



Contract no. 036195 (ERAC) Complexity-NET

**European Network of Funding Agencies
Coordination of National Complexity Research and Training Activities**

**Instrument: Coordinated Action
Thematic Priority: ERA-NET**

D5.3: Dissemination Plan

**Due date of deliverable: 31st August 2007
Actual submission date: 29th January 2008**

**Start date of project: 1. September 2006
Duration: 42 months**

Organisation name of lead contractor for this deliverable: EPSRC, UK

Revision [draft 1: 25th January 2008]

Project co-funded by the European Commission within the Sixth Framework Programme (2006-2010)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	

Complexity-NET Dissemination Plan

1. Objective

The objective of Workpackage 5 for Complexity-NET is to establish and ensure effective operation of a dissemination and co-ordination office and a smooth framework for the Network Steering Committee and the Work Programme and Task Management. Deliverable 5.3 for this workpackage is a dissemination plan to illustrate how the objective will be met.

2. Summary

In order to achieve effective dissemination, a variety of approaches will be utilised throughout the duration of the project. The activities are described below by the year in which they should be instigated.

In the first year the emphasis is on creating branding, setting up the website for the network and developing promotional material. In the second year, the emphasis shifts towards spreading the message to other key ministries to expand network partnership numbers. In the third year, it will be crucial to advertise the joint activities planned, to raise awareness throughout Europe.

3. Dissemination Plan

3.1 Year One

3.1.1 Branding

It is important that Complexity-NET has a recognisable look in order to raise awareness through the website and promotional material. When people are provided with material at conferences and meetings, they should be able to immediately recognise it as something related to Complexity-NET, and through repeated exposure will hopefully become interested in what the network is about. The branding needs to be eye-catching and relevant to Complexity Science. All material relating to Complexity-NET should be branded in an appropriate manner.

3.1.2 Website

A website dedicated to Complexity-NET is crucial for effective dissemination of its activities, both for the existing partners and for potential future partners and other interested parties. The requirements of the website need to be fully scoped, in terms of the technological requirements and web platform to be used as well as the site content.

Site content must include:

- A secure area for partners for minutes, meeting notes and other documentation
- A European map of partners
- An e-contact address for enquiries
- Mission statement and explanation of what Complexity-NET is all about
- The complexity-NET logo and branding
- Links to partners', funders' and other relevant projects' websites
- Case studies, illustrating where Complexity has made an impact

3.1.3 Publications

A brochure will be designed to provide an easy to read introduction to Complexity-NET, its aims and objectives, who is involved and contact details. The leaflet will use the Complexity-NET branding and will be distributed at conferences, by the network partners and by post as and when appropriate.

Other promotional materials planned include:

- Case studies illustrating the impact of Complexity Science
- Other conference material such as posters
- A set of presentation slides for project partners to use

In order to maximise impact, it will be useful to collate a mailing list of interested parties to whom relevant information and materials can be sent.

3.1.4 Progress so far

- The branding has been chosen and is being used on all Complexity-NET related material
- The website can be found at <http://www.complexitynet.eu>. Most of the site content is already up and running, although there are still some items that need adding.
- The brochure has been produced and has been distributed at relevant conferences. Project partners have been provided with them to distribute as appropriate. The brochure can be downloaded via this [link](#)

3.2 Year Two

3.2.1 Spreading the message

Once the network is firmly established, the priority in the second year of the project should be to spread the message about Complexity Science and Complexity-NET to potential future partners. France and Germany have been identified as two countries where special efforts should be made to get them involved. The project office should take overall responsibility for this activity, but project partners should also be involved and be encouraged to talk to their contacts about the project. Other stakeholders and industrialists should also be targeted.

The approaches needed include:

- Use of the publicity material developed in year one
- One-to-one meetings
- Conference and meeting attendance
- Disseminate the outputs of the workpackage deliverables, using them as evidence as to why collaboration and development of a strategic plan for coordinating funding in Complexity Science are necessary.

3.2.2 Progress so far

- The project office visited the Sante Fe Institute and National Science Foundation on an information sharing trip.
- The project office attended the ECCS'07 Conference in Dresden and the coordinator gave a presentation on Complexity-NET.
- Representatives from France and Germany were approached at the ECCS'07 conference to see whether they would be interested in joining Complexity-NET. The feedback from France was quite positive, but it was less positive from Germany.

- Following discussions with the Complexity-NET project office, NSF successfully proposed an OECD GSF workshop on Complexity Science and Policy. The coordinator is co-chairing the organising committee for this workshop to be held in October 2008 as NSF and EU felt it was important that Complexity-NET should have significant input into the workshop organisation.

3.3 Year Three

3.3.1 Maintaining the dissemination activities

It will be important to ensure that all the publicity material, presentations slides and the website are kept fully up to date with current and relevant information. Effort should be put into maintaining and increasing the mailing list. Project partners should continue to seek opportunities to spread the word to industrialists and policy makers, as well as other academics with an interest in complexity science.

3.3.2 Advertising Joint Activities

In order that Complexity-NET activities maximise their potential impact, it will be necessary to draw in academics that are not necessarily already in the Complexity Science community and encourage them to be involved and apply for the joint activities. If the activities only involve those who are already active in Complexity Science then the added value that Complexity-NET is there to provide is questionable. Therefore a very active advertising campaign will be needed to reach our widely across the academic community in Europe.

Methods of disseminating the call information could include:

- Through the Complexity-NET website and partner website
- Via the mailing list
- Through posters and leaflets in universities
- Presentations at conferences
- Via other networks and projects

Further ideas will be sought from other successful ERANET dissemination activities.

3.3.3 Evaluating the dissemination plan

Towards the end of the project it will be useful to evaluate how successful the dissemination efforts were. It will be difficult to obtain a fully quantifiable evaluation, but there will be some indicators (quantitative and qualitative) that can be considered:

- Number of hits on the website
- Number of leaflets distributed
- Number of people on the mailing list
- Number of conferences attended
- Number of presentations given
- Number of one-to-one meetings to spread the message
- Number of applications to joint activities
- Feedback received relating to publicity material
- Feedback relating to website

These indicators will be used to give some measure of how successful the dissemination plans have been.