



# FoTRRIS

Fostering a Transition towards Responsible Research and Innovation Systems

## Press and media products

### Deliverable DEL5.4

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This project has received funding from the *European Union's Horizon 2020 research and innovation program* under grant agreement No 665906

## Document Information

Grant Agreement #:	665906
Project Title:	Fostering a Transition towards Responsible Research and Innovation Systems
Project Acronym:	FoTERRIS
Project Start Date:	01 October 2015
Related work package:	WP 5: Communication and Dissemination
Related task(s):	Task 5.3: Stakeholder involvement and communication and dissemination plan and activities
Lead Organisation:	CESIE
Submission date:	14/09/2018
Dissemination Level:	Public

## History

Date	Submitted by	Reviewed by	Version (Notes)
28/03/2018	Jelena Mazaj	Nele D'Haese	
30/03/2018	Nele D'Haese		Final version
13/09/2018	Jelena Mazaj	Nele D'Haese	Revision of Final version
14/09/2018	Nele D'Haese		Final version

## Table of content

1	Introduction .....	6
2	Press and media products .....	6
2.1	FoTERRIS Motion Graphics Explainer Video .....	6
2.1.1	Idea .....	6
2.1.2	Characters, Elements and Features .....	7
2.2	Other FoTERRIS videos .....	9
2.3	FoTERRIS website .....	10
2.4	FoTERRIS twitter account and other social media .....	13
2.5	Newsletters and Press Releases .....	14
2.6	Publications .....	15
2.7	Posters and Leaflets .....	16
2.8	Online platform .....	19
3	Conclusions .....	19

## List of Figures

<b>Figure 1:</b>	Target audience of the FoTERRIS project .....	6
<b>Figure 2:</b>	Example of a combination of graphic arts and animations .....	7
<b>Figure 3:</b>	Characters in our animated video (1) .....	8
<b>Figure 4:</b>	Characters in our animated video (2) .....	8
<b>Figure 5:</b>	Characters in our animated video (3) .....	8
<b>Figure 6:</b>	FoTERRIS video images .....	9
<b>Figure 7:</b>	Example of FoTERRIS videos .....	9-10
<b>Figure 8:</b>	FoTERRIS website (section – NEWS) .....	11
<b>Figure 9:</b>	Examples of the changes applied on FoTERRIS website .....	12
<b>Figure 10:</b>	FoTERRIS twitter account .....	13
<b>Figure 11:</b>	Examples of FoTERRIS news in social media .....	13-14
<b>Figure 12:</b>	Examples of FoTERRIS newsletters and press releases .....	14-15
<b>Figure 13:</b>	Examples of FoTERRIS publications .....	16
<b>Figure 14:</b>	Examples of FoTERRIS posters .....	17
<b>Figure 15:</b>	Examples of FoTERRIS leaflets .....	17-18
<b>Figure 16:</b>	FoTERRIS cookbook – how to co-create RRI projects .....	18
<b>Figure 17:</b>	FoTERRIS web platform .....	19

## About the FoTERRIS project

FoTERRIS develops and introduces new governance practices to foster Responsible Research and Innovation (RRI) policies and methods in Research and Innovation (R&I) systems.

FoTERRIS stresses that RRI is a collaborative activity from the very beginning. Therefore, FoTERRIS adds the prefix 'co' to the acronym RRI. Important present-day challenges are of a global nature but manifest themselves in ways that are influenced by local conditions. Thus, FoTERRIS focuses on glocal challenges, i.e. local or regional manifestations of global challenges and on local opportunities for solving them.

FoTERRIS performs a transition experiment, i.e. an experiment to support the transformation of present-day research and innovation strategies into co-RRI-strategies. It designs, tests and validates the organisation, operation and funding of co-RRI competence cells. A competence cell is conceived as a small organisational unit, which functions as a local one-stop innovation platform that encourages various knowledge actors from science, policy, industry and civil society to co-design, -perform, and -monitor co-RRI-projects that are attuned to local manifestations of global sustainability challenges.

Since research and innovation systems and practices in EU member states and within different research performing organisations vary, FoTERRIS experiments the implementation of new governance practices in five member states. These five experiments are evaluated, validated and constitute the basis for FoTERRIS policy recommendations towards EU and member states policy makers so as to enforce co-RRI into the national and EU R&I systems. Training is dispensed to various stakeholders, so as to form them to establish other co-RRI competence cells.

**For more information, see <http://www.foterris-h2020.eu>**

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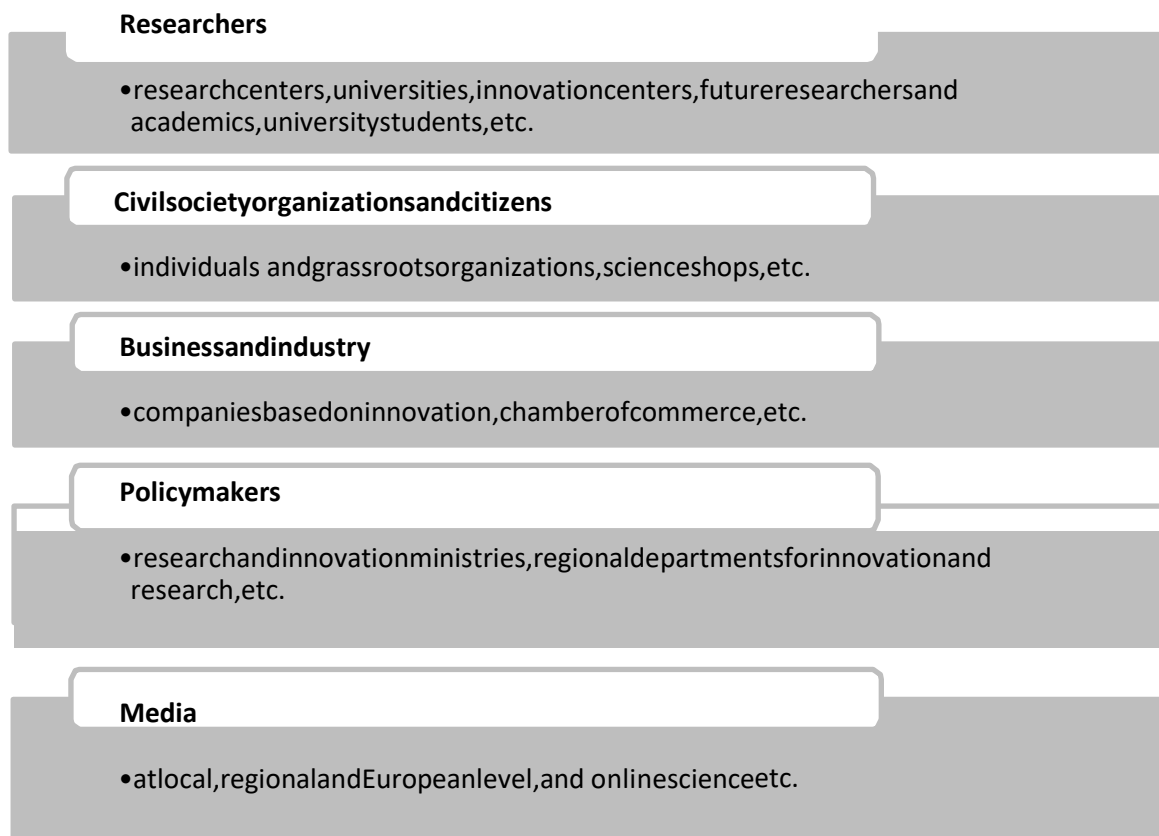
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## **Executive Summary**

In line with the project's communication and dissemination strategy, the FoTERRIS Consortium implemented different communication and dissemination actions at the local, national and EU levels using a wide range of press and media products. This to increase the project's impact and to raise awareness about the themes worked on during the FoTERRIS project. This document presents examples of these press and media products., their description and content.

# 1 Introduction

The press and media products developed by consortium targeted five separate audiences (see Figure 1). Communication and dissemination processes were organized by the consortium, and were supported by other organizations and similar projects (for example: RRI Tools, HERRI, etc.).



**Figure 1:** Target audience of the FoTERRIS project

## 2 Press and media products

### 2.1 *FoTERRIS Motion Graphics Explainer Video*

#### 2.1.1 *Idea*

The consortium used a motion graphics explainer video to present the FoTERRIS project. The main objectives of our motion graphic explainer video were:

- To catch the interest of the targeted audiences and raise awareness of FoTERRIS concepts;
- To explain in a simple way those concepts by making use of both minimal graphic design and a meaningful voice-over commentary;
- To benefit from animations and videos so as to reinforce key concepts;
- To reach a wider audience.

Producing an institutional motion graphics explainer video has several advantages. For instance, we could benefit from the infinite possibilities of graphic art and illustrate complex processes and concepts in an easy, straightforward way. A combination of graphic arts and animations introduced each key concept while giving an added value to our message, such as R&I becomes RRI, GLOBAL becomes GLOCAL, RRI becomes CO-RRI (see Figure 2).

Following digital developments, the video uses the most up-to-date techniques, as it strives to communicate a modern image. This dynamic and animated video helps viewers understand and process concepts in an easy and metaphorical way. The combination of visual and voice-over commentary created a strong connection, which helped us to deliver our message in convincing way.

Having considered the limited attention span of today's viewers, already saturated by advertisements and viral messages, we concluded that the FoTERRIS motion graphic explainer video should be short, dynamic, direct. Videos are an interesting and intriguing tool in this regard. Even though it seemed quite challenging to squeeze the complex ideas and framework of FoTERRIS in a short timeframe, animations and graphics proved to be the solution to our problems. We managed to achieve our goal and present the project in just five minutes.



**Figure 2:** Example of a combination of graphic arts and animations

### 2.1.2 Characters, Elements and Features

The main characters featured in our animated video are:

- Citizens;
- Members of the educational community;
- Researchers;
- Entrepreneurs;
- Policy Makers;
- Civil Society Organisations.



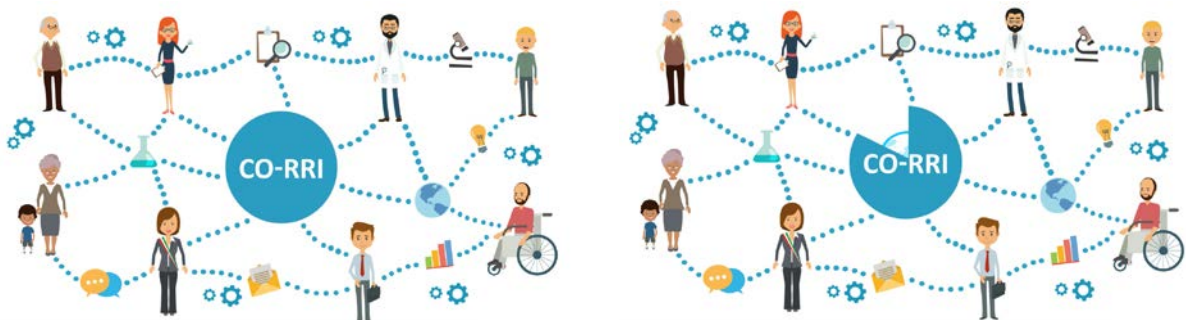
**Figure 3:** Characters in our animated video (1)

Character design aimed at defying stereotypes and describe today's society. So are citizens represented by a multicultural family, and the educator is a man teaching children with different backgrounds. We also tried to challenge gender inequality in business and research world, and therefore chose to portray female and male researchers and entrepreneurs. Moreover, a female mayor represents policy makers, and people with different backgrounds demonstrate together, while civil society organizations feature people with disabilities and seniors.



**Figure 4:** Characters in our animated video (2)

The entrepreneur, the mayor and the researcher are the main characters of the story. They move along with all the other actors in order to build a collaborative relationship symbolized by a hydraulic ramp. Such a ramp can only be lifted with the contribution of all the actors who help the main characters overcome and destroy all the barriers.



**Figure 5:** Characters in our animated video (3)



Peer collaboration and co-creation are the key concept reinforced in the sequence in which the characters thread a network of interconnections, so as to create CO-RRi.

The circle at the centre turns in to FoTERRIS logo, as the main aims and concepts of the project are presented, along with its objectives and results.

At the end, viewers are invited to visit FoTERRIS website, while Twitter's bird flies by in order to draw their attention to social networks and communities of co-creation for Responsible Research and Innovation (see Figure 6).



**Figure 6:** FoTERRIS video images

This video is available on FoTERRIS YouTube channel:

<https://www.youtube.com/watch?v=YmIMwbXq5r4&list=PLivtOKkDMT25UbhqznQ-1jrTbjar-BIYa&index=6&t=13s>; and website: <http://fotrris-h2020.eu/> .

## 2.2 Other FoTERRIS videos

To foster interest in FoTERRIS project and its content, partners made other videos as well (in their national languages). These videos comprise a presentation of FoTERRIS to stakeholders, presentations of the co-RRi transition experiments, public talks, etc. Some examples of these videos are presented below (see Figure 7). The videos are available on FoTERRIS YouTube channel:

<https://www.youtube.com/playlist?list=PLivtOKkDMT25UbhqznQ-1jrTbjar-BIYa> .



**FoTERRIS: Sustainability as a European brand**

CESIE

FoTERRIS: Sustainability as a European brand



## Onderzoek en innovatie Duurzaam doen! - Research and Innovation: do it in a sustainable way!

5:54 CESIE

Research and Innovation: do it in sustainable way!



## FoTERRIS Transition Experiments (Spain) - RRI on refugee workshop

2:53

CESIE

RRI on refugees workshop

**Figure 7:** Example of FoTERRIS videos

## 2.3 FoTERRIS website

The FoTERRIS consortium uses its website to increase the international online visibility of the project, to communicate on the progress achieved and to disseminate the results stemming from the project (see Figure 8) (Note: D5.1 presents more detailed overview of the website).

Website visitors have direct access to information on:

- The project: its objectives and expected results;
- A brief introduction to RRI;
- The latest news and recently published resources (deliverables, publications, etc...);
- A direct access to the transition experiments that will be carried out in the project;
- The partners of the consortium;
- Related projects;
- The project's twitter feed.

At the end of August 2018 the website had welcomed 5356 visitors.

## News & Events

*Stay up to date with latest news and upcoming events*

### NEWS



19

Mar

#### SPREADING RRI CONCEPT! THE IBERO-AMERICAN ASSOCIATION FOR RRI IS PUTTING DOWN ROOTS IN SOUTH AMERICA

What? Long term experience between UCM and Ibero-American is getting a new

[Read more](#)


## OpenUP

### 1 OPENING UP THE RESEARCH LIFE CYCLE: INNOVATIVE METHODS FOR OPEN SCIENCE

'Opening Up the Research Life Cycle: Innovative Methods for Open Science'

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### 24 CALL FOR ABSTRACTS - STS CONFERENCE CD&T 2018

### FOTTRIS & RELATED EVENTS

- 27 March 2018: FoTTRIS Final Conference in Brussels
- 3-5 June 2018: Second International ECSA Conference 2018 in Geneva, Switzerland [More information >](#)
- 5-6 September 2018: Opening Up the Research Life Cycle: Innovative Methods for Open Science [More information >](#)

### OUR VIDEOS

[Watch our videos on YouTube >](#)



### OUR PHOTOS



**Figure 8:** FoTTRIS website (section – NEWS)

Following the recommendation provided by the external evaluator after the final review of the project, the FoTTRIS team made several changes to the website in order to:

- Provide more information on the co-RRRI concept, both via short, easy-to-read pieces of text and a more elaborate position paper on the topic;
- make the FoTTRIS results better accessible by providing hyperlinks;
- present a more up-to-date news feed by inserting tweets as a part of the news items.

While inserting these changes the user friendliness of the FoTTRIS website was always an important point of departure. This can be clearly seen, amongst others, in the length of the texts provided on each of the pages. The consortium preferred an approach in which the essentials are presented on the landing page, including hyperlinks on which interested visitors can click when they want to know more.

Another element that was always kept in mind, is the sustainability of the website. As the content of the website, and the way this content is presented, may not lose relevance the coming years, the consortium opted for an approach in which the project's results are presented separately from the project's process.



**Figure 9:** Examples of the changes applied on FoTERRIS website

## 2.4 FoTERRIS twitter account and other social media

The FoTERRIS project disseminates news on Twitter. FoTERRIS account (see Figure 8) was created to: (1) rise awareness about RRI, (2) create a stronger network of stakeholders interested in RRI approach, (3) communicate information about FoTERRIS activities and results and promotion of co-RRI, (4) retweet information of other RRI projects or initiatives, (5) inform stakeholders about RRI policies and initiatives.



Figure 10: FoTERRIS twitter account

Other social media was used as well (for example: Facebook accounts of Project Partners, other RRI projects), in this way we integrated our news into the news of other partners and their communities.



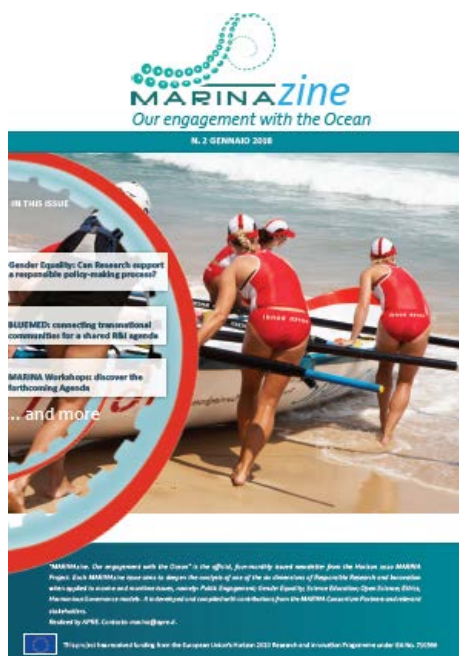




Figure 11: Examples of FoTERRIS news in social media

## 2.5 Newsletters and Press Releases

FoTERRIS developed several newsletter and press releases (see Figure 12). The later were also published by partner organisations and projects. These newsletters and press releases were distributed among EU stakeholders and stakeholders who subscribed to FoTERRIS newsletter via website.



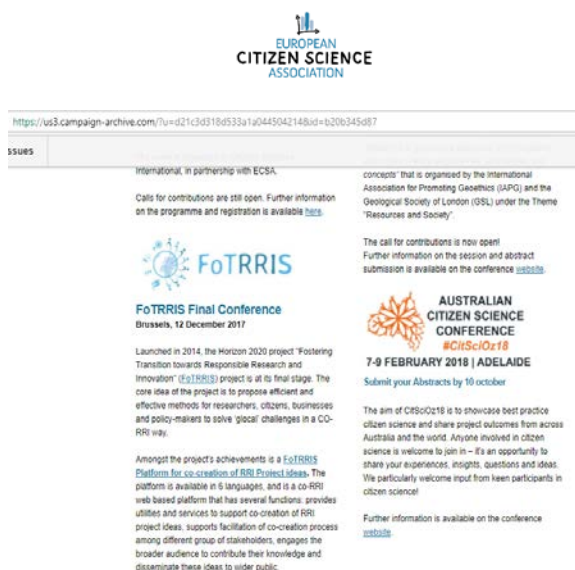
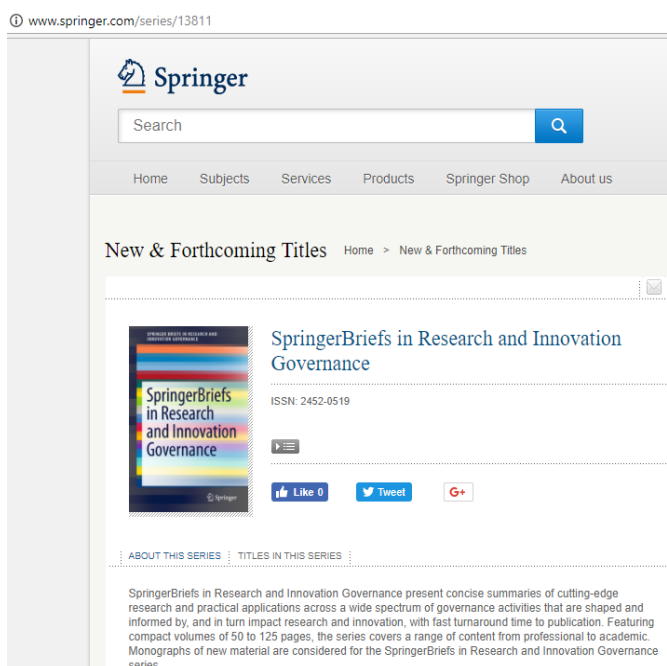


Figure 12: Examples of FoTTRIS newsletters and press releases

## 2.6 Publications

To support research community, the partnership developed several publications (articles, conference proceedings, contributes to books) during the lifespan of the project. More information about these products can be found in DEL 5.5 'Scientific articles'. They are also placed on FoTTRIS website (section: [Resources, publications & documents](#)).



Extract from

## EUROPEAN UNION AND SUSTAINABLE DEVELOPMENT

### CHALLENGES AND PROSPECTS

Arnaud Diemer, Florian Dierickx,  
Ganna Gladkykh, Manuel E. Morales,  
Tim Parrique, Julian Torres

Preface Eva Quistorp and Ulrich Goluke

Editions Oeconomia  
9791092495  
Imprimerie Chaumel  
Clermont-Ferrand, France  
ISBN : 979-10-92495-04-1



**EU Politics for sustainability:  
systemic lock-ins and opportunities**

Club of Rome – EU Chapter  
Member of the Advisory Board of the FoTTRIS project

Funded by the Horizon 2020  
Framework programme of the European Union  
(Grant Agreement Number 665906)

**Figure 13: Examples of FoTTRIS publications**

Moreover, open access is provided to all these deliverables and they are available on <https://www.zenodo.org/>, following all the open access rules of the Horizon 2020.

## 2.7 Posters and Leaflets

The first poster describing the project and its vision was prepared in collaboration with all partners in December 2015. The partners could use it in their meetings, at events and during co-RRI experiments.





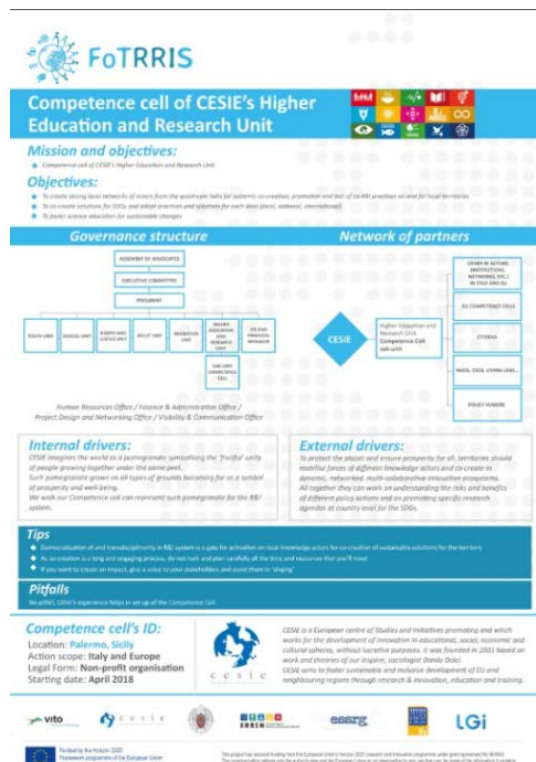


Figure 14: Examples of FoTTRIS posters

The poster was updated several times later on (renewing information about our deliverables and transition experiments and competence cells).

In addition to this, also leaflets were created describing the project and how to get involved. In later stages new leaflet were added and distributed among partners and stakeholders. Examples are a leaflet about online co-creation platform and a leaflet how to set up a competence cell.





Figure 15: Examples of FoTRRIS leaflets

To co-create co-RRI projects, FoTRRIS proposes a specific 5-step method. We have tested this method in 6 transition experiments and wrote down our experience and tips in our 'cookbook'. The cookbook has been printed and disseminated among the Final Conference's participants.

Its online version is available on: <http://fotrris-h2020.eu/material-for-uptake/> and additionally on RRI Tools website (section: Toolkit).

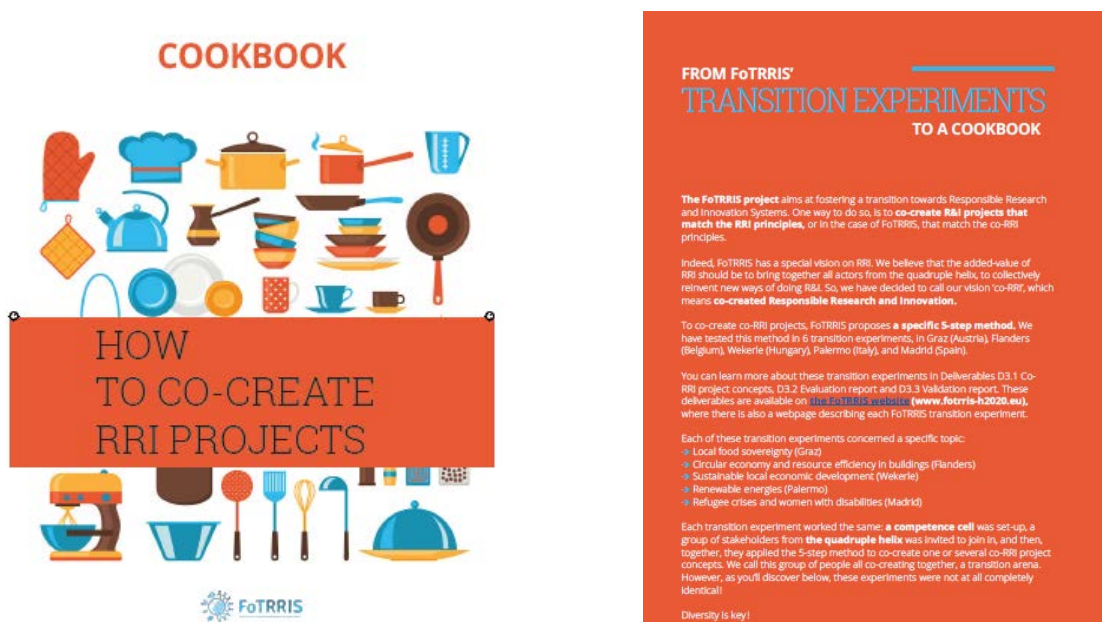


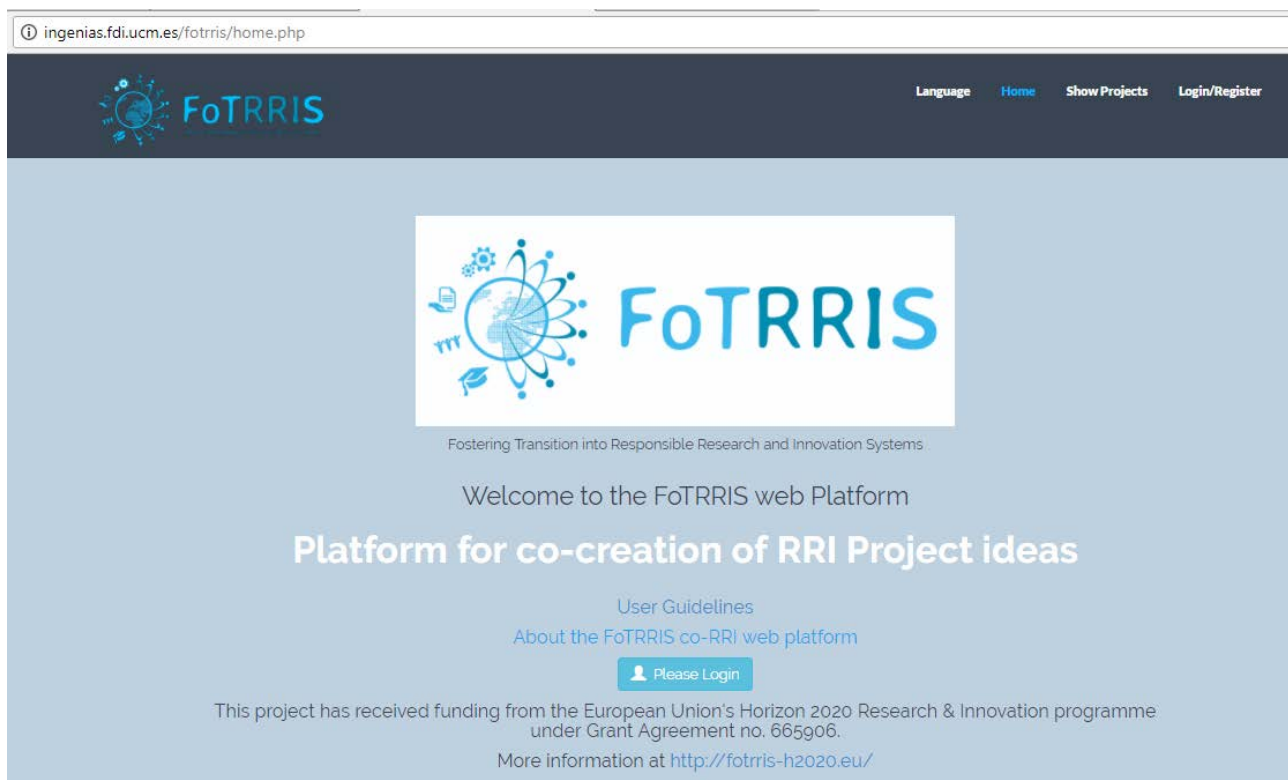
Figure 16: FoTRRIS cookbook – how to co-create RRI projects

## 2.8 Online platform

In order to create a stronger online co-RRR community, the UCM-GRASIA has developed the co-RRR online web platform. This is a collaborative tool that supports the co-creation process underlying a co-RRR project.

The platform is hosted at <http://ingenias.fdi.ucm.es/fotrris/home.php>. It has been implemented with a responsive design so it can be used from many types of devices (e.g., smart phones or web browsers). The platform is free of charge and open for everyone.

More information about this platform is presented in D2.1 'Design and specs of the co-RRR web-based platform' and D2.2 'User manual of FoTERRIS co-RRR web platform'. (Note: this platform is presented on RRI Tools website - section 'Toolkit'.)



**Figure 17:** FoTERRIS web platform

## 3 Conclusions

A variety of communication channels have been put in motion to spread the word on responsible research and innovation. Qualitative and quantitative data of dissemination and communication processes are presented in technical report of the FoTERRIS project.