



**Disclaimer:** This report is part of a project that has received funding by the European Union's Horizon 2020 research and innovation program under grant agreement number 862568.

# D8.4 SPRINT Awareness-raising and Communication Plan

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Deliverable number: 8.4

Due date: 31<sup>st</sup> August 2021

Dissemination level: Public

Lead beneficiary: SPRINT

Deliverable type: Report

Version: V1



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PROJECT INFORMATION	
<b>Project Title</b>	Sustainable Plant Protection Transition; A global health approach
<b>Project Acronym</b>	SPRINT
<b>Call Identifier</b>	H2020-SFS-2019-2; Sustainable Food Security
<b>Grant Agreement no.</b>	862568
<b>Starting Date</b>	01-09-2020
<b>End Date</b>	31-08-2025
<b>Project duration</b>	60 months
<b>Website address</b>	<a href="http://www.sprint-h2020.eu">www.sprint-h2020.eu</a>
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REPORT INFORMATION	
<b>Report Title</b>	SPRINT Awareness-raising and Communication Plan
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<b>Deliverable Number</b>	D8.4
<b>Work Package</b>	WP8
<b>WP Leader</b>	CCRI (UK)
<b>Other partners involved</b>	WU (NL), LQM (UK), ECOL (DE)
<b>Nature</b>	Report
<b>Dissemination</b>	Public
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<b>Report Due Date</b>	31 <sup>st</sup> August 2021
<b>Report publish date</b>	31 <sup>st</sup> August 2021



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## 1. Introduction

The aim of this plan is to help raise awareness of the issues that SPRINT addresses and to ensure that the project outputs are communicated in a targeted, efficient, appealing and effective manner to a wide-ranging audience. Effective communication will help to explain the broader societal relevance of SPRINT and increase the impact of the work the project is delivering.

The European Commission states that “Communication on projects is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.” Its objective is to reach out to society and show the impact and benefits of EU-funded Research and Innovation activities, e.g., by addressing and providing possible solutions to fundamental societal challenges. Communication focuses on informing about and promoting the project and conveying its results and successes.

The EC recognises that the boundaries between Communication, Dissemination and Exploitation are often blurred and may overlap. For example, an article written for communication purposes can also act as a dissemination piece when it is shared as a final document.

### 1.1 Communication objectives

The awareness-raising objectives of SPRINT and effective communication are crucial to ensure effective stakeholder engagement and an understanding of the results. The principal objectives of the plan are to:

- Enhance the **visibility of SPRINT** project objectives, activities and outcomes, to ensure its reputation as a reliable source of information for policy-makers, regulators and other stakeholders and decision makers.
- Engage with societal actors and non-government organisations to better understand their **information needs** regarding impacts of Plant Protection Products (PPP) on environmental and human health.
- **Raise public awareness of risks, and trust in** risk assessment processes for PPPs and PPP use.
- Build a **bridge between science, practitioners and policy** through continuous dialogue and engagement between individuals involved in the scientific research and individuals involved in PPP risk assessment governance and use of PPPs.
- Foster **stakeholder engagement** in SPRINT, so that stakeholders can both contribute their knowledge to the research and apply our results in their own activities.
- Provide a **practical set of tools and guidelines** for project partners, to help them identify and take advantage of communication opportunities throughout the project’s lifetime.
- Deliver **gender-balanced and inclusive** information and representations.

## 2 Communication Tools

To successfully raise the visibility of SPRINT, develop an understanding of a global health approach to PPP risk assessments and to communicate the results, SPRINT will use a wide range of tools and channels, with a focus on two-way exchange with audiences. To assist project partners in developing communication and dissemination products, a SPRINT guidance document has been produced (see Communication and Dissemination Guidance in Annex 1).

### 2.1 Website

A user-friendly website ([www.sprint-project.eu](http://www.sprint-project.eu)) was designed, developed and launched by Month 1 of the project (see Deliverable 8.1 for more details). The website has a responsive design, offering an adaptive view for mobile phone users. This will form the main repository for publicly accessible SPRINT outputs. It will address the specific key audiences including the general public. The website will contain, for example, the scientific plans of the project, information about the progress and major achievements of the project, updates from individual case study sites, newsletters, press releases, a blog, and announcements of and registration for workshops, conferences and other events. The website will also serve as a platform for internal data exchange via password-secured access (intranet).

### 2.2 Visual identity

The visual identity is developed for branding SPRINT to enhance its visibility and recognition among interested communities. To ensure a consistent and memorable identity, a logo has been created and document and presentation templates for project-wide use have been designed for all types of dissemination including reporting, newsletters and factsheets, posters, press-releases and presentations. It is agreed that all project partners adhere to the project style and use these templates in their reporting and presentations etc. All products will acknowledge the EU funding source. Informative content from the project, such as Flyers/Posters/Banners/Rollups presenting the project's main concepts and ideas have been prepared. They are available in digital format on the website and will be printed and distributed at major project events, if needed.



### 2.3 Audio-visual material

Visual impact is often the most successful medium for conveying information. Our news and content will be communicated creatively and compellingly, paying close attention to the visual aspects of the project. Table 1 presents the main SPRINT audio-visual material already completed or planned

**Table 1 SPRINT audio-visual material completed or planned**

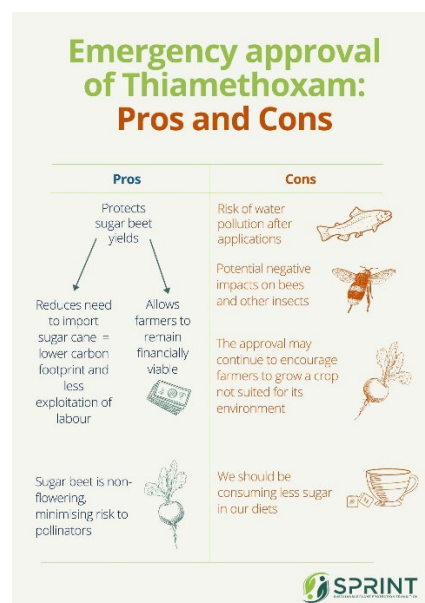
Audio-visual materials	Completed	Planned
Animated video	Explainer video	1 video at end of project
Short videos	1 CS video	> 15 videos throughout project
Infographics	2 infographics	> 10 infographics throughout project period
Blog posts	3 blogs posted	> 10 blog posts throughout project period

### 2.3.1 Videos

We will produce at least two informative multi-lingual videos. An animated explainer video was created at the beginning of the project, explaining the context and goals of the project in a simple way (see <https://youtu.be/Ym0qL8LiGE>). Subtitles in all case study site languages have already been translated and added to the video. Another animated video is planned for the end of the project presenting the results and their application. Further videos will be produced throughout the project to highlight particular findings and CS partners will be encouraged to film short (max – 60 seconds) video clips to capture relevant events and activities from their CS sites. This video content will be made available on a [YouTube](#) channel, and other media, all accessible through the SPRINT website. Titles, descriptions and keywords will be used on YouTube and Vimeo to ensure the videos appear in internet searches. The videos will also be shared across social media platforms to increase views.

### 2.3.2 Infographics

Infographics are visual presentations of information that use the elements of design to display content. Infographics can convey a self-contained complex message or principle in a way that enhances their understanding. At least 10 infographics will be created throughout the duration of the project to promote and explain concepts to the various target audiences.



We will also be using graphical abstracts in peer-reviewed publications to increase readership by conveying the complexity of the paper in a single diagram.

### 2.3.3 Blogs

A dedicated [blog page](#) is available on the website. Blogs will be posted to raise awareness of particular issues and to show progress and actions within SPRINT. WP8 will prepare blogs on relevant topics, and SPRINT partners will also be encouraged to contribute blog posts. These blogs will be linked to social media posts and comments encouraged. Three blogs have been posted to date, and at least another 7 blogs will be posted throughout the project

### 2.3.4 Podcast

Podcasts are digital audio files that a user can download to a personal device for easy listening. In addition, strong internet connections are not necessary as they download in the background. More people are listening to podcasts than ever before as they can be listened to whilst undertaking other activities. They are an effective way to build a genuine connection with your stakeholders and to reach wider audiences. Project partners will be encouraged to reach out to existing, well-established podcasts to produce a podcast and/or create their own podcasts by recording discussions or interviews. These will be shared through social media accounts.

## 2.4 Printed materials

Table 2 presents the main SPRINT printed material already completed or planned throughout the project period.

**Table 2 SPRINT printed materials completed or planned**

Printed materials	Completed	Planned
Project information leaflet	1 (10 translations)	
CS leaflets/brochures	10 in national languages	
Fact sheets/non-technical leaflets		> 5
Practice abstracts	1	> 10
Policy briefs		>3
Press releases	2	>6
Media interviews	8	>10
Magazine articles	2	>8
Newsletter	1	7

### 2.4.1 Project information leaflets and Case study leaflets/brochures.

A trifold A5 [leaflet](#) describing the SPRINT project was produced in English in Month 2 (see front cover below) and translated into 10 other languages. The aim is for all project partners to distribute the leaflets widely in both electronic and hard copy formats to raise awareness and disseminate general information about the project.





Individual case study leaflets and [brochures](#) tailored to each case study’s local context were also produced. These have been used by case study partners to inform potential participants (farmers, neighbours/non-farmers) about the project, the benefits of taking part, and participation requirements.

Inside spread of the case study site leaflet produced for Portugal.

### SPRINT - APRESENTAÇÃO

O projeto SPRINT é financiado pela União Europeia e visa avaliar os riscos para o ambiente e para a saúde humana das práticas atuais de aplicação de pesticidas. Com base nos nossos resultados, desenvolveremos um conjunto de ferramentas para que os agricultores possam avaliar os custos e benefícios dos pesticidas. Desenvolveremos também vas para apoiar os agricultores na transição para a utilização de pesticidas de forma mais integrada. Um dos resultados de caso contemplados no projeto é aqui em Portugal e gostaríamos de convidá-lo a participar.

Parceiros em toda a Europa e na Argentina!

Este estudo de caso faz parte de um projeto europeu de grandes dimensões (SPRINT), que está a criar um sistema para avaliar a ocorrência e impactos dos pesticidas.



Ao participar, estará a ajudar-nos a perceber como pessoas e ecossistemas podem estar expostos a pesticidas e como essa exposição afeta a saúde dos mesmos.

Também nos estará a ajudar a encontrar as melhores formas de transitar para o uso sustentável de pesticidas enquanto preservamos a economia agrícola.

**De quem precisamos?**

- 10x agricultores de produção vitivinícola convencional
- 10x agricultores de produção vitivinícola orgânica
- Pessoas que vivem perto destas unidades de produção agrícola

### COMO É QUE EU POSSO AJUDAR?

**Membros da família do agricultor:**

- Serão recolhidas amostras (sangue, urina, fezes, zaragatoas nadas) para analisar níveis de pesticidas (1-2 horas).
- Usar uma pulseira para medir a qualidade do ar (14 dias)
- Completar questionários e participar em workshops com outros agricultores e com especialistas (8 dias no total ao longo de 5 anos)

**Gado (vacas, ovelhas, cabras, galinhas):**

- Recolha de sangue, urina, fezes, leite, ovos, para analisar níveis de pesticidas e o microbioma (1 hora)
- Medição da exposição a pesticidas através da colocação de uma pulseira (14 dias)
- Amostras de ração e informação sobre a produção (1 hora)

**Famílias não-agrícolas:**

- Serão recolhidas amostras (sangue, urina, fezes, zaragatoas nadas) para analisar níveis de pesticidas (1-2 horas).
- Amostras de pó do interior da casa (0,5 horas)
- Usar uma pulseira para medir a qualidade do ar (14 dias)
- Completar questionários sobre saúde/estilo de vida (2-4 horas, ocasionalmente ao longo do projeto)



**No campo agrícola:**

- Análise de resíduos de pesticidas no solo, em minhocas e nas culturas (1 hora)
- Produtividade, qualidade e outras informações sobre a cultura (questionário - 2 horas)

Se aplicável, irá ser avaliado o estado da água, peixes, colmeias e morcegos, relativamente aos níveis de pesticidas

## 2.4.2 Fact sheets/non-technical leaflets

Fact sheets and non-technical leaflets will be developed, with input from stakeholders to help maximise understanding, to help explain the tools, methods, and results of SPRINT to the public, decision makers, practitioners, land managers.

### 2.4.3 Practice abstracts

A minimum of 10 practice abstracts will be produced for the EIP-AGRI website over the project period. These will comprise a short summary of findings (Max 1500 words) using the common format, for use by practitioners.

### 2.4.4 Policy Briefs

At least 3 policy briefs will be produced at the end of the project and used as a key tool to present research findings and policy recommendations to a non-specialised audience. These briefs will serve as a vehicle for providing evidence-based policy advice to help readers make informed decisions. They will be clear and concise stand-alone documents that focus on a single topic, including regulation and other policy action recommendations to support (cost-effective) transition paths to more sustainable use of PPPs and new research agendas on plant protection. Where possible, the release of these policy briefs will be timed to coincide with related policy developments to maximise their influence.

### 2.4.5 Press releases and media communications.

*Press releases:* Press releases will be used to disseminate project findings and outputs more widely. Initially, they will also be used to raise awareness of SPRINT as media coverage can significantly raise the profile of the project in a study area, increasing the degree to which stakeholders perceive the project to be legitimate and worthwhile and hence enhancing their participation in the work. A press release will be prepared by WP8 at least once a year and project partners encouraged to translate it into all the project languages. Furthermore, SPRINT partners will be encouraged to proactively produce their own press releases or seek assistance from WP8 to produce a press release in the event of newsworthy pesticide-related activities in their country (e.g. derogation for specific pesticide). The aim would be to use the press releases to highlight the activities of the SPRINT project. Manuscripts accepted by journals that describe significant results and are likely to attract broad interest will also be considered for media coverage. Opportunities will also be identified to promote the SPRINT activities through press releases to coincide with specific events, such as World Microbiome Day (27<sup>th</sup> June).

Press releases will be circulated to relevant organisations in the Partner countries, using in most cases the project institution's communication and marketing departments. A further press release will be issued towards the end (month 58) of the project when key results are available, with the dual aim of also drawing attention to the final conference to take place in month 59.

*Media interviews:* National media interview with television, radio and magazines are an effective way of reaching a wide audience. Initial radio, television and magazine interviews were undertaken at the start of the project and are found in the [media](#) section of the website. SPRINT partners will be encouraged to undertake such interviews throughout the project, both to raise awareness and discuss related issues and to present the project results.

*Magazine articles:* SPRINT partners will be encouraged to write articles for relevant national magazines, such as European Networks: Science & Technology, New Food Magazine, Zoogdier, or Open Access Government (see article [here](#)). Also use of media

channels available in the European Commission to communicate the results and activities of EU funded projects, such as Horizon Magazine, the EU Research & Innovation e-magazine, the European Science and Policy newsletter, the Futuris Magazine, or the CORDIS news and events page, as well as the EIP-AGRI network page and other agriculture/specific websites.

#### 2.4.6 Newsletter

This first SPRINT [newsletter](#) was produced in Month 3 and will continue to be produced at 6-9 month intervals throughout the project. These newsletter will provide a short update on the project findings and events during the period with features on specific case study sites in each issue.

The newsletter is being distributed electronically via email using the contact details in the GDPR-compliant Stakeholder Platform (see Deliverable 1.1). It is also possible to sign-up to receive the newsletter through the SPRINT website and SPRINT partners will be requested to actively encourage others to sign-up (current number of subscribers 292). Social media sign-ups will also be actively encouraged as part of the social media strategy. The planned newsletters are presented below, although timings and content details may change as results become available throughout the project.



#### Newsletters/bulletin:

- 1) December 2020 – introducing the SPRINT project
- 2) September 2021 – reporting on EU stakeholder event, case study work, WP2&3 reviews
- 3) April 2022 – reporting on D2.3
- 4) January 2023 – reporting D7.1
- 5) September 2023 - reporting on D2.4, D3.3, D3.4, D4.4
- 6) March 2024 reporting on D7.2
- 7) September 2024 report on D3.3-3.6, D4.1-4.3, D6.4
- 8) July 2025 reporting on final results and final conference

In addition, project partners will be encouraged to include at least one SPRINT article in one of their own organisation-related publications (e.g. website, newsletter or other) over the course of the project.

## 2.5 Social media

Social media is among the main distribution channels for information about SPRINT. Social media provides an opportunity to:

- Promote the SPRINT brand and build a robust reputation;
- Create awareness;
- Inspire stakeholders and the public to engage in dialogue; and
- Disseminate news on project results, actions and events

We have set up a social media strategy covering the most optimal use of Twitter, Instagram, Facebook, LinkedIn, and ResearchGate to establish meaningful connections with active and relevant key audiences (see Table 3).

**Table 3 SPRINT social media account**

Social Media	Handle	No. of followers as of 30.08.21
Twitter	@SprintH2020	410
Facebook	@SprintH2020	134
Instagram	Sprint_eu	80
LinkedIn	sprint-h2020	431
ResearchGate	SPRINT (Sustainable Plant Protection Transition)	20

A SPRINT project profile has been created for each of these accounts. Content is being made available in different formats, such as website blog posts, infographics, SlideShare project presentations and videos to suit the viewing preferences of our target audiences. SPRINT aims to post new status updates on a weekly basis.

### 2.5.1 Twitter

The main social media channel used by SPRINT is Twitter. A key target audience for tweets is farmers, land managers, advisory organisations and NGOs. Hashtags that these communities follow have been identified and used to target messages from the project. This includes, for example, the existing hashtags #pesticides, #agriculture #planthealth #cropprotection #arablefarming. Other important hashtags will be explored with project partners. An additional key target for tweets is regulators and policy-makers and messages linking to SPRINT outputs will be directed at relevant and influential policy-makers.

SPRINT will actively Tweet about the activities of the SPRINT project inserting links to relevant webpages where relevant. In addition, WP8 will alert the SPRINT Twitter followers to other pesticide-related articles that may be of interest. Project partners will be encouraged to inform the WP8 leader of any project activities, press coverage etc. so that a wider audience can be alerted about these activities through Twitter.

### 2.5.2 Facebook Page, Instagram, LinkedIn and ResearchGate.

In addition to Twitter, WP8 will also facilitate SPRINT [Facebook](#), [Instagram](#), and [LinkedIn](#) pages alongside a [ResearchGate](#) Group. Regular posts will be made containing information that is relevant to the project, as well as posts about the project outputs. Members will be invited to join the group and project partners will be encouraged to post to the groups and contribute to discussions.

## 2.6 Events and Networking

Events provide a channel for **dialogue** and communication with a range of potential end users, **networking opportunities** and an opportunity to make the SPRINT brand **visible**.

Participation in events is key to:

- Communicating the results and main achievements of the project;
- Fostering the exchange of knowledge and ideas;
- Receiving valuable expert and stakeholder feedback on project goals, work plans and results;
- Identifying synergies with other projects; and
- Raising awareness about SPRINT and its results.

To ensure that we channel a common set of messages with a common visual image, we have produced an **introductory SPRINT presentation** and shared it with all consortium partners. A branded poster template is also available. The presentation and **poster template** are available to partners on the SPRINT website for widespread use.

The events and networking activities planned for SPRINT are set out in the Dissemination and Exploitation Plan (D8.3) and the Stakeholder Engagement Plan. A summary of the proposed events is presented in Table 4.

**Table 4 Summary of proposed stakeholder engagement and networking events**

Activity	Targets
Annual EU-level stakeholder events will be organised to inform and exchange knowledge with EU level stakeholders	4 annual EU-level online events (1 completed – June 2021)
3 stakeholder workshops will be organised in all CSS to identify the needs of local stakeholders and input into relevant WPs.	3 stakeholder workshops in each CSS
2-3 focus groups will be organized in all CSS to discuss innovative management scenarios and validate future options, recommendations and a related research agenda.	2-3 focus groups with up to 10 participants belonging to CSS stakeholder network.
The project will participate in external events organized by key stakeholders to present the project and the results (e.g. EUROBATS scientific advisory committee (Eurobats SAC) meetings, side events at the FAO/WHO Joint meeting of Pesticide Management (JMPM), PAN Pesticide Action Week).	At least 2 events/year

A final conference will be organised to set out project outputs to a wide audience of policy makers and interested parties.	Event with 100+ participants
Members of the SPRINT consortium will participate in scientific conferences and meetings, to present project results to the wider scientific community, either as posters, talks or dedicated sessions.	At least 2 events/year
The SPRINT Scientific Advisory Board will act as a liaison to ensure close interactions with key stakeholders. They will participate in the annual project meetings and final validation workshops.	Dialogues with at least 3 key-stakeholder groups take place annually (proceedings kept on file).

### 3 Language of communication products

Some dissemination products will be produced for specific audiences and some for wider audiences, and this will affect the range or complexity of language used. Some will be written first in a local language and others will be written first in English, as this is the language of scientific research. Then they may be translated into the appropriate languages to make them accessible for stakeholders. Products in simple formats are more likely to be translated into local languages than the more advanced dissemination products.

Since the project needs to provide a large amount of information in all of the most useful languages, it is not practical, economical or sustainable to write and print posters, leaflets and booklets ourselves and deliver them to users. Instead, the intention is to write newsletters, leaflets, etc. in one language, English, which will then be passed on to the Study Site partners for translation to local languages. Then, documents can be emailed to those stakeholders who have computers and internet access and printed for circulation to those who do not.

## 4 Responsible Research and Innovation (RRI) in relation to communication

### 4.1 Ethics (RRI):

All communication activities will be conducted according to the regulations of the European Commission and the current General Data Protection Regulation (GDPR). Any photographs, videos or audio that identify stakeholders will only be used in communication materials following informed consent from the stakeholders. Project partners have been provided with forms which can be used to gain this consent.

The SPRINT Stakeholder Engagement Platform detailed in D1.1, provides a GDPR compliant platform for communicating with stakeholders for a variety of purposes and activities over the entire lifetime of the project. By having a GDPR compliant Platform, SPRINT is ensuring people can trust us to use their data fairly and responsibly.

## 4.2 Gender and Inclusivity considerations

All SPRINT dissemination products will be produced with consideration to gender and inclusivity guidelines. Training will be provided to all SPRINT project partners to ensure they are aware of these guidelines. In particular, three aspects of gender inclusivity are considered:

*Language:* Language has the power to shape scientific and research practice and to reinforce beliefs about gender roles. In preparing dissemination products, all partners will need to be mindful that gender inequality is encoded in language structures. For example, it is common to put the “man” before “woman”—as in “he or she”; the masculine pronoun “he” is often used as a generic pronoun to represent an individual when the sex of the person is unknown. If writing in English, sentences should include both “she and he” rather than “he” alone (unless referring to a specific man, or specifically male persons). In English, the plural “they” can also be used as a singular to avoid exclusion.

Project partners that are translating dissemination products into their own languages will be required to contend with their own particular gendered language issues, in so far as is possible. The principles of gender inclusivity for the English language, outlined above, should be applied across all languages. Women should be explicitly included in language use. Female pronouns should be used in addition to male pronouns. Partners should avoid using terms that reference males only, or terminology that is associated with male (e.g. farmer or farmers). Instead, they should use gender inclusive titles and terms, or they should specifically reference both female and male terms (e.g. farm men and women). It is particularly important that prior to disseminating any information, the text should be gender-proofed to ensure that these standards are applied. We will require all partners to identify a specialist to provide this gender proofing.

*Imagery:* As with language, images are powerful and can either challenge, or reinforce stereotypes. All project partners will be encouraged to be proactively gender-inclusive, including images of women in active roles; particularly as researchers, scientists, technicians, farmers, policy-makers etc. To be truly inclusive of women, it is necessary to account for the fact that not all women and men are positioned as white. Therefore, further axes of discrimination and marginalisation need to be taken into account. This means that imagery should not only proactively include all genders but also BIPOC (Black, Indigenous and People of Colour), various farm size and typology representations, generations in stakeholder groups (young and older) and contexts across Europe.

*Social media:* Gender differences also arise in the use of social media, and social network services. Women tend to use social network services and social media more than men do, and for more social purposes. Consideration will be given to retweeting the more personalised tweets that are more typical of female tweeters. In this way, tweets with personalised content will enhance participant engagement with the project.

Twitter Analytics does not identify the gender distribution of those that follow the SPRINT Twitter account nor does it try to identify gender-nonbinary people. Therefore, we will use [Proporti.onl](#) to identify the gender of Sprint’s Twitter followers and those following the

account. The software works by searching through Twitter bios for pronouns like “she/her,” or by guessing gender based on the user’s first name.

*Stakeholder engagement:* All stakeholder engagement in will consider to gender and inclusivity issues in the targeting of participants for input or engagement in dialogue events through:

- inclusive selection of organizations, key persons, magazines, speakers, moderators, trainers etc
- inclusive methods during events and meetings or inviting input by other means

## 5 Evaluation of Plan

The efficacy of SPRINT’s Communication Plan will be evaluated during the course of the project using standardized indicators and improvements and/or additions will be made to activities planned if considered necessary. An annual report of the achievements of the dissemination and communication activities will be compiled in order to evaluate the effectiveness of the strategy. Monitoring the performance of SPRINT communication activities is a fundamental aspect in establishing and evolving annual communication objectives. Alignment of all the SPRINT communication assets is a key objective of the communication work plan.

The Key Performance Indicators (KPIs) included in Table 5 are currently proposed by the SPRINT consortium and included in the Dissemination and Exploitation plan for monitoring performance of communication activities.

**Table 5 Performance Indicators for Communication Tools**

Key performance indicators for communication tools	When to measure	Targets
Web analytics	Annual report	Min 1000+interactions
Social media analysis	Every 6 months	No. of followers Twitter: 2000 Facebook: 500 Instagram: 300 LinkedIn: 1000 ResearchGate: 100
Event attendance	At time of event	
Newsletter	Annual report	400 subscribers 25% opening email 500 downloads/newsletter



Press releases	<ul style="list-style-type: none"> <li>• Number of media channels publishing press releases</li> </ul>	Annual report	Min 1000 people reached/press release
Blog	<ul style="list-style-type: none"> <li>• Number of blogs</li> <li>• Number of views</li> <li>• Number of interactions</li> </ul>	Annual report	Min 2 blogs/year
Public documents – leaflets, reports	<ul style="list-style-type: none"> <li>• Number of website downloads of public documents</li> </ul>	Annual report	Depending on content, min 100+ downloads on average
RRI Ethics	Report of internally discussing results of qualitative review of randomly selected communication strategies and materials	Annual report	
Gender and Inclusivity considerations	Report of internally discussing results of qualitative review of randomly selected communication strategies and materials	Annual report	

All project partners will be asked to record their Communication and Dissemination activities using a shared spreadsheet. This will require details of the activity, numbers reached, the gender split where possible.

**Media communication/Press releases.** All project partners will be asked to monitor the impact of any press releases by recording any articles appearing in the press. Also, any radio or television communications relating to SPRINT activities should be recorded. A list of all media communications will be regularly updated on the SPRINT website, with links to the communication materials.

**Conferences/Events.** A record will be kept of all conferences or events at which the SPRINT project activities were presented. Where appropriate, SPRINT participatory events will issue a feedback evaluation form to be voluntarily completed by participants. This will enable the organisers to ascertain what has worked well and what can be improved for future events.

**Project Website.** The usage of the website will be monitored using Google Analytics. Through this software, it will be possible to provide insights into the audience using the website, including the demographics of the audience, such as gender and age, the mix of new and returning users and the level of engagement of the users. It is also possible to identify the regions and cities where users are located. Furthermore, the software will provide details about the level of interaction with specific webpages on the website. These insights will be used to assess the level of interest in the information contained on the Hub and identify areas for improvement. Google Analytics is able to produce monthly reports of these statistics (see Deliverable 8.1)

**Evaluation of Twitter.** The engagement with the Sprint Twitter account will be evaluated using Twitter Analytics and [Proporti.onl](#).

## 6 Communication and Dissemination Schedule

In order to plan for dissemination activities, it is necessary to have an overview of when the main dissemination activities are likely to take place over the life-time of the project. For this purpose, Table 6 sets out a draft schedule of activities for the project. It identifies the timings of the key project reports/activities and the dissemination activities related to these outputs. The schedule will be continuously updated as the WP leaders complete the WP Dissemination Output forms for their specific WP deliverables.

**Table 6 SPRINT Dissemination & Communication Schedule**

	Wide audience			Project-only			On-going dissemination					
2020/2021												
	1	2	3	4	5	6	7	8	9	10	11	12
	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
WP8: WP8: SPRINT website and project leaflets;	Project website	Project leaflets		Newsletter 1								
Press release	Press release									Press release		
D8.2 & D8.3 D&E and AR&C Plans												D8.2 & D8.3
WP1: D1.1 Stakeholder Platforms										D1.1		
Stakeholder workshop										Stakeholder event		
WP2: D2.1 Monitoring Plan						D2.1						
D2.2 Literature review												D2.2
WP3: D3.1 Systematic review for modelling												D3.1

2021/2022												
	13	14	15	16	17	18	19	20	21	22	23	24
	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
WP8	Newsletter 2							Newsletter 3				
WP1:										Stakeholder event		

WP2:						D2.3						
												D2.4
WP9 Gender balance												D9.3

	2022/2023											
	25	26	27	28	29	30	31	32	33	34	35	36
	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
WP8					Newsletter 4							
WP2: D2.5 Testing and validation of approach at CSS												D2.5
WP3: D3.2 Integrated fate models												D3.2
D3.3 Integrated exposure model												D3.3
WP4 D4.4 Effects of PPPs on animal health												D4.4
WP5 D5.2 Generalised PPP's publication patterns						D5.2						
WP6: D6.1 Reports on environmental and economic sustainability						D6.1						
D6.2 Report on external costs						D6.2						
WP7: D7.1 Report on lock-ins & barriers				D7.1								

	2023/2024											
	37	38	39	40	41	42	43	44	45	46	47	48
	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug

WP8	Newsletter 5						Newsletter 6				D.2.6 leaflet	Policy brief
WP2 D2.6 Recommendations for innovative practices										D2.6		
WP3: D3.4 PBPK models												D3.4
D3.5 Integrated exposure estimated												D3.5
D3.6 Gender-specific analysis exposure estimates												D3.6
WP4: D4.1, 4.2, 4.3 Ecotoxicological assessments												D4.1, D4.2, D4.3
D6.3 Farm level impacts of different pesticide reduction strategies							D6.3					
D6.4 Protocol of regional innovation scenarios												D6.4
WP7 D7.2 Baseline for transition				D7.2								

	2024/2025											
	49	50	51	52	53	54	55	56	57	58	59	60
	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug
WP8	Newsletter 7						Policy brief			Press release	Newsletter 8	Leaflets, Press release, Policy brief
D8.5 Proceedings of final conference												D8.5
D8.6 Dissemination and exploitation												D8.6
D8.7 Communication activities												D8.7

WP5 D5.3 Maps illustrating estimates of health impacts												D5.3
D5.4 Applicability of toolbox expanded globally												D5.4
WP6: D6.5 Regional impacts of PPP reduction scenarios						D6.5						
WP7 D7.3 Policy recommendations												D7.3



**Disclaimer:** This report is part of a project that has received funding by the European Union's Horizon 2020 research and innovation program under grant agreement number 862568.

Annex 1 Communication and Dissemination  
Guidance



# Communication and Dissemination Guidance

**This document is designed to help researchers to produce high-quality products for disseminating findings and engaging with relevant audiences.**

**No previous experience necessary!**

Jane Mills, Charlotte Chivers and Matt Reed from Countryside and Community Research Institute (CCRI) for the SPRINT Project March 2021 ©.



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## Introduction to this guidance document



### Why is dissemination an important part of SPRINT?

Disseminating research findings effectively means that all of your hard work is far more likely to have an impact in real life – in policy and/or practice!

2. This project gives us an opportunity to educate and engage with others about a topic we all care about – let's take it.
3. A successful dissemination campaign will demonstrate that we are good communicators of research, thus making us well placed for future EU-funded projects.

According to the European Commission, effective dissemination can:

- Attract new talent to join your teams
- Provide international and interdisciplinary collaboration opportunities
- Improve access to other funding prospects
- Generate new sources of income thanks to the exploitation of the results
- Contribute to societal goals
- In the case of policy impact, improve current and/or help shape future legislation.

This guide will explain how to produce successful dissemination material and steer you to further resources. If you have any questions or need any help with these activities, please contact Jane Mills (WP8) [jmills@glos.ac.uk](mailto:jmills@glos.ac.uk).

**Please record any communication and dissemination activities you undertake [here](#) (PW: KOM-sprint2020)**



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**Thinking of undertaking a dissemination activity? Below are the SPRINT contacts to get in touch with if you'd like any help.**

**Please note:** If you would like help with your content or if you would like it to be shared on the official SPRINT outlets, you will need to translate your content into English. If your dissemination activity is for your country only, do not worry about translating the activity into English.

Mode of delivery	For advice/support relating to content	For help with the design	For assistance when disseminating the final resource
<b>Newsletter</b>	Jane Mills (WP8) Coordination team (WP9) If policy related: Ana Frelih-Larson (WP7)	Jane Mills / Charlotte Chivers (WP8)	To share with relevant stakeholders: Judith Nathanail (WP1) To post on the website (as a news item): Paula Harkes (WP9)
<b>Press release</b>	Jane Mills (WP8) Coordination team (WP9) If policy related: Ana Frelih-Larson (WP7)	N/A	If you would like to send a press release as part of the wider SPRINT project, please contact the SPRINT coordination team and WP8.
<b>Social media</b>	Jane Mills / Charlotte Chivers (WP8)	Jane Mills / Charlotte Chivers (WP8) – we can produce imagery/infographics to go with your social media posts	If you would like us to share a post on the official SPRINT social media, please contact Charlotte Chivers or 'tag' the official SPRINT pages in your own posts.
<b>Blog article</b>	Jane Mills / Matt Reed / Charlotte Chivers (WP8)	Jane Mills / Charlotte Chivers (WP8)	If you would like to share a blog article on the SPRINT website, please contact Paula Harkes (WP9).
<b>Policy briefs</b>	Ana Frelih-Larson (WP7)	Jane Mills / Charlotte Chivers (WP8)	If you would like to share a policy brief on the behalf of the wider SPRINT project, please collaborate with Ana Frelih-Larson.  To share the brief on the SPRINT website, contact Paula Harkes (WP9)  To share with relevant stakeholders: Judith Nathanail (WP1)
<b>Podcasts</b>	Jane Mills / Charlotte Chivers (WP8)	If you would like help with editing a sound recording, contact Jane Mills / Charlotte Chivers (WP8)	To share with relevant stakeholders: Judith Nathanail (WP1)  To post on the website (as a news item): Paula Harkes (WP9)
<b>Videos</b>	Jane Mills / Charlotte Chivers (WP8)	Jane Mills / Charlotte Chivers (WP8)	To share with relevant stakeholders: Judith Nathanail (WP1)  To post on the website (as a news item): Paula Harkes (WP9)  To share on YouTube/social media: Charlotte Chivers (WP8)

Please record any communication and dissemination activities you undertake [here](#) (PW: KOM-sprint2020)



## Gender and Inclusivity considerations

### Introduction

All SPRINT communication strategies and dissemination products should be produced with consideration to gender and other social dimensions of inclusivity. In particular, consideration should be given to the language and images used and in the selection and use of media and social networks. Much of the guidance on gender inclusivity here is drawn from the [EnTrust project Gender Inclusivity Dissemination Guidelines report](#)

**When preparing communication strategies and dissemination materials, think about the following to ensure gender inclusivity:**

- **Gender matters**—research and communication on research is enhanced by gender inclusivity.
- Language **shapes** both our thinking and our research practice. Be **gender inclusive** when selecting terms.
- **Masculine pronouns** should not be used to represent both women and men.
- Terms that **diminish** women—like “lady” or “girl” should be avoided when not specifically meant.
- Reference should not be made to women’s [or men’s] **appearance** or **marital status** when not specifically meaningful. This includes references to farmer’s wives instead of farm women, or if being married is meaningful as farm husbands and farm wives.
- Avoid **traditional concepts** such as “head of the household” or “the farmer” which limit representation.
- Use **gender inclusive** job titles.
- Be **proactively gender inclusive** when using images. Include images of women in active roles as researchers, etc. Aim for gender balance, also when portraying domestic situations.
- Do not use sexualised, or sexually explicit imagery (gaze, touch, angle of camera, enlarged features).
- Models of **gamification** should be tested on **both** women and men.
- Attend to **gender dynamics** in event organisation, its timing and invitations, and working in a group setting. Speakers and moderation require balanced representation. Participant engagement should be facilitated. Avoid practices that will alienate participants from engaging with the project.
- **Identify barriers** that may hinder full participation from all participants and take steps to overcome them.
- Prior to disseminating any information the text should be **gender-proofed** by a specialist in your institution to ensure that high standards are applied to the dissemination of content.

### Key resources

- [ENTRUST project Gender Inclusivity Dissemination Guidelines report](#)



## Newsletters

### Introduction

Newsletters can be an efficient and effective way of getting engagement with your research. Much of the guidance on newsletters provided here is drawn from the [Fast Track Impact website](#).

#### When planning a newsletter, think about the following:

- **Who is your target audience?** Listen to your target audience and identify what they are passionate about and their concerns. Then try to speak to those issues and particular knowledge needs in your newsletter, prioritising content that you think will really interest them.
- **Track your progress:** Ideally you should use newsletter software to make sure you are GDPR compliant and can enable people to unsubscribe easily. Free software available includes [MailChimp](#), [MailerLite](#), [Mailjet](#), plus many other options. Most software enables you to identify how many people open your newsletter email and which links they click on the most.
- **Headline content that people will love:** Your goal is to provide so much value in your newsletter that people look forward to it. If they haven't time to read it they will save it for later and even forward it to others. Focus on retaining quality. It is better to skip a newsletter rather than sending out a newsletter that is not valued by people.
- **Keep it short and regular:** Ensure that the newsletter is not too long that you bore people with too much material. Of course, if it is too short then you are unlikely to generate enough value. Keeping it regular means people get to know you, recognise your newsletter and remember that it is always worth checking what's in there. It is good to keep a steady trickle coming, in the hope that people read the next one.
- **Think about your design:** A clear and attractive design will make it easier for people to navigate your content, increase the credibility of your content and build trust in what you are trying to do. There are two very different approaches to this though. For project newsletters, you can use an HTML template. MailChimp and other newsletter services make this easy by providing you with templates you can easily adapt.
- **Include gender and inclusivity considerations** (see above)



## Media – Press releases

### Introduction

**When planning a press release, think about the following:**

- **Keep it short:** An ideal press release is 250-400 words, comprising 3-4 short paragraphs and a couple of quotes. It needs to be concise and clear in order to attract the attention of the journalist.
- **Use the right language:** Jargon should be avoided, and technical and academic terms explained (using 3-5 words). The idea isn't to make it simplistic, but to make it accessible to everyone. Quotes should be used to provide insight and opinion and to support the rest of the press release. Ensure your release covers the five essential questions – who, what why, where and when?
- **Grab attention with the headline:** Most journalists get thousands of emails every day, so the headline of the press release, which is also the subject line of the email, needs to really 'wow' them. Make sure the interesting and new finding from the research is in the headline.
- **Use an outline familiar to journalists:** After the catchy headline, report where the news is coming from (location) and write a single sentence which provides an immediate overview of the content. This should be followed by the body of the text, which includes further detail and quotes. Lastly, include a boilerplate (explaining who you are) and who the journalist should contact for further information.
- **Target the right journalists:** Although a press release is not written for a specific journalist or publication in mind, it is important that distribution lists are accurate and are always up to date.
- **Handy hints:**
  - Provide some contact details, a name, telephone number and email address.
  - Provide pictures and visuals – have good strong images that illustrate your story. It needs to be a minimum size of 1 MB and in JPEG format.
  - Have something to offer journalists – make it easy for them, such as recent data and facts, research papers.
  - Be available for interviews – make sure you are available on the day your release is published. There is little point in sending out a release if you aren't available to talk to the media.
- **Include gender and inclusivity considerations** (see above)



## Social media

### Introduction

Social media is an important channel for disseminating and discussing knowledge deriving from research projects and for engaging with a wide-ranging audience, including policy-makers, farmers, NGOs, and the general public.

#### **Encourage stakeholders to follow and engage with the SPRINT social media accounts:**

- **Twitter: @SprintH2020**  
Follow the SPRINT Twitter account and encourage stakeholders to do the same.
- **Facebook: @SprintH2020**  
Follow the SPRINT Facebook group and encourage stakeholders to do the same. It is possible to see translations of the posts. You could also consider setting up your own Facebook group for specific stakeholders interested in
- **Instagram: sprint\_eu**  
Follow the SPRINT Instagram account which shares photos and videos from the project and encourage stakeholders to do the same.
- **LinkedIn: sprint-h2020**  
Please connect with the SPRINT LinkedIn account and encourage stakeholders to do the same.

**If you have anything noteworthy to share on social media (e.g., news, a job opportunity, a publication, a photo of fieldwork, upcoming events), please contact Charlotte Chivers and she will post your content across the channels.**

Alternatively, please 'tag' (using '@') the SPRINT profiles and we will then repost/share. Using hashtags, tagging other relevant accounts, and using photos will help your posts to gain traction. Learn how to use hashtags [here](#).

We also recommend tagging other accounts through photos as this will mean your word limits (e.g., on Twitter) won't be used up. Learn how to do this [here](#).

A useful piece of scheduling software for multiple social media sites - free for up to 2 sites - is [Hootsuite](#) - so for example, you can schedule your Twitter and LinkedIn posts from the same platform.

**Include gender and inclusivity considerations** (see above)



## Blog articles

### Introduction

Blog articles are another great way to engage with numerous audiences. They should be written in a conversational manner and shouldn't take the audience long to read.

**The SPRINT website already has a dedicated blog – send your submissions to Paula Harkes/Charlotte Chivers and we'll post them on the website for you!**

#### When planning a blog article, think about the following:

- What is the topic I want to cover? Am I confident that I can write about it in a **non-technical** way without losing meaning?
- Am I going to be able to write about the topic in **500-800 words**?
- Can I include any **infographics or photos** to make the piece more engaging? If you'd like to make infographics, [Piktochart](#) and [Canva](#) offer some capability for free.
- **How to keep it unbiased:** for the SPRINT project, it is important that we remain unbiased and provide both sides of the argument. Can you do this for the topic you're going to write about?
- Use **common terms** without the usual academia slang, and **avoid acronyms**.
- Include **gender and inclusivity considerations** (see above)

### Writing a blog article

- Think of a **captivating title** – make it fun to read if you can!
- Similarly to when you write a press release, start the blog with an **enticing statement** about what the article will cover
- **Be concise!** The best blogs are no more than 500 words long but you can stretch to 800 as long as you keep it engaging throughout
- Use **infographics** and **images** throughout to break up text. For an example of an infographic, see the video section of this guidance document.
- Once written, think about how you'll **target** your readership – social media? In a newsletter? Over email?
- Include **gender and inclusivity** considerations (see above)

### Key resources

- [The 12 dos and don'ts of blog writing](#)
- [How to write an awesome blog in five steps](#)

Check out some existing [SPRINT blog articles](#) for inspiration!



## Policy briefs

### Introduction

Policy briefs are a key tool to present research and recommendations to a non-specialised audience. They serve as a vehicle for providing evidence-based policy advice to help readers make informed decisions. The best policy briefs are clear and concise stand-alone documents that focus on a single topic. Much of the guidance provided here is drawn from the [Fast Track Impact website](#).

#### When planning a policy brief, start by asking yourself the following:

- **Who is the audience?** Are you targeting people within specific Government agencies, who are likely to have a relatively focused interest in the topic, with a relatively high degree of technical competence? In this case include some of the technical detail, so that specialists can make up their own mind about the credibility of your works. Are you briefing policy analysts within Government departments who advise Ministers etc? In this case, the policy brief should be much shorter, with less technical language and simpler language.
- **When will the policy brief be read?** This might determine when and how and in what format to distribute the brief (e.g. electronic, paper version, when to schedule the email with the brief attached, such as an evening, even weekends, will it be read over breakfast or on train/flight? One approach is to do a breakfast test, as a policy brief should be read and understood in the length of time it takes to drink a coffee over breakfast.
- **What is the aim of the policy brief and does it match the policy maker's perspective?** If the answer is "no" then stop right there, otherwise you might waste your time.
- **Use common terms** without the usual academia slang, and avoid (or if you have to, spell out) acronyms. You are telling a convincing story about why change is needed.
- **Include gender and inclusivity considerations** (see above)

### Writing the policy brief

On the front page you will need:

- **Title:** keep it short and powerful – would you personally pick up a policy brief with this title? You can add a subtitle, if it further explains your main message (again keep it short).
- **Teaser:** start with a summary of the brief's content and its relevance in 2-3 sentences (max 5 lines), state all the main points and repeat them throughout the document.
- **Recommendations:** in bullet points, perhaps use a side bar or box.
- **Picture/Photo:** something attractive and positive that describes the research topic well. Make your picture bigger and have less text if possible!
- **Infographics:** these can be a good way to present data visually and make it more understandable.





On the next pages, consider:

- **Overview:** give a brief overview and state the problem or objective. Embed your research in a current issue and explain how your policy brief contributes to the issue and provides useful answers.
- **Introduction:** summarise the issue, explain the context (including the political) to explain why the topic is important and how your research can help to solve/improve the situation.
- **Research findings:** these are the answers from your research help to solve the problem. If possible, present the findings in a visual, clear style, so people can grasp the idea instantly. Include research evidence from the literature and other sources to support your own findings in plain language. Use sub-headings to break up blocks of text (keep sections of text and paragraphs as short as possible). Any graphs or other figures should be simple and be labelled with a short description that's understood without reading the text.
- **Sidebars and boxes:** highlight most important evidence in sidebars or boxes, so people can easily skim through the key points if they are in a hurry.
- **White space and photographs:** try and break up your text with plenty of white space and photographs to avoid intimidating readers and making your work more attractive to engage with.
- **Additional sources:** you can add more information on the topic, max 4 further sources, including peer-reviewed material by you and your team.

On the last page, consider:

- **Brief summary statement:** concluding with a take home message.
- **Policy recommendations/options:** clear recommendations aimed at a specific policy sector(s) and specific live policy issues, in bullet points, stating why these options are recommended.
- **Author contact details:** including current position, associated institute and funder. This is to reassure a policy-maker with limited time that you are knowledgeable and credible enough to deliver the message.
- **Acknowledgements**
- **Citations:** cite in footnotes, if needed.

**Overall: Include gender and inclusivity considerations (see above)**

## Distributing the policy brief

- **Electronically:** consider uploading the policy brief to a website. This will provide a link to a pdf which can be included in emails and social media posts.
- **Hard copy:** Send a "paper version to your target audience is important. Make it personal and send it directly to a named person. Even better you can hand over the brief directly to a policy-maker in a face-to-face meeting)
- **Social media and beyond:** Use pdf link created for all social media. Use a picture of the brief to accompany distribution via social media as this attracts people and increases the likelihood of further distribution by sharing. The more times your target audience comes into contact with your material via different channels and people in their network, the more likely they are to perceive that it must be worth engaging with.
- **Telephone call:** Follow up your email to your targeted people with a phone call. Ask if any further information is needed. Propose a lunchtime meeting or seminar to discuss your research further. You can also invite them to related conferences and workshops and take a copy of the brief with you to any of the events.
- **Include gender and inclusivity considerations (see above)**



## Podcasts

### Introduction

More people are listening to podcasts than ever before. They are a great way to build a genuine connection with your stakeholders and to reach wider audiences. The following guidance is drawn from the [UK ESRC website](#)

#### **Planning a podcast:**

Before you create a podcast there are a number of things you should do:

- Define what the podcast is about and what topics you want to cover.
- Identify who you would like to take part in the recording and invite them to participate. Consider gender and inclusivity issues.
- Prepare a script/plan that covers any questions you want to ask or answer.
- Ensure that you find a quiet room where you can record the podcast.
- Test all equipment and ensure that any battery-operated devices are charged.
- Turn off your mobile phone.
- Practise your recording.

### **Recording the podcast**

#### **Podcast tips:**

- Make sure your podcast is enjoyable and interesting for your listeners; be enthusiastic and engaging.
- Ensure that the language you use is appropriate for your target audience.
- Your podcast should not be more than 20-30 minutes long. If it needs to be longer then consider splitting it into several episodes.
- Ensure that all speech is clear, e.g., don't talk too fast.
- Don't make it sound like you or other participants are reading a script – you'll be at risk of sounding monotone if you do this.
- Be yourself!

#### **Equipment and resources required:**

- A voice recorder (or call recorder) that provides good sound quality. You can use a normal voice recorder or a voice recording app on a smartphone.
- Editing software: free software includes [Audacity](#) and [GarageBand](#)
- A platform to host the podcasts, eg [Buzzsprout](#), [PodBean](#) and [SoundCloud](#), or your website or blog.

### **Sharing the podcast**

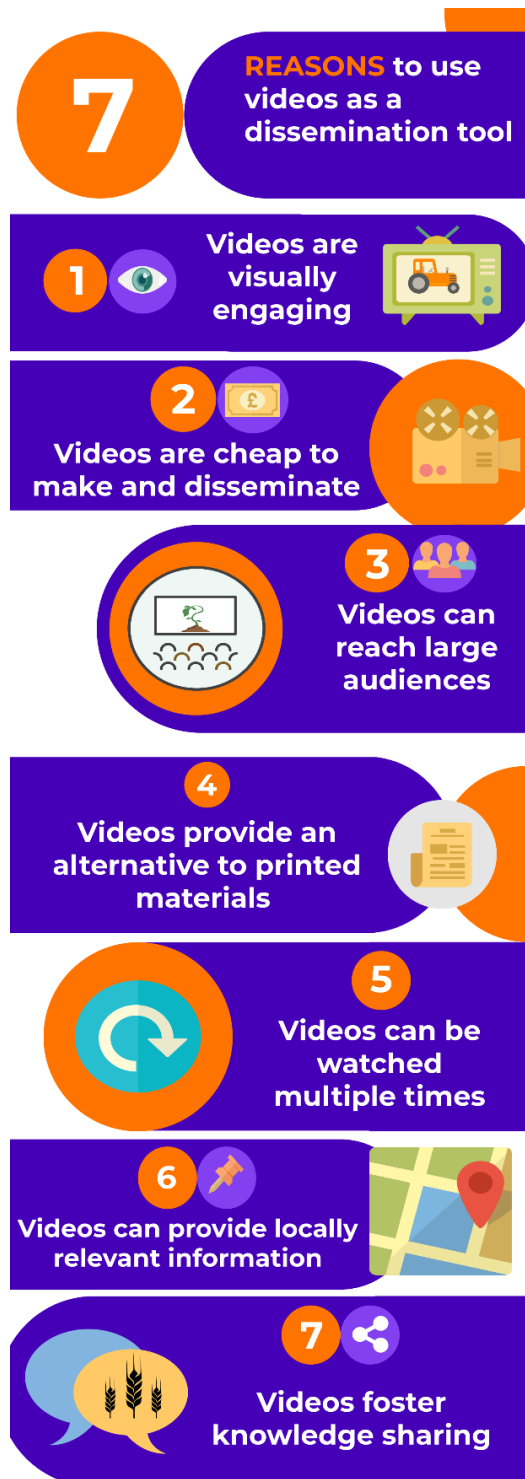
To increase the number of listeners, you should:

- Use clear titles and descriptions for your podcasts. This will help tell people what they are about and could also increase the likelihood of people finding them using search engines.
- Share your podcasts through your social media accounts, e.g., Twitter and Facebook.
- Add your podcasts to your website or a blog. You could use them as a web feature or blog post and include some relevant text to go with them.



## Videos

First of all, why should I use videos when disseminating my research?



The above image was adapted from an infographic created by Charlotte Chivers for Rose et al. (2021).



## Introduction

The ease of producing videos has increased in recent years due to the availability of smart phones, semi-professional audio equipment and free editing tools. It is now possible, with a little planning, to make a high-quality video with little equipment and previous experience. Following the guidelines in this document will help you to avoid making common mistakes and ensure your videos are engaging and appropriate for your target audience.

### **When planning a video, start by asking yourself the following:**

- **Who is the audience?** What will be interesting and engaging to them? How will you avoid using unnecessary jargon (Smith and Bartlmae, 2017)? Consider gender and inclusivity issues.
- **What message am I trying to get across?**
- **What am I hoping to gain from making this video?** *If there are many messages/ideas it may be worth making more than one video to not confuse the viewer (Maguire, 2016).*
- **What is the style?** Informal/formal? Introductory or explanatory? Problem/solution? Or perhaps narrative? *The video style will be influenced by the video purpose and intended audience.*
- **What tone do you want it to have?** Conversational, straightforward, informative?
- **Where will the video be uploaded?** *The recommended length and style will change depending which site you are using. For example: YouTube/Vimeo: ~3mins, Facebook: ~ 30 -120 sec with subtitles/no sound, Twitter: ~30 sec, to support a presentation/website ~5mins+ (Gotter, 2016).*
- **What's the best [social media strategy](#)?** *You may make a great video, but people need to know that it exists and where to find it (Reed, 2015)!*
- **What's already out there?** Have a search for examples in your subject area to note the style – does your video want to be entirely different or in keeping with the others? (Smith, Bartlmae, 2017).
- **What timescale are you working to?** *If it needs to be made imminently, it would be best to have a focused, simpler and shorter video (English, 2015).*

## Content

**Planning is key:** Think about everything you may need to prepare before you start filming.

- **Storyline:** how will you produce an interesting summary? Is there a practical/pictorial way of explaining your project (e.g., through a scientific experiment)? Creating a [storyboard](#) (a sketch for each shot) may assist in planning this and help you visualise what will happen when.
- **Speech:** Is the video going to be narrated? Is it going to be in an interview style (Maguire, 2016)? Will it be presenter led (voiceover)?
- **Script:** Even if only a rough one, it is a good idea and will keep the video flowing smoothly (Raghav, 2014).
- **Footage:** Do you need additional shots, perhaps from additional locations? Or will you need to import some? You can merge separate clips during the editing stage.
- **Photographs:** Will you include still photos in addition to moving image? Will these need editing to improve quality/relevance?



**Disclaimer:** This report is part of a project that has received funding by the European Union's Horizon 2020 research and innovation program under grant agreement number 862568.

- **Props:** Will you be using any?
- **Interviewing:** Do you need to interview anyone?

#### **If the latter is a yes, here is some interviewing advice:**

- Place a microphone in a place on interviewees clothing which will be subjected to the least noise disturbance (e.g., due to clothing). If you are not using a microphone, place the recording device as close as possible to the person speaking.
- Leave pauses between questions and answers to make the editing process easier.
- Ask interview participants to look at the interviewer, not at the camera (HERG, 2018).

## Filming

Before you start, familiarise yourself with any equipment and editing software you will use. Don't be afraid to have a few practice runs!

### **Before you start filming:**

- **What equipment are you using?** It is not necessary to have a video camera nowadays – a high quality phone (such as an iPhone, guidance [here](#)) is acceptable. If possible, use an HD (high definition)-enabled device as this will result in higher quality footage.
- **Using a drone?** Each country has its own legislation on how and where drones can be used (find out more [here](#)). If you plan on using a drone, please ensure you are compliant with your local legislation.
- **Will you be using editing software?** There are free, pre-installed programmes available such as Windows [Movie Maker](#) and [iMovie \(for Mac users\)](#). These are suitable for producing a good quality outcome.
- **Location:** Find a place which is interesting and relevant to film.
- **Rehearse!** This overcomes feeling strange talking to the camera, and any timing issues.
- If necessary, people appearing in the video should sign a consent form.

So the preparation is done, and now you're ready to go. One very important thing to check: make sure that the device you are using to record on has enough memory space (Bernazzani, 2018).

### **While you are filming watch out for:**

- **Shaky shots:** Use a tripod or camera stabilizer at all times (Bernazzani, 2018).
- **Filming:** Make shots as you would photos and keep shot steady for at least 5-10 seconds. Avoid too much zooming during shots. If using a smartphone do not zoom in at all! Get closer to your subject if you need a closer shot
- **Orientation:** Film horizontally for better viewing on mobile devices (Bernazzani, 2018).
- **Lighting:** Find a place which is not too bright or dark. If filming outside try to hit the 'golden hours' (2 hours after sunrise or 2 hours before sunset). If filming inside, pick a room full of natural light, or if this is not possible, bring your own lights (HubSpot, 2018). Your subject should be of the same brightness or brighter than the background. Do not interview a person against a bright sky.
- **Composition:** use '[Rule of Thirds](#)' to get the most aesthetically pleasing shot.



## Common Quality issues:

- **Sound quality:** watch out for noisy areas and wind. Preferably use a lavalier microphone, but if just using a phone, place closer to the person speaking. Consider using a wind protection device such as [Rycote](#) and place subject with back to wind.
- **Image quality:** is the subject framed well? Correct lighting?
- **Timing:** does the speech match the imagery? Subtitles on time?

## Final Touches

Now you have your video footage, it's time to compile and edit them. Below are some commonly used elements to create the final outcome – note that additional visuals all need to be a consistent style (i.e. font all the same type, colour themes).

- **Shot selection:** Choose which parts of the interview you would like to use and in which order *before* you start editing.
- **Background music:** this should be complementary to the tone of the video and appropriate for the audience (check [copyright violations](#) before using).
- **Narrative speech:** this should be in a clear voice and match the speed of the footage. Audio can be edited using [descript](#).
- **Subtitles:** will these need to be in an additional language?
- **Transitions:** use to make a smoother switch between one clip to the next.
- **Special effects:** Be careful using special effect. Most of the time they are distracting.

## Social Media

Finally, don't forget to take to social media to promote and advertise your video! Make sure you have auto-play ticked as an option (for Facebook, Twitter and Instagram).

- Decide on a 'release date' and write some posts in the lead up to build momentum. Posts can be scheduled via sites such as [TweetDeck](#) (for Twitter) or [Hootsuite](#).
- Promote the video in any Bios (place where you provide information on your profile) on any social media accounts eg: Twitter, Instagram.
- Pin the post about the video to the top of your page e.g., Twitter, Facebook.
- Use trending hashtags or current topics of interest in your posts to help boost viewings.
- Tag relevant people or organisations in your posts promoting the video.
- More useful tips can be found [here](#).

### Finally...

If you want to track the success of the video, you can easily see how many viewings it has gathered on YouTube, but if you want more detailed results, or are using another medium, it's worth a bit of research into [video metrics](#) (English, 2016).



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- Smith R. and Bartlmae E. (2017), *Top Tips on Short Videos for Bioeconomy Researchers*, presentation at CommBeBiz Webinar, 18<sup>th</sup> December 2017.

### **Hyperlinks:**

- Social media strategy: <http://www.mayaproject.org/blog/2015/10/27/create-a-social-media-strategy-for-your-research-that-delivers-impact>
- Storyboard: <https://photography.tutsplus.com/tutorials/how-to-make-a-storyboard-for-video--cms-26374>
- Movie Maker: <https://www.youtube.com/watch?v=O99NXVHfqMs>
- iMovie: <https://www.youtube.com/watch?v=gqNXhDEFgEk>
- Rule of Thirds: <https://www.photographymad.com/pages/view/rule-of-thirds>
- Music Copyright Violation: <http://tubularinsights.com/copyrighted-music-in-video/>
- TweetDeck: <http://www.razorsocial.com/tweetdeck-for-twitter-management/>
- Social media tips: <https://www.socialmediaexaminer.com/26-ways-to-use-video-for-your-social-media-marketing/>
- Video metrics: <https://www.skeletonproductions.com/insights/video-metrics>

**Free advice on dissemination from the EU:** <https://www.horizonresultsbooster.eu/>