Dissemination & Engagement
Strategies to document, demonstrate and expand GGP’s socio-economic impact

Council of Partners Meeting
Berlin, 2017
Dissemination & Engagement for Achieving & Demonstrating Impact

Session Structure
I. Introduction
II. Socio-economic impact
III. Examples from Austria and Poland
IV. Questions, Reflections and Planning
I. Introduction
II. Socio-economic impact
III. Examples from Austria and Poland
IV. Questions, Reflections and Planning
...an ESFRI Emerging Project

- Scientific case = very high
- Maturity = medium

Scientific Merit, European Added Value, Socio Economic Impact

Governance & Management, Stakeholder Commitment, Financial Sustainability, Long-term Plans

Transition from a network of institutes to a research infrastructure
Preparing the 2020 ESFRI Roadmap application

- Revise GGP Blueprint (Scientific Case)
- Assess GGP socioeconomic impact
- Reform GGP governance structure
- Prepare a financial plan
- Secure support of additional countries

How does this help national teams?:
National Roadmap applications, Integrating Stakeholders, Securing national institutional and operational support
Dissemination & Engagement

Communication, Dissemination & Engagement

• Dissemination
  - Sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers.
  - Involving potential end-users and stakeholders into the project.

• Communication
  - Providing targeted information to multiple audiences in a strategic and effective manner. It is targeted and adapted to audiences that go beyond the project’s own community.

Our goals and strategy

1. To increase stakeholders engagement: funding agencies, ministries, statistical offices, data users and civil society organisations.

2. To increase socio-economic impact of the project.

- Face-to-face events with partners, users and stakeholders.
- Diversifying targeted materials to specific audiences.
- Clear communication and active dissemination to all relevant audiences in easy-to-understand formats.
- Increasing presence in social media.

Global Level Engagement Strategies

- Stakeholders engagement event (2018)
- Users conference (2017, 2019)
- Training for stakeholders on how to use our data
- Regional conferences
GGP Stakeholders

- Ministries (Science, Research, Education, Family, etc.)
- National Statistical Institutes
- National Funding Agencies
- Academics (Universities, Research Institutes)
- Organisations, Associations (e.g. family)
- Private Sector
- Other Research Infrastructures
Stakeholders & Beneficiaries

Figure 2: Stakeholders and beneficiaries of investment in research infrastructure

I. Introduction
II. Socio-economic impact
III. Examples from Austria and Poland
IV. Questions, Reflections and Planning
“...accounting for the impacts that the RI investment brings on science, economy and society.”


Purpose of GGP SEI study: to ‘assess the existing and potential socio-economic impact of the GGP to understand the degree to which the GGP contributes to society directly and indirectly through its research’ (GGP EPI, 2016, p47).

To be achieved through the following:

- an overview of existing SEI studies by similar research infrastructures
- Develop appropriate metrics
- Assess degree to which GGP contributes to society – directly and indirectly
- Establish, based SEI metrics, KPIs for project
- Provide substantive input to the Conceptual Design Report to establish the GGP’s value for money relative to other RI’s
# SEI studies of distributed RI’s

<table>
<thead>
<tr>
<th>SOCIO-ECONOMIC IMPACT</th>
<th>DESIGN</th>
<th>PREPARATION</th>
<th>IMPLEMENTATION</th>
<th>OPERATION</th>
<th>TERMINATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- relevance to societal challenges identified and potential economic impact predicted</td>
<td>- case for impact made: investments into new RI, increased efficiency by use of facilities at pan-European level, employment, influx of external researchers at the locations, enabling technology development, other types of benefits such as services for society, cultural aspects and attraction of business, industry and public services etc.</td>
<td>- socio-economic impact cases emerging</td>
<td>- impact demonstrated consistently</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Anticipated / predicted potential economic impact of RI</td>
<td></td>
<td>- capacity building impact proven</td>
<td>- new communities involved</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- contributing to tackling the societal challenges*</td>
<td>- private users involved</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- ability to develop an open innovation culture established</td>
<td>- policies on key societal challenges, e.g. climate change, influenced</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 2: Minimal key requirements by RI life-cycle phase of the socio-economic dimension of scientific case

I. Introduction
II. Socio-economic impact
III. Examples from Austria and Poland
IV. Questions, Reflections and Planning
Documenting Impact

• Insights and experiences from Austria: Documenting and Disseminating GGP Findings via Brochures
  Isabella Buber-Ennser

• Impact of the GGS on the Polish debate on future of families: Can our data help to shape policies?
  Monika Mynarska & Irena E. Kotowska
In line with your institutional mandate

✓ What did you set out to do
✓ What came about as a result
✓ How has your dissemination & engagement strategy unfolded
✓ What stakeholders were responsive, what worked?
✓ What challenges remain?
Country Support is Essential

- In our 2016 Roadmap application, support from: Netherlands, France, Germany, Hungary, Italy, Poland

Examples of impact strengthen Roadmap applications...

- 2020 Roadmap Application: more countries!
National Roadmaps

- France: GGP as part of Progedo
- Netherlands: GGP on National Roadmap (Since 2011)
- Norway: GGS (back) on National Roadmap (2017)
- Sweden: GGP ....

Challenge:
Making a strong case for inclusion on National Roadmaps
## National Roadmaps

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>STATUS</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>✔</td>
<td>Austrian Research Infrastructure Action Plan published in February 2014</td>
</tr>
<tr>
<td>Belgium</td>
<td>⚠️</td>
<td>Roadmap under preparation</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>✔</td>
<td>Roadmap published in 2010</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>✔</td>
<td>Roadmap published in 2010, updated in 2015</td>
</tr>
<tr>
<td>Croatia</td>
<td>✔</td>
<td>Roadmap published in April 2014</td>
</tr>
<tr>
<td>Cyprus</td>
<td>⚠️</td>
<td>Roadmap under preparation</td>
</tr>
<tr>
<td>Denmark</td>
<td>✔</td>
<td>Roadmap published in 2011, updated in 2015</td>
</tr>
</tbody>
</table>

I. Introduction
II. Socio-economic impact
III. Examples from Austria and Poland
IV. Questions, Reflections and Planning
How you can help

1. Document examples of uptake, influence, engagement of and by GGP with policy makers and other relevant stakeholders in your country
2. Provide examples to GGP Central Team for compilation, documentation, analysis & further dissemination
3. Use examples of impact to strengthen national roadmap applications
4. Other?
How GGP can help?

1. How could this work for your country?
2. What (qualitative) examples do you know of and can be compiled?
3. What do you need from the GGP Central team to undertake this?
4. Other comments / questions / suggestions / observations?