

# The COST Science Communication Manager – an important role within the Action

Presentation for COST Action KICK-OFF meetings

COST Association, Brussels, September 2019



## The Science Communication Manager

- A role 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 and science communication trainings
- Role that implies anticipation – not just a reflex at the end of the Action (specific FAD grant)



## Why is communication important ?

It is crucial

- For the scientific community (dissemination)
- For the COST Action, the COST Programme and the EU
- For you individually
  - An obligation of every EU project (use of public money)
  - EU – COST funding must be acknowledged systematically (logos!)

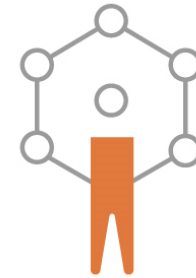


## Communicating about your COST Action helps

- Share knowledge with specific target groups such as industry, standardization bodies, patient groups...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



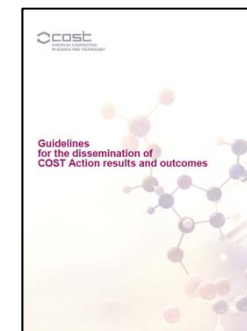
## Communication Strategy and Plan

- Think strategically: Consider the MoU objectives; build the communications efforts around them; align communication strategy and plan
- Who are you addressing? Other researchers, local/national/EU authorities, regulatory bodies, associations, SMEs, industry, NGOs...?
- What's the 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](http://www.cost.eu/Action_dissemination_guidelines)
- Science Communication How-to Toolkit  
<http://www.cost.eu/module/download/65015>





## 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
- Several tools and trainings
- Support from the COST Action budget over 4 years and 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!**