

## Deliverable 8.4: Lobbying Plan

The “lobbying plan” sets out the key strategies through which the policy advice generated through MOVES research projects (see deliverables 8.3 and 8.5) shall be communicated to relevant stakeholders.

The two central strategies in the plan are: a) publication, b) dissemination

### Publication

- 1) In the first instance, both the **fact sheet on policy advice** (8.3) and the **potential inputs for policy feedback** (8.5) shall be made accessible through a dedicated section on policy advice on the MOVES website. These will serve as a first port of call for anyone interested in the potential policy applications of MOVES research.
- 2) The deliverables 8.3 and 8.5 will form the basis of a **digital portfolio** which will also be accessible on the MOVES website and which will present the policy advice in a wider context. It will include: information about project and the consortium; titles and short abstracts of the MOVES theses which have generated the policy advice; plus an outline of the areas in SSH (Social Sciences and Humanities) subjects in which MOVES research has made significant breakthroughs.
- 3) A third publication strand will consist of **infographics** that will combine topical visuals with the headlines, facts and figures summarizing the main MOVES research outputs. These will equally be made available through the policy advice section on the MOVES website.

### Dissemination

- 1) MOVES will orchestrate a **social media campaign** to direct anyone interested to the policy advice section on the MOVES website. Campaign platforms will include Twitter, Facebook and Instagram. Available infographics will be disseminated in this manner and also sent to the press.
- 2) We will also make use of our **non-academic partners** who will be able to assist dissemination with established networks and relevant contacts.
- 3) MOVES will also aim to lobby **politicians, policy-makers, and other stakeholders** directly at local, national and international level across the EU and (where relevant) more widely. The lobbying will take various forms, from letters, visits and phone-calls to personal messages and mail-outs. EU platforms will also be used to increase distribution. While direct lobbying efforts by academics in SSH subjects are not traditionally blessed with much success, the project will dedicate a reasonable amount of time and resource to further this channel of dissemination.
- 4) Finally, MOVES will use **dedicated events** such as conferences, festivals or exhibitions to further public awareness of its research results. For example, the University of Porto is considering the organization of a session at the upcoming *Forum 2050: Utopia, Prospective, Politics* conference which may be attended by António Guterres, Secretary-General of the United Nations.