



DISSEMINATION PLAN
CENTRE D'ESTUDIS DEMOGRÀFICS

Bellaterra, 1 July 2016

DISSEMINATION PLAN FOR THE CENTRE D'ESTUDIS DEMOGRÀFICS. EXECUTIVE SUMMARY.

The general objective of the CED dissemination plan is to provide CED research personnel with action guidelines on the dissemination of their research and the tools available to them to ensure that it reaches the right public, prioritising the philosophy of open access in compliance with the Science Act and European Regulations.

In order to homogenise and give the CED greater visibility in all actions and activities where its people are involved, the institution's image and credits need to appear and the Intellectual Property Regulations be followed in connection with authorship and acknowledgements.

MAKING THE CED VISIBLE

- It is very important always to use the CED's institutional image on all the documents and activities carried out, as a way of making our research visible¹.
- On all documents and when giving the author's name, it should always be followed by a mention of their belonging to the "Centre d'Estudis Demogràfics" and, if possible, the CED logo, followed by "CERCA Programme" and, if possible also " / Generalitat of Catalonia"².
- In the case of associate personnel, their affiliation to the "Centre d'Estudis Demogràfics" also has to be identified.
- Optionally the mention "Centre for Demographic Studies" in English can also be added.
- The author is the person who has contributed substantially to developing the project, analysing and interpreting the data, preparing communications, reports and/or the resulting publications.
- All the co-authors of a publication have to understand the text, have to accept the final result and, therefore, are co-responsible for the content.
- With regard to the order for naming the authors in publications, the use of alphabetical order is recommended or, if each author's contribution is different, the order of significant quantity.
- The entities that have subsidised the research must be mentioned, noting the institution and the project reference, provided they have not stipulated otherwise.
- Acknowledgements are for a mention of people and institutions, although they cannot be considered as authors, who collaborated in the research in one way or another.

PUBLICATIONS, CONGRESSES AND OTHER SCIENTIFIC EVENTS

- The principal results of the research have to be disseminated and priority given to their publication in articles or magazines of most prestige in the speciality, with an emphasis on open access publications.
- The Research Management and Dissemination Unit is a source of information and advice on national and international indexing systems in Social Sciences. It also gives support in preparing the Dissemination Plan that is sometimes mandatory when applying for research financing.
- The Publications Protocol and Code of Good Practices of the Centre d'Estudis Demogràfics are two documents to keep in mind before starting to write an article or communication for a congress.

¹ On the CED intranet, in the Quality System folder, various options can be found for the logo, images and institutional material (such as models for letters and for presentations in PowerPoint) that all members of the CED must use.

² It is important to keep for style consistent for the purpose of a follow-up in the WoS bibliographic databases.

- Once a publication has been edited, the authors must inform the Research Management and Dissemination Unit, which will post it on the CED webpage, social networks, the informative bulletin and, if necessary, include it in the university's DDD repository. The Unit must also be informed about conferences, talks and communications presented at courses, congresses and other scientific events, in order to arrange the necessary dissemination in each case.

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THE CENTRE D'ESTUDIS DEMOGRÀFICS (CED) DISSEMINATION PLAN

1.- INTRODUCTION

The Centre d'Estudis Demogràfics (CED) is a multidisciplinary centre dedicated to research and training in demography. Within its ambit, it is considered as one of Europe's most distinguished centres. Research at the CED is organised in six main areas: Historical demography; Fecundity and family; Education and work; Health and ageing; Migrations, mobility and housing; and International migrations. With regard to training, the CED, in collaboration with the Geography Department of Barcelona Autonomous University (UAB), offers the only programmes in Spain that are entirely devoted to training in demography and population studies: the official Masters in Territorial and Population Studies, speciality Demography, and the Doctorate in Demography. The CED is also a partner and founder member of the European Doctoral School of Demography (EDSD).

From its beginnings, in 1984, the CED has had an active policy on the dissemination of research:

- Encouraging research personnel (both senior and junior) to take part in national and international congresses and seminars.
- Offering advice on publication in journals, with outside assessment (peer review).
- Stimulating participation in the communication media and adopting measures to regulate intellectual property.
- Providing open access to the historical population database for Catalonia and the Integrated European Census Microdata (IECM) database, with its headquarters at the CED and also is part of the Integrated Public Use Microdata Series (IPUMS) of Minnesota Population Center (MPC).

In 2009 the Research Management and Dissemination Unit was set up to support a very significant aspect of our research, that of disseminating and communicating the results of our work. The intention is to involve everyone in research: the scientific community, policy makers, businesses and institutions, and the general public.

On 26 February 2016 the CED was recognised by the European Commission with the "HR Excellence in Research" award for the proposals made for improvements to the management of human resources for research. Thus the HRS4R 2016-2019 Action Plan establishes the following as strategic objectives in the area of dissemination: 1) Preparing and approving a Dissemination Plan and 2) Promoting a policy of open access to publications. This document fulfils the objectives of that Action Plan, in that the context of action is to promote accomplishment of the ethical and social principles set by the Plan, with reference to the principles of the European Charter for Researchers, explained in annex 1.

Before setting out this Dissemination Plan, in early 2016 a preliminary study was done to identify the situation and context of the starting point (annex 2): evaluating strengths, weaknesses, opportunities, and threats to the dissemination of research at the CED (SWOT matrix); defining those in charge and internal agents involved in the dissemination process; what was the subject of dissemination; which tools and channels were used; who was the information addressed to and mechanisms at the CED for the evaluation of the dissemination of research. Finally, proposals for improvement were collected. This preliminary study has become the basis for the Dissemination Plan which is now developed.

2.- OBJECTIVES OF THE CED DISSEMINATION PLAN

The general purpose of the CED Dissemination Plan is to provide the CED researchers with guidelines on how to arrange for the dissemination of their research.

The following are the specific objectives:

- Indicating the managers and others (internal) involved in the dissemination process.
- Homogenising the policy on dissemination to achieve greater corporate visibility.
- Identifying the information to be made known.
- Compiling the Centre's dissemination tools and channels.
- Establishing guidelines for the Dissemination Plan of each project or activity.

3.- MANAGERS AND OTHERS (INTERNAL) INVOLVED IN THE DISSEMINATION PROCESS

Under the guidance of Management, with which general proposals are designed for actions in matters of dissemination, the Project and Dissemination Management Unit is coordinated with:

- The researchers: in everything to do with the Dissemination Plan for each project, in the organisation of congresses, seminars or other events for the dissemination of knowledge, such as the publication of working papers in *Papers de Demografia*, the scientific newsletter *Perspectives Demogràfiques* or attention to the communication media.
- The Teaching Area: for the organisation of academic Seminars.
- The Computer Systems Area: for the maintenance and updating of the webpage contents, specifically the design of the page and audiovisual resources.
- All the staff of the CED: on updating the webpage content, publication of the monthly newsletter, the activities report and the maintenance of social media: Facebook and Twitter.

4.- CED POLICY ON DISSEMINATION

The CED Dissemination Plan is governed by the ethical and professional principles indicated in annex 2 of this Plan, taking into consideration the UAB Code of Good Research Practice.

In order to homogenise and give the CED greater visibility, all the actions and activities in which people from the Centre participate must feature the institutional image and credits, taking various aspects into account in the acknowledgements and authorship, as referred to hereunder.

4.1.- Institutional image and credits

Since the start of 2016, the CED has had a new institutional image.

- The CED intranet, in the Quality System folder, displays the logo in its various options, images and institutional material (such as models for letters or presentations in PowerPoint) that all members of the CED must use.
- It is very important always to use the CED institutional image on all documents and activities carried out, as it is a way of making our research visible.
- On all documents and wherever a researcher's name is mentioned their belonging to the "Centre d'Estudis Demogràfics" must be made easily visible with, if possible, the logo, the Centre's membership of the CERCA Programme, referred to as "CERCA Programme" and where possible "CERCA Programme / Generalitat of Catalonia".
- In the case of associates/seconded researchers, their attachment to the "Centre d'Estudis Demogràfics" also has to be identified.

- Optionally the institute can also be named in English ("Centre for Demographic Studies"), but always preserving the name in Catalan.
- All the personal have visiting cards, homogenised and with the CED logo.

4.2.- Authorship

This must follow the "CED Regulations on Intellectual and Industrial Property":

- An author is the person who has substantially contributed to the development of the project, to the analysis and interpretation of the data, to the preparation of communications, reports and/or resulting publications.
- All the co-authors of a publication have to understand the text and have to accept the final result and, therefore, are all responsible for the content.
- Regarding the order in which the authors are named on publications, it is recommended that they appear in alphabetical order or, if their contributions are different, in order of importance.

4.3.- Acknowledgements

Every action of dissemination of research must include a section on acknowledgements, recording:

- Entities that have subsidised the research, indicating the institution and the project reference, provided they have not made any objection.
- People and institutions that, although they cannot be considered as authors, have collaborated in one form or another with the research.

5.- INFORMATION FOR DISSEMINATION

The main source of the information disseminated by the CED is found in the results of its research projects, although it does also circulate the results of work done by researchers in other institutions and other kinds of information of internal and external interest, whether scientific, or concerned with management or coordination.

5.1.- Results of projects

Each project developed in the CED has its own associated Dissemination Plan, specific to that project, which has to conform to the CED Dissemination Plan. This means that collaboration and coordination are essential between the research personnel and the Project and Dissemination Management Unit.

Regarding the various projects, a distinction has to be made between those developed through:

Conventions or contracts:

- Clauses may exist in the convention or contract which prevent dissemination of the research results. In every case, how to present the project to the contracting body has to be planned.

Competitive selection:

- In competitive selection the Dissemination Plan for the project is required.
- When drawing up the Dissemination Plan it has to be adapted to the terms of the selective process, establishing a general framework of what is to be made known, to whom, when and how.
- In competitive selection processes it is quite usual to find the figure of the "Sponsor-Observer Entity", referring to enterprises or institutions that may be interested in the results of the projects proposed and have to be kept very much in mind in the Dissemination Plan.

5.2.- Other information for dissemination

The type and quantity of information susceptible of being disseminated is very variable. For example:

In the internal ambit:

- Communiqués from senior management and areas of control.
- New staff members and people leaving.
- Public or private selection processes for the financing of research projects.
- The use of infrastructures and common spaces.

In the internal and external ambit:

- New projects awarded.
- Information on new scientific publications and presentations.
- The presence of research personnel at scientific events.
- Prizes and awards won by the CED or its researchers.
- Calendar of scientific events, internal seminars, presentations of theses, information days...

6.- HOW DISSEMINATION TAKES PLACE: TOOLS AND CHANNELS

The tools and channels most used at present for the dissemination of research and other information relevant to the CED are:

- Publications edited by and/or outside the Centre.
- The organisation of or participation in congresses, seminars or other events for the dissemination of knowledge.
- The institutional webpage and the pages specific to each research group.
- The monthly newsletter.
- The communication media.
- The social media (Facebook, Twitter and YouTube).
- The CED photographic, audiovisual and presentations archive.
- Activity reports.

6.1.- Publications

The CED encourages publication of the principal research results in the most prestigious magazines or journals in demography, with an emphasis on publications with open access and their archiving in institutional facilities (in compliance with the Act 14/2011, of 1 June, on Science, Technology and Innovation, and the European Commission's Horizon 2020).

On 20 May 2016 the CED signed a collaboration agreement with the Digital Document Deposit (DDD) – the Social Sciences Library of the UAB. In this way, all publications by the personnel of the CED are deposited in the DDD, therefore having a permanent electronic link (URL).

For the purposes of the steps involved, we have to distinguish between publications edited and/or coordinated by the Centre itself or by a CED member or research group, and those submitted for external publication. The activities and support offered by Management and the different management areas are:

Publications by the CED

- Regular publication of "*Papers de Demografia*", a working document publishing research work taking place in the CED. The rules on publication are set out in the "Protocol on publications by the Centre d'Estudis Demogràfics".
- Since January 2016 the scientific newsletter "*Perspectives demogràfiques*" has been published quarterly. This is a newsletter designed to introduce society, in an informative way, to the more significant aspects of demography. This newsletter is coordinated by the Executive Directors and Deputy Directors of the CED.

Publications coordinated by the CED or by one of its research groups

- Each specific case has its own pattern of action, coordination and supervision of the publishing process.

- Seeking finance for the publication.
- A session of presentation for publication and dissemination.

Documents for publication totally outside the CED

- The Research Management and Dissemination Unit gives information and advice on national and international indexing systems in the Social Sciences.

In every case, once the material is published:

- The authors have to inform the Research Management and Dissemination Unit, which will broadcast the event on the webpage, the social media and the CED newsletter.
- The publication is then stored, if necessary, in the UAB depository (DDD).

6.2.- Congresses and other scientific events

Every year, the CED organises a Cycle of Conferences and various seminars, work days or congresses on research, whether at the level of the Centre, in the context of one of the research groups or in collaboration with other national or international organisations.

Scientific events, Conference Cycles or courses specialising in the teaching of demographic techniques and contents, organised by the CED:

- News of the event is circulated through lists of email addresses, the social media, the web, the newsletter and leaflets, posters and flyers.
- The activity is announced to the communication media (if necessary).
- For some talks which are recorded, with permission from the speaker, photographs are taken of the event and a copy of the presentation is archived (material that will become part of the audiovisual, photographic and presentation fund of the CED).
- The Computer Systems and Databank Unit edits the videos and posts them on the various social media.

Participation in international and national scientific events:

- Following up contributions by members of the CED and their dissemination on the web and in the social media.
- The Research Management and Dissemination Unit deals with stands for the dissemination and transmission of knowledge at Congresses, Trade Fairs and other events, where appropriate.

6.3.- Webpage

The CED has its own webpage, which was redesigned in early 2016. The contents of the CED webpage are updated regularly.

The webpage gives information on people, research lines, projects, teaching, the various scientific events and activities organised by the CED or where its members are taking part, the demographic databank, the library funds and reports, memoranda of results and publications.

This information is the source of items for the monthly "Newsletter", the CED social media and the annual "Activity report".

Some research groups have their own webpages or blogs.

6.4.- CED newsletter

Every month the Research Management and Dissemination Unit edits and publishes the CED digital newsletter, containing:

- Activities of dissemination of the research organised by the CED such as contributions to congresses or other professional activities of dissemination or the transmission of knowledge.
- News of new publications.

- A follow-up of CED activities for training in demography.
- News items relevant to the CED or its members.

The information comes from the research activity itself. The Newsletter is sent out by email to those who are interested (subscribers) and to the Communications Area of the UAB.

6.5.- Communication media

The presentation of results through the communication media always has to include an instructive explanation or part of the presentation adapted to the general public. The CED is supported by the Communication Area of the UAB.

Attention to the communication media when asked for information:

- The Research Management and Dissemination Unit is the first to attend to the communication media when they make contact with the CED.
- The most appropriate researcher, depending on the subject matter, is then asked to attend to the media.

Dissemination of CED research through the media:

- The most outstanding news items of the month are included in the CED Newsletter and transmitted to the Communication Area of the UAB to broaden the circulation.
- Possible items are selected where they are suitable for broader circulation in the media.

For events organised by the CED, more specific research and the Newsletter *Perspectives Demogràfiques*:

- Press releases are prepared by the principal investigator who organises the event or is the author of the research and the UAB Communication Services.
- The press release is passed to the media by the UAB Communication Area or the CED.
- The news is followed up and documents and mentions in the media are compiled and kept (press, radio, audiovisuals,...).
- Circulation is through the social media and tools for dissemination of the CED (Web, Memoranda,...).

6.6.- Social media

The presence of the CED, specifically on Facebook and Twitter, started at the end of June 2016. In the future it is expected that talks given at the CED will be published and can be seen through a CED YouTube channel. Regarding the content:

- The activity of the CED itself contributes a lot of content to the social media: publications, papers at congresses, appearances in the communication media, among others.
- Contents can be found which come from other institutions, scientific agencies or the press, where they deal with matters related to demography or population studies.

In general terms an average of three mentions a day in the media is expected.

6.7.- CED photographic, audiovisual and presentations archive

The CED, from the start, has always kept a photographic archive recording the history of the Centre.

In 2011 an audiovisual archive was established with recordings of the most important papers given at the CED. Some of them can be seen on the Centre's YouTube channel.

All the presentations (PowerPoint) of seminars and conferences given at the CED are kept in an archive, with prior permission and signed authorisation from their authors.

The possibility is under study of having an archive that groups together the presentations and posters shown in the various Congresses and events.

6.8.- CED activities report

The "Activities report" of the CED is published in digital format once a year and is circulated through the CED web. It reports on all the projects, publications and contributions by researchers to scientific and professional events and in dissemination.

7.- DISSEMINATION TARGETS

Depending on the information to be circulated, it is addressed to one type of recipient or another and, depending on that recipient, there will be a preferred tool or channel of communication. For operational purposes, the recipients are classified as:

Internal to the CED:

- Research and management staff
- Administrative staff

Scientific field:

- Senior and junior researchers and those in training
- University students
- Universities and scientific entities
- Demography research centres and associations

Public sector:

- Politicians
- Public agents
- Technicians

Private sector:

- Businesses
- Professionals, technicians and experts

Communication media:

- Journalists
- Press offices

General public:

- Families
- Schools
- Associations

The Programme Contract indicators are used to assess the number and impact of the initiatives in dissemination. Section 6 of Annex 2 gives a current list and adds a number of other indicators that may possibly be taken into account.

8.- GUIDELINES IN DEFINING THE DISSEMINATION PLAN FOR EACH PROJECT

One of the conclusions of the preliminary study on the dissemination process has been the fact that greater care needs to be paid to precision, programming and the identification of each individual plan and each activity of dissemination, in order to obtain better results and optimise the resources.

To achieve this goal, it is proposed that each project and, more specifically, each activity of dissemination, should have its associated "Study and programming file" (see model) which sets out:

- The general and specific objectives aimed at.
- The actions associated with each objective.
- Those in charge.
- The human and material resources available and/or needed.
- The indicators to be used to evaluate the success of the activity.

File on the CED Dissemination Study & Programming

Activity:
Principal investigator:
Date carried out:
Place:

General objectives	Specific objectives	Actions to take	Manager	Human resources	Material resources available/needed	Assessment Indicators	Objectives achieved	Observations
1.-	1.1.-	Action 1: Action 2:	Name & surnames e-mail	Name & surnames e-mail	Available: Needed:	Cite & explain	Evaluate achievement	
	1.2.-	Action 1: Action 2:		Name & surnames e-mail	Available: Needed:	Cite & explain		
	1.3.-	Action 1: Action 2: Action 3:		Name & surnames e-mail	Available: Needed:	Cite & explain		
2.-								

And, in parallel, the "Financial study of the dissemination activity" file, setting out the forecast expenses, source of financing and final real cost.

File on Financial Study of Dissemination Activities

Activity:
Principal investigator:
Date carried out:
Place:

Expenses per chapter & subchapter *	Forecast expenses	True expenses	Project financed by	Observations
Expenses of organization & undertaking: Fees for contracted personnel and/or grants Documentation Stationery (posters, leaflets,...) Recording sessions Hire of rooms Catering Purchase of material Expenses for speakers: Travel From Spain From Europe From elsewhere Accommodation Fees for speakers Others:				

* Depending on the activity the one or the other expenses will be accounted for.
 The sums are governed by regulations under the CED, DOGC [Official Gazette of the Government of Catalonia] and BOE [Spanish Official State Gazette].

In this way, planning can produce the best strategy for dissemination of the specific activity, assessing the possible risks and advancing proposals of solutions.

The CED makes the human resources of management available to the research staff, together with the tools and communication channels of the Centre.