

PROJECT

# EFFECT

## Communication and Engagement in Future and Emerging Technologies

EFFECT (Communication and Engagement in Future and Emerging Technologies) aims to enhance visibility and impact of FET research in a wide diversity of actors (researchers, industry, policy makers, civil society organizations, citizens etc.) and to stimulate debate and collaboration among multiple stakeholders through dedicated community building and public engagement activities.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 737301

170

FET PROJECTS' DATABASE

46

FET PROJECT INTERVIEWS

30

FET STORIES

36

COUNTRIES PARTICIPATING IN FET PROJECTS

## PROYECTO EFFECT

### IN ONE CLICK

Coordinator	Programme	Period
YOURIS.COM	HORIZON 2020	2017-2018
Sector	Web	
FUTURE AND ENABLING TECHNOLOGIES (FET)	www.fetfx.eu	

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### The Challenge

The **EFFECT** key mission will be to foster a public understanding of how research that is apparently far from reality or direct applications, is actually **needed to generate innovation** which society will one day benefit from. The "visionary" element that is embedded in all FET projects will actually constitute a strategic driver in the deployment of the project, especially when conveying the key messages on what vision FET projects are helping to bring about.

02

### Solutions

The **EFFECT** project implements an innovative and sound public communication model based on a content-centric approach. This model relies on a mix of communication formats and distribution channels addressing multiple targets and it has been developed by merging top-down and bottom-up processes.

Via the Internet, social media and TV channels, **EFFECT** is **designed** to bring easy-to-digest content on Future and Emerging Technologies and engage directly with the general public across Europe and beyond.

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### Impacts

Together the **three project** partners have set out to pick the most promising FET research outcomes and will turn these into compelling stories for the general public and targeted stakeholders. A FET community will thus be formed where citizens, policy-makers and investors alike will be able to learn, engage and inspire