



## INNO INDIGO webinar #5

# Communication strategy for research projects reaching out to a broader public

24 March 2017 – Webinar

Pamela Bartar, ZSI



[www.indigoprojects.eu](http://www.indigoprojects.eu)

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# About INNO INDIGO

## INNO INDIGO

- is a European Union funded FP7 INCO ERA-Net
- running from November 2013 to April 2017
- bringing together 14 institutions
  - 11 from Europe: APRE, CNRS, DLR (coordinator), EBN, FCT, FWF, GAIA, NWO, TÜBITAK, ŹSI, ETAG
  - 3 from India: CSIR, DBT, GITA
- working towards the **goal** of

**supporting EU-India science, technology and innovation (STI) research cooperation** in thematic areas of joint interest



# Main Objectives

- Launch of joint calls on a regular basis: **fund collaborative projects involving research organisations and industries**
- Platform for funders: **attract new funders** (in particular regions), develop a self-sustaining funding mechanism
- **Innovation:**
  - more involvement of SMEs / industries / clusters
  - include social, inclusive, frugal innovation etc.
- **Enhance visibility** of opportunities for Indo-European scientific collaboration
- Ensure **sustainability of collaboration**
- Provide support to **scale up Indo-European collaboration results**



# New Indigo & Inno Indigo Partnership Programme (NPP)

## Pilot Phase: Mobility and Networking

2010: Biotechnology and Health

2011: Water related research

## Second Phase: Research and Innovation

2012: Biotechnology applied to Human Health

2013: Energy Research

## Research and Innovation

2014: Clean Water and Health

2015 : Diagnostics and Interventions for chronic non-communicable diseases

## Research and Innovation

2016: S&T Call - Biobased Energy

2016: Innovation Call - Bioeconomy

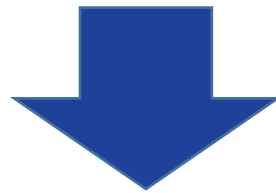
The **INDIGO** programmes have today enabled the funding of 46 projects involving European and Indian R&I partners!



# ..taking a step forward

How can INNO INDIGO help NPP & IPP funded projects bringing their results closer to the market?

- Innovation Roadmap
- Validation Workshops in India and Europe
- Survey to the INDIGO funded projects



Free of charge

## INNO INDIGO VALORIZATION PROGRAMME



MOOC – Webinars – Valorization Workshop

**Start: 21<sup>st</sup> February, 2017**

<https://indigoprojects.eu/cooperation-platforms/indigo-valorization-programme>

# What's in it for you?

INDIGO VALORIZATION PROGRAMME supports projects for the definition of their roadmaps for scaling up their research results. 2 out of the three steps are open to the general public. The third step is designed especially for INDIGO funded projects.

The programme consists of 3 complementary parts:



1. MOOC: Online Training \*\*open to public\*\*

2. WEBINAR: Mentoring Scheme \*\*open to public\*\*

3. **WORKSHOP: Working on outcomes of MOOC and Webinars** \*\*access upon application\*\*



# TODAY...

11:00-11:10 Introduction about the webinar & overview about INNO INDIGO > Pamela Bartar, ZSI

11:10-11:50 Communication strategy for research projects reaching out to a broader public > **Rhonda Smith, MINERVA Communications** and Coordinator of **CommBeBiz** project

11:50-12:00 Q&A and conclusions > Pamela Bartar, ZSI



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# Q&A session

## Q&A

**1. Creating “relevance” and meeting the interests of different audiences, when their “touch points” vary to a high degree is quite challenging, especially when there is a difference in understanding of issue, for e.g. sustainability (like you also mentioned the issue of difference in understanding/meaning of “bioeconomy”). Could you share couple of strategies/working tools to tackle this communication challenge based on your experience?**



# Q&A session

## Q&A

2. In your opinion, what are some of the most recommended (free) platforms for 1) electronic newsletters, 2) infographics, 3) project videos ?



BREAKING GROUNDS IN RESEARCH AND INNOVATION  
THROUGH INDO-EUROPEAN PARTNERSHIPS

Final Showcasing Event

**26<sup>th</sup> April 2017, Ghent/Belgium**

<https://indigoprojects.eu/news-events/finalconference>



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