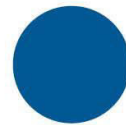


GoNano



Communication and branding plan

GoNano deliverable 7.1

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1. General information

1.1 Use, structure and application of this guide

This document comprises the communication and branding strategy for the consortium of the GoNano project. It is meant as an internal guide for the consortium partners as to how the different communication activities are planned to be executed in order to ensure the greatest impact.

The first part of this plan contains a brief and general overview of the communication plan, project phases and a 1-page checklist on which communication activities all partners are expected to do.

The second part of this plan goes into depth of the ambition, objectives and overall communication messages of the GoNano project.

The third part contains the communication strategy for each stakeholder group. Furthermore it will be specified how the communication channels will be used, how the different activities are planned, connected and how they will be executed.

The last part compiles important guidelines and communication appendixes for use of all partners, e.g. short presentation text on GoNano, style guide and the GoNano official logo.

It is the intention that the communication plan will be adjusted continuously as the project evolves.

1.2 Overall objectives of the communication and branding plan

- Provide a plan for the dissemination and exploitation of the project's results to support the project in getting maximum of its planned impact
- Present the GoNano identity, and streamline the message of GoNano for internal and external communication
- Provide a guideline for partners on how to communicate and disseminate the GoNano vision

1.3 The main phases of GoNano communication

The GoNano project can be divided into four main phases of different communication focus:

| Phase | | Month |
|-------|--|-------|
| 1 | Raising awareness of GoNano | 1-36 |
| 2 | Securing stakeholder engagement | 2-12 |
| 3 | Knowledge sharing to build convincing cases | 12-24 |
| 4 | Promoting GoNano, RRI and community building | 24-36 |

The phases overlap, but each phase has their own needs in terms of internal and external communication messages and communication activity infrastructure.

Phase 1: Raising awareness of GoNano (M1-36)

Throughout the project it will be an ongoing task to raise broad awareness about the GoNano project - to all stakeholder groups addressed in the project. Stakeholders of the GoNano project include Research and Innovation players, R&I networks, R&I sponsors, Policy makers, people interested or

engaged in research, production, use of nanotechnologies and nano-related products and in related co-creation processes

Phase 2: Securing stakeholder engagement (M2-12)

During the first year of the project we need to gain interest among key stakeholders to participate in the co-creation activities. Since there are no project results available to share or impact at this stage, we need to convince people through our vision and ideas about co-creation approaches to research and innovation. This will require a compelling story on how we think our activities will improve nanotechnology governance – ‘our vision’ - and on the values of co-creation as a path forward to improve and make more responsible research and innovation processes (RRI).

A key question at this stage is: what is in it for those we wish to engage? Why would a nanotechnology R&I actor, or a citizen, or a civil society representative, engage and spend time on our activities? Also, it is important to be very clear on how our co-creation process looks and what it will require from them. Infographics will be developed and used to give an overview of the activities and capture the overall process.

Phase 3: Knowledge sharing to build convincing cases (M12-24)

During the third stage of the project, internal communication among consortium partners will take priority. Assuming we have the right stakeholders around the table, the activities within the WPs have to be coordinated to ensure that the process of divergence and convergence remains focused on the innovation trajectory; i.e. that the engagement of stakeholders will make a difference to research and innovation decisions. Beyond a clear and shared vision of the project objectives, the infographic and communication material will mediate regular interaction between WP leaders, the different partners in the respective WPs and the project partners and the broader stakeholder communities participating in the co-creation process.

Phase 4: Promoting GoNano, RRI and community building (M24-36)

Assuming we have indeed created examples of the added value of co-creation, the final stage of project communication should be focused on external communication. The project has three main interlinked communication agendas:

- To promote the value of co-creation and RRI, to inspire and inform future co-creation with the tools and experiences from the pilot studies and to facilitate co-creation networks.
- To communicate the visions, needs and concerns of participating stakeholder groups regarding future developments of nanotechnologies, to provide recommendations on policies, innovation practices and products which would help to align R&I in nanotechnologies with societal needs, concerns and values.
- To enhance mutual understanding among the GoNano stakeholders on issues related to the societal impact of nanotechnologies.

2. Communication responsibilities for all partners – a check list

DPF, DBT and task leaders of WP7 are responsible for dissemination activities at the European level.

In general

Partners are responsible for providing necessary information from their work to the task leaders for the website, policy and industry briefs, social media, etc. Partners are also responsible for engaging their communication officers in national efforts to disseminate the produced knowledge, results and processes of GoNano to the target groups at the national level.

Visual identity

When communicating about GoNano all partners must use the design templates and graphic material developed in the 3 info packages: logo, flyers, poster, PP, letterhead. When new GoNano communication material is available, all partners must distribute it through your own networks, websites, and at events.

Document your work

It is important that all partners document their work in GoNano: take pictures at national workshops and conferences, make short video interviews with citizens and other actors participating in these events etc. Forward them to DBT and DPF. In this way we can ensure that the communication channels stay updated and interesting.

Website

Present GoNano at your institutional website and link to the project website <http://gonano-project.eu> For inspiration to the text, please see the presentation text in the appendix.

Social media

Follow the GoNano-project accounts with your organization's accounts and also with your private ones, if you use them work-related on the following platforms:

 @GoNano_EU  GoNano-Project  GoNano EU Project  GoNanoEU@gmail.com

Press contacts

Target the press releases at your national media and translate them to your national language if needed. Involve national media in the national activities whenever possible.

Keep the GoNano list of press contacts updated, particularly with your national media. The list can be found on the Google Drive: WP7 Communication and dissemination > WP7 Communication plan and packages > Communication contacts. The first tab in the bottom is for press contacts. Please also keep the sheet up to date by registering your interaction with them and your particular contact persons.

Policy briefs

Provide relevant recipients and list them in the spreadsheet mentioned above, but use the 'Policy recommendations' tab in the bottom. Translate the briefs to your national language if needed and optionally add content to make the brief more attuned to the national context.

Dissemination to policy makers

Disseminate results from the project to stakeholders and policy makers at the national level. Please register dissemination activities (presentations at conferences or events, meetings with policy makers and other stakeholders etc.) in the Participant Portal under "Dissemination Activities". <http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

Scientific publications and presentations

Whenever making scientific publications, please register them in the Participant Portal under "Publications". <http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

3. Ambition of the GoNano communication and branding plan

Communication activities are of paramount importance to the project in order to maximize its impact and trigger effects across the targeted groups and stakeholders. The communication strategy will form the basis for dissemination activities during the project, and as well to secure the sustainability of the impact beyond the project timeline. It is a working document and will be adjusted continuously as the partners gain new experiences and the strategies develop and change.

Communicating on GoNano will be of great importance and interest to all partners in the project. Many partners will have access to unique networks, as well as have experience on how to best reach them (e.g. industry and policy, the ETPs). The chance of success in the overall ambition of the project is increased if all partners know what, when and how to communicate, and have the right means to do so. This communication plan will help facilitating that. It will further make sure that the results and ongoing work is publicly accessible and promoted, and that it is communicated directly to the target groups.

The focus of both the internal communication to the partners (guidelines and materials to distribute) and the external communication will be on making sure that the communication is clear, consistent and homogeneous – that is telling the same messages, using the same design templates and logo, following the same guidelines for the activity on social media etc. This is important in order to strengthen the visibility of GoNano and provide a unique demonstration of co-creation in R&I tailored to the needs of the project stakeholders.

3.1 The overall ambition of GoNano engagement

The overall ambition of engagement in GoNano should be communicated consistently in the communication activities of GoNano, no matter whether communicated directly or underlying other messages. Hence, as Public Engagement of Science, Constructive Technology Assessment, RRI, co-creation and related concepts belong to a broad field with many different and sometimes opposing approaches, it is important to place the details of the GoNano ambition within these fields. This debate is currently taking place among the partners and will be drawing on the work in T1.1. Once the consortium agrees on a more elaborate description of the GoNano ambition, it will be written into an updated version of the *Communication and branding plan* in order for all communication to be clear on the more elaborate details of the GoNano co-creation approach.

3.2 Overall objectives of communication impact

GoNano communication should support the three main impacts that the project aims to achieve. The three main outcomes can be coupled with each their communication objective:

Impact 1

An early and continuous engagement of all stakeholders throughout the R&I process is essential for sustainable, desirable and acceptable innovation in nanotechnologies, where R&I is aligned to the values, needs and expectations of society. The project will contribute to the transition of R&I processes to incorporate engagement by:

- Show-casing an early-stage state-of-the-art continuous citizen and stakeholder engagement process across Europe, focusing on four pilot processes in the areas of health, food and energy.
- These processes resulting in the development of nine concrete product suggestions for

future nanotechnologies in each of the nanotechnology areas health, energy and food.

Objectives of communication

The communication objectives are:

- Through communication of the concrete process, methodologies, outcomes and values to demonstrate that the early and continuous engagement of public and private stakeholders with citizens is necessary in order to develop R&I processes and products aligned to the values, needs and expectations of society.
- Communicate the product suggestions and concrete concerns, interests and visions formulated by stakeholders during the workshops to describe more concretely which kinds of alignment suggestions came out of the pilot cases – as concrete instructions and as examples of societal values, needs and expectations.

Impact 2

The outcomes of the project will be fed back into policy making and innovation networks and partnerships, aiming to achieve a responsive R&I system and co-production of knowledge. More concretely, this will happen by:

- Consolidating a network of European Technology Platforms (ETPs), innovation networks, EU and national R&I policy makers.
- Providing policy recommendations for strengthening responsiveness to societal needs, values and concerns.

Objectives of communication

The communication objectives are:

- Through concrete examples of processes and outcomes in the pilot cases – to inform policy and ETPs about the value of co-creation in nanotechnology R&I.
- Drawing on the methodologies and lessons learnt from the pilot cases and state of the art overview to instruct policy makers and ETPs on how they can support, facilitate and develop co-creative processes and build the infrastructure for such processes

Impact 3

The project will work to integrate co-creation processes in future nanotechnology R&I and build increased public understanding of the possibilities, risks and applications of nanotechnology. As the process will help companies to adjust their R&I to fit future societal needs, take concerns into account and adjust to societal values, and as this again will further improve the relations to the public, the project will also increase the confidence of companies to invest in new technologies. The GoNano will work for such impacts by:

- Establishing a community of citizens, consumer- and interest organizations, engineers and policy-makers which will work as change agents for the development of responsible nanotechnology research and innovation.
- Demonstrating the added value of co-creation and stakeholder inclusion to advocate the integration of such practices in R&I.

Objectives of communication

The communication objectives are:

- To inform publics about nanotechnology research and innovation.
- To foster debate about the risks, possibilities and future visions of nanotechnology.
- To educate R&I actors on how to set up co-creation processes.
- To inform, inspire and empower publics to get involved with co-creative R&I processes.
- To inform business players about which values, needs and concerns to take into account in order to invest safely in nanotechnology R&I.

3.3 Key messages of GoNano for a general audience

Raise awareness of how the project develops in the different stages and disseminate to all stakeholders the benefits of participating in the GoNano community.

“GoNano is a project to demonstrate how researchers can work with other professionals and the public to create novel suggestions for future nanotechnology products, with a focus in the areas of ‘food’, ‘health’ and ‘energy’.

- *It will develop concrete product suggestions and show opportunities for businesses”*
- *It will develop policy recommendations and white papers on its three pilot studies”*

4. Communication strategy

4.1 Communication channels and tools

The following section details for the strategic choice of communication tools available in GoNano. A specific guide on how to utilise these tools are presented later in this document.

GoNano website

Project planning link

Giving information about objectives, methods and results of GoNano in order to ensure transparency of and open access to the results as they develop in the project. The website will also publish the public deliverables of the project.

D7.2

GoNano contact

hcj@tekno.dk
info@studio-hb.nl

Co-creation platform

Project planning link

The co-creation platform, EngageSuite, is a unique communication tool for dialog and involvement, independent of time and place.

MS3

Flexible and modular communication tools for both small and large scale involvement. Including surveys, knowledge test, E-learning and online debates. It is the optimal tool for two-way information campaign, cross-cultural research and global citizen hearings.

GoNano contact

boe@tekno.dk

Social media

Project planning link

Some activities will ensure that information is shared with appropriate audiences on a timely basis by a very active use of social media, to extend the knowledge of GoNano and to support an enhanced public engagement and understanding of nanotechnology.

T7.3

This applies not only to GoNano activities but also related activities from projects or organisations.

An email will be sent around to all partners when important GoNano posts have been posted on the platforms. All partners must 'like' and 'share' the GoNano post with their

Platforms : LinkedIn, YouTube, Twitter and Facebook

GoNano contact

info@gonano-project.eu

Press release**Project planning link**

As part of the infopackages press releases will help create publicity on the project through the different phases.

T7.3

GoNano contact

DBT

White papers**Project planning link**

Are produced with policy recommendations on how best to integrate societal considerations in nanotechnology research & innovation, developed based on societal engagement.

D5.2

D5.3

GoNano contact

OEAW

Information packages**Project planning link**

GoNano presentation material, which include flyer, poster, fact-sheet, press release, short presentation video, and communication design templates. All documents will be available for download in the project website.

D7.3

D7.4

D7.5

The three info packages will be used for communicating the GoNano results to networks, at conferences, seminars, workshops etc. and towards potential users considering societal engagement in nanotech research and innovation. The packages will include communication materials about the project, aims and objectives, methods and outcomes, one at the beginning, one in the middle and one at the end of the project.

GoNano contact

dd@tekno.dk

info@studio-hb.nl

Audio-visual vignettes and presentation videos**Project planning link**

Short and concise videos made during the project presenting the vision, ongoing activities and the findings of GoNano. It will be distributed via the GoNano YouTube Channel, for an easy and widespread communication of the different ways of engaging citizens and stakeholders.

T7.4

The audio-vignettes will combine audio and picture to capture the story of the demonstration product developed in the co-creation process of the Pilot Projects in WP3 and WP4.

GoNano contact

info@studio-hb.nl

Policy briefs

Project planning link

Policy makers will be addressed using policy briefs based on the research and findings of the project. Approximately 4 policy briefs will be made during the project on the relevant topics. The policy briefs will be developed to deal with themes that are high on the policy agenda. The briefs will include summaries of relevant results of the project and link them to the developments. Policy briefs will be given to all policy makers in contact with the project, as well as the broader policy community and interested non-policy making stakeholders.

GoNano contact

T5.4
D5.5

OEAW

Business cases and industry briefs

Project planning link

Cases will explore the business opportunities for industry in investing in nanotechnologies and working in an inclusive and co-creative way for aligning their product development efforts to societal needs and values.

GoNano contact

T5.3
D5.4

DPF

Training

Project planning link

Training of change agents, institutional staff and practitioners in RRI processes within nanotechnology R&I. Training materials will be available for all the project partners on the Google Drive.

GoNano contact

T6.1

dd@tekno.dk

Networking

Project planning link

The Consortium will strategically use their networks to disseminate the results and objectives of the project. The partners engage a network of R&I actors (such as innovation networks, industry and policy-makers) to ensure alignment and close connection between the project, its results and the initiatives and work of professional stakeholders.

Besides the activities included in this plan, the consortium will make use of the many workshops, meetings and conferences integrated in the other work packages to distribute information materials in order to make the target groups aware of the activities and results of the project.

GoNano contact

All partners

Advisory Panel

Project planning link

The 5 members of the advisory panel will be used to further communicate and engage stakeholders within their network and field of expertise. The GoNano project has already ensured endorsement from the ETP Nanomedicine to work with the project, and it has representation of the ETP PV (photovoltaic solar energy policy) and BASF.

GoNano contact

pvbroekhuizen@kpnmail.nl

W.C.Sinke@uva.nl

carolin.kranz@basf.com

PShapira@manchester.ac.uk

marschalek@zsi.at

T8.4

lb@tekno.dk

Final conference

Project planning link

A conference open to EU-policy makers, nanotechnology and RRI practitioners as the wider public will move the accumulated results of GoNano centre-stage in the professional debate.

GoNano contact

MS8

T6.4

DBT

GoNano school

Project planning link

A winter school with R&I actors, as well as graduate students from the nano-tech specialized M.Sc. programs across Europe will help educate RRI within Nanotech and involve nanotech stakeholders further in the GoNano project.

GoNano contact

T6.3

RMIT

Policy seminars

Project planning link

These seminars will be central to securing policy alignment exploration of results from GoNano.

GoNano contact

T5.4

OAEW

Webinars

Project planning link

A series of webinars will effectively disseminate knowledge and interact with the target audience. Each webinar can be watched independently, and will be available on the GoNano website, and on the YouTube Channel.

GoNano contact

T6.1

dd@tekno.dk

Living Lab Toolkit**Project planning link**

Will be downloadable on the website for hosting NanoLivingLab.

T6.1

GoNano contact

DBT

Stakeholder guides**Project planning link**

Information and guides for publics and other stakeholders to have a voice in nanotechnology research and innovation

GoNano contact

info@gonano-
project.eu

Scientific publications**Project planning link**

Scientific presentations and publications on the methods and results of GoNano will communicate to the scientific community. Thereby supporting a scholarly discourse on the societal engagement and acceptable innovation in nanotechnology.

GoNano contact

info@gonano-
project.eu

Table 3.1 Time line of communication channel activities

| Month | Website | Co-creation platform | Social media | Press releases | Information packages | Networks | Policy briefs | Business case and industry briefs | Physical workshops | GoNano school | White papers | Training and guides | Scientific publications | Audio-visual vignettes | |
|-------|---------|----------------------|--------------|----------------|----------------------|----------|---------------|-----------------------------------|--------------------|---------------|--------------|---------------------|-------------------------|------------------------|---|
| 4 | x | | x | x | x | x | | | | | | | Whenever possible | | |
| 5 | | | x | | | x | | | | | | | | | |
| 6 | | | x | | | | | | | | | | | | |
| 7 | | | x | | | | | | | | | | | | |
| 8 | | | x | | | | | | | | | | | | |
| 9 | | x | x | | | | | | | | | | | | |
| 10 | | | x | | | | | | | | | | | | |
| 11 | | | x | | | | | | | | | | | | |
| 12 | | | x | | | | | | | | | | | | |
| 13 | | | x | | | | | | | | | | | | |
| 14 | | | x | | | | | | x | | | | | | x |
| 15 | | | x | | | | | | x | | | | | | x |
| 16 | | | x | | | | | | | | | | | | |
| 17 | | | x | | | | | | | | | | | | |
| 18 | | | x | | | | | | x | | | | | | |
| 19 | | | x | | | | | | x | | | | | | |
| 20 | | | x | | | | | | | | | | | | |
| 21 | | x | x | | | | | | | | | | | | |
| 22 | | x | x | x | x | | | | | | | | | | |
| 23 | | | x | | | | | | | | | | | | x |
| 24 | | x | x | | | | | | | | | | | | x |
| 25 | | x | x | | | | | | | | | | | | x |
| 26 | | x | x | | | | | | | | | x | | | |
| 27 | | x | x | | | | | | | | | | | | |
| 28 | | x | x | | | | | | | | | | | | |
| 29 | | | x | | | | | | | | | | | | |
| 30 | | | x | | | | | | | x | | x | | | |
| 31 | | | x | | | | | | | | | | | | |
| 32 | | | x | | | | | x | | | x | | | | x |
| 33 | | | x | | | | x | x | | | | x | | | x |
| 34 | | | x | x | x | | | | | | | | | | x |
| 35 | | | x | | | | | | | | | | | | x |
| 36 | | | x | | | | | | | | | | | | |

Table 4.2 Time line of deliverable activities

The following table gives an overview of the deliverables of the project:

| No. | Description | Due Month |
|------------|---|------------------|
| D7.1 | Communication and branding plan | 3 |
| D7.2 | Project Website | 3 |
| D8.1 | Project handbook | 4 |
| D8.2 | Ethics and data management guidance protocols | 4 |
| D5.1 | First briefing report on the nanotechnology R&I policy context as input to method developments and background material for the pilot studies | 7 |
| D1.1 | Report on lessons learned from previous MML projects on multi-stakeholder co-creation and public engagement | 8 |
| D1.2 | Report on the role of values and culture in societal debates, and design requirement coming from differing culture and communication traditions as well as from gender concerns | 8 |
| D1.3 | Working paper with summary of the interview findings, definition and description of product examples for the pilot studies | 8 |
| D2.1 | Methods and manual for the pilot studies | 11 |
| D2.2 | Adapted co-creation platform made public | 12 |
| D3.1 | R&I background production for pilot studies, including the standard materials in English, and all the translated materials from the hosts of the pilot studies | 13 |
| D3.2 | Briefing report containing the outcome of the face-to-face deliberation and envisioning workshops with the citizens as input for the co-creation workshops with the professional stakeholders | 16 |
| D4.1 | Background report for each of the selected topic areas | 18 |
| D8.3 | External evaluation report I | 18 |
| D4.2 | Working Paper on the designs and outcomes of workshop round 1 | 20 |
| D3.3 | Briefing report on the outcomes of the online consultation as input for the second workshop with the professional stakeholders | 22 |
| D7.4 | Info Package 2 | 22 |
| D6.3 | Report collecting the materials and participant list from the Summer School | 24 |
| D5.2 | Second briefing report on the nanotechnology R&I policy context as input to developing the GoNano white papers | 25 |
| D6.1 | A collection of training materials for researchers and engineers | 26 |
| D4.3 | Evaluation report on the outcomes of the MML platform | 29 |
| D4.4 | Final report on the insights and lessons from the engagement activities | 30 |
| D4.5 | Develop nine concrete product suggestions for future nanotechnologies | 30 |
| D6.2 | Online guidelines and easy-to-understand information for publics and stakeholders groups wanting to be involved with nanotechnology R&I | 30 |
| D5.3 | Three white papers with suggestion for realising RRI conditions in nanotechnology R&I | 32 |
| D5.4 | Business cases | 32 |

| | | |
|-------------|---|----|
| D5.5 | Collection of Policy and Industry Briefs | 33 |
| D7.5 | Info Package 3 | 35 |
| D7.6 | Report on all the audiovisual vignettes from throughout the project | 35 |
| D6.4 | Conference Programme and participant list | 36 |
| D8.4 | External evaluation report II | 36 |

4.2 Main target groups and stakeholder strategies

To create the greatest impact it is vital to have a strong strategy on how to approach potential stakeholders. By making explicit choices on where we will focus our attention, we ensure most efficient use of our resources. To do this, the desired stakeholders in the project are divided into the following communication target groups:

- 1) **Policy** (policy makers, regulators, risk managers etc.)
- 2) **Research** (universities, research centres, scholars engaged in nanotech and RRI)
- 3) **Industry** (industry, industry-led research and innovation, technology transfer organizations and other business operators, industrial associations)
- 4) **R&I networks** (innovation partnerships and networks; ETPs, high tech clusters, research funding organizations, crowd-funding organizations, investors, sponsors, retailers etc.)
- 5) **Civil society networks** (CSOs, advocacy groups, consumer organizations, NGOs)
- 6) **Citizens** (the general public)
- 7) **Science communication** (media, science exhibitions, researchers engaged in communication)

To get these stakeholders to engage, we need to identify for each of our audiences how we can relate to their specific interests. For some target groups it would make sense to target within each of the focus areas (food, health and energy).

The communication objectives differs depending on whether it is part of phase 1 (raising awareness of GoNano), phase 2 (securing stakeholder engagement), phase 3 (knowledge sharing to build convincing cases) or phase 4 (promoting GoNano, RRI and facilitating community building) and the stakeholder group that will be addressed. See more about the four phases in the introduction. The following lists a strategy for each target group.

Policy

| | |
|--|---|
| Who are these actors? | Regulators from the European Union (the commission, the parliament etc) Commission departments or advisory bodies (SwafS, Industrial Technologies Strategy Unit, Communication Unit, DG GROW, etc) National politicians and regulators in the partner countries Australian policy makers? |
| Why do we need them in the project? | Policy makers and regulators should be involved and addressed in order to: <ul style="list-style-type: none"> - Increase the impact of the GoNano project results on legislation, future policies and research policies. - Inform the GoNano co-creation process and political representatives. - Ensure that the outcomes of GoNano come in a form which makes up useful and efficient input in the political system. <p>Message: <i>"co-creation ensures societal engagement in technological development"</i></p> |
| What is in it for them? | By getting involved in GoNano policymakers encourage holistic solutions where R&I actors , other professional stakeholders, CSOs and citizens work together to create novel suggestions for future nanotechnology products in the areas of 'food', 'health' and 'energy'. |

They will gain knowledge of the needs and concerns of the actors of society and of citizens which will enable them to address these and develop policies with broad support.

Their participation will ensure that GoNano outcomes are relevant to their current political agendas and focus. Furthermore it is a perfect possibility to develop their network within this field and get involved directly with citizens.

How are we approaching them?

GoNano will develop policy recommendations and white papers based on the three pilot studies. These will be distributed to policy makers and policy institutions and disseminated on policy conferences and workshops.

Policy makers will be informed about the value of co-creation in nanotechnology R&I and about how they can support, develop and integrate co-creative processes and the development of infrastructure for such processes.

Which tools are we using?

- ✓ Policy brief, outlining vision, method and outcomes
- ✓ Presentations at policy conferences
- ✓ Policy workshops
- ✓ Personal meetings

Research

Who are these actors?

Universities and research centres
 Research projects
 SSH researchers and practitioners
 RRI-scholars, public engagement practitioners
 Nanotechnology researchers at GoNano partner organisations (TC CAS, UT, RMIT, HIOA)

Why do we need them in the project?

R&I actors working in nanotechnology development will be involved in the GoNano community in order to:

- Contribute with their scientific expertise and research area, especially in phase 2.
- Mediate the value of co-creation with citizens and stakeholders outside their field of research.
- Inspire and build capacity among R&I actors working in nanotechnology development on how to set up co-creation processes.
- Encourage them to promote RRI practices in research projects and -networks.

What is in it for them?

Participating researchers and research institutions get the possibility to join the GoNano community and network with industry, policy makers and the general public. The co-creation process will improve the impact of their research by adjusting their focus to societal needs and concerns. Finally, they will learn about co-creation processes - knowledge which they can use in their future research practice.

Message: *“Participating in GoNano helps you to address your social responsibility, gives you a new perspective on your own work and provides new inroads to research”*

How are we approaching them?

Researchers will be invited to join the co-creation processes in the three pilot studies. Furthermore, the GoNano results and lessons learnt will be shared as a contribution to ongoing academic debates.

Which tools are we using?

- ✓ Reach out via academic networks
- ✓ Conference sessions / booths
- ✓ Academic publication?
- ✓ ResearchGate section?

Industry**Who** are these actors?

Energy, food and health sector businesses using nanotechnology
 Industry-led research and innovation
 Technology transfer organizations
 Companies outside nanoscience with interest in the potentials of the technology
 Trade associations
 Energy, food and health industrial associations

Why do we need them in the project?

The participation of industry dealing with nanotechnology in the project will contribute by:

- Sharing their perspectives and interests regarding nanotechnology.
- Contributing with their experience and knowledge about common practices, trends and expectations within production, development and marketing of nanoscience products.
- Ensuring that the resulting product suggestions are of potential interest to the industry to put into production.
- Increasing the confidence of companies to invest in nanotechnology and encourage further adoption of co-creation methods in research and innovation.

The participation of industry organizations will add to the value of GoNano by:

- Encouraging further adoption of co-creation methods in research and innovation.
- Contributing with their long term perspective and visions on behalf of their member industries.
- Mediating project outcomes to industry and hence increasing industrial alignment with societal needs and concerns
- Enhancing - through increased acquaintance among nanotech industry and sponsors with future needs and societal concerns - the possibilities of safe investments in future nanotechnology development

What is in it for them?

Participating in the co-creation processes in the three pilot studies will provide industry actors with insights about the perspectives, needs and interests of citizens regarding nanotechnology - knowledge which will enable them better to adjust their innovation to market needs and navigate strategically in the field of potentially controversial technology. As the GoNano community will develop concrete product suggestions that align with societal needs, this will further provide them with very concrete ideas for their future innovation. Further, participation in GoNano is a chance to work closely with researchers

and draw on their expertise. Finally, GoNano will enable industry to mediate their interests in the future development of nanotechnology to politicians and research networks.

Message: *“co-creation adds value to your research / innovations”*

How are we approaching them?

Through interviews, conferences, using the partner network.

Which tools are we using?

- ✓ Commentaries in nanotech-journal?
- ✓ Industry briefs: one-pager summarising process and added value for companies
- ✓ Sessions at tech conferences
- ✓ Company / university presentation?

R&I networks

Who are these actors?

Networks and sponsors within R&I
 Innovation partnerships and networks (hereunder ETPs, high tech clusters)
 Research funding organizations
 Crowd-funding organizations
 Investors
 Retailers

Why do we need them in the project?

The participation of R&I networks will add to the value of GoNano by:

- Encouraging further adoption of co-creation methods in research and innovation.
- Contributing with their long term perspective and visions on behalf of their member R&I actors.
- Mediating project outcomes to R&I actors and sponsors and hence increasing nanotechnology R&I alignment with societal needs and concerns
- Enhancing - through increased acquaintance among nanotech industry and sponsors with future needs and societal concerns - the possibilities of safe investments in future nanotechnology R&I

What is in it for them?

By getting involved in GoNano sponsors and R&I networks will get important input on areas to invest in - areas of future societal importance and areas with interested potential customers. Further, they will have the chance to pose questions they would like the events to address. R&I networks will be introduced to practices of co-creation, networks to co-create with and learn about the potential value of co-creation. And they will get concrete product suggestions to get inspired by. Finally, their participation will provide them with opportunities to mediate their interests and perspectives to policy makers.

Message: *“co-creation adds value to your research / innovations”*

How are we approaching them?

Conferences, interviews, the GoNano partner network
 Building personal relationships

Which tools are we using?

- ✓ Commentary' in nanotech-journal?
- ✓ Industry briefs: one-pager summarising process and added value for companies
- ✓ Sessions at tech conferences
- ✓ Company / university presentation?

Civil Society Networks**Who** are these actors?

Civil society networks of different types:
 NGO's
 Civil Society Organisations (CSO's) (CIEL)
 Consumer organisations
 Advocacy groups

Why do we need them in the project?

The participation of NGO's and consumer organisations will:

- Contribute with a broader understanding of public needs and concerns about nanotechnology research and innovation.
- Make it easier to reach the general public and get them involved in the project.
- Inspire and build the capacity and network of these organisations to promote and engage in co-creative R&I processes and promote public participation in research and innovation.

What is in it for them?

GoNano opens up possibilities to bring societal concerns into nanotechnological development. Further, it is a chance for them to learn about co-creation and RRI and get equipped to engage in and promote future processes.

Message : *“Co-creation is an effective means to direct research and innovation towards public interests and concerns”*

How are we approaching them?

website
 Social media
 Personal relationships

Which tools are we using?

- ✓ Reach out via personal networks
- ✓ Press release

Citizens**Who** are these actors?

Citizens, the general public. All ages, genders and ethnicities.

Why do we need them in the project?

The participation of citizens in the co-creation processes of GoNano will:

- Bring citizens' perspectives, needs and concerns to the process in order to align the outcomes with societal needs.
- Empower publics to get involved in co-creative R&I processes.
- To create good stories

What is in it for them?

By participating, citizens will have a chance to:

- Communicate their perspectives, needs and concerns to policy makers, researchers and industry.
- Engage in science and technology.
- Learn more about nanotechnology and form or refine their perspective on it.
- Get an interesting experience and a lunch.

Message: *"GoNano gives you the opportunity to influence the development of nanotechnology products in 'Health', 'Energy' and 'Food', focusing innovation towards your needs."*

How are we approaching them?

Getting citizens to engage in science and technology holds a number of challenges. First, it might be difficult to understand - or they might abstain from engaging because they think they don't understand it. Hence, it is important that they are introduced to nanotechnologies in an easily accessible way. Secondly, they might not think it is relevant to them to engage in.

A way of addressing this could be to present them to examples of concrete current products (iPhone with nanotech, antibacterial socks with nano silver or water repellent raincoat with nano coating) but also potential future applications of nanotechnology which might either be of great interest or great concern. Finally, as they will not be using their work time, but their spare time, the timing of the physical events are important, and they should be organized to be a good experience.

In order to ensure proper representation, citizen groups like elderly, sick and families with children might require particular recruiting efforts.

Which tools are we using?

- ✓ Reach out via personal networks
- ✓ Demonstrators / testimonials online:
- ✓ Facebook/Youtube/LinkedIn?
- ✓ Project website, vision and infographic

Science communication

Who are these actors?

Media actors within the field of science communication
 Trade journals
 Newspapers, TV, radio
 Science communication media
 Horizon Magazine, CORDIS etc.
 Science programmes / blogs
 Science exhibitions
 Researchers engaged in societal debate and popular communication of science

| | |
|--|--|
| Why do we need them in the project? | <p>Media and science communication actors should be addressed in order to:</p> <ul style="list-style-type: none"> - Promote the visibility of GoNano methods and outcomes throughout the project. - Increase the confidence of companies to invest in nanotechnology R&I. - Make science and technology relevant to the public. - Ensure that the issues of interest and concern regarding nanofutures which are identified during the project are subjected to public debate. |
| What is in it for them? | <p>GoNano provides stories about nanotechnology which are interesting, accessible and engaging for non-expert readers. GoNano is an opportunity for science communication companies and platforms increase public understanding and interest in the important field of Science and Technology.</p> <p>Message : “<i>co-creation aligns research and innovation better to social needs and values</i>”</p> |
| How are we approaching them? | <p>A conference open to EU-policy makers, nanotechnology and RRI practitioners as the wider public will move the accumulated results of GoNano centre-stage in the professional debate.</p> |
| Which tools are we using? | <ul style="list-style-type: none"> ✓ Press release (and follow-up with personal contacts) ✓ Brief overview of process and outcomes available on the project website ✓ Demonstrators / testimonials online ✓ Social media |

Table 4.1: Communication activities tied to target groups

| | Website | Social media | Press releases | Information packages | Networks | Policy briefs | Industry briefs | Engagement and co-creation | Summer school | White papers | Training and guides | Audio-visual vignettes | Scientific publications |
|------------------------|---------|--------------|----------------|----------------------|----------|---------------|-----------------|----------------------------|---------------|--------------|---------------------|------------------------|-------------------------|
| Policy makers | x | | x | | | x | | | | x | | | |
| Research organisation | x | | | | x | | | x | x | x | x | | x |
| Industry | x | | x | | x | | x | x | x | x | x | x | |
| R&I networks | x | x | x | | x | x | x | x | x | x | x | x | x |
| Science communication | x | x | x | | | | | | | x | | x | |
| Civil society networks | x | x | x | x | x | | | x | | x | x | x | |
| Citizens | x | x | x | x | | | | x | | | | x | |

5. Guidelines for partners

This section presents brief guidelines for partners on:

- Visual identity and style guide
- Social media activities
- Reaching out to stakeholders
- Scientific publications and presentations

5.1 Visual identity and style guide

All visual GoNano material and templates can be found in the GoNano GoogleDrive folder:
[‘GoNano visual identity and TEMPLATE’](#)

Questions regarding the use of these can be directed to Hannie van den Bergh on info@studio-hb.nl

Presentation templates

Whenever presenting or communicating about GoNano, please use the project templates for documents and PowerPoint.

Logo

Please always use the GoNano general logo or the topic logos on Health, Food and Energy to strengthen the visual identity of the project. The logo is represented in grey with colours, black and white. If you are unsure which one to use, or how to ‘see’ the white logo - ask your own graphic designer for advice or consult Hannie.

In EU terms, GoNano is a beneficiary and must follow this guide for use of the EU emblem:
http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

The EU emblem in high-resolution can be found here:

<http://europa.eu/about-eu/basic-information/symbols/flag/>

We recommend adding to the logo the text ”GoNano is a Coordination and Support Action funded by the European Union under the NMBP Program of Horizon 2020, Grant Agreement n° 768622”. This is also included in the PP and Word templates.

Style guide

In order to ensure a streamlined and uniform representation of the project, the GoNano styleguide - which can also be found in the Google Drive folder - gives an impression of the overall visual identity which we should aim for. It comprises the color references, font and typography and an overview of the communication templates, posters, flyer, infographic and images.

All partners should follow the style guide instructions when developing any kind of communication materials or documents informing about GoNano activities.

5.2 Social media activities

GoNano communication accounts

The website and other communication material refers to the general GoNano information contact mail info@gonano-project.eu. Mails sent to this address are forwarded to DBT. The incoming emails will be distributed by DBT to the relevant WP or task leader.

The chosen SoMe platforms for communication of the GoNano project to can be found on the following links:

| SoMe platforms | User | Search word |
|---|--------------------|-------------------|
| Twitter account | @GoNano_EU | GoNano-project |
| https://twitter.com/GoNano_EU | | |
| Facebook site | @GoNanoEU | GoNano-project |
| https://www.facebook.com/GoNanoEU/ | | |
| YouTube channel | GoNanoEU@gmail.com | GoNano EU project |
| https://www.youtube.com/channel/UC4fZTbWOD8SL0o4IzNCvUKg?view_as=subscriber | | |

DBT will maintain the social media accounts with inputs from all project partners throughout the whole project.

By reposting, liking and commenting posts within relevant fields for GoNano, e.g. co-creation, RRI and nanotechnology, GoNano SoMe profiles will become associated with such work and become visible to and get followers among others working in or interested in the same fields. Hence, please give input to relevant institutions, organizations, experts, groups etc. which you think the GoNano project should follow on Twitter and Facebook.

Follow the GoNano accounts with your organization's twitter and Facebook accounts and also with your private ones if you use them work-related. When tweets and posts are published from the official accounts, feel free to retweet, comment or share - in this will promote GoNano in your own networks.

Using Twitter (from your own organisation account)

The social media twitter only allows short messages called 'tweets' on 280 characters as a maximum. To associate a tweet with other themes, accounts or pertinent statements hashtags (#) are used.

Mention GoNano: @GoNano_EU

| Hashtags suggestions | |
|-----------------------------|---|
| Generally | #RRI #H2020 #CoCreation #PublicEngagement #ScienceAdvice #Science #PolicyMaking #ResearchImpactEU #Facts #Innovation #Research #Industry |
| Public Engagement | #Citizenscience #Citizenscientists #PublicEngagement #RRI #ResponsibleInnovation #SocialInnovation #Involvement #SocialInnovEU #OpenScience #CivilSociety |
| Stakeholders | #StakeholderEngagement #NanoIndustry #NanoResearch #OnlineEngagement #InnovationLab #Cocreation |
| Nanotechnology | #NanoFutures #GoverningNano #NanoFood #NanoEnergy #NanoHealth #NanoHope #Nanotech #Nanotechnology #NanoScience |

If you tweet about GoNano from your own/organization account, please mention GoNano whenever possible. When you put a @ before a person's handle (the name of an account), it is called an @mention. If your mention is at the beginning of the sentence, ex: ".@GoNano_EU kick off in CPH with partners from all over Europe! #GONANO #RRI #H2020" and you want your mention and the tweet to appear in the Twitter stream, and not just be visible to people who have subscribed to your account, you must place a dot (.) before the mention, like this: .@GONANO. If your mention is in the middle of the sentence you do not need the dot before the mention, because your tweet will appear in the Twitter stream on its own.

It is always a good idea to include a photo or a link, for instance from a workshop or to the project's website to catch the attention and to let people know where to look for more information. You can find websites on the internet that can help you shorten the link, for example: <https://goo.gl/>

Using the Facebook site (from your own organisation account)

On Facebook it is also relevant to include the hashtags and the @GoNanoEU account.

Updates on Facebook should include a photo and a link to the webpage, too, so that people know where to look for more information.

If you make a GoNano page at your institutional website, please put the social media accounts on the page as well.

Your responsibilities for delivering input to the project accounts:

All project partners please inform DBT on:

- Results that would be relevant to disseminate through the social media channels (task leaders)
- Relevant groups/institutions/accounts that are to be followed and communicated with in order to network and communicate effectively – both on the national and EU level
- Good pictures and videos to be used at or linked for at social media
- Other interesting information to be tweeted/posted about
- Events to be created as a Facebook event page
- Relevant project related questions to be discussed through the social media channels.

5.3 Guidelines on how to reach out to stakeholders

We know that you have few resources for dissemination, so please see the guide below as a way to focus your efforts.

Contact sharing

Use the GoNano GoogleDrive system to share contact information on stakeholders with the other consortium partners. A [GoogleSheet](#) (an online Excel sheet) has been made for this purpose which lists the stakeholders, their contact information, eventual partner who already have them in their network and can act as a contact, history of contact (what did we already send them, have they shown interest etc.) and which kinds of communication activities they should be subject to. This makes it easy for relevant partners to follow the activities and avoid the same stakeholders to be contacted by several partners. Please keep it updated. The Google Sheet can be found on WP7 Communication and dissemination > WP7 Communication plan and packages > Communication contacts. Note that each group of stakeholders has their own tab in the bottom. DBT will be grateful for any suggestions for changes.

Identify target groups

See the pages on the main target groups and identify stakeholder specific for your country or organisation. Eventually visualize the web of actors and their interdependencies - one contact can drive you to another if you have a good overview of the web of actors.

Identify points of contact

Identify your existing network and potentials (points of contact). Do I have any contact already? Who can help me to reach that person? The goal is to identify the strengths and weaknesses of your existing network. As a result of this mapping, it will be easier to focus your energy more efficiently. It is important to rank them by level of priority.

Strengthen your network and keep an updated calendar of national events

Identify and be part of high level events, conferences, workshops, etc.

- As a co-organizer
- As a speaker
- As a visitor – stay longer and communicate about the project in the informal arenas

Be informed on national events/actions and keep an updated calendar of national dissemination.

Update regularly with news of the project.

Plan face-to-face meetings

Meeting people face-to-face often is often the best way to get them interested in your project.

5.4 Scientific publications and presentations

Hopefully many partners will at their own motivation present scientific papers at conferences or publish articles in scientific journals.

For scientific publications, the following text must be added:

“This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation under grant agreement n° 768622.”

Whenever making scientific publications, please register them in the Participant Portal under “Publications”. <http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

The European Commission also has some publications relevant to use to raise awareness on GoNano.

See the last pages of this document for more information:

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

6. Appendix

6.1 Presentation text, long version

Governing Nanotechnologies through societal engagement

Nanotechnologies – the purposeful engineering of matter on the atomic or molecular scale - has given rise to great expectations in recent years, unlocking new research opportunities in areas as diverse as energy, healthcare, electronics, food, and construction. At the same time, concerns have been raised about possible unintended consequences of particular uses of nanomaterials.

The EU-funded GoNano project strives to align future developments and applications of nanotechnology with societal needs and concerns. It does so by engaging citizens, civil society organizations, nanotech industry, researchers and policy makers to co-create future nanotechnologies in Europe.

GoNano aims to demonstrate how researchers can work with publics and professional stakeholders to create novel suggestions for future nanotechnology products. The goal is to co-create concrete product suggestions within the areas of **food, health** and **energy**, illustrate new opportunities for innovation and develop policy recommendations.

Aims to achieve

Policy recommendations and innovation partnerships in support of a responsive research and innovation system and co-production of knowledge

- Consolidating a network of European Technology Platforms (ETPs), innovation networks, EU and national R&I policy makers.
- Providing policy recommendations for strengthening responsiveness to societal needs, values and concerns.

Alignment with societal values and needs in the development of new nanotechnologies

- Show-casing an early-stage state-of-the-art continuous citizen and stakeholder engagement process across Europe.
- Resulting in the development of nine concrete product suggestions for future nanotechnologies in each of the nanotechnology areas health, energy and food.

Enhanced public understanding, integration of co-creation practices and confidence to invest

- Establishing a community of citizens, consumer- and interest organizations, engineers and policy-makers working as change agents for the development of responsible nanotechnology research and innovation.
- Demonstrating the added value of co-creation and stakeholder inclusion to align innovation with societal values.

6.2 Presentation text, short version

The GoNano project engages citizens, nanotech industry and policy makers to co-create future nanotechnologies in Europe.

or

GoNano aims to demonstrate how researchers can work with publics and professional stakeholders to create novel suggestions for future nanotechnology products. The goal is to co-create concrete product suggestions within the areas of *food, health and energy*, illustrate new opportunities for innovation and develop policy recommendations.

6.3 One-liners

GoNano engages citizens, nanotech industry and policy makers to co-create future nanotechnologies.

Join the future of science: We need your insight to create the best nanotech solutions.

Help make better solutions to your everyday life challenges.

What can nanotechnology do for you?

Statements:

- *Co-creation activities encourage societal engagement in technological development*
- *Co-creation with citizens aligns research and innovation with societal needs and values*