



## Optimising international networks

Part II: Communicating with policy makers,  
the media and the general public



## Presenters:

- Mart Grisel, EUKN
- Saida Sakali and Francoise Pissart, KBS
- Howard Duncan, Metropolis International
- Jean Paul Marthoz, Enjeux-Internationaux



## **IMISCOE Network of Excellence**

**Workshop Metropolis International, Lisbon  
October 5<sup>th</sup>, 2006**

**‘How do we communicate our research results to a  
broad audience?’**



- **What is a Network of Excellence (NoE)?**

**NoE's are meant to overcome the fragmentation of European research by:**

- Gathering the critical mass of resources
- Gathering the expertise needed to provide European leadership
- Spread excellence beyond the boundaries of its partnership




## What does IMISCOE do?

- **IMISCOE is a network focusing on the topics of**
  - Migration
  - Integration
  - Social Cohesion
- **The network brings together more than 400 researchers from 22 European institutes**
- **We have three main tasks:**
  - To build a European research programme
  - To build a system of training in the field(s)
  - To build a system of communication and dissemination





## How did we build a system of communication and dissemination?

- Established a structure for internal communication to maintain a strong network:
  - Managing teams, programming boards and executing committees
  - IMISCOE members connected to research clusters
  - Conferences and workshops
  - Extranet and Newsflash
- **Established a structure for external communication to spread our knowledge and disseminate our results** 



**How did we establish a structure for external communication?**

**With whom do we (want to) share our knowledge?**

1. Other scientists in the field

How?

Classic communication tools

- Publication programme
- Website
- Newsletter
- Workshops and conferences



## With whom do we (want to) share our knowledge? (cont.)

2. A broader public, but specifically **policy makers, stakeholders and media**

Why?

- We address topics at the heart of society and policies
- One of the requirements by our funder
- To strengthen our research programme





## **Assumptions when developing tools to reach our specific target groups**

- They do not have time to read lengthy publications
- They do not have time to find relevant expertise
- We do not necessarily speak the same language or use the same concepts
- Our research results need explaining

### **BUT:**

- They are interested in what we do
- Our research results can be useful



## **Communication tools developed to reach other audiences**

- **Translating research results in meaningful messages**
  - Executive summaries and policy briefs
  - Policy workshops and training sessions
  - Targeted website links: Expert database/Online Library/Specific search options
- **Looking for partners in the field**
  - NGO's/social partners
  - Media



## **Obstacles we encounter when developing these tools**

### **Motivation and time**

- How can we motivate researchers to `translate' their 'research results'?
- How can researchers find time to write other than scientific publications?
- What is the best timing to publish certain results?

### **Translation and expertise**

- Do researchers have the capacities to translate their scientific results?

### **Available means**

- Are we really informed of the various means we can use to translate and disseminate our results?

### **Control and trust**

- How can researchers control what will be done with their output and guarantee scientific relevance, objectivity and quality?



## Thoughts for discussion

- **Are our assumptions of our audiences correct and do we develop communication tools that will reach them?**
- **How do we overcome the obstacles described? Motivation and time/Translation and expertise/Control and trust**
- **Do we make enough use of the various media?**