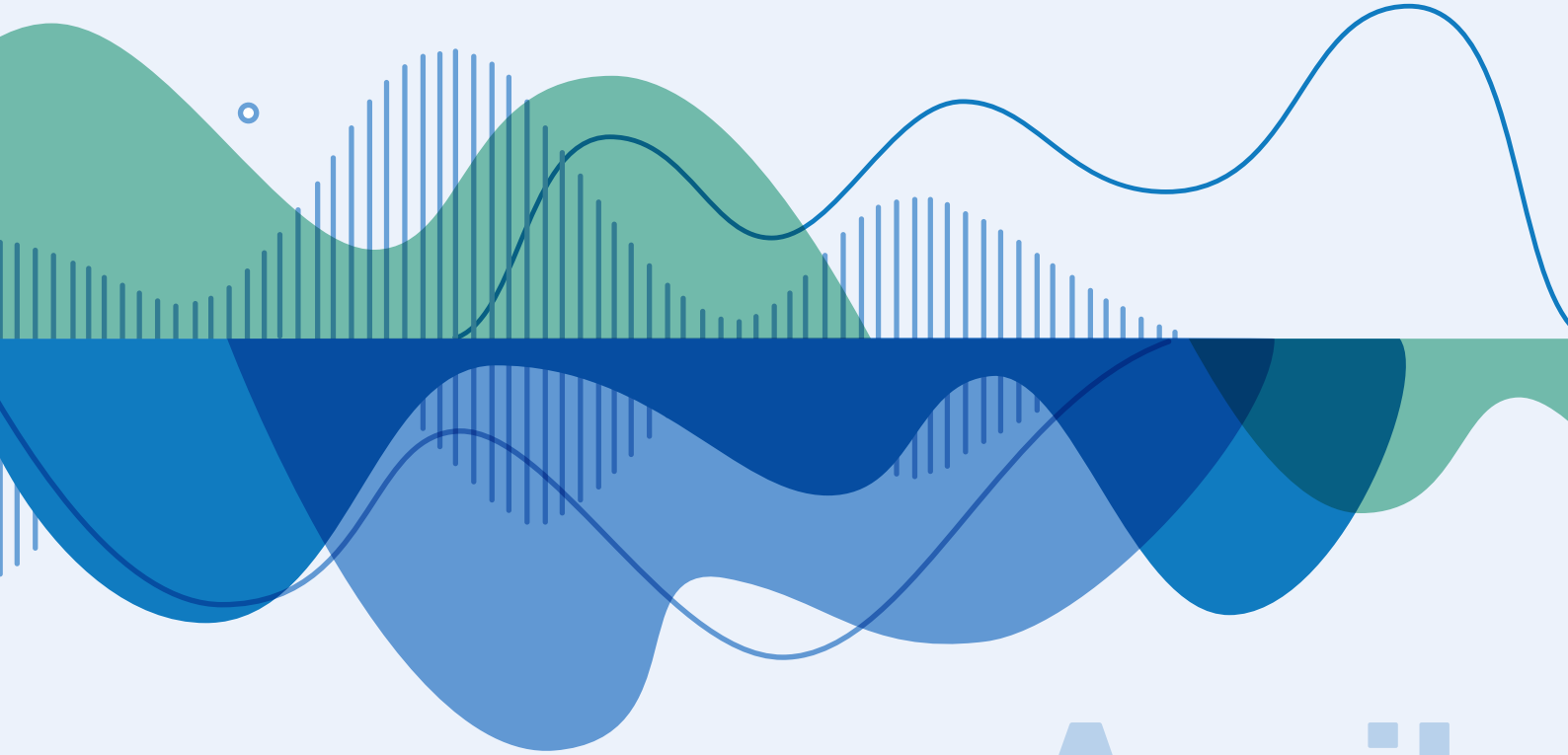
European Commission

Common Dissemination Booster

Supporting clusters of research & innovation excellence in the EU



April 2020

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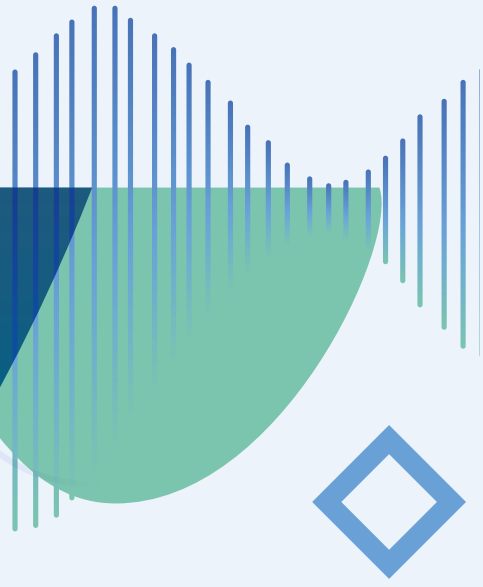
Common Dissemination Booster

This CDB booklet has been produced by Trust-IT Services, leader of the Common Dissemination Booster (CDB), funded by the European Commission. The booklet provides examples of dissemination outputs delivered by Trust-IT Services in collaboration with CDB project clusters.



Disclaimer

The information, views and recommendations set out in this publication are those of the projects that took part in the CDB and cannot be considered to reflect the views of the European Commission. The Common Dissemination Booster (Common Support Services for Disseminating Portfolios of Research Results) has been funded by the European Commission N° 2016/RTD/J5/OP/PP- 04741-2016-CSSDPRR.

The CDB was a free-of-charge pilot service from the European Commission that was made available to all, ongoing or closed, European, national, regional-funded research and innovation (R&I) projects (H2020, FP7 or other). The CDB ran from 2017-2019 providing dissemination services to 54 project clusters made up of 290 projects and serving over 500 individuals.

Acknowledgments

The Common Dissemination Booster (CDB) is grateful to all of the project clusters for their contributions. This compilation of CDB outputs is a small token of showing how much potential may be obtained within European or nationally funded projects by simply clustering them. Thank you!

CDB would also like to thank all those involved at Directorate General of Research of the European Commission for their guidance, insights and support over the past twenty-four months. We would particularly like to thank the European Commission Project Officers: Maite Van Wesemael, Ayra-Maria Ba-Trung and Rossella Cravetto for their continued support, and thank you to Ioannis Sagias Dissemination and Exploitation Policy Team Leader for his passionate guidance and support.

The Value of Clusters for Strategic Partnerships in Europe

Actors from different countries, from multi-disciplinary sectors bringing different competences together, have been key elements of success within the pilot project "the Common Dissemination Booster (CDB)". They have demonstrated the great potential European Research and Innovation projects have when they are clustered for the purpose of carrying out joint dissemination activities.

This publication is released at the height of the COVID-19 crisis, where collaboration and clustering of efforts and sharing of expertise between scientists, researchers and industry is of paramount importance as the European Commission mobilises all its forces to provide a coordinated European response.

Clustering, Research & Innovation Missions, and the European Innovation Council have been three of the most debated issues in the Brussels R&I arena in recent discussions. These features are confirmed as relevant with the launch of Horizon Europe.

CDB Clusters came together from all corners of the European Research and Innovation landscape, addressing the societal challenges that Horizon Europe will focus on. They also dealt with future-oriented industrial sectors identified by the EC as strategic business areas, such as: Smart Health, Cybersecurity, Low-carbon Industry, Climate, Environment, Agriculture, Food and the Bio-economy.

We look forward to welcoming more and more European organisations to join forces on their dissemination and exploitation activities in the future. This can be a catalyst for success. It can ensure that results from R&I projects help sustain innovation and increase productivity in European businesses, shape and support the commercialisation of new products and services and bring them into new value chains resulting in long-standing strategic partnerships which consolidate different competences together.

Stephane Ndong

Head of Unit,
Common Data & Knowledge Management Service,
European Commission

Furnace energy efficiency
Additive Manufacturing
Big Data
Road safety
Neurotechnology
Sensor applications
Rail transport
Plant Phenotyping
Robotics for manufacturing
Energy efficiency & finance
Connected Health
Music Technologies
Atmospheric observation
Environmental Citizen observatories
Cloud computing & data protection
African IOT & Agriculture
Blue growth and economy
5G mobile transport
Climate Change and Disaster Resilience
Big Data
EU-US Cybersecurity
Nanosafety research
Solid mechanics
Perennial biomass crops
Critical metals substitution
Climate Change Resliance
Cloud privacy & security
Biocomputing
Unmanned aerial vehicles
Public service co-creation
High-energy physics

Principal Lessons Learned

This report delivers some important lessons learned from the delivery of the Common Dissemination Booster (CDB) for Policy makers and Funders to shape future Work Programmes. It provides recommendations and practical examples of how to effectively boost further European's skills in disseminating their results effectively and turn them into concrete actions under Horizon Europe and the Digital Europe Programme. Coupled with this, the report includes some of the major deliveries that were produced for the CDB Project Clusters.

Having insight and guidance from the collective expertise of multiple projects and their respective consortia, is a useful vehicle for European policy makers. Without a doubt, this warrants further investigation so more projects are guided on shaping the R&I, industrial, technological and digital policies for the future.

The scope of the CDB was to demonstrate the effectiveness of disseminating project results amongst projects grouped around "like-minded topics and disciplines". In fact, we have listed a set of recommendations on the effectiveness of this. We feel we provided tangible outputs on topics related to EC priorities especially in the field of Horizon Europe **Societal challenges**[1] and **Future-oriented industrial sectors**[2]. Some of the principal highlights the CDB brought and that we witnessed during these months were the following:

- Timely demonstrations of potential of clustering for joint dissemination activities & it managed to cover a wide range of disciplines crucial in the EU R&I landscape;
- Maximised & pooled knowledge & collective expertise of multiple projects and their consortia;
- Created practical and new synergies that would not have happened had the CDB not existed;
- Helped cement existing collaborations;
- Forced clusters to contribute to European Commission activities (PPP, Joint undertaking, established clusters);
- Effective capacity building in the Dissemination domain with high-surrender-value;
- Published **Recommendations & Priorities** for policy makers.

We hope you enjoy these lessons learned and major achievements, and that we can work again in the future with those we have supported over these last two years.

Nick Ferguson
CDB Project Coordinator

[1] Horizon Europe Societal challenges: Health; Security; Digital, Industry and Space; Climate; Energy; Food, Bioeconomy, Natural resources, Agriculture and Environment

[2] Future-oriented industrial sectors: Connected, clean and autonomous vehicles; Hydrogen technologies and systems; Smart health; Industrial Internet of Things; Low-carbon industry; and Cybersecurity.

European Commission

Common Dissemination Booster

CDB - 5 Services to foster collaboration & synergies in dissemination

Service 1
Dissemination portfolio

Service 1 was a springboard for projects to collaborate and establish synergies. Benefits of include a fuller understanding of the goals, activities and results of other projects; the opportunity to look outside of their own project boundaries; and the chance to create a shared dissemination portfolio.

- **Joint dissemination mission**
- **Results categorised by type, TRL and timeline**
- **State of the art analysis**
- **Multi-dimensional positioning with competitors•**
- **SWOT analysis**
- **Portfolio of dissemination outputs**

LASTING LEGACY
- **450 project results categorised**
- **25 Dissemination portfolio reports provided**

Service 2
Stakeholder & end-user mapping

Service 2 saw projects come together to map and prioritise target stakeholder groups for their joint dissemination actions. New networks were identified and CDB pushed projects to step out of their comfort zones and target more difficult to reach clusters such as policy makers and SMEs.

- **Target stakeholder mapping**
- **Dissemination challenges**
- **Priorities for joint activities**
- **Joint network coverage**
- **100+ new network contacts provided by CDB**
- **Suitable dissemination channels**

LASTING LEGACY
- **26 Stakeholder & end-user mapping reports**
- **3000+ new contacts identified**

Service 3
Portfolio Dissemination Planning

Service 3 activities acted similarly to lightweight collaboration agreements across projects, resulting in numerous collaborative and actionable tasks and responsibilities across projects. This meant the CDB was an effective catalyst that produced one of the largest incidences of cross-project collaboration.

- **Common dissemination objectives**
- **Project dissemination plans shared**
- **Convergence on dissemination priorities**
- **Joint dissemination plan, responsibilities and timeline**
- **KPIs and metrics**

LASTING LEGACY
- **32 Portfolio Dissemination plans delivered**
- **Dissemination objectives, timeline and KPIs set**

Service 4
Dissemination capacity building

Through the CDB Capacity Building Platform, Service 4 was a catalyst for matching dissemination priorities and skills gaps within PGs and providing practical hands-on training and assignments to support the delivery of dissemination plans and improve dissemination skill-sets in general.

- **Tailor-made courses delivered online**
- **Course modules:**
- **Strategic planning**
- **Multi-media channels**
- **Social media**
- **Copywriting**
- **Events**
- **Monitoring & measuring impact**
- **Assignments & feedback**

LASTING LEGACY
- **32 project clusters with new dissemination skill set**
- **Online assets**
- **CDB online capacity building platform**
- **Social media ebook**
- **Webinar management guide**
- **Open Access publishing guide**

Service 5
Dissemination management

Service 5 was very much Dissemination in action with CDB supporting the design, delivery and publication of joint dissemination assets that we will now look at in the next section.

- **Revised dissemination plan**
- **Delivery of dissemination assets**
  - o *Multimedia content*
  - o *Policy briefs*
  - o *Event support*
  - o *Branding & digital presence*
- **Impact monitoring and analysis**

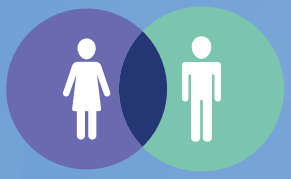
LASTING LEGACY
- **33 dissemination campaigns delivered**
- **20 Joint videos produced**
- **10 Policy briefs published**

CDB IN NUMBERS

CDB SERVICES 5

500+
INDIVIDUALS

56
CLUSTERS



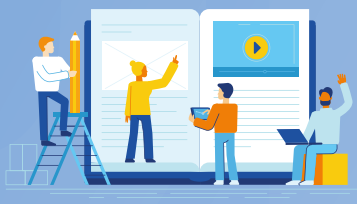
48%
FEMALE

52%
MALE

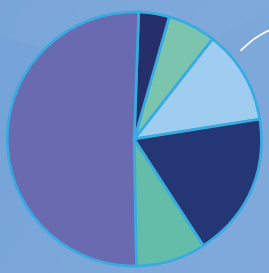
304
PROJECTS

30 COUNTRIES

17% → Spain
16% → Italy
11% → UK
10% → Portugal
8% → France
8% → Germany



2,000+
MESSAGES SENT ON THE WORKSPACE



ORGANISATION TYPE

53% → Academia/Research
22% → Small and Medium Enterprise
11% → Large Enterprise
8% → Government/Public Services
6% → IT Consultancy/Development

148
NO. OF SERVICES COMPLETED

Dissemination in action Boosting Policy Engagement Capabilities

A majority of CDB PGs declared that they faced challenges in how best to disseminate to policy makers. CDB supported 10 PGs to write and deliver policy briefs to the European Commission which identified priorities and presented a unified set of recommendations to policy makers in a concise document that were shared at events or digitally. The CDB teams worked with the PGs on various aspects of the policy brief development from identifying common policy recommendations to drafting the policy brief and even creating a professionally designed booklet ready for them to distribute digitally or in print format.

The CDB Policy Brief Compilation booklet

10 Policy Briefs addressing Horizon Europe societal challenges

HEALTH
- Making a difference for poverty related diseases (CDB-TBVAC)
- Protecting society through innovative technologies for cancer screening (CDB-Luca)

DIGITAL, INDUSTRY & SPACE
- Big data in Europe for 2020 and beyond: Policy insights and recommendations from current H2020 big data projects (CDB-BDVE)
- Benefits of Novel Lactobacilli Research (GELACTO/CDB-Experimental Microbiome)
- Zero-Defect Manufacturing: The next era after Total Quality Management (CDB-ZDM)

CLIMATE, ENERGY & MOBILITY
- A shift to rail in Europe: Policy recommendations from Shift2Rail (CDB-Impact-2)
- European Strategic Actions in Water and Climate Change (CDB-Bingo)

FOOD, BIOECONOMY, NATURAL RESOURCES, AGRICULTURE & ENVIRONMENT
- Citizen observatories: A voice for citizens in environmental monitoring (CDB-Landsense)
- Agricultural greenhouse gas reduction through perennial biomass crops grown on marginal land (CDB-Grace)

A shift to rail in Europe: Policy recommendations from Shift2Rail

CDB contributed to the wider Shift2Rail Joint Undertaking (S2RJU) of making rail transport the preferred mode of transport in Europe. The CDB team provided a policy brief which focused on three simple recommendations:

- Prioritise challenges to address - automation, digitalisation, decarbonisation etc.
- Address innovation uptake
- Promote rail's economic attractiveness

The policy brief was organised in close coordination with the S2RJU, along with the project clusters. A promotional video and graphics echoing the recommendations were produced and have become a points of reference for the policy views of the Joint Undertaking.

Benefits of Novel Lactobacilli Research

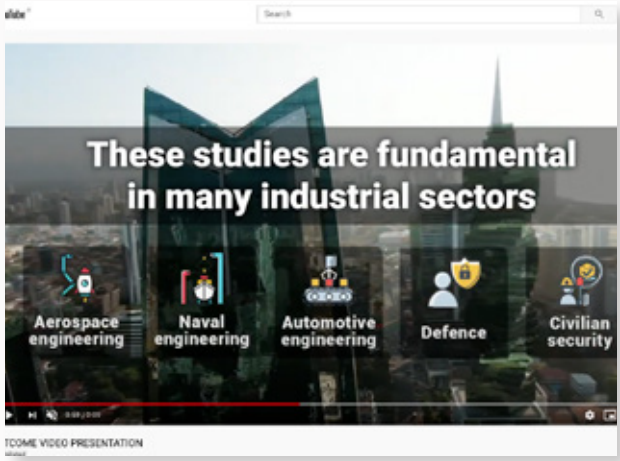
Effective dissemination to policy makers was a real challenge to the smallest CDB clusters: CDB-ExperimentalMicrobiome which was made up of two Marie Skłodowska-Curie Action beneficiaries.

With the support of the CDB team the PG produce a policy brief highlighting the benefit for policy actors to start exploiting the project clusters research outputs (enhanced lactobacilli taxonomy and genomic database) to boost food safety regulation implementation and explore other lactobacilli applications such as improving livestock yields and alleviating malnutrition.

All policy briefs can be accessed in this compilation booklet:
https://www.trust-itservices.com/sites/default/files/Policy%20brief%2020200110-compressed.pdf

Implementing a Multimedia Dissemination Strategy

Tuberculosis vaccine development (CDB-TBVAC)



Studies in Solid Mechanics (CDB-Outcome)

20 VIDEOS & 2 WEBINARS
PUBLISHED ADDRESSING HORIZON EUROPE SOCIETAL CHALLENGES

HEALTH
- Innovating the Tuberculosis Vaccine Pipeline (CDB-TBVAC)
- Exploring One Molecule at a Time (CDB-MRG-Grammar)

CULTURE, CREATIVITY & INCLUSIVE SOCIETY
- Music Technology Group (CDB-AudioCommons)

DIGITAL, INDUSTRY & SPACE
- New Results & Services for Sustainable Future Catalysts in Europe (CDB-Partial PGMs)
- European Innovation in Additive and Subtractive Manufacturing (CDB-Lasimm)
- Driving up Reliability and Efficiency of Additive Manufacturing (CDB-Dream)
- Strengthening the Semiconductor Supply Chain in Europe (CDB-Panache)
- Keeping the Human in the Loop in the Digital ATM Era (CDB-Taco)
- Technological Innovation in Solid Mechanics (CDB-Outcome)
- BDVE PPP Summit 2019 (CDB-BDVE)
- European Big Data Value Forum Helsinki (CDB-BDVE)
- EBDVF Helsinki 2019 - Aftermovie and Interviews (CDB-BDVE)

CLIMATE, ENERGY & MOBILITY
- Shift to Rail JU Research and Innovation for Europe's Rail Industry and Infrastructure (CDB-Impact-2)
- European Strategic Actions in Water and Climate Change (CDB-Bingo)
- Climate Resilient Cities and Infrastructures 2018 (CDB-Resscue)

FOOD, BIOECONOMY, NATURAL RESOURCES, AGRICULTURE & ENVIRONMENT
- The Alchemists: Recovering Nutrients from Waste Products (CDB-Systemic)
- Fitter Livestock (CDB-Gentore)
- Food Security Through Lactobacilli Genomics and Evolution (GELACTO/CDB-Experimental Microbiome)
- Food Security Through Lactobacilli Genomics and Evolution

Videos

A good dissemination strategy involves various elements that will allow communication of ideas within a short span of time. This is why videos feature frequently in the CDB activities. At least 20 videos in various formats were produced by the CDB team tackling a range of diverse topics. On the whole, they all achieve the same goal - communicate complex ideas in a matter of minutes.

Video pills

Short form videos have been produced or recommended to project clusters particularly for use in social media. At a time where social media is flooded with text and images, videos provide the most engaging type of post and immediately grabs the attention of the social media user.
As an example, to support their promotional activities, we have produced a video pill to promote the results of CDB-Gelacto and an event being organised by CDB- Resscue.

Interviews

Sometimes, it can be useful to showcase the community itself by featuring individuals and experts from within the project. This is where interview videos can enrich a project cluster's dissemination toolkit.
One example of how this was carried out was through CDB-BDVE where the CDB team shot live footage in the European Big Data Value Forum 2019 in Helsinki. Interviews, combined with high quality footage and visuals from the event produced a post-event video that can be used by the project cluster: https://www.youtube.com/watch?v=0d_Qqb2hx1w

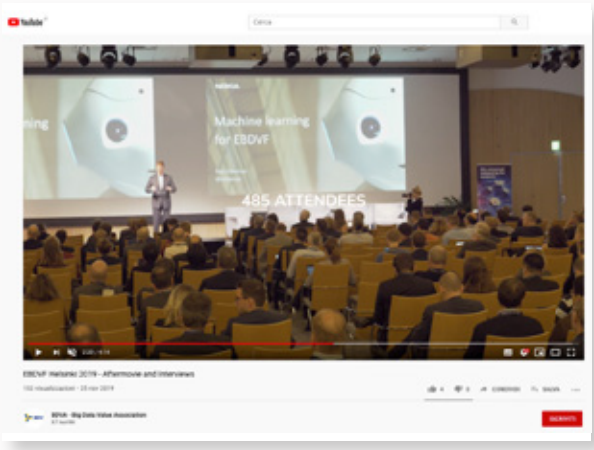
Webinars

Organising and even attending events can be an expensive undertaking. However, their value in terms of personal interaction and networking cannot be underestimated. This is why for some project clustes, we have provided training and guides on how to organise their own webinars.
One tangible way the CDB team has helped a project cluster through webinars is by providing support to CDB-BIO4COMP. As they deal with a future emerging technology, biocomputing, it was important for the project cluster to build its community.Through the CDB service 5, they received a 2.5 hour one-on-one consulting session on how to organise a webinar for the project cluster. They were then guided step by step from conceptualisation, to promotion, to live support and even Q&A moderation up to post-event webinar recording editing.

Animated & live explainers

Various project clusters had the challenge of explaining the innovations they were bringing forward and why does it matter. For this, the CDB team produced a number of mixed animated and live explainer videos.
One good example of this is what the CDB team produced for CDB-Outcome. While "Technological Innovations in Solid Mechanics" in a whitepaper format could prove unengaging, as a video supported with engaging visuals, the topic and project cluster is explained more clearly in 2 minutes: https://www.youtube.com/ watch?v=p-wZc4fA0zg&feature=emb_title
Explainer videos were used in particular to de-mystify complex topics and areas of research such as Strengthening the semiconductor supply chain in Europe (CDB-PANACHE)
Videos were also provided to complement and create interest in policy briefs on topics such as Innovating the Tuberculosis Vaccine Pipeline (CDB-TBVAC2020), and Shift to Rail JU Research and Innovation for Europe's Rail Industry and Infrastructure (CDB-IMPACT-2).

Pinned Tweet (CDB-Experimental Microbiome)



Event interviews (CDB-BDVE)

Common Identity Through Joint Branding & Digital Presence

With many project clusters, it became clear that to disseminate their collective results a new joint identity was required. In such cases the CDB team recommended the set up of a lightweight "brand".

Joint branding through joint logos and graphical elements

Within the CDB, the common brand manifested itself in several ways.

One way is through the set-up of a lightweight "organisation". CDB-RESCCUE, which worked on critical infrastructures in the context of climate change, adopted the common brand of "Cluster on Climate Change Resilience for Cities and Critical Infrastructure" which was used in their joint service and product catalogue and flyer.

Through this, they benefit from being able to communicate that they are collaborating with other projects, it disseminates other results from their cluster and they are more willing to promote their association to the cluster which bears a relevant name.

The most lightweight form is through a joint tagline used in a common dissemination material as what was done by CDB-Gentore with the adopted common brand of "Fitter LiveStock Farming" or CDB-IndigoDataCloud with the brand of "Science Data Cloud". They used this common brand in roll-up banners and flyers.

Similarly, logos and icons were also provided to CDB clusters to provide consistent branding to their activities and results.

sonata powered by 5Gtango

S4D4C USING SCIENCE FOR/IN DIPLOMACY FOR ADDRESSING GLOBAL CHALLENGES

Trustee

GeLACTO

ZERO DEFECT MANUFACTURING DM

ADDITIVE MANUFACTURING R&I GROUP

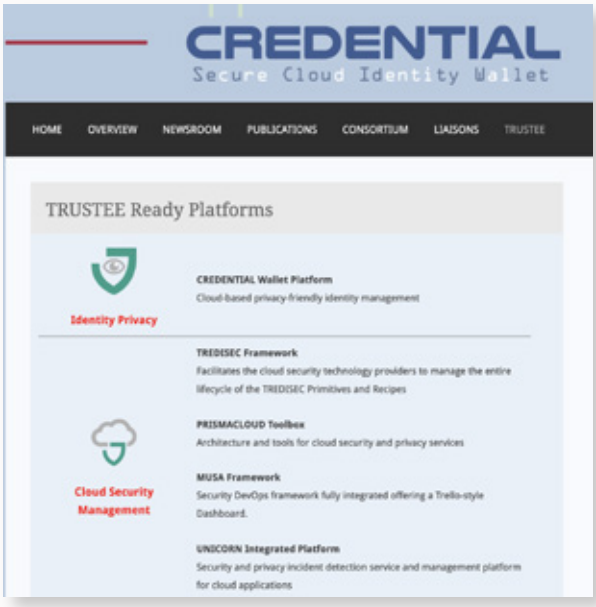
Fitter LiveStock Farming

European Strategic Actions in Water and Climate Change

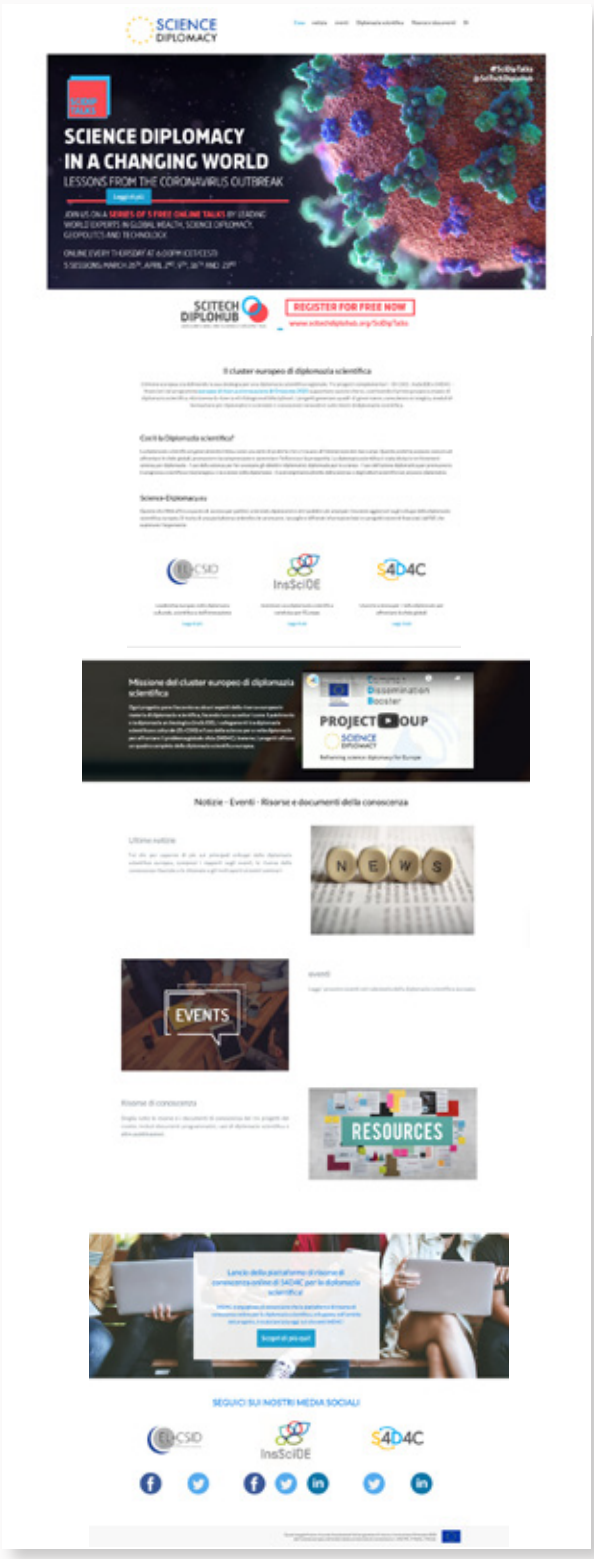
Joint online presence

One of the tangible ways the joint branding was used was in their online common presence which was achieved through the set-up of joint webpages normally hosted in one or several of the project cluster's members. This page provided information on what the common goals, beneficiaries, challenges and results are and how to get in touch. The Cluster on Climate Change Resilience for Cities and Critical Infrastructure (CDB-RESCCUE) and TRUSTEE - Cybersecurity cloud solutions (CDB- CREDENTIAL) also benefited from the CDB team's support in drafting content and layout of joint catalogues of results which were then implemented by the project clusters.

Some project clusters even went a step further. Upon the CDB team's recommendation along with technical and graphical team support, CDB-InsSciDe launched Science-Diplomacy.eu positioning itself as "...an entry point for policymakers, scientists, practicing diplomats, and other wider audiences to stay up-to-date with developments in European science diplomacy". The website is maintained and continues to provide up-to- date developments in European science diplomacy even after the conclusion of the CDB service.



TRUSTEE catalogue of services (CDB-Credential)



Science diplomacy homepage (CDB-InsSciDE)

Coordinated Cross-Project Stakeholder Engagement Through Events

Events provide an important opportunity in the project lifecycle as they not only boost the project visibility but also increase the chances of building meaningful partnerships, connect with influencers and in turn, the target stakeholders.

This is why CDB teams have recommended both participation in 3rd party events by organising joint sessions and workshops, as well as organising their own joint events.

To support project clusters, CDB teams supported in agenda setting, designed joint collaterals such as joint roll-up banners, flyers and brochures detailing each project's role, the common objectives, results and activities and more, created joint presentation slides that could be presented by project partners at events, prepared invitation templates, provided content for social media campaigns, and conducted video interviews among others.

10 JOINTLY-ORGANISED EVENTS

HEALTH
- EU excellence & leadership in TB Vaccine R&I 2019, Brussels. (CDB-TBVAC)

DIGITAL
- EU-US Data Privacy Alignment Workshop 2018, Vienna, (CDB-AEGIS)

INDUSTRY
- DREAM Metal Additive manufacturing Summer School 2019, Maranello, Italy (CDB-Dream)
- PARTIAL-PGMs Summer School 2019, Albarella, Italy. (CDB-Partial-PGMs)
- Critical Raw Materials Reduction in Catalysis 2019, Braga (CDB-Partial-PGMs)

CLIMATE, ENERGY & MOBILITY
- Climate Resilient Cities & Infrastructures 2018, Brussels. (CDB-Resccue)
- RESIN Final Conference 2018, Brussels. (CDB-Resccue)
- Innovation in Freight Conference 2019, Munich. (CDB-Impact-2)

10+ EVENTS FEAT. CDB PROJECT GROUPS

DIGITAL
- ICT2018: Imagine Digital - Connect Europe 2018, Vienna, Austria. (CDB-AEGIS)
- EU-US Next Generation Internet Collaboration Workshops 2019, Washington DC. (CDB-AEGIS)
- EOSC-hub Week 2019, Prague. (CDB-INDIGO DataCloud)
- EU Forum for Electronic Components & Systems 2019, Helsinki. (CDB-Panache)
- EU Conference on Networks and Communications 2019, Valencia. (CDB-5G-Transformer)

INDUSTRY
- Open Bedrijven Dag 2019, Wallonia, Belgium. (CDB-Laparts)
- National Business Aviation Association Convention 2019, Las Vegas. (CDB-Laparts)

CLIMATE, ENERGY & MOBILITY
- European Climate Change Adaptation conference 2019, 2019, Lisbon. (CDB-Resscue)

FOOD, BIOECONOMY, NATURAL RESOURCES, AGRICULTURE & ENVIRONMENT
- EU Federation of Animal Science Annual Meeting 2019, Ghent, Belgium. (CDB-Gentore)
- Animal Task Force Workshop 2019, Brussels (CDB-Gentore)

Joint Dissemination Through Content-Rich Messaging

For the majority of CDB project clusters committing to set out on joint dissemination activities when they haven't done such activities before is a challenge. It is already a challenge to come up with messaging for a project made up of a consortium of different partners, so doing the same for a cluster of projects is another kind of challenge.

23+ ONE PAGERS PRODUCED
7+ ROLLUP BANNERS DESIGNED
18+ SOCIAL MEDIA MESSAGE PACKS DELIVERED

HEALTH
- Cancer research - (CDB LUCA)
- Genomic research - (CDB MRG GRAMMAR)
- Tuberculosis vaccines - (CDB TBVAC2020)

CULTURE, CREATIVITY AND INCLUSIVE SOCIETY
- Audio Technologies - (CDB AudioCommons)

CIVIL SECURITY FOR SOCIETY
- Science Diplomacy - (CDB InsSciDE)

DIGITAL, INDUSTRY AND SPACE
- 5G mobile transport - (CDB 5G-TRANSFORMER)
- EU-US Cybersecurity - (CDB AEGIS)
- Big Data Value - (CDB BDVE)
- Biocomputing - (CDB BIO4COMP)
- Privacy and security in Cloud computing - (CDB CREDENTIAL)
- Robotics - (CDB ECHORD)
- Nanosafety - (CDB GRACIOUS)
- Data and cloud infrastructures - (CDB INDIGO-DataCloud)
- Virtualized Software Networks - (CDB SONATA)

INDUSTRY
- Additive Manufacturing - (CDB DREAM)
- Manufacturing machines - (CDB LASIMM)
- Solid mechanics in engineering and infrastructure - (CDB OUTCOME)
- Fully Depleted Silicon On Insulator - (CDB PANACHE)
- Critical metals substitution - (CDB PARTIAL-PGMs)
- Zero defect manufacturing - (CDB STREAM-0D)

CLIMATE, ENERGY AND MOBILITY
- Climate Change and Water - (CDB BINGO)
- Rail transport - (CDB IMPACT2)
- Climate Change and Disaster Resilience - (CDB RESCCUE)
- International mobility - (CDB SIADE SaaS)
- Air traffic management - (CDB TaCo)

FOOD, BIOECONOMY, NATURAL RESOURCES, AGRICULTURE & ENVIRONMENT
- Lactobacillus research - (CDB ExperimentalMicrobiome)
- Genomic data & analytic tools for livestock breeding strategies - (CDB GenTORE)
- Perennial biomass crops - (CDB GRACE)
- Environmental Citizen observatories - (CDB LANDSENSE)
- Biorefining - (CDB SYSTEMIC)
- Agriculture irrigation - (CDB VISCA)

Printed materials

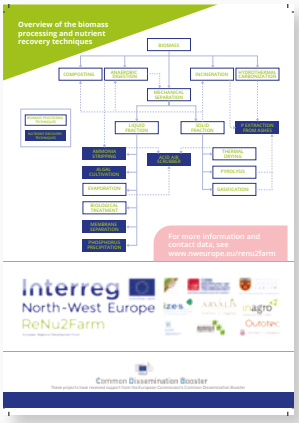
To address the challenge of coming up with practical messaging CDB team supported project clusters in conceptualising and producing their own one page flyers. It became one of the most common joint dissemination activities carried out in the CDB and the result allowed project clusters to come out with a common message. At the same time, it provided the entire project cluster with a common ground - common challenges, common stakeholders and a list of complementary results.

This was used effectively by project clusters such as CDB-VISCA which includes the joint flyer as part of its communications toolkit or the CDB-Outcome, also known as the Non-Linear Solid Mechanics Group, which features the flyer as a downloadable content in it's homepage.

Pop-up banners, infographics and joint presentation slides were also provided and used at events based in common messaging. These bolstered project clusters' communications tool kits. Flyers were also used by other project clusterto promote specific activities such as what CDB-DREAM did to promote its DREAM Summer School and CDB-AEGIS which used the flyer as a feedback tool as it doubled as a survey form that was completed by participants during a workshop.

Roll-up banner (CDB-Gentore)

Joint flier (CDB-Resccue)



Joint flier (CDB-Systemic)

Social Media

A common goal of many project clusters is to build their respective communities. For some of them as well, they needed to support activities such as events or drive visibility to their results. To address this, the CDB team provided support to project groups in carrying out their social activities.

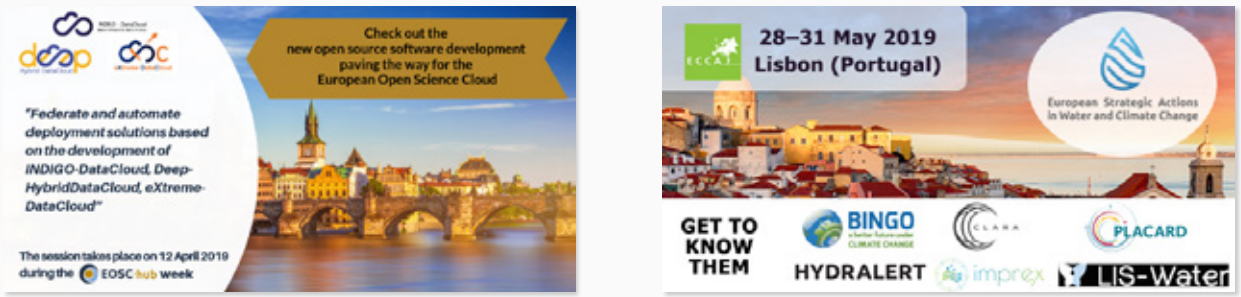
These activities ranged from providing informative and content-rich social media messages including both the draft text as well as image, or through video pills. CDB-ExperimentalMicrobiome, for example, used tweets supplied by the CDB team to promote downloads of its industry-geared e-book and policy brief. TRUSTEE even created its own joint social media channel (Twitter: @Trustee_EU) and with the tweets and images supplied by the CDB team was able to grow its following to almost 400.

Social media communication with peers, customers, and potential consumers helps to personalize the "brand" and to spread the message in a relaxed and conversational way. Engaging via proper usage of # and @ enables the community of interested stakeholders & multipliers to grow.

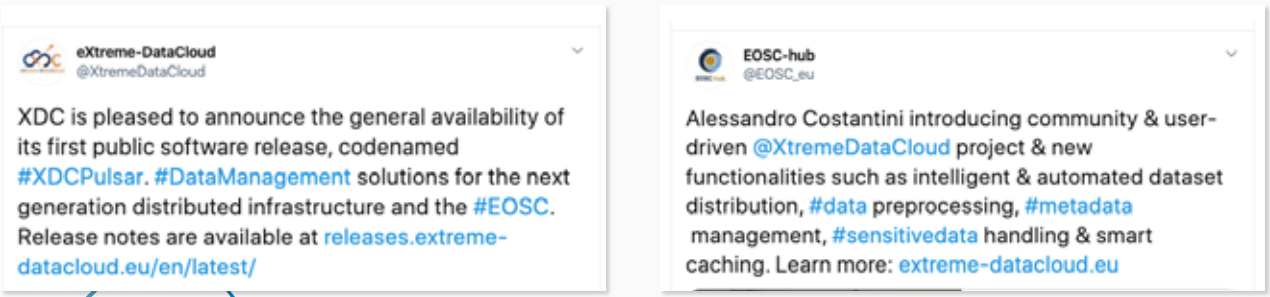
As said before, Social media are also an important instrument for creating awareness around an event creating posts to promote the event giving information about the organization, the main topics and also how to reach the venue and last but not the least to stimulate the guests highlighting what is happening live during the day.

The CDB Team provided practical help to the various project clusters to construct their strategy, to define a joint plan for social media distribution using project accounts or newly shared profiles. The examples below give an idea of the support CDB provided in the social media activities depending on the needs of each project clusters involved with examples of event promotion, live tweeting and Twitter cards.

Twitter card examples from CDB-Partial PGMs, TaCo and AEGIS



Event promotion for CDB Bingo, INDIGO DataCloud and Laparts



CDB Indigo Data Cloud live tweeting during EOSC-hub Week

Principal recommendations from the CDB

The CDB was a pilot service run on behalf of the European Commission as part of a broader scoping activity to understand the needs and benefits that a future booster service covering broader dissemination and exploitation activities could deliver. In this section, we discuss some of the main recommendations from the CDB.

Industrialised delivery of services that is tailored and sensitive to needs

With 148 services delivered, the CDB team designed and produced a set of procedures to ensure an organised, timely and streamlined delivery of services.

Essential to this was delivery was the CDB team. It was made up of committed, enthusiastic and knowledgeable dissemination professionals, able to parallelise their professional skills with a human-centric and tailored approach to the groups. This was essential for projects to connect and actually implement a dissemination plan together.

Finding commonalities and establishing alignment

A key element of service 1 is the identification of commonalities between projects in terms of results, areas of research and target stakeholders. This is the foundation for the establishment of cohesive project clusters (PGs) that can collaborate for future dissemination actions.

CDB was most effective for RIA and IA projects

Ideally, the best typology of projects to be supported are Research and Innovation Actions (RIA) and Innovation Actions (IA), as they have a tangible set of results that can be further developed through future research activities or potentially adopted by end-users. Coordination and Support Actions are also relevant targets in terms of providing support to the dissemination of results for clusters of RIAs and IAs that they may be mandated to collaborate with.

Focussed dissemination to selected stakeholder clusters

Delivery of effective joint dissemination actions had much more impact with PGs that focussed attention on one or two specific stakeholder clusters. CDB encouraged PGs to move out of their comfort zones and use CDB support to help them reach clusters that they struggled to make an impact with. These were commonly policy makers and industry.

Effective capacity building with high-surrender-value

The CDB has delivered a popular and easy-to-use online training platform and material, accessible both to dissemination professionals and also those new to the topic. Courses included both prescriptive learning and real-life tasks tailored to the PG's PDP, thus providing a high-surrender-value and pay-off in respect of practical use.

PG dissemination materials to provide a common voice

For successful dissemination, a specific identity and communication materials are key to communicate the project cluster externally. This includes its mission, main innovations, and to translate the value proposition for Key Results into textual and visual form such as fliers and video briefs. This contributed to a unified identity for some project clusters and strengthened cohesion between projects.

Regular communication and a good working relationship with PGs

Regular communication and the establishment of roles within PGs were a key ingredient in establishing objectives that all projects can work towards and maintain engagement and contribute fully to the project cluster's objectives.

Quotes from our community

CDB created a new European-wide community of dissemination teams across 56 different project clusters.In this section we hear from some of those clusters on how CDB impacted on their work.

IMPACT: Establishing synergies and commonalities

"Our report provided an overview about Projects being active in similar fields of Research." - CDB-Systemic

"Contact and collaboration with other projects from the clusters that we didn't know before" - CDB-ECHORD

"Participation of different projects with different point of views." CDB-Dream

"The projects of the cluster shared info about their dissemination, scientists involved, and each project benefits from that" CDB-MRG-Grammar

"Meet other communication and dissemination projects with which we could work together." -SIADE SaaS

"Contacts with the projects of the cluster, a broader view on the activities of each project in the cluster, potential contact and visibility with European institutions, stakeholders mapping, an idea of strength and weaknesses in the project dissemination activity." CDB-ZDM

IMPACT: Improving dissemination skill sets through Capacity Building

"Very useful tips and hints in how to effectively address specific target clusters"- CDB-GRACIOUS

"The CDB service has been a very useful opportunity to learn new methodologies and tools to be used in the dissemination of European projects. In particular concerning service 4, the online training, the workspace and the guidance provided allowed our Team to develop a more integrated communication approach and helped us raise mutual awareness about the potential of a complementary dissemination." CDB-TACO

"Understand the areas of improvement in our dissemination strategy, improve the knowledge of our stakeholders, focus better our dissemination plan.The service is very good and adapted to our project cluster needs."CDB-AUDIOCOMMONS 2Useful links to resources,Methods of improving dissemination,More detail on dissemination channels and tools."CDB-TEAM/CATCH/CHESS

IMPACT: Creating tangible dissemination outputs

"Networking, visibility, cost sharing by organising Joint activities [...] Great support to get some visibility also outside our "own" community, proven by Twitter audience, visitors at exhibition stand, etc. [...] The dissemination material (folder, tweet templates, etc.) provided by the CDB were helpful for a professional outside communication." CDB-CREDENTIAL

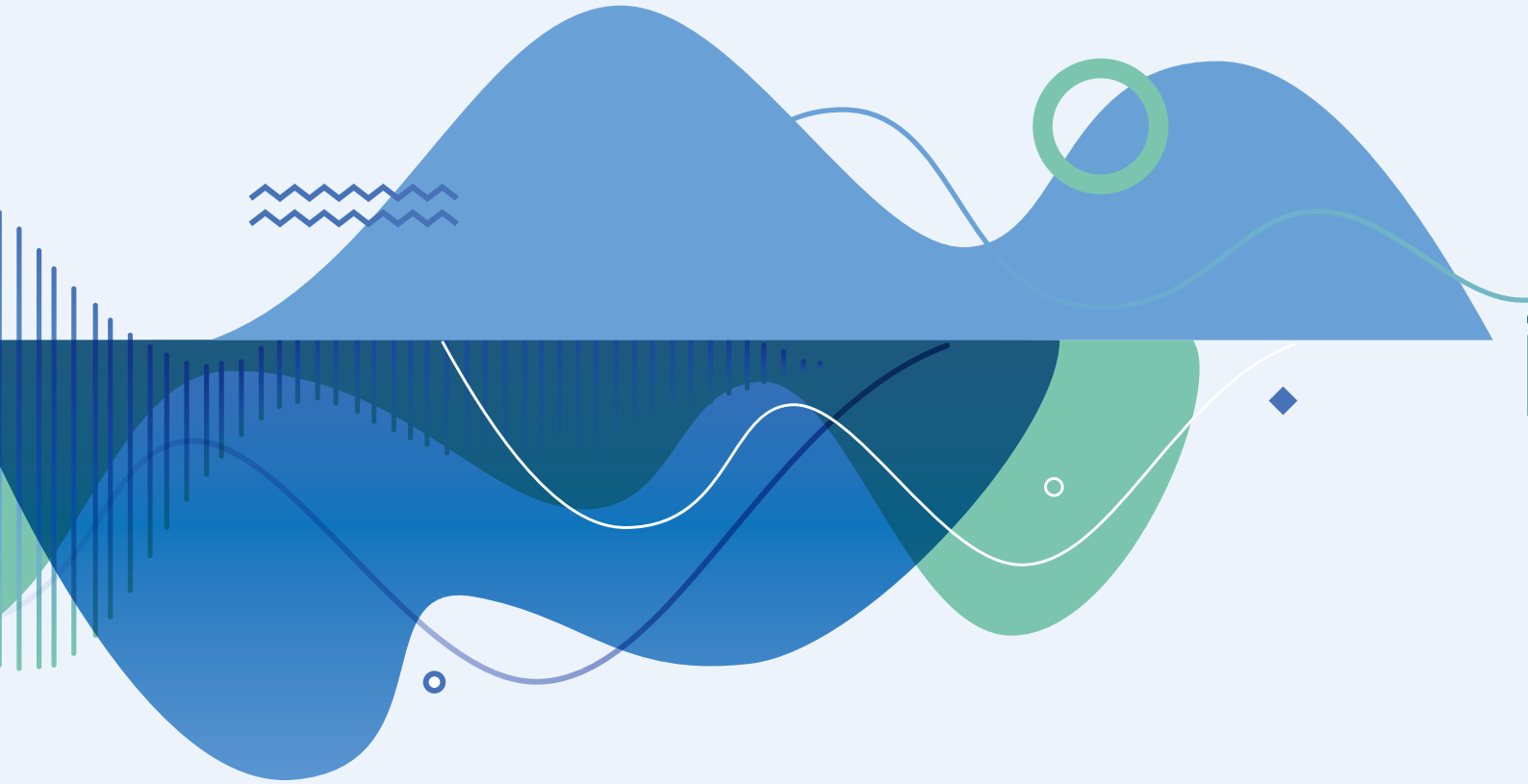
"A list of dissemination tools which can be used to reach specific stakeholder; the possibility to disseminate results in an easier mechanism, in order to reach a larger variety of stakeholder; the possibility to integrate our network with those from related projects. When implemented the above points will turn in a near future in a booster in the TB vaccine research." CDB-TBVAC2020

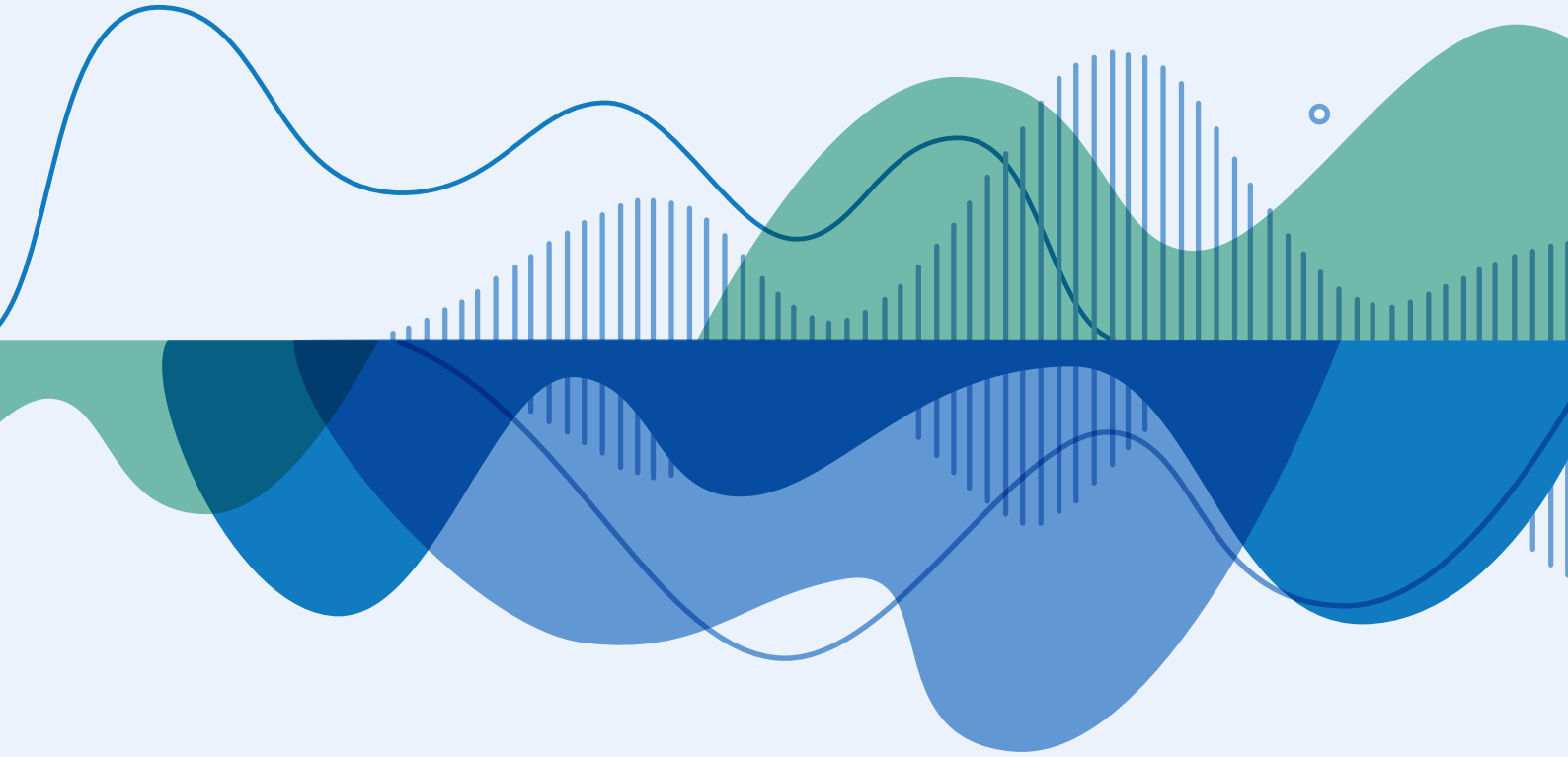
"I think the brief is excellent. It is crisp and clear in its message. It also addresses current weaknesses of the rail business – fragmentation, slow uptake of innovations etc. which are issues that the S2R endeavour is set to overcome. The emphasis of seamless digital supply chains and automation is good. To conclude; I can fully subscribe to the policy message but I would like to hear the JUs opinion on it as well. In addition, the video was in my opinion an absolute delight. You've done great job. Our conf calls have been very easy language wise - which is something I much appreciate. We will exploit your deliveries fully in future dissemination work." CDB-IMPACT-2

"I believe the most useful thing we got from this Service, and from the CDB service in general, is the help to unite the two projects and have a clear common message to deliver to the audience. Starting from two different projects, it was quite a difficult task. Also, the material generated by the experts (video, ebook, etc) is very useful to share our research and to find potential collaborators." CDB-Experimental Microbiome

European Commission

Common Dissemination Booster





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