

Project no.: 637268

Project full title: Robust Internal Thermal Insulation of Historic Buildings

Project Acronym: RIBuild

Deliverable no.: D7.1

Title of the deliverable: Procedure for evaluating research results

Contractual Date of Delivery to the CEC:	June 30, 2015
Actual Date of Delivery to the CEC:	June 30, 2015
Organisation name of lead contractor for this deliverable:	AAU
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Work package contributing to the deliverable:	WP7 and WP8
Nature:	R
Version:	1.0
Total number of pages:	7
Start date of project:	January 1, 2015
Duration of project:	December 31, 2019

Abstract:

This document describes the procedure for evaluating results in terms of relevance to practice which relates to the RIBuild Work Package 7, deliverable 7.1. The procedure includes procedures on how to select, which results should be given priority and to decide how to communicate these effectively.

Keyword list: RIBuild, WP7, deliverable, communication, publication, dissemination, results, procedure, evaluation

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Abbreviations

CP – Communication partner

NC – Network contact

WP – Work package

1 Executive Summary

This document describes the procedure for evaluating results in terms of relevance to practice which relates to the RIBuild Work Package 7, deliverable 7.1. It describes a six-step procedure: from how to receive information about RIBuild results over assessment of the results in terms of relevance to practice to the planning and production and eventually the distribution to the target group (practitioners).

2 Introduction

This document describes D7.1 - *Procedure for evaluating results*. The task is described as follows in the RIBuild application:

“Some of the project’s results will be relevant to public authorities, building owners, consulting engineers etc., and others will not. The first job is to select which results should be given priority and to decide how to communicate these effectively, as this is expected to vary considerably depending on the nature of the specific results. The lead of this subtask will set up procedures to ensure that all results are properly handled in this respect. The procedure will include the use of internal communication professionals who are experienced in building research communication (D7.1).” (Application, Annex 1 (part A)).

In the following the procedure is described. The procedure was presented and accepted at the Executive Board meeting in Turin, 19 June 2015.

3 Procedure for evaluating research results (D.7.1)

The procedure consists of six steps: from how to receive information of results over assessment of the results in terms of relevance to practice, planning and production and eventually the distribution to the target group (practitioners). Ad 3 and 5 will be elaborated further in the following sections.

An important part of the procedure is the role of the ‘network contacts’. A network contact in each country represented in RIBuild has been appointed. The network contacts are part of the research institutions involved in the project. The network contacts have a number of tasks in the RIBuild communication throughout the project.

Furthermore, an editorial team has been formed in WP7 consisting of WP7 leader Maja Skovgaard (MSK), AAU, RIBuild project coordinator Ernst Jan de Place Hansen (EJP), AAU, and WP7 participant Jesper Kirkeskov (JEK), communication director in Danish Building Research Institute, AAU. This way, the team consists of both professional communication competences and technical knowledge about internal insulation. The team will evaluate the results in terms of relevance to practice and form a communication plan for the communication of each result.

The procedure on how to select and communicate relevant RIBuild results is presented below.

- 1. Notification:** Each WP is obliged to report back to WP7 within a fixed time frame after a deliverable with answers to a questionnaire (see section 2.1.1). The network contacts can be involved in the notification process. To make sure that all deliverables are evaluated, the editorial group in WP7 also creates a list of deliverables to keep track on when to expect which deliverables.
- 2. Assessment:** In WP7 the editorial team consisting of MSK, EJP and JEK will assess the questionnaire. If needed the relevant researchers will be asked to elaborate on the questionnaire. If the editorial team consider the results relevant, a communication plan will be developed. This will include which type of communication product(s) (e.g. press release, video etc.) should be produced, definition of relevant target groups and central messages. The communication product will be produced in collaboration with the relevant researchers.
- 3. Authorisation:** The communication product is authorised by the involved WP staff.
- 4. Translation:** Network contacts in each country are asked to translate parts of the communication products for regional dissemination. To what extent the communication product should be translated will be agreed on between the NCs and the editorial team. One week is allowed for translation and as a minimum a translation of a 5 line summary is required for press releases (see section 3.2 *Publication and distribution*).
- 5. Internal notification:** The Executive Board of RIBuild will be notified about the communication product before external publication.
- 6. Publication and distribution:** Finally, the communication product is publicised on www.ribuild.eu and distributed on mailing lists containing communication partners (CPs) and other interested parties (see more about CPs in deliverable 7.2 and 7.3).



Figure 1: Illustration of the procedure for evaluating results in terms of relevance to practice (Graphics: Sirid Bonderup).

3.1 Assessment

This section elaborates on ad 2: Assessment. The first step of assessing which results are to be communicated will be to gather information about the results. In order to do so WP7 will create a questionnaire which each WP will have to fill out for each deliverable that has the potential to contain result relevant for practitioners. The questionnaire will ask for information regarding the results, their practical applications and their relevance to the target audiences.

The questionnaires will allow the editorial team to evaluate the news value and communicability of the results, and guide us towards the angling most relevant to practitioners.

Examples of questions:

- What are the main results?
- How are the results relevant to practice?
- Whom may the results specifically interest?
- How are the results related to the other WPs?
- How are the results related to the end result of the RIBuild project?

The editorial team consisting of MSK, EJP and JEK will evaluate the questionnaire and plan the production, publication and dissemination of the communication product.

3.2 Publication and distribution

To best service the communication partners (CPs) in the publication and distribution, the mailing list is segmented into language groups. The mails sent to the CPs will contain a summary of the communication product in the relevant language followed by one in English. The mails will show a link to the communication product at www.ribuild.eu where additional information is available – translations, images, videos, regional contacts etc.