

GUIDELINES COMMUNICATION PLAN¹

Communication Plan

Fondazione Cariplo's grantees are warmly encouraged to promote and disseminate research projects' aims, results, expected and achieved outputs. In order to do that it becomes necessary to identify an appropriate communication strategy. The latter is naturally linked to aims and contents of the communication plan. Traditionally communication plans are meant to describe all dissemination activities including the ones directed to **civil society**.

Your communication plan should not forget to:

- Indicate the referent of the communication activities;
- list aim[s], target[s] and communication media considered more appropriate and efficient. It is desirable that the communication plan mixes internal and external communication practices in order to guarantee a constant flow of information among all different actors, partners, grantee officers, science community, stakeholders and civil society;
- begin with the launch and continue throughout the entire duration of the project with continuity without interrupting the information flow. It is also preferable to include a specific timeline for the realization of the activities;
- indicate the strategy more appropriated in consideration of contents, media channels and targets;
- list expected results;
- include a synthetic monitoring and evaluation strategy. Monitoring activities should be differentiated according to the different media channels for example appropriate tools like Google Analytics or Insight might be used for the Web, others like Audipress, Radio monitor, Auditel might be used for more traditional channels;
- foresee a realistic budget to carry out all communication listed in the plan.

¹ These guide lines take inspiration from Horizon 2020 -"Communicating EU research and innovation guidance for project participants".

CHECK LIST - BUILDING THE COMMUNICATION STRATEGY

As you write up your Communication Plan it might be useful to use this check list. The latter has been organized in a simple way around key points:

- a. for a correct planning:
 - Does the project include a communication plan with a specific budget?
 - Does the plan indicate a timeline for the communication activities?
 - Does the plan include both external and internal communication activities?
 - Communication of the project begins with the launch and continue throughout the entire period of the project?
- b. For a clear definition of the aims and the monitoring activities:
 - The communication plan reflects your project communication's aims?
 - Aims of the plan are clearly explained.
 - Milestones and deadlines for the communication activities and the achievement of the plan's aims are clearly indicated in light of the different research phases and intermediate results?
 - Does the plan indicates an appropriate evaluation and monitoring strategy?
- c. For segmentation and definition of the targets:
 - Communication targets have been clearly indicated
 - Messages, languages and media channels have been properly differentiated according to the targets?
 - Are you confident of the association between media channel[s], target[s] and message[s] you plan to communicate?
 - Communication channels have been sufficiently described (e.g. newspapers, TV channel and programme, website, events, exhibitions or events with and for the schools).
 - Different communication modes have been opportunely considered, with strengths and weaknesses.

RESPONSIBLE RESEARCH AND INNOVATION (RRI)

In line with the European trend in relation to Science and Society issues, Fondazione Cariplo promotes the practice of Responsible Research and Innovation (RRI). RRI's aims include opening to civil society the debate on science and technology contributions to build the future we, as citizens, want. It is likely that this practice contributes to anticipate possible negative consequences.

RRI cannot be reduced to a unique object. Forms and shapes of its manifestation vary significantly according to scientific and technological areas as well as specific institutional contexts in which RRI is carried out. Having said that, it is undeniable that the center of any RRI discussion puts citizens at the center.

Fondazione Cariplo participates, since January 2014, to RRI Tools project. The latter has been founded by the EU Commission under the 7FP Programme (2007-2013). The project aims to develop a series of digital tools to support, train, disseminate and implement RRI principles and practices within Horizon 2020. Considering that the added value of these tools might facilitate researchers' reflections in the identification of the communication activities and methodologies, we recommend to consult the website <http://www.rri-tools.eu/it>.