

TransCrisis Report on Dissemination and Knowledge Exchange Strategy Plan

Deliverable D8.1

Work Package 8

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The dissemination strategies to raise awareness of the TransCrisis project and to maximise the impact of its findings and recommendations are:

Dedicated website for the TransCrisis project www.transcrisis.eu

We have worked closely with a web-design agency to implement a professional and interactive website. As well as academics and policy-makers, we would like to engage with general interested parties, and therefore our website has been carefully designed to be accessible to a wider audience. It clearly describes the projects aims and objectives, it is easy to navigate through the pages and has contact details and other features to maximise the potential for contact with interested parties. The website includes a dedicated page for each Work Package. Each Work Package will contribute policy-relevant papers. The website has a blog section and the Consortium members will contribute blog posts regularly. We will also make use of existing blogs on the EU and crisis management (such as the LSE's blog on European politics and policy or Crisisplan's blog on crisis management) to contribute to ongoing debates and to access established high-impact channels. In addition, web-based videos will be used to facilitate communication of key findings and recommendations. In addition, our Twitter account is linked to the site and all tweets are posted instantly on the website for additional exposure. Work Package leaders have identified key user communities in order to allow us to direct particular communications to these communities, for example, in the form of web-based videos/films or specifically produced policy briefings.

TransCrisis Twitter account [@TransCrisis](https://twitter.com/TransCrisis)

Social Media will increase our visibility and therefore we have a Twitter account. The Project Manager Tweets project updates regularly and Work Package leaders re-tweet to raise awareness within their networks. Work Package leaders also tweet regularly to increase visibility of their own Work Package related news. We also tweet about current affairs relevant to the project theme of 'crises', particularly transboundary crisis related news. This will also increase visibility of the project and may encourage interested parties to follow our twitter feed and engage with the project's activities. We will also tweet regularly about project's progress, events and workshops and links to publications and reports as they are produced. This will raise awareness of our findings to our Twitter followers and direct them to our outputs.

Digital Newsletter

We will produce a newsletter twice a year which will be linked to the TransCrisis website and distributed to relevant email lists (such as institutional email lists and relevant social media groups). It will include 1-2 pages on project updates. The first edition (produced in May 2015) introduced the project's objectives, Work Package descriptions and the institutions involved. The newsletter will advertise the project's other communication techniques, such as the twitter account. Subsequent newsletters will include individual

Work Package updates and progress on the project, which will enable the dissemination of findings and our outputs (e.g. publications, working papers, etc.). The newsletter will also advertise any upcoming project events.

Promotional Materials

We will design several promotional materials for general use as well as for specific events and workshops. These will include TransCrisis branded business cards, leaflets and posters, which will be distributed at relevant conferences and events to potential interested delegates. These printed materials will be used to promote the activities of the project, develop the project's visibility in academic and user communities, and promote the findings of the project and the individual Work Packages.

Workshops and Events

We will organise individual Work Package related workshops in the different collaborator's countries to optimise the opportunities for knowledge exchange and dissemination to user communities. Knowledge exchange workshops within various work packages will enable close relationships between the project team and the world of practice, in national capitals and among EU institutions. These workshops will also bring together different practitioner communities, namely those interested in EU governance in general, those interested in particular policy domains, and those interested in crisis management. Workshops will be used for intensive knowledge exchange opportunities, while the larger end-of-project conference will be used for public dissemination and debate. Consortium members will also attend relevant external conferences and workshops to present project findings, to network, and to learn about other EU funded projects which could lead to potential collaboration.

E-module

We will produce an 'e-module' that will offer key recommendations and insights from the project for political leaders in EU and national institutions. This will take the form of an on-line question-and-answer video that can be used for teaching purposes.

TransCrisis Film

We will produce a brief film (maximum of 5 minutes) that summarizes key findings and recommendations. The film will be made freely available and will be widely distributed. Project team members have experience with the production of video/film-type productions that offer visually attractive communication tools to disseminate the overall project's findings and recommendations (see for example, FP7 ANVIL's production).¹

Liaise with the European Commission (EC)

We will keep in close contact with our project officer to assist in dissemination via the EC's various communication outlets, such as: submitting our news via 'Headlines' on the Commission's website; contributing to the EC newsletter; and adding our events to the EC's website.

¹ See: <http://www.youtube.com/watch?v=gWPEPyQIOGo&feature=youtu.be>

Policy advisory group

This group consists of national and EU-level policy-makers to engage and communicate with, advise on, and give feedback on the emerging research. This policy advisory group consists of leading practitioners with a background in EU governance and in crisis management. The group includes: Anneliese Dodds (MEP), Michiel van Hulten (Independent Consultant), Bengt Sundelius (Swedish Civil Contingencies Agency), Marieke Timmermans (Ministry for Security and Justice, NL), Andras Biro-Nagy (Co-director Policy Solutions, Budapest), Andrea De Guttry (Director of CDG Laboratory, Scuola Superiore Sant'Anna), and Goran Buldioski (Open Society Foundation).

Key audiences

The dissemination strategies listed above will be targeted at particular types of audience that will include user communities and opinion-shapers that are most relevant for individual Work Packages and the overall programme. These user communities involve think tanks involved in debates about EU governance (such as the European Policy Centre), NGOs involved in individual policy areas, the representatives of EU institutions and their staff, representatives of national political parties and national/regional bureaucracies, journalists, business and business associations, trade unions and environmental NGOs. This will allow for tailored communication to select audiences, which are discussed in more detail below.

Opinion-shapers: we will engage with journalists, think-tanks, business and labour associations, and representatives from NGOs. The project will provide for a dedicated set of 'policy recommendations' papers that will offer brief project summaries and that will offer direct recommendations for the enhancement of crisis management capacity. In addition, workshops will be held to facilitate knowledge exchange. This includes one end-of-project event in Brussels, and knowledge exchange workshops in London (CARR/LSE), in Budapest (CEU-CPS) and Stockholm (SU). We will write op-eds and produce a White Paper.

Decision-makers: we have identified key decision-makers at both the national and EU level and will seek their active participation in the refinement of the research questions. We will provide briefings and closed workshops (e.g. at LSE/CARR events, practitioner sessions at Swedish Institute of International Affairs (UI), and Dutch Ministry of Security and Justice) to discuss emerging findings and recommendations to enhance crisis management capacities in EU governance and to reflect on political leadership.

Academic community: The academic community (established and early career researchers, students) will benefit from the various policy papers and publications that will emerge from this project. Papers will be presented at leading international conferences (ECPR, APSA, ISA, EUSA, EPSA, ASPA, EGPA, PSA). We are committed to 'open access' in our publication strategy (i.e. publications will be accessible to all). In addition, the policy papers will be presented in form of edited (and internally peer-reviewed) discussion papers that will be accessible online.