



ERA-MIN 2

RESEARCH & INNOVATION PROGRAMME ON RAW MATERIALS
TO FOSTER CIRCULAR ECONOMY

Acronym: ERA-MIN 2

Title: Implement a European-wide coordination of research and innovation programs on raw materials to strengthen the industry competitiveness and the shift to a circular economy

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COMMUNICATION AND DISSEMINATION PLAN

WP 5: Communication, dissemination and exploitation of the results

Task 5.1: Communication

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ERA-MIN 2 comprises a progressive, pan-European network of 21 public research funding organisations from 18 countries/regions (Argentina, Belgium-Flanders, Brazil, Chile, Finland, France, Germany, Ireland, Italy, Poland, Portugal, Romania, Slovenia, South Africa, Spain, Spain-Castile y León, Sweden and Turkey).

Built on the experience of the EU project ERA-MIN (2011-2015), **ERA-MIN 2** aims to enhance and strengthen the coordination of research and innovation programmes in the field of non-energy, non-agricultural raw materials (construction, industrial and metallic minerals) to support the European Innovation Partnership on Raw Materials, the EU Raw Materials Initiative and further develop the raw materials sector, in Europe and globally, through funding of transnational research and innovation (R&I) activities.

ERA-MIN 2 will support demand driven research on primary and secondary resources, and substitution of critical raw materials under a circular economy approach, to give the opportunity to the R&I community to apply to world-wide coordinated funding, gaining access to leading knowledge and new markets, while reducing fragmentation of R&I funding across Europe and globally. This will be achieved through one EU co-funded call for R&I proposals in 2017 and two additional calls, in 2018 and in 2019, designed and developed specifically for the non-energy, non-agricultural raw materials sector.

Publishable summary:

The ERA-MIN 2 communication and dissemination plan presents a common strategy for communicating and disseminating ERA-MIN 2 activities in order to ensure that ERA-MIN 2's outcomes are widely distributed to the appropriate target communities, at appropriate times, via appropriate channels in a fashion that can contribute to the sustainable use of its results. The overall objective of this strategy is to maximise the impact of the project's activities and results among relevant stakeholders of raw material cooperation dialogues by leveraging on consortium multiplier networks and sustained interaction with key stakeholders.

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1 INTRODUCTION AND OBJECTIVE

The ERA-MIN 2 Communication and dissemination plan presents a common strategy for communicating and disseminating ERA-MIN 2 activities in order to ensure that ERA-MIN 2's outcomes are widely distributed to the appropriate target communities, at appropriate times, via appropriate channels in a fashion that can contribute to the sustainable use of its results. The overall objective of this strategy is to maximise the impact of the project's activities and results among relevant stakeholders of raw material cooperation dialogues by leveraging on consortium multiplier networks and sustained interaction with key stakeholders.

The main objectives of this communication and dissemination plan are to:

- Promote activities and facilitate knowledge sharing among relevant stakeholders in the area, such as, policy makers, industry and research community;
- Spread information about the ERA-MIN 2 joint calls and results from the ERA-MIN 2 funded projects, by making use of the existing network and framework built around previous ERA-MIN calls. The purpose is to thereby communicate and facilitate new and improved connections between research, policy and practice communities.
- Highlight interaction with European and non-European relevant initiatives on raw materials research.
- Report on and work with all transnational project actors to deliver and facilitate learning and development of outputs and value delivered from the action portfolio and the processes employed in the action.

2 TARGET GROUPS

The successful achievement of ERA-MIN 2 objectives requires a close interaction and engagement within the consortium and with stakeholders beyond the consortium. All project's partners will contribute to leverage their national and regional networks and additional channels to raise the visibility of ERA-MIN 2 actions and, in particular, its calls for proposals and funded project results.

Dissemination efforts will be focused mainly on the following target groups: research and development institutions, key raw materials networks and communities (e.g. EIT RawMaterials¹), industry & trade organisations, relevant companies, academic institutions, public or private funders, policy makers, investment communities, plus other related funded projects by the EU or others. These target groups will be provided with an extensive range of contents that will be customized according to the specific purpose, the dissemination means and the timing.

The specific organisations to be targeted within each sector are detailed in Table 1 along with the indication of its geographical reach and the ERA-MIN 2 partner responsible to reach them to better channel the communication.

Table 1 – Targeted organisation and ERA-MIN 2 partner responsible to establish the link with ERA-MIN 2.

Target Group	Organisation	Country/Geographical area	Partner Responsible
ERA-MIN 2 partners	Fundação para a Ciência e a Tecnologia	Portugal	FCT
	VERKET FOR INNOVATIONSSYSTEM	Sweden	Vinnova
	FORSCHUNGSZENTRUM JÜLICH GMBH	Germany	JÜLICH
	Unitatea Executiva pentru Finantarea Invatamantului Superior, a Cercetarii, Dezvoltarii si Inovarii	Romania	UEFISCDI
	Ministerio de Economía y Competitividad	Spain	MINECO
	Ministerio de Ciencia, Tecnología e Innovación Productiva	Argentina	MINCYT
	Narodowe Centrum Badan I Rozwoju	Poland	NCRB
	Comisión Nacional de Investigación Científica y Tecnológica	Chile	CONICYT
	Ministrstvo za Izobrazevanje, znanost in sport	Slovenia	MIZS
	Agence National de la Recherche	France	ANR
	Centro para el desarrollo Tecnológico Industrial	Spain	CTDI
	Department of Science and Technology	South Africa	DST
	Department of Communications, Energy and Natural Resources	Ireland	GSI
	Agence de L'environnement et de la maitrise de l'energie	France	ADEME
	Turkiye Bilimsel ve Teknolojik Arastirma Kurumu	Turkey	TUBITAK
	Innovaatiorahoituskeskus TEKES	Finland	Tekes
	VLAAMS GEWEST	Belgium	VLAIO
	Agencia de Innovación y Financiación Empresarial	Spain	ADE



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	de Castilla y León		
	Fonds Voor Wetenschappelijk Onderzoek-Vlaanderen	Belgium	FWO
	Ministerio Dell'Istruzione, Dell'Universita' e Della Ricerca	Italy	MIUR
	Financiadora de Estudos e Projetos	Brazil	Finep

Key Networks/Research sector	European Innovation Partnership on Raw Materials (EIP RM)	Portugal	FCT
	EIT Knowledge and Innovation Community (KIC) Raw Materials	Germany	JÜLICH
	European Technology Platform on Sustainable Mineral Resources (ETP-SMR)	Portugal	FCT
	Raw Materials Roadmap for Europe (VERAM)	Germany	JÜLICH
	ERA NET Cofund on Applied Geosciences (GeoERA)	Ireland	GSI
	International cooperation on Raw materials (INTRAW)	Portugal	FCT
	Minerals Policy Guidance for Europe (MIN-GUIDE)	Portugal	FCT
	Developing a concept for a European minerals deposit framework (MINATURA 2020)	Portugal	FCT
	International Mining Association (IMA-Europe)	Portugal	FCT
	CRM Alliance	Portugal	FCT
Key Networks/Research sector	International non-profit association in mineral processing and extractive metallurgy for mining and recycling of raw materials. (PROMETIA)	Spain-Castile y León	ADE
	European Federation of	Portugal	FCT





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	Geologists		
	Geological Survey of Denmark and Greenland	Ireland	GSI
	Expert network on Critical Raw Materials (SCREEN)	Portugal	FCT
	MinPol	Portugal	FCT
	EUROMINES	Portugal	FCT
	EuroGeoSurveys (EGS) Minerals and Raw Materials Expert Group	Ireland	GSI
	CYTED (Intergovernmental Ibero- American programme on science & technology for sustainable development)/IBEROEKA	Iberoamerica	MINECO, FCT, MINCYT, CONICYT
	ALCUE-NET (INCONet between the European Union and Latin America and the Caribbean)	EU-LAC	MINCYT
	ERANET-LAC (Latin America, Caribbean and European Union)	EU-LAC	CONICYT
	CAAST-NET PLUS Advancing Sub-Saharan Africa- EU R&I for Global Challenges	Africa- EU	DST
	ERAFRICA	Africa- EU	DST
	MARTERA - ERA-NET Cofund on marine and maritime technologies (Horizon 2020 call topic BG-05- 2016)	Portugal	FCT
	M-ERA.NET 2 - ERA- NET for materials research and innovation (2016- 2021)	Portugal	FCT
	JPI Oceans (Joint Programming Initiative "Healthy and Productive Seas and Oceans")	Portugal	FCT
	European Marine Observation and Data Network (EMODNET)	Ireland	GSI
	European Regions Research and Innovation	Spain-Castile y León	ADE





	Network (ERRIN)		
	European Federation of Geologists (EFG)	Portugal	FCT
	European Cooperation in Science and Technology (COST actions)	Portugal	FCT
	International Union of Geological Sciences (IUGS)	Portugal	FCT
	United Nations Environment Programme (UNEP)	Portugal	FCT
	Committee for Mineral Reserves International Reporting Standards (CRIRSCO)	Portugal	FCT
	International Council on Mining and Metals (ICMM)	Portugal	FCT
	World Resources Forum	Portugal	FCT
	Strategic Dialogue on Sustainable Raw Materials for Europe (STRADE)	Portugal	FCT
	World Forum on Raw Materials	Portugal	FCT
	The Near-zero European Waste Innovation Network (NEW_InnoNet)	Portugal	FCT



3 COMMUNICATION OBJECTIVES

In order to better address the different stakeholders, the communication and dissemination activities will be grouped in three different types:

- Internal communications:

ERA-MIN 2 will include a range of measures to make the organisation of the co-funded call and its dissemination successful. This will include the use of email, remote meetings (e.g. through teleconferencing etc.) and a dedicated brokerage event. Face to face meetings will be arranged to coincide with related events such as EIP on Raw Materials, Horizon2020 Infodays, related initiatives etc. Promotion of consortium building between EU and non-EU countries and involvement of business partners (e.g. SME, industry) will be facilitated through online partner search tools (e.g. NCPs CaRE¹, EEN²).

- External communications:

This will be primarily through the ERA-MIN 2 website (www.era-min.eu) as well as through the partner's websites, newsletters, seminars and other co-hosted events. Cooperation will be enhanced with other initiatives and projects linking ERA-MIN 2 activities to their activities such as the European Innovation Partnership on Raw Materials and EIT RawMaterials, thereby reaching out to a wider audience of stakeholders and by organisation of and participation in seminars (whenever possible, web-streamed), workshops and international conferences as well as Raw Materials Diplomacy events to make awareness of ERA-MIN 2 activities and its outcomes. Social media communications will include Twitter/LinkedIn. ERA-MIN 2 will mobilise the national networks in order to identify the possibilities to gather actors for consortium building around specific research topics.

- Dissemination and exploitation of results:

Funded projects from the co-funded ERA-MIN Joint Call 2017 and previous ERA-MIN joint calls will be promoted on the website through publication of developments and news, as well as results and knowledge acquired. The project's results will be presented at special tailored seminars/events as well as at national events and other conferences.

According with Table 2, the communication, dissemination and exploitation activities will benefit from the capacities and existing infrastructures developed by other projects as well as liaising with EU institutions, research and business communities, and stakeholder communities.

Within ERA-MIN 2 three joint calls, the expectation is that 30 transnational projects will be funded. The content of these projects (administrative data and project summaries) will be disseminated via the ERA-MIN 2 website as well as contact data of the consortia and web links to funded project websites. The purpose of this will be to promote the

¹ <http://partnersearch.ncps-care.eu/>

² <http://een.ec.europa.eu/>

access to public results and publications. Wherever possible, the funding organisations will try to ensure open access of all data which might result from the projects to be funded. Open access as well as IPR issues will be considered in the consortium agreement between all project partners involved in the funded transnational R&I projects under ERA-MIN 2. Moreover, open access and IPR issues could be addressed in the call text and will also be treated in the individual contracts with the respective national/regional funding organisations.

Table 2 – Lis of communication objectives for each type of receivers.

Receivers	Internal direct receivers/Advisory Board	External receivers	General Receivers		
Objectives			Policy Makers	Media	Society
Systemized Communication	Website Activity reports Mailing				
Straightforward Communication	Meetings Mailing Face to face activities				
Project outreach		Website Newsletter Social Media	Website Newsletter Social Media	Website Newsletter Social Media	Website Newsletter Social Media
Disseminating Results		Website Newsletter Social Media	Website Newsletter Social Media	Website Newsletter Social Media	Website Newsletter Social Media
Reference Working Material		Publications Seminars Workshops	Publications Seminars Workshops		
Knowledge for policy making			Publications Seminars Workshops Website		
Communicating joint calls		Website Newsletter Email Social Media		Press Notes Social Media	Website Press Notes Social Media

4 CONTENT & MESSAGES

ERA-MIN 2 will focus on effective communication aiming to assure that dissemination and outreach activities support the implementation and interaction of all project activities, in particular, the promotion and follow up of the project’s calls for proposals. It is necessary to attract and engage a critical mass of leading researchers, industry, innovators, policy-decision makers and stakeholders involved in the Raw Materials dialogues, R&I cooperation, initiatives, and thus to generate impact.

The following message framework provides a common lexicon to draw from and describes, in a consistent fashion, ERA-MIN 2 most important characteristics across all communication medias.

A suggestion for the message framework is presented in Table 3 as follows:

Table 3 – Messages framework

Positioning	NCPs is the network of National Contact Point suitable for positioning ERA-MIN 2 objectives at a national level and to disseminate the project activities. Specifically, the joint calls for proposals focused on all the aspects of (a) Primary Mineral Resources, (b) Secondary Mineral Resources and (c) Substitution of Mineral Resources under a circular economy approach. As well as disseminating information to main stakeholders.
Key ideas	<ul style="list-style-type: none"> - Provide a pan-European support network and financial resources to improve synergies, coordination and collaboration in the development of raw materials. - Consolidate the coordination of R&I in raw materials sector of regional and national funding programmes through a joint transnational call co-funded by the EU and additional joint calls. - Reduce the fragmentation and increased funding coordination within Europe and with countries outside Europe that share raw materials priorities and needs.
Tagline (e.g.: intro in the website or social media profile).	ERA-MIN 2 promotes research, funding, and networking to contribute to further develop the raw material sector in Europe and other countries that share the same objectives and

	priorities.
Elevator speech for external using (brochures, newsletters, social media, website)	ERA-MIN 2 comprises a progressive, pan-European network of research funding organisations that aims to support the European Innovation Partnership on Raw Materials and further develop the raw materials sector through funding of transnational research and innovation (R&I) activities.

5 COMMUNICATION CHANNELS & TOOLS

ERA-MIN 2 project envisages several communications channels to better disseminate the messages described in the section above. These include on-line channels such as e-mailing, website, social networks and key stakeholders databases. Alongside these, off-line channels such as project events, face-to-face meetings and third-party events attended by the consortium. Furthermore, the project will leverage on partners and collaborators' multiplier channels to raise greater visibility of ERA-MIN 2 results.

In addition to defining the channels, it is suggested hereby some of the most appropriate communication tools to be used by channel and customise the outlined messages (Table 4).

Table 4 - Communication tools to be used by channel and customise the outlined messages

Channels	Tools
Online	
Website	- News posts - Web banners - Publication of events
Social networks: Twitter / LinkedIn	- Posts - Visuals (e.g. images, infographics) - @eranetmin2 - https://www.linkedin.com/in/era-min-joint-calls-102ba271 Hashtags (e.g. #ERA-MIN2, #RawMaterials, #ERA-MINJointCall)
Newsletters/magazines	- Articles
Emailing	- Participants' databases segmented per country and per target group - Email - Publication (PDF)
Offline	
Events (workshops, conferences, info-days)	- Invitation letters - Printed material - presentations
Face-to-Face meetings	- Printed material

	- presentations
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The actions related to the communication, exploitation and dissemination of the project results will be tailored to ad-hoc target groups according to specific purposes, timing and means. **ERA-MIN 2** target groups will be provided with an extensive range of contents that will be customized in a fashion that can contribute to the sustainable use of its results (*Table 5*).

Table 5 – Communication channels for exploitation and dissemination of the ERA-MIN 2 results to specific target audiences.

Target audience	Communication channel					
	ERA-MIN 2 web portal	face-to-face meetings	ERA-MIN 2 events	Partners' / others' events	Partners' web tools – newsletters	Others' web tools – newsletters ¹
Academic institutions	Y		Y	Y	Y	Y
R&D institutions	Y	Y	Y	Y	Y	Y
Key raw materials networks and communities e.g. EIT RM	Y		Y	Y	Y	Y
Industry & trade organisations, relevant companies	Y	Y	Y	Y	Y	Y
SMEs	Y		Y	Y	Y	Y
Public or private funders	Y	Y	Y	Y	Y	Y
Policy makers	Y	Y	Y	Y	Y	Y
EU general public	Y		Y	Y	Y	Y

¹ - e.g. NCP networks, EEN, technology platforms

5.1 VISUAL IDENTITY AND PROMOTIONAL MATERIAL

According to the strategy, a coordinated visual identity of the project will be developed to ensure consistent and recognizable communication throughout the different media. Each partner is asked to use only the dissemination material approved by the consortium. In particular:

1. A graphic template for deliverables, reports and power point presentation slides
2. A roll-up to be used in conferences
3. Flyers
4. Web banners to be included in partner's websites as needed
5. The production of other promotional items such as bags and other items will be considered case by case.

5.2 WEBSITE

The ERA-MIN 2 website will be a key element of dissemination and communication both within the project participants and beyond. Specifically it will be:

- A channel to create dialogue and establish a constant engagement with participants and general public.
- A communication and dissemination instrument to promote the funded projects of ERAMIN2 calls.

It will improve internal communication through the realisation of an intranet in order to share all project reports and documents.

An internal forum section (with limited access) on the website will allow the project participants to internally discuss common issues and share project management issues and other relevant information.

The news to be published will be related to issues on raw materials research. The website will be the repository of the dissemination material which will be made available in a downloadable format (e.g. flyer, brochure or newsletter, if any).

The website will also disseminate other types of information, inter alia, a link to partner search engine, information days, brokerage events, new calls, important developments for raw materials published from different sources (other EU projects, initiatives ERA-Nets, EIP RM and EIT RM, regional agencies, as well as international cooperation projects).

5.3 EXTERNAL COMMUNICATION

Dissemination activities will be performed to approach different target groups through the following key channels: ERA-MIN 2 events, international events, partners' networks, partners' newsletters, workshops, and publications. Plus, well-known relevant communities will act as multipliers, intermediaries, facilitators and impact creators (e.g. NCP networks (e.g. NCP_CaRE), EEN, or technology platforms).

Not only self-hosted events will be considered to improve the brand awareness and build a network. The ERA-MIN 2 partners where possible should also promote the project at national and regional events as well as international events through the distribution of flyers, a dedicated booth or oral presentation.

Promotion of consortium building between EU and non-EU countries and involvement of business partners (e.g. SME, industry) will be facilitated through online partner search tools (e.g. NCPs CaRE, EEN).

5.4 FACE TO FACE ACTIVITIES

One important aspect of ERA-MIN 2 dissemination action will be the face to face meetings. In each meeting with potential stakeholders is important to share information about the activities and results performed by the consortium. Building on the existing bilateral agreements of ERA-Min 2 partners will facilitate the communication and dissemination activities.

5.5 MAILING

The mailing will be a key instrument to communicate with the researchers, industries, SMEs and other interested individuals. This communication channel will be very useful to share information about the activities, results and calls performed by ERA-MIN 2 consortium. Collection and processing of personal data are foreseen which will be protected following the ethical and data protection standards and guidelines of Horizon 2020.

5.6 MEDIA SHARING

News and press release to the general media especially the ones based on the web will be crucial to engage relevant actors. This also gives the project the opportunity to reach a wider audience through Twitter and LinkedIn.

6 FEEDBACK

To improve the communication and dissemination strategy of the ERA-MIN 2 project, it is envisaged to carry out an evaluation through an iterative process. It is necessary to consider the effect that the dissemination strategies have on conveying the project's message to target groups. Dissemination and communication is not a one-time activity. It is rather a long-term relationship with users that will provide ongoing feedback to help ERA-MIN2 to improve its message.

Some instruments will be developed to measure the results and collect the feedback from targeted audience:

- A form in the website to collect open comments from the audience about needs and barriers identified in ERA-MIN 2. It will be collected periodically in order to think of possible solutions.
- Statistical analytics of the website: incl. visit, keywords, unique access, time used on the page.

ⁱ <https://eitrawmaterials.eu/>