

# “Communication Strategy in International R&D Projects: Integrating Gender Dimensions”

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## Introduction

"Communication" as an integral part of the development of R & D is a key concept in the growth of the European economy. The creation of new jobs depends on innovation in products, services and business models. The dissemination of the results through projects should aim to demonstrate how research supported by institutions contributes to innovation, provided the basis for identifying the target audience to whom should we direct our message.

In addition, there is a huge difference between communication strategically planned with these goals in mind and simply develop a communication plan in order to meet a contractual requirement.

## Results

Communication strategies in R & D projects are evolving and beginning to focus on a path to the excellence of the message, materials and actions: standard web designs to web pages and focused positioning strategies for each market, with measurable objectives; from brochures to creative catalogs, comics, etc.

The strategy today must take into account the target audience as the core of our message, taking into account cultural aspects and avoiding gender stereotypes, analyzing the impact of our research in each of our potential user groups and encouraging inclusion.

## Hypothesis

Communication strategies implemented for the dissemination of R & D projects usually focus on "the media" rather than the "message". The purpose, audience, gender and message group are not clearly defined before deciding on ways and means of communication. Considering always the quantitative value (number of attendees, number of media appearances, number of hits on a website, etc) versus qualitative value (number of men and women attending, age, education level, professional profiles, patterns of behavior of web users, etc) which leads to the fact that dissemination of research results does not generate the necessary impact on society.

## Conclusions

The way we communicate evolves at the same rhythm as society does, and on a similar way the efficiency of our actions. Quantitative data lose importance versus qualitative data, translated primarily by the impact on the market and taking into account all the variables involved.



“On the fly alterable thin film solar modules for design driven applications”

SolarDesign addresses the obstacles we find when trying to use Photovoltaics as a decentralized source of energy in different products, by the development of novel solar cell materials, manufacturing processes and supportive actions to improve communication in the design value chain.

The demand for aesthetically integrated photovoltaic materials is increasing steadily in many industries. A growing number of designers, architects and industrial manufacturers across the world share a common interest in using photovoltaics as a decentralized and sustainable source of energy in their product designs. And tools should support the designer in conceiving, planning and producing the solar design products.

## At a glance

### SolarDesign

Project coordinator

Name:

**Nadja Adamovic**

Institution:

**TUW**

Project Website

[www.solar-design.eu](http://www.solar-design.eu)

Duration: **36 months**

Start: **Jan 2013**

Total Cost: **3,712,054.93 M€**

European Commission Contribution: **2,716,423.0 M€**



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[www.solar-design.eu](http://www.solar-design.eu)

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