

The COST Science Communication Manager – a new role

Presentation for COST Action KICK-OFF
meetings

COST Association, Brussels, September – October 2017



The Science Communication Manager

- New role, now mandatory for every COST Action!
- Acknowledges the fact that dissemination and communication are a MUST for every Action
- Position to be designated at Kick-off meetings
- Contact of the Communications Unit
- Supported through COST office, e.g. through science communication trainings
- Role that implies anticipation – not just a reflex at the end of the Action (specific FAD grant)



Why is communication important ?

- Communicating your work is crucial
 - For the scientific community (dissemination)
 - For COST, the EU and the COST Actions
 - For you individually
- An obligation of every EU project (use of public money)
- EU – COST funding must be acknowledged systematically (logos!)



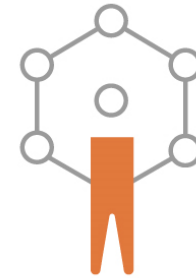
Communicating about your COST Action helps



- **share knowledge** with specific target group
patient groups, industry, standardization bodies...etc.
- **build new connections within and outside your Action**, which also **helps the Action grow**
- **advise on public policies**, and influence the decision-making process (evidence-based policy making)
- **educate and inform the general public**



Responsibilities of the Science Communication Manager



- Communication (dialogue: engaging and interactive)
 - Build a communication strategy
 - Develop a communication planning
 - Create a COST Action website
 - Tools: video, infographics, brochures,...
 - Channels: Media, social media, conferences...
- Dissemination (sharing information)
 - Scientific Publications/Open Access



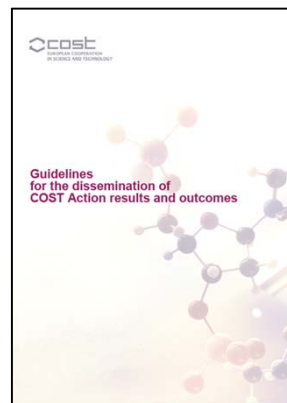
Communication Strategy and Plan

- Think strategically: consider your MoU objectives / communication strategy and plan, build your communications efforts around them!
- Who are you addressing? Other researchers, local/national/EU authorities, regulatory bodies, associations, SMEs, industry, NGOs...?
- What's your message?
- When? Think of timeliness – key moments - not only at the end of the Action!
- To what end: Do you want to inform, advise, influence, engage?



Supporting Tools

- Eligible costs: Vademecum requirements
- COST strategy and visual identity: our brand book
<http://www.cost.eu/visualidentity>
- Guidelines for Dissemination of COST Action results:
http://www.cost.eu/Action_dissemination_guidelines





To summarize



- Communication and dissemination are important for the Action and the COST Programme (acknowledge!)
- The role of the Science Communication Manager is supported by COST communications team and
- Several tools and trainings
- Support from the COST Action budget over 4 years & additional grant at the end (FAD°)



Annexes



Scientific Publications - Open Access

“COST should promote Open Access and encourage availability of results published thanks to COST funding and thereby contributing to boost worldwide visibility of European science and technology.”

COST Position (COST Implementation Rules)

- Role of the MC and other stakeholders in relation to communication strategy
- In the discussion on Open Access implementation at MC level, participants should be also take into account Institutional/National OA policies
- Encouraging “**Green Open Access**”: COST-funded publications shall, whenever possible, be made available as open access by means of self-archiving in an online repository



Scientific Publications

- **To be eligible for financial support, publications must be**
 - a direct result from the work performed by the Action
 - authored by participants from at least 3 different Participating COST Countries.
- Be weary of marketing calls from non-scientific magazines offering paid editorial space & claiming that COST and/or the European Commission endorse them
- COST does not fund paid articles in magazines (advertising)



Your Action's Website

- **Should be included in the COST Action Work & Budget Plan**
 - EUR 9000 for 4 years
- **Linking Action website with COST website**
 - Send the URL to the COST Association (SO and AO)
- **Private area of Action website**
 - SOs and Action Rapporteurs should be granted access to password-protected areas.

**Follow our guidelines for dissemination
and the COST visual identity (brand book)**





Final Action Dissemination (FAD) Grant

- **Additional** grant (up to EUR 10.000) managed directly by Action GH
- **Material** (typically a publication) produced after the 4-years of the Action
- Must be requested **6 months** before the official end date of the Action
- Published and invoiced at most **12 months** from the official end of the Action

Vademecum!