully been set up (can be found here) and currently is building its followers basis. Consortium partners and relevant stakeholders are invited to join the LinkedIn page and encouraged to participate in the discussions.

The stakeholder target group on LinkedIn will include professionals, regional, national, and EU level policymakers, Chambers of Commerce, professional associations, networks of businesses and innovation centers, incubators, accelerators etc. The FIRES dissemination team will tap into these

existing groups and engage with them in a meaningful way. The LinkedIn group pages with a large number of followers include for instance:

- Entrepreneur's Network
- Impact Entrepreneur
- Enterprise Incubator Foundation
- Social Enterprise and Development
- On Startups – The Community for Entrepreneurs

The aim of the LinkedIn page is to connect with these professionals and to initiate discussions by asking thoughtful questions relevant to the audience. In order to build a community of professionals who share valuable insights and information, the page will include formal, professional communication that is focused on sharing concise, current updates, project deliverables, reports and news, as well as relevant external information. The success of the LinkedIn page will be quantified by the information obtained from the LinkedIn analytics page.

YOUTUBE:
In order to present FIRES objectives in a more attractive way, we have created short videos where researchers briefly present the FIRES project and their role in it. These videos are published on the FIRES Youtube channel and shared also through the project website. FIRES Youtube channel is another useful tool to reach target audience and it provides a platform for sharing interesting project related videos.

3.2 Printed tools

In order to promote FIRES project and make its objectives visible, attractive brochures and FIRES business cards (with QR code to the website) were designed. These are distributed at conferences and events where FIRES researchers participate and they comprise the link to the FIRES website where more information on the project can be found. For promotion purposes a banner on FIRES project that was already presented on several occasions has also been prepared.