Plano de Ação para a Divulgação de Resultados de Investigação e Comunicação da Ciência: Da Estratégia ao Impacto

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Introdução

A divulgação dos resultados da investigação científica é um elemento fundamental no ciclo de produção de conhecimento. Longe de representar apenas uma formalidade final, é uma parte essencial que valoriza o trabalho realizado, legitimando o investimento de recursos humanos, materiais e financeiros na investigação científica. A divulgação transcende a mera publicação académica, pois é um instrumento estratégico para estabelecer redes de colaboração, identificar parceiros com interesses complementares e potenciar novas oportunidades de financiamento.

Tradicionalmente, têm-se privilegiado a disseminação de resultados através de publicações em revistas científicas de prestígio e apresentações em conferências especializadas, em grande parte como resposta aos critérios estabelecidos nos processos de avaliação, incluindo os institucionais. No entanto, o paradigma atual do Espaço Europeu de Investigação (EEI) tem evoluído significativamente, impondo novos desafios e expectativas aos investigadores.

Introdução

Hoje, é cada vez mais um requisito trabalhar em direção à designada "Terceira Missão" das universidades e centros de investigação: a ligação à sociedade. Esta missão implica não apenas comunicar a ciência para o público em geral, mas também estabelecer conexões produtivas com o setor empresarial, procurando complementar as fontes tradicionais de financiamento através de parcerias estratégicas que possam gerar valor económico e social.

Em termos de comunicação da ciência, comunicar os resultados da investigação a audiências não especializadas representa, para os própios investigadores, uma oportunidade valiosa de desenvolvimento. Este exercício obriga a repensar conceitos complexos em termos mais acessíveis, o que frequentemente conduz a novas perspetivas sobre o próprio trabalho e pode inspirar abordagens inovadoras.

No contexto atual, um plano de ação para a divulgação de resultados de Investigação, ou plano geral de comunicação, deve ser abrangente, integrando estratégias diversificadas que permitam alcançar diferentes públicos e maximizar o impacto do conhecimento produzido. A adoção desta abordagem integrada permite maximizar o impacto da investigação ao garantir que os resultados não só avançam o conhecimento científico, mas também contribuem para a inovação económica e o progresso social, respondendo, assim, aos desafios contemporâneos na comunicação científica.

Comunicação, Divulgação, Transferência

Disseminação
- Público-alvo: Comunidade Científica
- Atividades: Congressos, revistas, capítulos de livros
- Avaliação: Qualidade e impacto das publicações

Transferência
- ´Público-alvo: Tecido Empresarial e policy makers
Atividades:Policy briefs ou briefing papers. feiras para empresas,
- Avaliação: alteração de legislação ou políticas públicas, produtos, software etc.

Comunicação da Ciência
- Público-alvo: Sociedade
- Atividades: Eventos culturais, congressos abertos ao público…
- Avaliação: Impacto(comportamiento), métricas de engagement(partilhas, download..)

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COMMUNICATION, DISSEMINATION & EXPLOITATION
WHAT IS THE DIFFERENCE AND WHY THEY ALL MATTER

Communication
Inform, promote and communicate activities and results

For whom
Citizens, stakeholders and the media

How
- Having a well-designed strategy
- Conveying clear messages
- Using the right channels

When
From the start until the end of the action

Why
- Engage with stakeholders
- Attract the best experts
- Raise awareness of how public money is spent
- Show the success of European collaboration

It is a legal obligation!
Article 17 of Horizon Europe
Grant Agreement

Dissemination
Make knowledge and results publicly available free-of-charge

For whom
For those who can learn and benefit from the results, such as: scientists, industry, public authorities, policymakers, civil society

How
Publishing results in:
- Scientific magazines
- Scientific and/or targeted conferences
- Databases

When
- Anytime, as soon as results become available
- Up to four years after the end of the project

Why
- Maximise the impact of the action
- Allow other researchers to go a step forward
- Contribute to the advancement of world class knowledge
- Make scientific results a common good

It is a legal obligation!
Article 17 of Horizon Europe
Grant Agreement

Exploitation
Make concrete use of results for commercial, societal and political purposes

For whom
For those who can take the results forward or invest in them, such as: researchers, stakeholders, industry (also SMEs), public authorities, policymakers, civil society

How
- Creating roadmaps, prototypes, software
- Sharing knowledge, skills, data

When
- Towards the end of the action and beyond, as soon as exploitable results are available
- Up to four years after the end of the project

Why
- Lead to new legislation or recommendations
- For the benefit of innovation, the economy and society
- Help to tackle a problem and respond to an existing demand

It is a legal obligation!
Annex 5: Specific Rules and Article 16 of Horizon Europe Grant Agreement

EUROPEAN UNION #HorizonEU
HORIZON EUROPE

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(European Commission: European Research Executive Agency, 2023)

Etapas do plano de Comunicação Geral

- **Etapa 1: Análise Estratégica Preparatória**

  - Valor científico e social

  - Mapa completo de todos os atores que podem influenciar ou ser influenciados pela investigação

  - Recursos humanos, financeiros, tecnológicos e institucionais

- **Etapa 2. Definição de Objetivos e Indicadores**

  - Pontos-chave: Objetivos SMART (Específicos, Mensuráveis, Alcançáveis, Relevantes eTemporalmente definidos) para cada vertente

  - Indicadores mensuráveis

  - Alinhamento com objetivos do projeto

Etapas do plano de Comunicação Geral

- Para a Comunicação da Ciência:

  - Objetivos: definir o nível de consciencialização pública que pretende alcançar, que mudanças de perceção visa promover, que debates públicos deseja informar.

  - Indicadores: cobertura mediática (número e qualidade), envolvimento em plataformas digitais, feedback qualitativo de públicos não especializados, participação em eventos públicos.

- Para a Disseminação:

  - Objetivos: alcance dentro da comunidade académica e profissional, integração em redes de conhecimento.

  - Indicadores: citações, convites para apresentações, integração em repositórios e bases de dados de referência, métricas alternativas

- Para a Exploração:

  - Objetivos: adoção de conhecimentos/métodos por parte de organizações, influência em políticas públicas, desenvolvimento de inovações sociais baseadas na investigação.

  - Indicadores: parcerias estabelecidas, integração em programas de políticas públicas, casos documentados de aplicação do conhecimento, recursos educacionais desenvolvidos

Etapas do plano de Comunicação Geral

- **Etapa 3. Narrativa Central e Mensagens-Chave:**
  - História unificadora, mensagens adaptadas, linguagem consistente.
- **Etapa 4. Segmentação e Adaptação aos Públicos**
  - Identificação de necessidades informacionais, níveis de adaptação, públicos prioritários.
  - Para a Exploração:
    - Públicos prioritários: Organizações implementadoras, formuladores de políticas, profissionais da área, empreendedores sociais, financiadores.
    - Adaptação necessária: Enfatize os benefícios práticos, apresente estudos de caso e exemplos concretos, forneça orientações claras para a aplicação do conhecimento.
  - Para a Comunicação da Ciência:
    - Públicos prioritários: Cidadãos interessados, educadores, estudantes, jornalistas, formadores de opinião.
    - Adaptação necessária: Simplifique conceitos sem os vulgarizar, utilize metáforas e analogias relevantes para o quotidiano, destaque as implicações práticas da investigação para a vida das pessoas.

Etapas do plano de Comunicação Geral

- **Etapa 5 Seleção de Estratégias, Canais e Atividades**
  - Pontos-chave: Complementaridade entre canais, adequação ao público, otimização de recursos.
  - Para a Disseminação:
    - Estratégias recomendadas: Publicação estratégica, networking profissional, integração em redes temáticas.
    - Canais a considerar:
      - Publicações académicas (artigos em revistas, capítulos de livros)
      - Repositórios de acesso aberto (institucionais e temáticos)
      - Conferências e eventos científicos (com seleção estratégica)
      - Redes académicas e profissionais (ResearchGate, Academia.edu, LinkedIn)
  - Para a Comunicação da Ciência:
    - Estratégias recomendadas: Storytelling humanizado, visualização de dados, abordagens participativas.
    - Canais a considerar:
      - Plataformas digitais próprias (website do projeto, blog, redes sociais)
      - Colaborações com meios de comunicação social (artigos de opinião, entrevistas)
      - Eventos públicos (palestras abertas, cafés de ciência, exposições interativas)
      - Materiais audiovisuais (documentários curtos, podcasts, animações explicativas)

Etapas do plano de Comunicação Geral

- **Etapa 6: Calendarização e Sincronização das Atividades** (cronograma detalhado que sincronize as atividades das três vertentes)

  - Faseamento estratégico: Organize as atividades de modo a que se reforcem mutuamente. Por exemplo, a comunicação da ciência pode criar um ambiente favorável para a exploração, enquanto a disseminação pode fornecer credibilidade científica às ações de exploração.

- **Etapa 7. Orçamentação e Recursos**

  - Distribuição estratégica, recursos partilhados, planeamento de contingência. Recursos financeiros, temporais e humanos a cada vertente de acordo com as prioridades estabelecidas e o potencial impacto esperado.

- **Etapa 8. Implementação Coordenada.**

  - Protocolos de qualidade, coordenação centralizada, gestão adaptativa.

- **Etapa 9. Monitorização e Avaliação.**

  - Métricas específica, análise integrada, adaptação baseada em evidências.

Pontos do Plano de Comunicação Geral

	Calendário	Atividade	Canal	Objetivo	Público-alvo	Indicador	Orçamento / Recursos
Disseminação							
Comunicação							
Transferência							

Exemplo: Estratégia geral

MOVING
MOUntain VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

2. Objectives of the strategy

The Strategy adopts a **four-step approach** that has matured alongside the project. To begin with, the Strategy created a cohesive and distinct identity for the project to enable the **discovery** of MOVING by the target audiences, and foster familiarity with its goals and activities. This set the stage for the subsequent phase, which concentrated on fostering **engagement** with key stakeholders.

With the project in its concluding phase, the Strategy pivots towards a more intensive **dissemination** of the outcomes and results achieved, ensuring they are communicated effectively to a broad audience. The goal is to address the enhancement of the project's **legacy**, by disseminating findings and ensuring that these results are utilised and integrated into relevant fields and practices. By doing so, the Strategy aims to secure lasting impact, especially by facilitating the uptake of its outcomes and results within and beyond the project's scope.

Table 2. Specific objectives of the Strategy

Specific objective	Description
SO.1	To **raise awareness** of project aims and activities (DISCOVERY)
SO.2	To **facilitate and promote engagement** of partners, relevant actors and target audiences in the MAPs (ENGAGEMENT)
SO.3	To **inform about project outcomes and results** and enable multipliers and the media to share relevant information (DISSEMINATION)
SO.4	To facilitate the **uptake of project outcomes and results** within and beyond the scope of the project (LEGACY)

(García & Lostrangio, 2024)

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Horizonte Europa: Formulário

KEY ELEMENT OF THE IMPACT SECTION

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES	TARGET GROUPS	OUTCOMES	IMPACTS
What are the specific needs that triggered this project?	*What do you expect to generate by the end of the project?*	*What dissemination, exploitation and communication measures will you apply to the results?*	*Who will use or further up-take the results of the project? Who will benefit from the results of the project?*	*What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?*	*What are the expected wider scientific, economic and societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?*

SPECIFIC NEEDS

Example 1
Most airports use process flow-oriented models based on static mathematical values limiting the optimal management of passenger flow and hampering the accurate use of the available resources to the actual demand of passengers.

Example 2
Electronic components need to get smaller and lighter to match the expectations of the end-users. At the same time there is a problem of sourcing of raw materials that has an environmental impact.

EXPECTED RESULTS

Example 1
Successful large-scale demonstrator: Trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.

Algorithmic model:
Novel algorithmic model for proactive airport passenger flow management.

Example 2
Publication of a **scientific discovery on transparent electronics.**

New product: More sustainable electronic circuits.

Three PhD students trained.

D & E & C MEASURES

Example 1
Exploitation: Patenting the algorithmic model.

Dissemination towards the scientific community and airports: Scientific publication with the results of the large-scale demonstration.

Communication towards citizens: An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives.

Example 2
Exploitation of the new product: Patenting the new product; Licencing to major electronic companies.

Dissemination towards the scientific community and industry: Participating at conferences; Developing a platform of material compositions for industry; Participation at EC project portfolios to disseminate the results as part of a group and maximise the visibility vis-à-vis companies.

TARGET GROUPS

Example 1
9 European airports:
Schiphol, Brussels airport, etc.

The European Union aviation safety agency

Air passengers (indirect).

Example 2
End-users: consumers of electronic devices.

Major electronic companies: Samsung, Apple, etc.

Scientific community (field of transparent electronics).

OUTCOMES

Example 1
Up-take by airports: 9 European airports adopt the advanced forecasting system demonstrated during the project.

Example 2
High use of the scientific discovery published (measured with the relative rate of citation index of project publications).

A **major electronic company** (Samsung or Apple) **exploits/uses the new product** in their manufacturing.

IMPACTS

Example 1
Scientific: New breakthrough scientific discovery on passenger forecast modelling.

Economic: Increased airport efficiency
Size: 15% increase of maximum passenger capacity in European airports, leading to a 28% reduction in infrastructure expansion costs.

Example 2
Scientific: New breakthrough scientific discovery on transparent electronics.

Economic/Technological: A new market for touch enabled electronic devices.

Societal: Lower climate impact of electronics manufacturing (including through material sourcing and waste management).

EU Grants: Application form (HE RIA and IA): V4.0 – 16.12.2024

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Calendarização

Plans need to be constantly monitored, reviewed and potentially adjusted throughout the course of the project.

Exploitation of results

Dissemination of results

Communication of project *and* results

First Results
Further results may occur during the project – not only at the end

– that may initiate: a) dissemination activities, b) dissemination and linked

communication actions, and/or c) exploitation measures.

Start | Project Implementation | End

(Comissão Europeia, 2021)

Exemplos: Projetos HE (COM., DISSEM., TRANSF.)

(García & Lostrangio, 2024 ; Ridgway et al., 2024)

Horizonte Europa: Programme Guide (maio 2024)

The communication part

Since EU grants are financed by public funds, beneficiaries are generally expected to actively engage in communication activities and to promote the projects.

Communication can be defined as: Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.

Communication activities must already be part of the proposal and be described in the draft Dissemination and exploitation plan including communication activities which is an admissibility criterion.

A good communication plan should define clear objectives (adapted to various relevant target audiences) and set out a description and timing for each activity.

With your communication activities you should draw the attention of general and specialised audiences to the EU policy area addressed by the call.

Good communication:

- Starts at the outset of the action and continues throughout its entire lifetime.

- Is strategically planned and not just ad-hoc efforts.

- Identifies and sets clear communication objectives (e.g. have final and intermediate communication aims been specified? What impact is intended? What reaction or change is expected from the target audience?).

- Is targeted and adapted to audiences that go beyond the project's own community, including the media and the public.

- Chooses relevant messages (e.g. how does the action's work relate to our everyday lives? Why does the target audience need to know about the action?).

- Uses the right medium and means (e.g. working at the right level — local, regional, national, EU-wide; using the right ways to communicate — one-way exchange (website, press release, brochure, etc) or two-way exchange (exhibition, school visit, internet debate, et.); where relevant, include measures for public/societal engagement on issues related to the action).

- Is proportionate to the scale of the action.

(Comissão Europeia, 2024, p. 37)

EUROPEAN COMMISSION TOOLS
TO SUPPORT COMMUNICATION, DISSEMINATION AND EXPLOITATION

Horizon Magazine
The latest news and features about thought-provoking science and innovative research projects funded by the EU.

Horizon Dashboard
An intuitive and interactive knowledge platform where you can extract statistics and data on EU research and innovation programmes — sorted by topics, countries, organisations, sectors, as well as individual projects and beneficiaries.

Horizon Results Booster
A free-of-charge platform to benefit from one of these services:
1. Portfolio dissemination & exploitation strategy
2. Business plan development
3. Go-to-market support.

Innovation Radar
A data-driven method focused on the identification of high-potential innovations and the key innovators behind them in EU-funded research and innovation projects.

Horizon Results Platform
A public platform that hosts and promotes research results, thereby widening exploitation opportunities. It helps to bridge the gap between research results and generating value for economy and society. You can create your own page to showcase your results, find collaboration opportunities and get inspired by the results of others.

Horizon Standardisation Booster
An initiative that supports European research and innovation projects to valorise results through standardisation, supporting them to contribute to the creation of new standards or the revision of existing standards.

CORDIS
Multilingual articles and publications that highlight research results, based on an open repository of EU project information.

Open Research Europe Platform
A platform that makes it easy for beneficiaries of European research and innovation projects to comply with the open access terms of their funding and offers researchers a publishing venue to share their results and insights rapidly.

Research and Innovation success stories
A collection of the most recent success stories from EU-funded research & innovation.

- COMMUNICATION
- DISSEMINATION
- EXPLOITATION

More information
- Contact your Project Officer
- European Research Executive Agency
- Dissemination and exploitation of research results
- Funding and Tender Opportunities Portal
- Research Enquiry Service

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(European Commission: European Research Executive Agency, 2023)

Plano de Comunicação da Ciência

Objetivos

Estratégia

Público-alvo

Atividades: tradicionais e inovadoras

Orçamento e Recursos

Cronograma

Divulgação das atividades

Avaliação e indicadores de impacto

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Modelos

(Toomey, 2024)
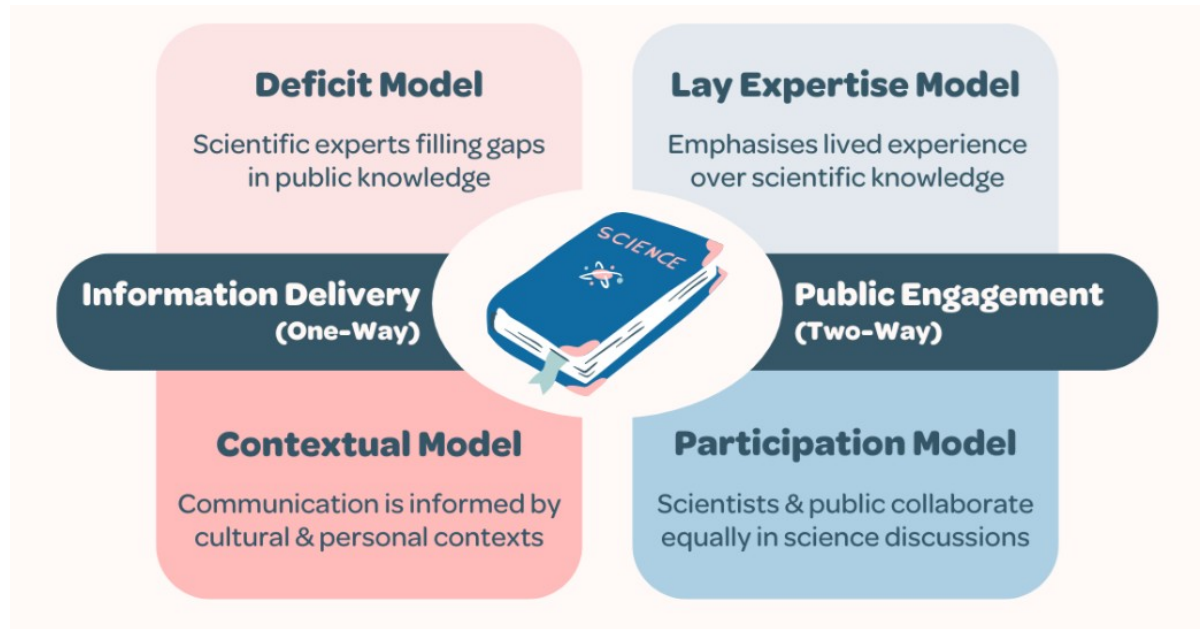
12 Competências-chave

12 core skills for effective science communication

1. Identify and understand a suitable target audience;
2. Consider the levels of prior knowledge in the target audience;
3. Promote audience engagement with the science;
4. Encourage a two-way dialogue with the audience;
5. Use language that is appropriate for your target audience;
6. Use a suitable mode and platform to communicate with the target audience
7. Use the tools of storytelling and narrative;
8. Separate essential from non-essential factual content in a context that is relevant to the target audience;
9. Use/consider style elements appropriate for the mode of communication [such as humour, anecdotes, analogy, metaphors, rhetoric, images, body language, eye contact, and diagrams];
10. Identify the purpose and intended outcome of the communication;
11. Consider the social, political, and cultural context of the scientific information;
12. Understand the underlying theories leading to the development of science communication and why it is important

(Mercer-Mapstone and Kuchel, 2017)

Objetivos: SMART

S M A R T

Specific · Measurable · Attainable · Relevant · Time Based

Exemplos de Objetivos

2.1 COALESCE communication aims

The COALESCE project aims to involve a variety of communities across Europe (and beyond) in bringing about evidenced-based improvements in science communication quality and impact. Therefore a capillary distribution of communication and dissemination activities are crucial to the success of the project and the future of the Competence Centre. Ultimately, this will ensure new approaches to science communication are widely adopted and the rapid mobilisation of science communication in times of crisis. It will also mean that the competences and skills necessary to professionalise the field are disseminated.

The COALESCE Communication, Dissemination and Exploitation (CDE) Strategy describes three aims of its communication activities:

1. Raise awareness, profile and visibility of the activities of the COALESCE project among science communication practitioners (formal and informal), researchers, educators, citizens, industry, journalists and funders across Europe, as well as among national and EU-level policymakers.

2. Share resources, tools and activities of the Competence Centre and the Academy with science communication practitioners (traditional and non-traditional), researchers, educators and funders across Europe, as well as with national and EU-level policymakers, and contribute to the conversation around science communication.

3. Provide responsive communications to support critical situations, providing timely guidance and increasing the reach of relevant COALESCE resources in times of need.

(Ridgway et al., 2024)

Estratégia

Mensagem	Formato	Canal	Atividades	Público-alvo	Indicador	Orçamento / Recursos	Calendarizaç ão

Públicos-alvo e Atividades

Overall map: All types of activities

(Research International, n.d.)
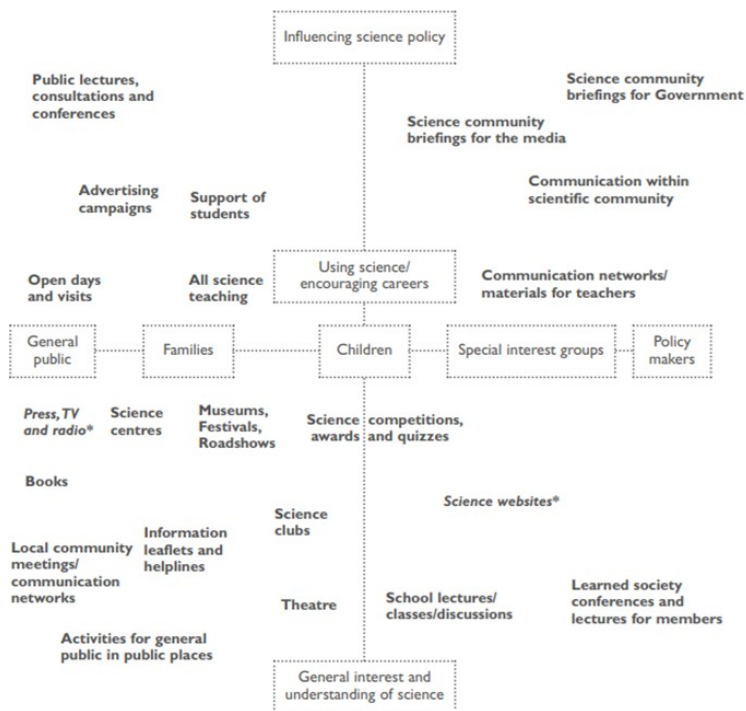
Exemplos: Públicos-Alvo

3 COALESCE key audiences

COALESCE communication activities will target a variety of science communication stakeholders in different countries and contexts and will need to be adapted for each audience. N&R hubs and networks will play an essential role in tailoring the messages to these audiences, so they are relevant and understandable to them. Given the nature of N&R hubs' work and connections, different audiences will be accessible to different degrees. In the first instance, we suggest directing the communication activities towards stakeholders that are already connected with the hub at the organisational level. Then, to be strategically aligned with the Hub goals within COALESCE activities, use the opportunity to address other targets with a view to audience development.

Our communication briefings for key launches of Competence Centre and Academy resources and activities (Section 5.2) will provide guidance on the most relevant audiences. However, as an overall guide, three broad audience categories have been identified for COALESCE communication activities:

1. **Primary**: *actively communicating*
   These groups serve as the primary target audience for COALESCE CDE activities, because they are (or may wish to be) actively involved in science communication.
   a. **Science communicators**
      Anyone involved in communicating science on either a part-time or full-time basis.
      i. **Professional/traditional**
         Those who are employed in a science communication capacity – including public engagement professionals, museum staff, institutional science writers, and public relation officers and press officers in academia, NGOs/CSOs and industry – or those involved in research who devote a considerable amount of time to science communication.
      ii. **Informal/non-traditional**
         Those who are not formally employed as science communicators, but who undertake science communication on a voluntary basis or who are supported via crowdfunding/sponsorships. This includes science YouTubers / Instagrammers / TikTokers who explain science concepts or research breakthroughs to non-specialist audiences. Also included are those who may not necessarily consider themselves as science communicators, such as those campaigning/protesting for health and environmental issues, who may primarily see themselves as activists/advocates, and those involved in citizen science activities.
   b. **Journalists**
      Anyone who is employed as a journalist (writer or editor) or who freelances for traditional media outlets (print/TV/radio/online).

      i. **Science journalists, editors and publishers**
         Those who specialise in covering one or more sciences.
      ii. **Journalists, editors, publishers not specialising in science**
         Those who specialise in other areas of journalism, such as politics or business, but who have to address issues in science in these contexts (e.g. health, climate science, AI) or those who cover topics such as extreme weather events, seismology and health crises without having specialist knowledge in these areas.
   c. **Researchers, academics and higher education students and staff**
      Those who work professionally as researchers (whether in academia or industry), and those who are studying science-related degrees at university, as well as other staff, such as those involved in research management-related positions.
   d. **Science communication researchers**
      Those who are engaged in conducting research in science communication, generally in academic settings.

2. **Secondary**: *influencing science and science communication*
   These groups do not necessarily participate in science communication directly but can influence how it is practised and rewarded.
   a. **Policymakers**
      Governing bodies, public authorities and administrators of research centres – at local, regional, national or international levels – who are responsible for setting the wider agenda for science communication, and who seek to conduct policy co-design with citizens and researchers and to increase transparency and accountability through citizen engagement.
   b. **Research funders**
      Bodies such as the European Commission, national funders such as UKRI in the UK, foundations such as Fondazione Umberto Veronesi in Italy or Fundação para a Ciência e Tecnologia (FCT) in Portugal, or charities such as Wellcome Trust in the UK, who are responsible for directly funding research grants and who sometimes require science communication outputs from the research they fund.
   c. **Funders of science communication / journalism**
      Organisations – such as Science Foundation Ireland, The Volkswagen Foundation (Germany), Research Foundation – Flanders (FWO), Fondazione Compagnia di San Paolo (Italy), Spanish Foundation for Science and Technology (FECYT, Spain) – that fund science communication or journalism directly.

3. **Tertiary**: *interested in or affected by science and science communication*

(Ridgway et al., 2024)

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Canais utilizados em Portugal

Figure 4: Channels, formats and tools used by the research units to communicate science with the public, in percentage.

Source: own elaboration

(Santos, Morais., & Zagalo, 2023)
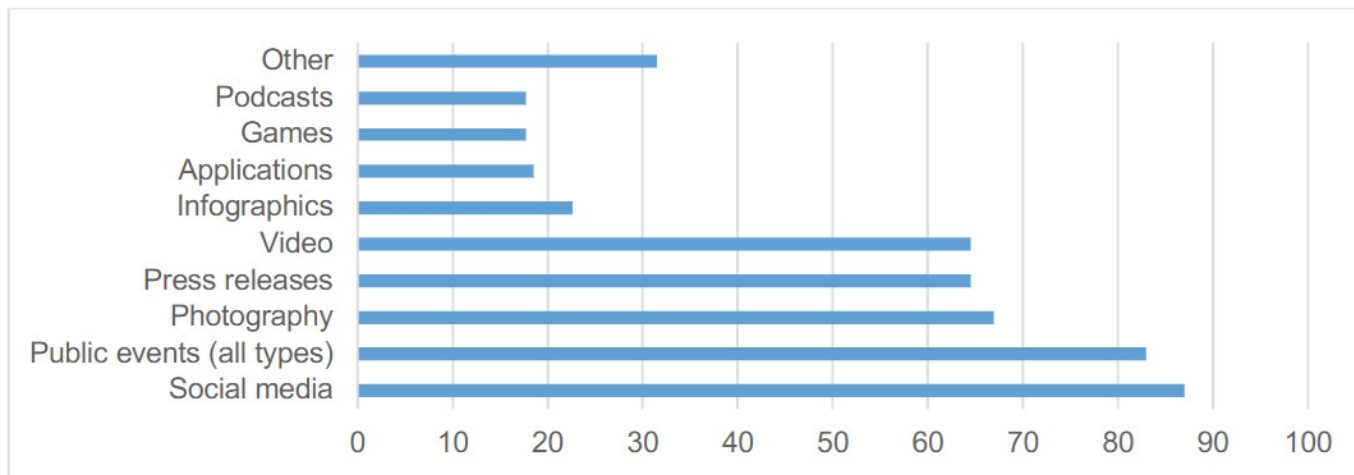
Orçamento e Recursos

QUADRO GLOBAL DE ORÇAMENTO POR TAREFA

	Tarefa 1	Tarefa 2	Tarefa 3	Tarefa 4	Tarefa 5	Tarefa 6	Total
Data Tarefas							
Recursos Humanos	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Missões	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aq. Bens e Serviços	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Registo Patentes	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Adp. Edif. Instalações	0.00	0.00	0.00	0.00	0.00	0.00	0.00
DPD	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Equipamento	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Custos Indiretos/EGs	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subcontratos	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Totais	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

Cronograma

11. Timeplan

The timeplan presented below delineates the strategic planning and execution phases for communication and dissemination activities under WP1. Each milestone up to M40 represents a pivotal point in the project lifecycle where specific activities are completed.

M1	M6	M18	M22	M24	M36	M40	M42	M48
• KoM • Social Media launch • Temporary project landing page	• MOVING Website • D1.1.: DECO Strategy • Work Plan CoP - Version 1 • Newsletter launch	• Update of the Dissemination and Exploitation Plan • Review with EC	• MOVING Mountain App	• D1.3: CoP design and implementation report • D1.4: DECO Activity report • D1.8 31 PAs	• Update of the Dissemination and Exploitation Plan Review with EC	• D1.5 Youth engagement report	• D1.6 DECO strategy Final	• D1.7 DECO Activity report • D1.9: 58 PAs • Final conference

(García & Lostrangio, 2024)

Divulgação das atividades de comunicação

Redes Sociais: Exemplo Projeto Europeu

(García & Lostrangio, 2024)

Indicadores

		FECCYT (2012)	FECCYT (2015)	Neresini & Bucchi (2011)	Vargiu (2014)	Modéer & Hermansson (2007)	Texas Tech University (2013)
Público	Tipo de público al que está dirigida.[1]		X				
	Actividades y proyectos dirigidos a estudiantes de educación primaria y secundaria.			X	X	X	
	Participación en actividades dirigidas a usuarios de resultados de investigación (empresas u otras organizaciones).					X	
Colaboraciones	Entidades colaboradoras.	X					X
	No. y tipo de aportaciones realizadas por las entidades colaboradoras.	X					
	Tipo de actividad.[2]						X
Fondos	Procedencia de los fondos que financian la actividad.						X
	Beneficios generados por la actividad.						X
Tema	Área de conocimiento.		X				X
Actividades de cultura científica / Formato	No. de actividades de divulgación realizadas.	X	X				
	Indicar formato de la actividad.[3]		X				
	Material de divulgación generado.[4]		X	X	X	X	
	Participación en programas de ciencia de radio y televisión, incluidos los transmitidos en la web.					X	
	Producción de exposiciones y otros proyectos museísticos.			X		X	
	Conferencias dirigidas al público general.				X	X	
	Días de puertas abiertas en las universidades y otras visitas a los laboratorios.			X	X	X	
	Actividades que impliquen diálogo y/o experiencias prácticas (cafés científicos, festivales de ciencias, etc.).				X	X	

		FECCYT (2012)	FECCYT (2015)	Neresini & Bucchi (2011)	Vargiu (2014)	Modéer & Hermansson (2007)	Texas Tech University (2013)
Evaluación	Actividades con evaluación por parte de público asistente.	X					
	Participantes registrados.[5]	X	X				
	Publicación: atención mediática.		X				
	Evaluaciones sistemáticas.					X	
	Informes de evaluación de contenidos y calidad de prácticas generados.					X	
Otras características	Redes sociales utilizadas para esa actividad.		X				
	Fecha de inicio y de fin de la actividad.						X
	No. de horas invertidas en la actividad.						X
	Localidad de celebración.						X
	Otras zonas nacionales y/o internacionales implicadas.						X

Notas
1. Público general, comunidad científica, comunicadores, jóvenes y público infantil en general, empresarios, emprendedores, activistas (culturales), *policymakers* (prescriptores y políticos).
2. Individual, intitucional o multi-institucional.
3. Aplicación dispositivos móviles, audiovisual, conferencia, curso, estudio o informe, exposición, ferias, jornada de puertas abiertas/visita guiada, material educativo, obras de teatro, premio, concurso.
4. Material generado como producto de una iniciativa en concreto o específicamente diseñado (como un libro de divulgación, por ejemplo).
5. Asistencia a las actividades (presencial) y seguimiento y/o participación online (virtual).

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(Fernández-Marcial; & Ojeda-Romano, 2017)

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Indicadores

Table 2 Performance indicators[48] – public and stakeholder engagement activities

Measurement level	Guidance for development of performance metrics
Inputs	The activity that you carry out to promote your initiative. These might include: ■ The number of invitations sent out to engagement event ■ Type and amount of activity carried out to publicise event ■ The website created for consultation ■ The number and nature of contacts that you make with specific stakeholders
Outputs	These might include: ■ The number of people responding to your requests for involvement ■ The number of people attending the stakeholder event ■ The number of people who visit your online consultation ■ The number of conversations with a specific stakeholder contacted
Out-takes	Outtakes of engagement activities will include the following: recall of the issue, the issue/initiative.
Intermediate outcomes	There are several categories of the intermediate outcomes related to the "engag consulted" stakeholder. There are outcomes that happen during the consultation/engagement process: ■ No or percentage of stakeholders providing feedback/engaged in dialogue ■ The quality/usefulness of the feedback or dialogue ■ The enthusiasm of the stakeholders for the topic

■ The number who considered engagement useful
■ The number who considered their voice was heard
■ The number who think involvement makes a difference
■ Number showing willingness to be involved in subsequent stage (and who)

There are outcomes that happen after the consultation/engagement process (or as a consequence)

■ The number of stakeholders or members of the public who pass your message on and discuss your activity or the message that it is promoting with others (through a variety of channels)
■ The number of stakeholders or members of the public who claim to have discussed your message with others (online and offline)
■ Amount of digital coverage on forums, blogs, websites etc. (tracked via buzz monitoring) Amount of positive (and accurate) digital talk
■ The number of event attendees who undertake specific actions or behaviours in line with messages promoted at the event (and who)

Final outcomes	Final outcome measures should assess whether your activity met its overall communication objective, and its effect on the overall policy or reputation objective that you are working to and the effect that this has had. Choose performance indicators that enable you to measure this. For example this may include: The amount of usable feedback incorporated into future policy development or engagement activity.

(Comissão Europeia, 2017, p. 47)

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