

AgriFoodResults

Study of performance and cost-effectiveness of dissemination practices

Introduction

This survey is part of the FP7 Support Action "European initiative for a better use of the results of agri-food research" - *AgriFoodResults* (May 2009 to June 2011, grant agreement 226927, coordination by ACTIA - France).

The objective of this study is to examine the performance of dissemination activities by:

- Evaluating their effectiveness (extend to which the activity reach its objective?)
- Evaluating their cost effectiveness (at what cost?)

The results will be fed into a report on dissemination strategy where we intend to provide recommendations on how to design an effective dissemination plan in food research projects.

The questionnaire has two sections:

Section 1: opinion on the performance of dissemination activities

Section 2: information on costs of dissemination activities

Please note that the first section repeats similar questions for four types of audience:

- Scientists
- Food Companies
- Policy makers
- Consumers

What are the expected results?

We intend to establish a ranking of the dissemination activities according to their effectiveness and their costs.

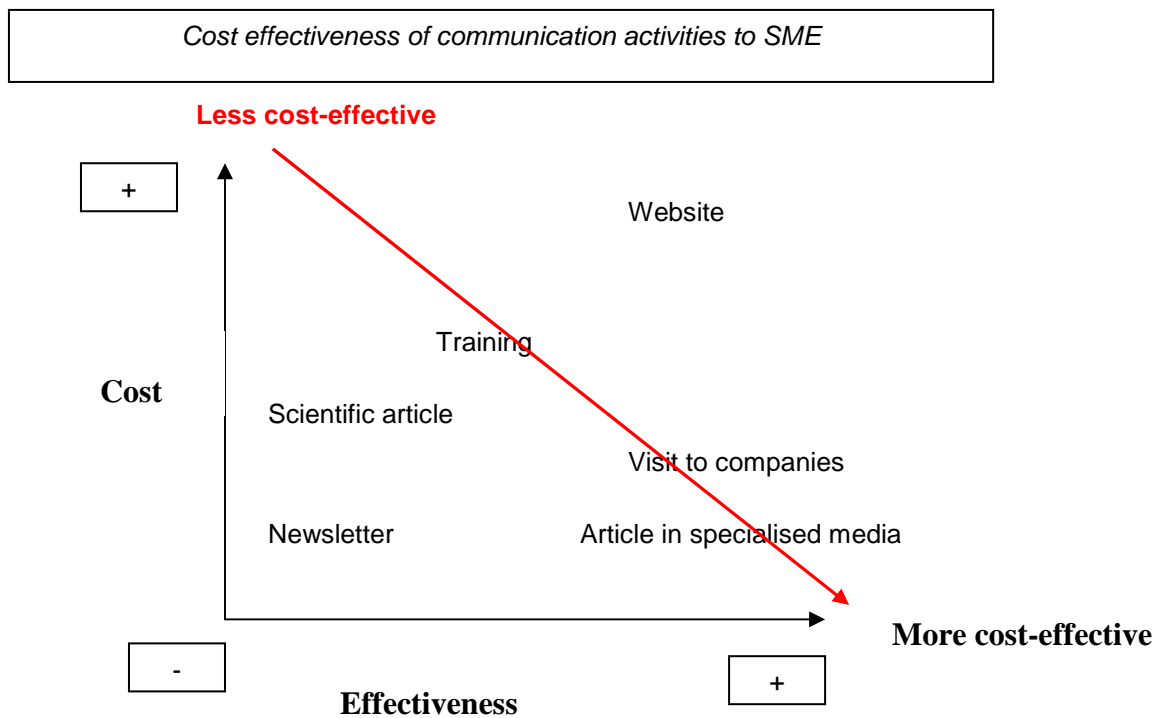
Effectiveness refers to the extent to which the activity is successful in communicating results of research projects to the targeted audience

Results will be given per type of audience and presented in tables and figures. The questionnaire will help to reach a consensus on the indexes.

For the purpose of illustration, an hypothetical example on the performance of communication activities towards SMEs is given in the table below

Rank	Activity	<i>EI=Effectiveness index</i> 10 highest index 1 lowest index	<i>IC = Cost Index</i> 5 highest index 1 lowest index	<i>Total index</i> <i>(=IE-IC)</i>
1	Article in specialised (food) media (website or magazine)	10	1	9
2	Visit of companies	8	2	6
3	Training for companies	8	3	5
4	Website	6	4	2
5	Article in peer-reviewed scientific journal	5	4	1
6	Newsletter	2	1	1

Based on the hypothetical example above, the following figure could help to illustrate the results



When and where to send your answer?

Answers should be sent to Olivier.chartier@euroquality.fr before Monday 10 August 2009.

How the answers will be treated?

The answers will be used to prepare the report. They will be treated anonymously: the number of respondents will be indicated in the report but the names of contributors will not be published.

What will happen next?

Results will be discussed at a workshop organised in Rome on 15th September 2009. The final outcome will be used in the report on dissemination strategy that will be published before the end of 2009.

Section 1: Opinion on the performance of dissemination activities

This section repeats similar questions for four types of audience (scientists, food companies, policy makers, consumers and general audience)

A Communicating scientific results to the scientific community

A1. According to you, how effective are the following activities to communicate results to other scientists? Please rate the effectiveness on a scale from 1 to 5, where 1 is the less effective and 5 the most effective

Note: Effectiveness here refers to the extent to which the activity is successful in communicating scientific results to other scientists

	Not effective 1	2	3	4	Very effective 5
Project website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Discussion forum	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video(s)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-newsletter(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed newsletter(s)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the project	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the results for scientists	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press release	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of press conference(s)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interview(s) by journalist (press, TV or radio)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not effective 1	2	3	4	Very effective 5
Publication of articles in peer-reviewed scientific journals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Publication of industry best practice guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Publication of articles in specialised (food) media (national language, magazines, web)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in European media (English language – European journal, web)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in non-specialist media (website, newspaper)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not effective 1	2	3	4	Very effective 5
Scientific conference(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Participation in scientific conference(s) organised outside the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Organisation of training(s) for scientists and/or regulatory bodies (EFSA, food agencies, ministries etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Organisation of workshop(s) for scientists and/or regulatory bodies (EFSA, food agencies, ministries etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sponsoring of events	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit to other scientists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

A2. Activities not mentioned above: please indicate other activities for communication of research projects results to other scientists (with estimate of their effectiveness from 1 to 5)

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A3. According to you, which are the two most effective activities to communicate results of scientific projects to the scientific community ?

Scientific articles in peer reviewed papers, presenting results at scientific conferences

B. Communicating scientific results to the food industry (in particular SME)

B1. According to you, how effective are the following activities to communicate results to the food industry (in particular SMEs)? Please rate the effectiveness on a scale from 1 to 5, where 1 is the less effective and 5 the most effective

	Not effective 1	2	3	4	Very effective 5	Don't know
Project website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussion forum	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video(s)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-newsletter(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed newsletter(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the practical results for the industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press release	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of press conference(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interview(s) by journalist (press, TV or radio)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not effective 1	2	3	4	Very effective 5	Don't know
Publication of articles in peer-reviewed scientific journals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of industry best practice guides	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in specialised (food) media (national language, magazines, web)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in European media (English language – European journal, web)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in non-specialist media (website, newspaper)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not effective 1	2	3	4	Very effective 5	Don't know
Scientific conference(s)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participation in scientific conference(s) organised outside the project	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of events (workshop, conference) dedicated to companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Participation in events (workshop, conference) dedicated to companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Organisation of training(s) for food companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Active dissemination/marketing by visiting companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

B2. Activities not mentioned above: please indicate other activities for communication of research projects results to the food industry (in particular SMEs) (with estimate of their effectiveness from 1 to 5)

Organise networks and network events for companies (e.g. on regional level) on specific themes, and let researchers present their R&D

B3. According to you, which are the two most effective activities to communicate results of scientific projects to the food industry (in particular SMEs) ?

Visiting companies to discuss knowledge needs, SME-targeted website (practical, short term R&D) and multinational-targeted website (scientific excellence, long term R&D)

C Communicating scientific results to policy makers

C1. According to you, how effective are the following activities to communicate results to policy makers? Please rate the effectiveness on a scale from 1 to 5, where 1 is the less effective and 5 the most effective

Note: policy makers refers here to regulatory bodies (EFSA, food agencies, ministries etc.)

	Not effective 1	2	3	4	Very effective 5	Don't know
Project website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussion forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video(s)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-newsletter(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Printed newsletter(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting the results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press release	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of press conference(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interview(s) by journalist (press, TV or radio)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not effective 1	2	3	4	Very effective 5	Don't know
Publication of articles in peer-reviewed scientific journals	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of industry best practice guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in specialised (food) media (national language, magazines, web)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in European media (English language – European journal, web)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in non-specialist media (website, newspaper)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not effective 1	2	3	4	Very effective 5	Don't know
Scientific conference(s)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participation in scientific conference(s) organised outside the project	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of training(s) for scientists and/or regulatory bodies (EFSA, food agencies, ministries etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of workshop(s) for scientists and/or regulatory bodies (EFSA, food agencies, ministries etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsoring of events	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit to policy makers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

C2. Activities not mentioned above: please indicate other activities for communication of research projects results to policy makers (with estimate of their effectiveness from 1 to 5)

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C3. According to you, which are the two most effective activities to communicate results of scientific projects to policy makers ?

Newsletter and visiting to discuss policy/societal needs
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D Communicating scientific results to consumers

D1. According to you, how effective are the following activities to communicate results to consumers? Please rate the effectiveness on a scale from 1 to 5, where 1 is the less effective and 5 the most effective

	Not effective 1	2	3	4	Very effective 5	Don't know
Project website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Discussion forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-newsletter(s)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed newsletter(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflet(s) presenting results for consumer organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Press release	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of press conference(s)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interview(s) by journalist (press, TV or radio)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not effective 1	2	3	4	Very effective 5	Don't know
Publication of articles in European media (English language – European journal, web)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in specialised (food or consumer) media (national language, magazines, web)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of articles in non-specialist media (website, newspaper)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not effective 1	2	3	4	Very effective 5	Don't know
Conference(s) involving consumer associations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Active dissemination by consumer associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

D2. Activities not mentioned above: please indicate other activities for communication of research projects results to consumers (with estimate of their effectiveness from 1 to 5)

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D3. According to you, which are the two most effective activities to communicate results of scientific projects to consumers?

active dissemination by consumer associations, supported by clear website

Section 2: Estimate on the costs

A few words about the objectives:

Our objective is not to establish the costs of dissemination activities. This is far too complicated as the costs vary according to salaries and to the activity itself (the price of a newsletter varies a lot according to its length, the number of authors involved etc.).

Our objective is to build indexes (on a range from 1 to 5 or 1 to 10) that will help to compare the activities between each other. As explained in the introduction, this index will be used to estimate the cost-effectiveness of the activities.

To build this index, we need an **estimate of the cost range based on practical experience**. As salaries vary a lot across the EU, we prefer to ask estimate of the effort (measured in number of person days). When the activity is often sub-contracted (website, videos), price estimate (in euros) are preferred.

E1. According to your experience in past research project(s), please estimate the average time (in person-days) necessary for the creation and production of:

	Time (number of person days)	Don't know
One E-newsletter	1	<input type="checkbox"/>
One printed newsletter	1	<input type="checkbox"/>
One leaflet	1	<input type="checkbox"/>
One press release	1	<input type="checkbox"/>
A summary of the project results for a specific audience (food companies, policy makers, non-scientific audience)	2	<input type="checkbox"/>
The development of a website*	10	<input type="checkbox"/>
The update of a website during one year*	10	<input type="checkbox"/>

* if you sub-contract the website development and/or update, please answer E.3 instead

E2. According to your experience in past research project(s), please estimate the average cost (in euros) necessary to:

	Cost (in euros)	Don't know
Print 100 leaflets	200	<input type="checkbox"/>
Develop a website	10.000	<input type="checkbox"/>
Update a website during one year	10.000	<input type="checkbox"/>
Produce a 5 minute video		<input checked="" type="checkbox"/>

E3. According to your experience in past research project(s), please estimate the average time (in person-days) necessary to:

	Time (number of person days)	Don't know
Disseminate a newsletter (posting on website, sending to a mailing list etc.)	2	<input type="checkbox"/>
Arrange the publication of an article in a specialised or generalist media (national language, magazines, web)	2	<input type="checkbox"/>
Organise a press conference	3	<input type="checkbox"/>
Answer an interview by a journalist (the journalist contact you)	0.1	<input type="checkbox"/>
Arrange an interview by a journalist (you contact the journalist)	0.3	<input type="checkbox"/>

E4. According to your experience in past research project(s), please estimate the average time (in person-days) necessary for the preparation, the organisation and the follow-up of:

Note: Question E.5 concerns the other costs (other than time spent)

	Time (number of person days)	Don't know
One training session (less than 50 persons)	10	<input type="checkbox"/>
One workshop (less than 50 persons)	10	<input type="checkbox"/>
One national scientific conference (around 100 persons)		<input checked="" type="checkbox"/>
One webinar (web-conference)		<input checked="" type="checkbox"/>

E5. According to your experience in past research project(s), please estimate the average cost (in euros) necessary for organising: (Please estimate only the external expenditures and do not take into account the time spent)

	Cost (in euros)	Don't know
One event with less than 50 persons	15.000	<input type="checkbox"/>
One event with around 100 persons		<input checked="" type="checkbox"/>
One event with around 200 persons		<input checked="" type="checkbox"/>
The translation of a conference in 3 languages for one day		<input checked="" type="checkbox"/>
One webinar (web-conference)		<input checked="" type="checkbox"/>

E6. According to your experience in past research project(s), please estimate the average time (in person-days) necessary for participating in:

Note: Question E.7 concerns the other costs (other than time spent)

	Time (number of person days)	Don't know
A conference, a workshop or a training as an invited speaker	2	<input type="checkbox"/>
A conference, a workshop or a training as an attendee	2	<input type="checkbox"/>
A webinar (webconference)		<input checked="" type="checkbox"/>

E7. According to your experience in past research project(s), please estimate the average cost (in euros) necessary for participating in (Please estimate only the external costs and do not take into account the time spent)

	Cost (in euros)	Don't know
A conference, a training or a workshop in your country	750	<input type="checkbox"/>
A conference, a training or a workshop abroad	1500	<input type="checkbox"/>

E8. According to your experience in past research project(s), please estimate the average time (in days) necessary for writing a scientific publication (results are already available)

	Time (number of person days)	Don't know
Write one scientific publication (for publication in peer-reviewed journal)	20	<input type="checkbox"/>

E9. According to your experience in any past research project(s), please indicate if the following activities generated income (conference fees, purchase of textbooks etc.)

	Yes, the activity generated income	No, the activity did not generate income	Don't know
Workshop	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Conference	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Participation to a conference as a speaker	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice guide	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Others:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

E10. Activities not mentioned previously: please indicate other activities not mention before (with estimate of their necessary effort (person-day) or cost (in euros))

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E11. Other remarks

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Finally, a few questions related to you

You based your answers on your experience in past research project(s). The project(s) was/were mostly:

Large European research projects (IP, NoE)	Small European research projects (STREP, SCP)	European Support Action	National research projects
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

You are:

A scientist	A specialist in communication	Other
<input checked="" type="checkbox"/>	<input type="checkbox"/>	

The country where you work is The Netherlands