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RE	Restricted to a group specific by the consortium (including Commission Services)	
CO	Confidential, only for members of the consortium (including Commission Services)	

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Abstract

The SHEER consortium will address the challenges of understanding, preventing and mitigating the potential environmental impacts and risks of shale gas exploration and exploitation. An important part of the programme’s overall aim is to disseminate the research undertaken by the consortium effectively and timely, not only to the project beneficiaries but also to wider stakeholder groups. This “Dissemination Plan” describes the methods and protocols for meeting the dissemination objectives and provides Guidelines for the production SHEER-related reports and dissemination materials.

Keywords – Dissemination, stakeholders, publications, reports.

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1. Introduction and Project Overview

The SHEER consortium will address the challenges of understanding, preventing and mitigating the potential environmental impacts and risks of shale gas exploration and exploitation. ‘SHEER’ stands for “SHale gas Exploration and Exploitation induced Risks” and the programme’s objective is to develop best practices for assessing and mitigating the environmental footprint of shale gas exploration and exploitation. The consortium includes partners from Italy, Poland, the United Kingdom, Germany, the Netherlands and the USA.

In order to achieve this objective, it is important that the progress, activities, outcomes and deliverables of the project are disseminated effectively and timely, not only to the project beneficiaries but also to wider stakeholder groups who are interested in shale gas exploration. Under Work Package 8 (WP8 – KeU Lead), “Guidelines For Best Practice and Dissemination”, guidelines will be produced for the environmental monitoring and risk management of shale gas operations and exploitation. Furthermore, the consortium will deliver a programme of “Community building, Stakeholder Engagement and Dissemination” (WP8 Task 8.3) via reports, written publications, scientific papers, conference presentations press briefings and electronic media communications.

2. Objectives of the dissemination strategy and plan

The primary objective of the SHEER dissemination plan is to provide a communication strategy and ad hoc tools for the dissemination and integration of SHEER information both inside the Consortium and to the wider scientific, technical and external stakeholder communities. Although many of the organisations involved in SHEER are actively addressing barriers to the open access of research data, they often work in isolation or with limited inter-beneficiary contact. As such, a key goal of the SHEER dissemination plan is to provide an ‘open space’ mechanism for the sharing and integration of SHEER-related information across all partners and outwards to the wider stakeholder sector, via the SHEER website. The SHEER dissemination plan will address formal communication practices associated with;

a) **Internal communication** between the SHEER Consortium partners and beneficiaries (including provision of data/information confidentiality and the format of formal reports) via the intranet space on the SHEER website.

b) **External communication** from the SHEER Consortium to stakeholders, (e.g., industry end-users, NGOs, public bodies, policy makers, local/national government, etc) via the public area of the SHEER website portal.

In both areas, WP8 will work on the “News”, “Dissemination” and “Outreach” sections where events, information, news and documents will be regularly posted and updated according to the project workflow. The WP8 Lead partner (KeU) will help energise the setting up of these activities but all partners will be required to engage fully with the dissemination strategy and plans. This will include the production of an event/activity schedule and the establishment of dissemination control and quality assurance mechanisms. Dissemination planning will be reviewed regularly and updated each year. The Project Coordinator will ensure that all participants are informed about the dissemination plans and delivery mechanisms.

Throughout the lifetime of the project, the SHEER Consortium partners will be required to identify relevant stakeholders, build upon and strengthen existing stakeholder engagement mechanisms and exchange good practice principles with relevant stakeholders and institutions during networking activities.

3. Project internet, intranet and e-mailing lists

The project’s *internet* website will be hosted at <http://www.sheerproject.eu/>. This will be the outward-facing site of the project and the primary tool of communication to the external scientific community and the wider public.

The project’s *intranet* site will be used for all internal project communications between the consortium partners, for example:

- Circulation of internal project documents, e.g., draft versions of deliverables;
- Storage of deliverables – to be uploaded by the SHEER Project Office;
- Storage of meeting proceedings and presentations – to be uploaded by the SHEER Project Office;
- Tracking of deliverables and milestones – if possible/feasible, via an automated management system on the intranet site;
- Project technical and financial reporting to the Innovation and Networks Executive Agency (INEA).

The SHEER Project Office will maintain a series of mailing lists for informal cross-partner internal project communication to ensure the timely and open exchange of information between different WPs and partner beneficiaries. This will include, but not be limited to:

- Notification of meetings, events and dissemination activities (e.g., conference presentations);
- Advance notice of deliverable dates and milestones;
- Notification of document circulation/storage on the project intranet site;
- Notification of any SHEER-related external or associated activities (e.g., EPOS-IP events, stakeholder engagement activities, etc).

4. Overview of the dissemination process

4.1 Communication inside the consortium

For internal purposes, this dissemination plan provides members of the SHEER consortium with an effective and efficient blueprint with respect to the dissemination of research work to members of the consortium using the SHEER intranet website. Internal communication and dissemination will take the form of:

- **Internal Informal** communications between project partners;
- **Internal Dissemination** documents between partners;
- **Formal reports** as deliverable outcomes from the project.

Internal Informal communication will be conducted via e-mail, project/WP e-mail lists, intra-partner forums, telephone and video conferencing, periodic face-to-face meetings and scheduled project meetings. The project management team (PMT), in conjunction with the work package leaders, will identify which documents arising from these informal communications will be shared internally via the intranet part of SHEER website. These documents may include administrative project documents, data summaries, reports and internal research guidelines. The format and structure of these informal documents is to be determined by the individual consortium partner (and/or task lead) on a case-by-case basis prior to uploading to the intranet site. However, all hosted documents should be made freely

available to the consortium partners and be designed/written in a way that the information contained is communicated effectively and efficiently.

Internal Dissemination documents are more ‘structured’ communications between the SHEER partners and are subject to review by the PMT and/or WP leaders. These may take the form of scientific papers, newsletter articles, internal presentations, technical guides or other forms of documentation that have the potential for external dissemination to the wider stakeholder community. Each WP leader will work closely with WP8 Lead (KeU) to ensure that any internal dissemination documents destined for external publication follow the guidelines as described in the “Communication outside the consortium” section of this dissemination plan.

Formal reports are the deliverable outcomes from the project and will follow the reporting guidelines detailed in Appendix 1 : “Format of SHEER reports”. All Formal reports will be subject to three levels of quality control prior to submission to the intranet, namely:

- 1) An initial review by the work package leader;
- 2) An internal peer review process by one of the project’s investigators who has not been involved in its preparation
- 3) A final check by the SHEER Project Office to ensure consistency with other project deliverables.

The detailed format and structure of the reporting documents will be agreed by all consortium partners ahead of month 12 so that the content and presentation aligns with the needs of the EU commission, data deliverables set in WP2 & WP3 of the SHEER project and the requirements of the associated EPOS-IP programme, for which the outcomes of SHEER feed into. Appendix 1, “Format of SHEER Reports”, will be revised accordingly and updated in month 12.

4.2 Communication outside the consortium

It is imperative that end-users, stakeholders and public bodies, including the general public, are informed about the aims, objectives, progress and outcomes of the SHEER project in a timely, informative and effective manner. All SHEER partners will be expected to disseminate their research work using the most appropriate and efficient method for the intended audience. Communication and dissemination to external bodies will be via one, or more, of the following mechanisms:

For dissemination **TO** the external community;

- The “SHEER News” electronic newsletter,
- Oral-based conference/meeting presentations,
- Poster-based conference/meeting presentations,
- Scientific and/or technical papers, articles or letters,
- Good practice guides,
- Public awareness leaflets and guides.

For dissemination and knowledge exchange **WITH** the external community;

- Twitter, Facebook and/or other relevant social media outlets (e.g., newsfeeds),
- Training and educational guides, presentations, short courses, workshops and lectures,
- Public lectures, technical demonstrations, site tours, public awareness events,
- Student lectures, projects and workshops.

The choice of dissemination mechanism will be the responsibility of the work package leader associated with each specific communication activity and they will receive advice/support from the WP8 Lead (KeU) and/or the PMT where appropriate. Each dissemination activity must be formulated in a way that it is commensurate with the needs of the individual stakeholder group and the aims of the SHEER programme. Key dissemination activities (e.g., publications, presentations, etc) must also adhere to the relevant “Dissemination Activity Protocols” as detailed in Appendix 3. These protocols will be reviewed on an annual basis and updated, where necessary, on the agreement of all parties within the consortium.

Each partner will be required to complete a stakeholder engagement review in order to identify, assess and record the most appropriate dissemination mechanism(s) for that stakeholder group (see the “Stakeholder Engagement” section later in this document). In doing so, WP Leads should ensure that each dissemination activity is:

- **Appropriate** - Suitable for a particular stakeholder group;
- **Effective** - Capable of eliciting a strong response or action from the particular stakeholder group;
- **Targetable** - Capable of direction to a stakeholder group;
- **Economical** - Disseminating efficiently both operationally and technically without burdensome aspect or cost;
- **Measurable** - Capable of being measured and distinguishable with a reasonable amount of effort and accuracy;

- **Impacting** - Has identifiable impacts on that stakeholder group.

All partners will be required to track and report their dissemination activities to the WP8 Lead (KeU) using the “Dissemination Activity template” detailed in Appendix 2. An important role of this reporting is the on-going assessment of the project’s impact on the wider stakeholder community and all partners will be required to track, review and regularly update the impact status of their dissemination activities. KeU, as WP8 lead, will be responsible for the collation, monitoring and local archiving off all Dissemination Activity reports in conjunction with PMT, WP leaders and the SHEER project office.

4.2.1 Confidentiality, copyright and intellectual property rights

In order to ensure that confidential information is not being publicly presented that might jeopardise any aspects of intellectual property rights, the mechanism for obtaining dissemination approval for such material will be as follows.

It will be the responsibility of the author/originator of each dissemination activity to ensure that the intended dissemination materials do not contain information that can be considered as confidential, exploitable or likely to infringe the copyright held by any of the SHEER consortium partners. The author/originator of each dissemination activity must also ensure that materials submitted for internal review (and subsequently intended for public dissemination) do not contain third-party copyrighted information, especially images and pictures. Where required by EU law, any public dissemination materials that contain pictures of people (including groups of people) permission “to publish openly in association with the SHEER project” must be obtained from each individual before the image can be used.

During the internal review process, it will be the responsibility of the work package leader associated with author/originator of the dissemination activity to confirm they have assessed the materials for any confidentiality, copyright and intellectual property right (IPR) implications and that they are suitable for open communication. Accordingly, each partner’s PI has the responsibility to review all the intended dissemination materials with respect to their own institutional IPR, copyright and confidentiality requirements. The SHEER Project Office will undertake a final assessment to ensure consistency with the project’s overarching contractual IPR, confidentiality and copyright terms.

4.3 Stakeholder engagement

Stakeholder engagement is key to the success of the SHEER dissemination programme. One of the principal tasks of WP8 is to define and agree upon stakeholder categories that will provide an initial point of reference for the dissemination of the project's outcomes. However, these categories will be updated and redefined as the project progresses. The SHEER stakeholder community can be divided into four key sectors:

- **Science Sector** – e.g., Academic, research institutions, Universities, learned societies etc.;
- **Industry Sector** – e.g., energy industry, shale exploration and exploitation companies, supply chain industries, insurance & finance industry, legal and commerce, etc.;
- **Administrative Sector** – local and national government, policy makers, lobby groups, NGOs, charities, etc.;
- **General Public Sector** – e.g., individuals and society groups, educational institutions, schools & colleges, university student groups, media-related and special interest groups, etc.

4.3.1 stakeholders analysis

Each stakeholder sector has different levels of knowledge and expertise within it; namely:

- Scientific and technical experts;
- Industrial, commercial, legal and policy experts;
- Non-specialists and general interest.

Dissemination tools should be designed and prepared to efficiently reach all of these groups within each of the stakeholder sectors. A balance should be struck between effort (the time and cost of the activity) and the impact the activity will have on the stakeholder group (figure 1). A 'taxonomy of stakeholders' will be developed that will analyse stakeholder motivations (i.e., their interests, needs and drivers) and provide guidance on the best approaches/tools to be adopted to ensure the transfer and exchange of knowledge (see example in table 1). KeU will be responsible for the initial development of this guidance, in the form of individual stakeholder engagement reviews, with input from all consortium partners. The document will be reviewed and updated on a regular basis in the light of experience by all partners in the consortium.

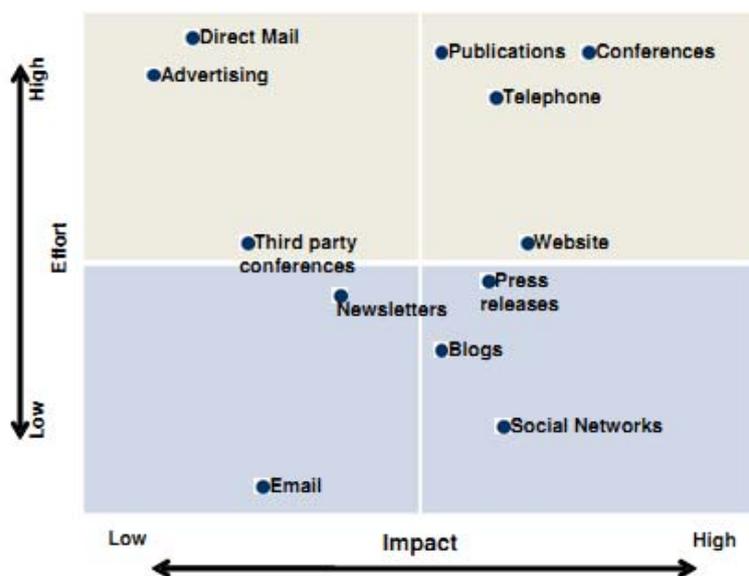


Figure 1. Dissemination activity impact versus effort expended

Stakeholder Group	Academic Researchers in Institutions and Universities		
Knowledge and expertise level	Scientific and technical experts.		
Priority Status	High priority for dissemination activities.		
Dissemination needs	Regular, high quality communication Rapid communication		
Interests & drivers	<i>Scientific Research Information</i>	<i>Project Progress Information</i>	<i>Networking/collaboration opportunities.</i>
Primary Dissemination Tool	Project Reports	Newsletter	Conference
Secondary Dissemination Tool	Journal Articles	e-mail groups	Workshops
Other Dissemination Tool	Conference Presentations	Twitter / Research gate	Forums

Table 1. Example of a stakeholder engagement review illustrating the best-suited dissemination tools for a given stakeholder group.

4.3.2 Identification of individual stakeholders and end-users

Identifying and developing strong relationships with stakeholders and end-users is an important part of the SHEER dissemination process and an activity that all partners will take equal responsibility. Each partner institution should have already identified a number of stakeholder contacts that would benefit from the outcomes of the SHEER project. WP8 Lead KeU will produce a stakeholder database to collate existing stakeholder and end-user information for all the SHEER partners. This database will form the primary contact and stakeholder category information for directing SHEER-related dissemination activities and be updated on an on-going basis by all partners under the supervision of KeU. The database will hold the following information on each stakeholder as a minimum:

- Stakeholder name, location, key contact details, etc.;
- Stakeholder sector and expertise level;
- Technical, commercial or research specialisms related to SHEER;
- Priority level for dissemination activities (e.g., A key stakeholder interested in all SHEER outcomes or a general interest stakeholder only concerned about SHEER news and not detailed scientific/technical information, etc);
- The nature of the preferred and alternative dissemination methods identified for that stakeholder;
- Partner contact and nature of the relationship (e.g., Collaborator with AMRA, co-funder of research programmes),

The format and structure of the database will be agreed by all parties ahead of the publication of the first edition of the newsletter (Month 9). It will be reviewed and updated on a monthly basis by all consortium partners and be made available internally on the SHEER intranet web site only.

5. Execution of the dissemination plan

KeU (WP8 Lead) will lead the execution of the dissemination plan. However, all consortium partners will make significant contributions to its full and effective implementation. Along with the publicly disseminated reports listed in section 1.3.2 of the project contract (“list of deliverables”) There are four key deliverables associated with the wider dissemination to SHEER stakeholders (lead partner indicated in brackets):

- Deliverable 8.1 (AMRA) – Website, due at end of Month 2 (complete);

- Deliverable 8.4 (KeU) – Dissemination plan, due at the end of Month 6 (with planned reviews in Months 10, 16, 22, 28, and 32);
- Deliverable 8.2 (AMRA) – Guidelines for the monitoring of shale gas exploration and exploitation; induced environmental impacts, due at the end of Month 36;
- Deliverable 8.3 (RSKW Ltd) – Guidelines for risk management of shale gas exploration and exploitation, due at the end of Month 36.

In addition, there are a number of key dissemination activities specified in the SHEER contract; namely:

- Prepare and share a SHEER Logo for all partners (KeU), Month 6;
- Production of a quarterly electronic newsletter “SHEER” news. To be produced by SHEER partners on a rotating basis under the supervision of KeU. First edition, Month 9;
- Production of a SHEER project summary leaflet (KeU), Month 6;
- Organisation of a special session for “Research in shale gas Impacts” at the EGU general assembly (AMRA), Month 24;
- Organisation of 2 interdisciplinary international SHEER conferences (All Partners), 2017 & 2018.

All partners will contribute to the publicising of SHEER findings and the production of dissemination materials such as journal articles, press releases, policy briefs, etc. as well as the translation of these materials into different European languages. The format and structure of the newsletter is to be agreed by all partners between months 6 and 9, ahead of the first edition. WP8 Lead (KeU) will facilitate the design of the template in consultation with the PMT and lead of WP1 (AMRA).

5.1 Dissemination activity timetable

KeU as WP8 lead will develop a dissemination activity timetable that maps the dissemination activities of the project based upon a month-by-month delivery schedule. The scheduling of these activities will be closely aligned with key project deliverables and highlight specific activities (e.g., email, twitter and press releases) to be intensified pre- and post- deliverable. Time frames for the non-contractual deliverables in the timetable should be regarded as indicative and the timetable will be reviewed and updated on a monthly basis by the WP8 lead and quarterly by the PMT.

6. Conclusion

SHEER poses particular challenges for effective dissemination, given the variety of stakeholders involved. This dissemination plan provides the SHEER project with a solid framework against which to begin disseminating project results and activities to ensure maximum impact. The SHEER consortium will use this as an initial strategy, which will be further reviewed, revised and updated as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with stakeholder interests/barriers. All partners in the consortium will revisit this document, and more importantly the record of dissemination activities, in months 10, 16, 22, 28, and 32 in light of experience.

Appendix 1 : Format of SHEER reports

Project deliverable quality control

For the avoidance of doubt, all project report deliverables should be submitted to INEA no later than the last day of the month specified in Annex I to the grant agreement. Thus, for example, as the project began on May 1st 2015, a deliverable due in Month 2 should be submitted on or before June 30th 2015.

The SHEER Project Office will send a reminder of project deliverable due dates to the work package leader responsible ten weeks prior to the due date.

Preparation of deliverables and initial work package review

Responsibility for each project report deliverable has been assigned to a beneficiary of the grant agreement. The principal investigator of that beneficiary can assign the authorship of that deliverable to other members of his team, as appropriate. Each deliverable should be prepared using the SHEER project report template, which has been prepared and approved by the SHEER consortium.

The initial draft of each deliverable should be completed at least six weeks prior to the final submission date. This draft should be sent to the work package leader for review. The work package leader should review the document and return it to the author within ten working days. If extensive modifications are required, the work package leader should endeavour to return the document with details of the requested amendments within five working days to allow time for corrections to be made.

The author should make any necessary amendments to the deliverable and return the revised draft to the work package leader no later than three weeks prior to the submission date. The work package leader should make a final check and then send the document to the Project Office at SHEER.

Internal peer review

The work package leaders will recommend members of the project team to act as an internal peer reviewer of each deliverable, which will then be confirmed by the Project Office. As

best practice, these reviewers will be appointed at least three months in advance of the submission date of each deliverable. The Project Office and/or work package leader will send each deliverable to the internal peer reviewer at least three weeks prior to the submission deadline.

The peer reviewer will check the deliverable's quality to ensure that it is suitable for submission to INEA. This should then be returned to the author for any final corrections no later than one week prior to the submission deadline.

Finalisation and uploading

The deliverable author should make any necessary corrections to the document and send this to the Project Office no later than three days prior to the submission deadline. The Project Office will perform one final check of the deliverable to ensure consistency with the project's other deliverables and make any final amendments needed. The Project Office will submit the final document to INEA through the Participant Portal and inform all partners of the submission. The Project Office will upload a copy to the project's intranet, to ensure that all partners can access the deliverable.

Structure and Presentation standards

The detailed format and structure of the reporting documents will follow the "SHEER Deliverable Template" provided by the project office in Month 6. This is ensure that the content and presentation of all reports align with the needs of the EU commission, data deliverables set in WP2 & WP3 of the SHEER project and the requirements of the associated EPOS-IP programme, for which the outcomes of SHEER feed into.

Appendix 2 : Dissemination Activity Template

Dissemination Activity Title			
Dissemination Date			
Location, format			
Consortium Partner Responsible		Reviewer of Materials	
Authored & Delivered by			
Aim and objective of Dissemination Activity			
Target Audience inc. numbers			
	<i>Scientific and Research Dissemination</i>	<i>Project Progress Information and outputs</i>	<i>Networking/collaboration opportunities.</i>
Primary Outcomes			
Secondary Outcomes			
Other Outcomes			
Likely Impact of activity			

Appendix 3 : External dissemination protocols

Oral or poster presentations

Authors wishing to send abstracts for oral or poster presentations to meetings/conferences etc. should send a copy of the abstract to all other participants at least twenty days before the submission deadline. The dissemination task manager (WP8 - Dr Rachel Westwood, KEU) should be copied on the request, to allow her to monitor dissemination activities; however, she has no additional rights beyond those of any other partner.

If objections are not intended as scientific, the authors are not obliged to consider the review unless they are a matter of confidentiality, IPR or copyright. If the author does not receive feedback highlighting any valid objections within one week of notifying the consortium, then the presentation is deemed to have received tacit approval and the author may proceed to send the abstract. If the abstract is sent to the consortium less than twenty days prior to the closing date for submission, each partner must give specific permission for the abstract to be released.

Copies of all oral and poster presentations given at meetings should be made available to all SHEER partners. Other partners wishing to use information/data from these presentations should get permission from the author(s).

Manuscripts for journals & scientific/technical media

Manuscripts intended for publication should be sent to all partners for approval, again with a copy to the dissemination manager, at least forty-five days prior to submission of the final article. Approval, or reasons for rejecting the request, must be given to the author within thirty days. Valid reasons for objecting to a planned publication are as detailed below in the “Raising objections to a publication” section. For the publication of another party’s results, tacit approval will not be sufficient and the specific approval of that party must be obtained.

Articles for the “SHEER News” electronic newsletter

Authors wishing to send articles, images or other dissemination information should send a copy of the documents to the dissemination task manager (WP8 - Dr Rachel Westwood, KEU) at least thirty days before the publication deadline of the newsletter. The information will be reviewed by the WP8 team for consistency of message/format, English language and clarity

and sent to the partner responsible for producing that particular issue (note that the responsibility for producing the newsletter is rotated amongst all partners in the SHEER consortium).

It will be the responsibility of the partner producing the newsletter to send a review copy of the newsletter, using the agreed template format, to all partners at least twenty days before the publication deadline of the newsletter. If objections are received to the material presented in the newsletter, be it technical, scientific or as a matter of confidentiality, IPR or copyright, all reasonable measures should be taken to overcome these objections. If the partner authors of each specific newsletter do not receive feedback highlighting any valid objections within ten days of the publication deadline, then the material is deemed to have received tacit approval and the partner may proceed with its publication.

Raising objections to a publication

Valid grounds for objecting to a publication in a journal or other scientific or technical media are:

- The objecting party's legitimate academic or commercial interests being compromised by the publication;
- The protection of the objecting party's results or background IPR being adversely affected;
- The proposed publication includes confidential information belonging to the objecting party or a third party.

The objections are not intended to be a critical review or an assessment of the scientific quality of the paper.

Should an objection be raised, the involved parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication). The objecting party shall not unreasonably continue the opposition if appropriate actions are performed following the discussion. Any delay to publication in order to allow protection of Foreground or Background IPR shall not exceed a period of ninety calendar days following the date of receipt of the objection, unless the Parties explicitly agree to a longer period of delay.

All partners agree to co-operate to allow the timely submission, examination, publication and defence of any dissertation or thesis for a degree, which includes their Results or Background IPR, subject to the confidentiality and publication provisions agreed in the Consortium Agreement.

Any disputes relating to the above mechanisms should be resolved through arbitration. Procedures for resolving disputes are described in the consortium agreement.

Acknowledgement of contributions and support

All publications should follow standard scientific practice for acknowledging intellectual contribution to a publication, ensuring that all relevant contributors are named as co-authors on all publishable outputs. For the avoidance of doubt, the financial contribution of the European Union to this project must always be acknowledged using the following form of words: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 640896.”

Acknowledgement must also be cited in any patent applications resulting from work financed in whole or in part by this grant agreement. In any such patent application, the following form of words should be used: “The project leading to this application has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 640896”

If results are to be incorporated into a national, European or International standard, the party concerned must — unless the Innovation and Networks Executive Agency (INEA) requests or agrees otherwise or unless it is impossible — ask the standardisation body to include the following statement in (information related to) the standard: “Results incorporated in this standard received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 640896”

Project dissemination material should display the EU emblem, which must have equal prominence with any other logo, and include the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 640896”.