



Grant agreement No. 822390

MICROPROD

Raising EU Productivity: Lessons from Improved Micro Data

H2020-SC6-TRANSFORMATIONS-2018

Supply and demand-oriented economic policies to boost robust growth in Europe –
Addressing the social and economic challenges in Europe

D7.2

1. Update PEDR

WP7 - Exploitation, Dissemination and Communication

Due date of deliverable 30/04/2020 (Month 16)

Actual submission date 26/06/2020 (Month 18)

Start date of project 01/01/2019

Duration 36 months

Lead beneficiary BRUEGEL

Last editor Pauline Chetail

Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 822390.

Disclaimer

The content of this deliverable does not reflect the official opinion of the European Union. Responsibility for the information and views expressed herein lies entirely with the author(s).

History of the changes

Version	Date	Released by	Comments
0.1	09-05-2019	Chloé De Meulenaer	First Draft (internal)
0.2	23-05-2019	Pauline Chetail	Revised Draft with internal (Bruegel) comments
0.3	03-06-2019	Chloé De Meulenaer	First Draft (improved) circulated to the Management Support Team
0.4	05-06-2019	Ilaria Marsili, Evghenia Scripnic	Revised Draft circulated by the UCL Team
0.5	18-06-2019	Chloé De Meulenaer	Second Draft circulated to the Management Support Team
1.0	29-11-2019	Pauline Chetail	Final Draft circulated to the Management Support Team and circulation to full consortium at December 2019 consortium meeting (Brussels)
1.1	31-01-2020	Pauline Chetail	Final clean draft for submission (a <i>working collaborative</i> version of v1.1 becomes the “living PEDR” until the next formal update for deliverable D7.2 submission)
1.2	24-06-2020	Pauline Chetail	First updated version for submission (a <i>working collaborative</i> version of v1.2 becomes the “living PEDR” until the next formal update for deliverable D7.3 submission)

Table of contents

1	Introduction.....	4
1.1	Role and objectives of the PEDR.....	4
1.2	Roles and responsibilities.....	6
1.3	Data management.....	7
1.4	Status and revisions.....	7
2	Engaging with our target audiences and external groups.....	8
2.1	Our target audiences.....	8
2.2	External groups.....	9
2.2.1	<i>Pilot National Statistical Institutes (NSIs).....</i>	<i>9</i>
2.2.2	<i>Stakeholders Engagement Group (SEG).....</i>	<i>10</i>
2.2.3	<i>External Scientific Advisory Board (ESAB).....</i>	<i>12</i>
3	Project identity.....	14
3.1	Identity.....	14
3.2	Project presentation tools.....	16
4	Communication channels.....	17
4.1	Website.....	17
4.2	Newsletter.....	18
4.3	Social media.....	18
4.4	Blog.....	19
4.5	Podcast.....	20
5	Media strategy.....	21
6	Policy Publications.....	22
6.1	Policy papers.....	22
6.2	Policy notes.....	23
7	Academic publications.....	24
7.1	Working papers.....	24
7.2	Peer-reviewed publications’ submission.....	26
8	Events.....	27
8.1	Policy dialogues.....	27
8.2	Policy conferences.....	28
8.3	Scientific conferences.....	29
8.4	Other meetings and events.....	30

1 Introduction

1.1 Role and objectives of the PEDR

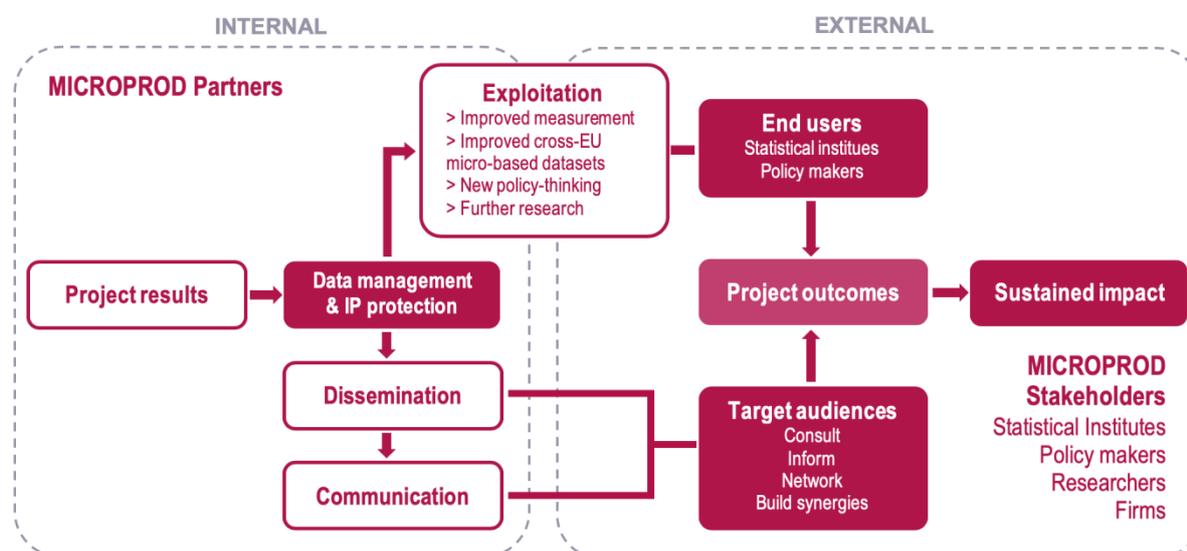
The main objective of MICROPROD’s dissemination activities is to ensure a lasting scientific, policy and societal impact of the project. More specifically, the five expected impacts of MICROPROD are to:

- > Bring about new statistical advances
- > Improve the European statistical systems
- > Improve policy design in key economic areas
- > Foster new economic policy thinking
- > Address key concerns of citizens in Europe

These objectives outline several target groups that MICROPROD’s results will reach, and that are detailed in this Plan for the Exploitation, Dissemination and Communication of the Results (PEDR). These target groups include policy-makers, statistical institutes, policy-influencers, academics, firms, as well as EU citizens.

- > **Funding:** EU Horizon 2020’s Transformations-14-18 call ‘Supply and demand-oriented economic policies to boost robust growth in Europe – Addressing the social and economic challenges in Europe’ (Societal Challenges 6).
- > **Project period:** 1 January 2019 – 31 December 2021

The following flowchart describes the way MICROPROD’s results are to be exploited, disseminated and communicated to reach its target groups.



Exploitation, Dissemination and Communication are defined as follows, following European Commission's guidelines:

- > **Exploitation** entails the use of MICROPROD's results in the scientific and policymaking communities. The project will provide improved measurement of productivity and data to researchers, and potentially shift the policymaking approach to productivity.
- > **Dissemination** means sharing the project's results with potential users; in this case, peers in the scientific community, statistical institutes, and policymakers. Dissemination contributes to scientific progress by pushing the research frontier.
- > **Communication** implies promoting the action and its results by providing information to multiple audiences, including the media and the general public. Communication is designed in a strategic and effective manner, and will differently address the project's various target audiences (see infra). In a nutshell, Communication consists in the practical tools and the use of specific channels to support Dissemination.

The main elements of MICROPROD's PEDR are the following:

- > **Effective communication** to support exploitation (see flowchart);
- > **Actively liaising and engaging with other relevant projects**, both completed ones and currently running ones, including those funded under the H2020 Transformations-14-2018 call;
- > **Actively engaging with Pilot-NSIs**;
- > **Exploiting synergies with CompNet**, including improvements of its micro-based dataset as well as interaction with its Advisory Board of top scholars;
- > **Exploiting synergies with other European or global initiatives and actors** with similar objectives, e.g. OECD and national productivity boards, through mutual invitations to workshops and conferences to foster knowledge spillovers;
- > **Actively targeting 'receptive national institutes'** to accelerate the adoption of the MICROPROD measurement approach; maximising the pre-existing links CompNet has with many European statistical institutes and central banks;
- > **Targeting key academic networks, conferences and journals** (special journal issues) with a strategy to widen the debate on productivity measurement and its policy implications and the MICROPROD interpretation of how to address these challenges. This will generate new knowledge and research activities.

1.2 Roles and responsibilities

Name	Organisation	Role
Ms Mirja Hälbig	IWH	Mirja Hälbig will supervise the organisation of the workshops with Pilot NSIs and will be involved in the Task 7.1.2 – Uptake of the project’s results. Since the CompNet network is hosted at IWH, Mirja will also be facilitating the collaboration between MICROPROD and CompNet, as part of Task 7.1.3 – Development of synergies with relevant stakeholders and existing initiatives.
Ms Maria Demertzis	Bruegel	Principal investigator, leader of WP6 and WP7 In WP7, she will provide the general direction for the organisation of the scientific conference and the policy events taking place at Bruegel, and the dissemination of the policy papers and notes.
Ms Pauline Chetail	Bruegel	Pauline Chetail supports Dr Demertzis with the overall coordination of WP7 activities. In particular, she will take the lead in the definition of the PEDR (Task 7.1.1), she will share Bruegel’s expertise in communication with support to the set-up of MICROPROD’s communication tools (Task 7.2) and lead the dissemination activities that Bruegel is in charge of (Task 7.3).
Ms Camille Voirin	UCL	Camille Voirin (previously, Ms Evghenia Scripnic) will mainly be involved in Task 7.2 – Building tools to communicate on the project’s results. She is in charge of setting up and updating the project website and managing the mailing lists. Evghenia is also responsible for producing communication tools such as leaflet, poster, infographics document and a 2-minute 2D animation video to introduce the project.

1.3 Data management

The data collected and used by MICROPROD will be managed as follows:

- > **Macro-economic data, firm-level data and micro-based data** are treated as part of the Data Management Plan (D1.1, part of WP1, led by Filippo di Mauro);
- > **Personal data** are treated as part of the ethics deliverables D9.1 to D9.6 from WP9. In particular, D9.1, D9.2 and D9.4 (constituting [MICROPROD's data protection policy](#)) clarify the procedures in place to ensure our target audiences' personal data protection.

1.4 Status and revisions

The dissemination team will elaborate and follow up the dissemination plan's measures under the direction of the Scientific Coordinator. The plan will be discussed with the Management Support Team and adopted by the General Assembly within the first six months of the project. Status reports and revisions/adjustments will be discussed in the Management Support Team on an annual basis, and submitted as deliverables (D7.2 and D7.3, as per the MICROPROD Grant Agreement).

2 Engaging with our target audiences and external groups

2.1 Our target audiences

The project’s output will be aimed at one or several of the following target audiences:

Target audience	Description
Policy-makers	<ul style="list-style-type: none"> > National level: policy-makers in the executive and legislative branch concerned with economic policy matters, but also with R&D, education, etc., member states’ central banks, productivity boards > European level: European Commission (DG ECFIN, DG EMPL, DG FISMA, DG GROW, JRC and DG TAXUD), European Parliament; European Central Bank; relevant agencies.
Statistical institutes	<ul style="list-style-type: none"> > National level: pilot-NSIs, other member states’ NSIs (the aim is to reach out and interact with all member states’ NSIs, beyond MICROPROD’s consortium and pilot-NSIs’ countries) > European level: Eurostat > Global level: OECD
Policy-influencers	<ul style="list-style-type: none"> > Trade Unions > Business and Industry Associations > Expert consultants working on productivity
Academics	<p>Interaction with academics will be critical to feed in the scholarly debate on the measurement of productivity as well as to validate our results and ensure they are of the highest quality. Academics in our target audience come from a wide range of universities, and we will in particular exchange with academics in our External Scientific Advisory Board.</p>
Firms	<p>Interactions with firms will be critical to better understand the potential and implementation of new technologies.</p>
EU citizens	<p>EU citizens as a whole are another target audience of MICROPROD. Results will be made available on MICROPROD’s website, feeding and informing civil society’s debates on productivity and industrial policy.</p>

2.2 External groups

On top of these target audiences, the project will work closely with **three** external groups that will hold an advisory and consultative role, and participate in tailor-made events and meetings.

- ▶ The pilot National Statistical Institutes (NSIs)
- ▶ The Stakeholders Engagement Group (SEG)
- ▶ The External Scientific Advisory Board (ESAB),

Objective:

- > Get specific feedback from a sample of the project’s primary target audiences;
- > Ensure the project’s output’s scientific soundness and “implementability”.

Responsible: IWH

2.2.1 Pilot National Statistical Institutes (NSIs)

External group	Description
Pilot National Statistical Institutes (NSIs)	<p>In addition to Germany (through the participation of DESTATIS as project partner), MICROPROD has planned to engage with five pilot national statistical institutes, from Denmark, The Netherlands, Hungary, Poland and France).</p> <p>Collaboration with pilot NSIs will allow to identify early on the necessary conditions and obstacles to the implementation of the project’s approach, as well as to receive feedback on how to improve statistical data availability and integration.</p>

The meetings dedicated to pilot NSIs will take the form of workshops, and will be organised early in the project. Two workshops are planned.

Meetings	Details	When	Partner	Status
Pilot-NSIs workshop 1	These workshops aim at engaging directly with statistical institutes in order to a) identify obstacles and framework conditions for the implementation	May 2019	Lead: IWH @IWH	Done - Held in Halle, Germany on 6-7 May 2019 (summary)
Pilot-NSIs workshop 2		Sept 2019	Lead: IWH @VU	Done - Held in Amsterdam on 24-25 Sept 2019 (summary)

<p>Additional workshop with Nordic NSIs</p>	<p>of MICROPROD’s approach, and b) receive feedback on the way to improve statistical data availability and integration.</p>	<p>Feb 2020</p>	<p>Lead: IWH</p>	<p>Added workshop held on 13-14 Feb 2020 in Copenhagen, that enabled us to bring Denmark, Norway, Finland and Sweden NSIs on board the project. We hope to engage with France and Poland again in the future. (summary)</p>
<p>> Target output KPI:</p> <ul style="list-style-type: none"> ○ 2 workshops with the 4 pilot-NSIs, ○ Publication of a final Handbook <p>> Target audience KPI: engagement with an extra 10 NSIs by the end of the project</p>				

2.2.2 Stakeholders Engagement Group (SEG)

Planned engagement (in the proposal and Grant Agreement)

External group	Description
<p>Stakeholders Engagement Group (SEG)</p>	<p>MICROPROD will also create a group of volunteer “end-users”, supporters and onlookers who are interested in the project’s findings. This group (of up to 50 people) includes namely:</p> <ul style="list-style-type: none"> > representatives of CompNet > representatives of past Framework Programmes and current H2020 projects > relevant projects, as well as the further 2 funded projects under the Transformations-14-2018 call: GLOBALINTO and GROWINPRO > central banks and other national-level institutions (and other non-pilot NSIs) > European and International institutions (Eurostat, OECD, etc.) relevant staff > EC (and EU institutions) relevant staff

Meetings for the SEG may be organised, when possible, back-to-back with MICROPROD policy events or scientific conferences. Four SEG meetings are planned. The first would take place in month 12 (Dec 2019), and the other three meetings will span the whole length of the project.

Meetings	Details	When	Partner
SEG meeting 1	On top of meeting at policy events and scientific conferences, 2-hour SEG meetings may be organised in parallel to these events (conditional on the presence of enough SEG members). Minutes will be made available, if needed, under Chatham House rules.	Dec 2019	Lead: IWH @Bruegel
SEG meeting 2		June 2020	Lead: IWH @Bruegel
SEG meeting 3		Dec 2020	Lead: IWH @Bruegel
SEG meeting 4		June 2021	Lead: IWH @Bruegel
<p>> Target output KPI: 4 SEG meetings</p>			

New strategy (since M18)

In order to better fit the needs of the stakeholders we want to engage with, and to rely less on physical meetings/events to interact with the SEG (i.e. covid-19 circumstances), a new strategy is in place:

- ▶ Using the drafting/publication of D6.2 (policy contribution summarising the interim findings of the project) as a hook to engage with and discuss with the SEG;
- ▶ Rely on LinkedIn (see point 4.3 of the PEDR) to promote the results and provide a platform for discussion between consortium members and the SEG;
- ▶ Engage with stakeholders bilaterally to make interactions more personalised and increase engagement;
- ▶ Still (as planned originally) use policy events and scientific conferences for face-to-face interactions.

We summarise below the main groups in the SEG and report on interactions:

External group	Status
CompNet	<p>Full integration between the two projects.</p> <p>First Pilot NSIs workshop held together with CompNet’s Data Provider Forum (May 2019).</p> <p>Data and Results from MICROPROD have started to be integrated into CompNet’s datasets and measurement efforts (i.e. see 7th vintage of CompNet’s dataset).</p>
Representatives of past FP and current H2020 projects	<p>Individual-level liaison with the 2 funded projects under the Transformations-14-2018 call (GLOBALINTO and GROWINPRO) established.</p> <p>Ongoing and planned work:</p> <p>> Connect with project management teams of the projects to</p>

	<p>discuss cross-promoting projects and results on each other websites;</p> <ul style="list-style-type: none"> > MICROPROD consortium representative to attend GLOBALINTO’s conference in Paris in Sep 2020. > Connect with BigProd (newly launched) EU Project > In-depth research and collection of input from consortium members to identify even more projects & research groups to engage with
Central banks & national-level institutions (incl. NSIs)	<p>NSIs: Connections established via NSI workshops programme. Ongoing and planned work to further connect with more NSIs.</p> <p>Central banks: Planned via invitation to events and sharing results</p> <p>Productivity Boards & National governments: Planned via invitation to events and sharing results</p>
European institutions	<p>JRC: close contact established with unit on productivity research - currently rescheduling presentation of their 2020 report and discussion with MICROPROD researchers (cancelled because of cv-19)</p> <p>European Commission (esp. DG ECFIN): established contacts with unit in charge of productivity (HoU was speaker at 1st policy dialogue) + planned additional contacts via Petri (project officer)</p> <p>Eurostat: pending</p>
OECD	<p>Established contacts with division in charge of productivity research (at HoD-level; representative from division was speaker at 1st policy dialogue)</p>

2.2.3 External Scientific Advisory Board (ESAB)

External group	Description
External Scientific Advisory Board (ESAB)	<p>The ESAB consists of a panel of 6 external experts, whose combined expertise cover the project’s full scope. The Board evaluates the project’s progress with regards to its scientific plan and time scale. It will also provide feedback on scientific output, and participate in some of the project’s events. ESAB’s members are:</p> <ul style="list-style-type: none"> > Carol Corrado, The Conference Board > Sebnem Kalemli-Ozcan, University of Maryland > Kalina Manova, University College London > Beata Smarzynska Javorcik, University of Oxford > Marcel Timmer, University of Groningen > Philippe Aghion, Harvard University

The meetings dedicated to the ESAB will be organised by default remotely, or, when possible, back-to-back with MICROPROD policy events or scientific conferences. Originally there were six ESAB meetings planned, to take place roughly every six months starting month six of the project (June 2019). However, as MICROPROD’s first year was mostly preliminary research and did not generate much data, it was not considered relevant to involve the board so early in the project. The first half of 2020 was also hit with the covid-19 which postponed the first scientific conference, which we counted on to engage with the ESAB. A reflection into engaging with the ESAB is ongoing, with the first ESAB meeting planned to take place in the second half of year 2020 (between month 19 and month 24), and only 4 ESAB meetings may be held until the end of the project.

Type	Details	Timeline	Partner	Status
ESAB meeting 1	By default, ESAB meetings will happen remotely; but they will be as often as possible organised back-to-back with MICROPROD events, in particular scientific conferences. ESAB members will assess the project’s progress and commitment to the planned timeline. They could also be asked to punctually review the project’s outputs.	July-August 2019	Lead: IWH remote	Cancelled
ESAB meeting 2		Dec 2019	Lead: IWH remote	Cancelled
ESAB meeting 3		June 2020	Lead: IWH @Bruegel	Delayed (before end of 2020)
ESAB meeting 4		March 2021	Lead: IWH @UB	Pending
ESAB meeting 5		June 2021	Lead: IWH remote	Pending
ESAB meeting 6		Dec 2021	Lead: IWH @UCL	Pending
<ul style="list-style-type: none"> > Target output KPI: 4 ESAB meetings > Target audience KPI: each member of the board attends at least one MICROPROD event 				

3 Project identity

3.1 Identity

All of MICROPROD’s visual identity elements (logos, colour palette, templates) are gathered in the project’s Teams folder accessible [here](#)¹. The main elements are displayed below.



Figure 1: MICROPROD's logo, large version



Figure 2: MICROPROD's logo, small version

Main colours in order of priority

red	grey	blue	yellow
Hex: #B0114B	Hex: #9794A6	Hex: #298FCF	Hex: #FFB700
RGB: 176,17,75	RGB: 151,148,166	RGB: 41,143,207	RGB: 255,183,0
HSB: 337,90,69	HSB: 249,10,65	HSB: 201,80,81	HSB: 42,100,100
CMYK: 22,100,47,14	CMYK: 45,38,23,6	CMYK: 76,32,0,0	CMYK: 0,33,93,0

Shades of red

lighter red	darker red
Hex: #C0406F	Hex: #840D38
RGB: 192,64,111	RGB: 132,13,56
HSB: 337,66,75	HSB: 337,89,51
CMYK: 20,85,29,6	CMYK: 30,100,51,38

Figure 3: MICROPROD's colour palette and references

¹ Internal Link

Objectives:

- > Create an identity for MICROPROD to be visible and recognisable;
- > Ensure homogeneity and coherence of the project’s outputs

Target group: All

Responsible: Bruegel

Actions	Details	When	Partner	Status
Visual identity	MICROPROD’s logo ²	Jan 2019	Bruegel	Completed
	Colour palette, font scheme, and graphic elements ³	Jan 2019	Bruegel	Completed
Templates	Powerpoint presentation template	March 2019	Bruegel	Completed
	Word document template	March 2019	Bruegel	Completed
	Deliverable template	March 2019	UCL	Completed
	Policy brief template	March 2019	Bruegel	Expected to be delivered with the publication of the 1 st Brief at M24 (Dec. 2020)

² Internal link

³ Ibid.

3.2 Project presentation tools

Objectives:

- > informing the public about the general objectives, partners and expected impact of the project;
- > support participants in disseminating the project when participating or presenting at our own or external conferences.

Target group: All

Responsible: Bruegel

Type	Details	When	Partner	Status
Leaflet and presentation tools Various presentation tools will be made available to partners for dissemination when participating in internal or external events	Project leaflet	June 2019	UCL	Completed
	Poster	June 2019	UCL	Completed (Roll-up banner, 2 are available at Bruegel and IWH)
	2-min 2D animation	June 2019	UCL	Complete
	Infographics	When relevant	UCL	Pending
Target output KPI: print 1,000 copies of the leaflet initially (100+ per partner)				

4 Communication channels

Objectives:

- > Effectively reach out and disseminate MICROPROD’s output not only to insiders, but also to non-specialised audiences, and ultimately to the general public.
- > Ensure the accessibility of the project’s research and results

Target group: All

Responsible: Bruegel

4.1 Website

Type	Details	When	Partner	Status
Website	MICROPROD’s website (microprod.eu) will be the main tool for research dissemination, news and events for all target audiences. All outputs will be made available during and up to at least three years after the project ends. It will be a major channel for both internal and external communication.	April 2019	UCL	Completed
	A password protected area of the website will allow partners to access agreements, templates, PEDR, etc.	April 2019	UCL	Another (more secure) solution has been chosen by the consortium; internal documents are shared through Microsoft Teams and SharePoint
Target KPI: 1,000 views per publication, 100,000 visits per year				

Monitoring/Metrics: to be added later on (tracking started in June 2020)

4.2 Newsletter

Type	Details	When	Partner	Status
Newsletter	General mailing list: anyone from the public can sign up to MICROPROD’s newsletter and receive regular news and updates.	Quarterly (April, July, October, January)	UCL, Bruegel, IWH	In progress A mailing list and model newsletter have been created on MailChimp; an initial list of contacts has been established. Pending approval of ethics (in particular GDPR)-compliant rules for MICROPROD.
	SEG mailing list: the contacts who are part of the SEG are invited to join the project’s general mailing list to receive updates. On top of the newsletter’s information, SEG members will receive targeted info such as drafts of publications, invitations to SEG meetings.	When relevant		
Target output KPI: newsletter sent at least quarterly from start of the project				

Monitoring:

Links to each newsletter (and main metrics/stats to be retrieved from Mailchimp) to be added here

4.3 Social media

Type	Details	When	Partner	Status
Social media	Twitter: no Twitter account will be created for MICROPROD; instead, the project’s results and updates will be shared on the partners’ active and largely-followed Twitter accounts.	April 2019	All	Ongoing

	LinkedIn: company page created, will be used to post updates, newsletters items, blog posts; if interest, creation of a discussion group	April 2019	Tbc	Ongoing Page created; current stage is audience-building with weekly posts to present the project and first results
	Other channels: Facebook might be considered, and become part of a future update of the PEDR	April 2019	Tbc	Pending
Target audience KPI: community of 5,000 individuals engaged with the project				

4.4 Blog

Type	Details	When	Partner	Status
Blog	<p>MICROPROD will exploit partners' (esp. Bruegel's) existing audience to disseminate project results in diverse and accessible formats, as well as in languages other than English.</p> <p>Blog posts on Bruegel's blog will present some of the project results in a compact and incisive manner, stirring up discussion and making it available for external stakeholders.</p> <p>Blog posts will be further disseminated through LinkedIn and the website⁴.</p>	when relevant	Bruegel, UB, MTA-KRTK	Pending
<ul style="list-style-type: none"> > Target output KPI: 10 blog posts > Target audience KPI: 1,500 views per blog post 				

Monitoring:

Links to each blog post (and main metrics/stats to be retrieved from Bruegel or other partners + MICROPROD) to be added here

⁴ <http://www.microprod.eu/blog/>

4.5 Podcast

Type	Details	When	Partner	Status
Podcast	MICROPROD will exploit partners' (esp. Bruegel's) existing audience to disseminate project results in diverse and accessible formats, as well as in languages other than English. Podcasts will follow the same pattern as blog posts and will be produced as part of Bruegel's Sound of Economics series. They will be especially relevant when results have potential to spark a policy debate, or when a high-level expert is available.	when relevant	Bruegel	Pending (no immediate action needed, podcasts to be planned/recorded around events and when the project starts generating tangible results)
<p>> Target output KPI: 2 podcasts Target audience KPI: 500 plays per podcast</p>				

Monitoring:

Links to each podcast (and main metrics/stats to be retrieved from Bruegel or other partners + MICROPROD) to be added here

5 Media strategy

Type	Details	When	Partner	Status
Press and media engagement	To reach the general public, press releases and success stories will be launched through partners' established channels (esp. Bruegel and IWH); a press conference will also be held in parallel with the policy conferences.	When relevant, i.e. around project events, reaching milestones, and publishing main findings.	Bruegel, IWH	Pending
Target output KPI: at least 3 mentions in the media per year				

Monitoring:

Links to each media mention to be added here

6 Policy Publications

Objectives:

- > Extract policy recommendations from the project’s findings and make them available to policy-makers
- > Summarise and provide concise propositions addressing policy-relevant issues

Target group: Policy-makers, Policy-influencers

Responsible: Bruegel

6.1 Policy papers

Type	Details	When	Partner	Status
Policy papers Policy papers will be disseminated online (project and partners’ websites) and at events in print format.	Interim findings of the project will be summarised in a policy paper (D6.2)	Dec 2020	Bruegel	Ongoing
	WP2 to 5’s findings will each be summarised in a policy paper by M33, directly aimed at a policy audience (D2.9, D3.5, D4.8, D5.6).	Sept 2021	Bruegel (with all WP leaders)	Pending
	WP6’s findings will mostly consist in policy papers: D6.1 by M20	Aug 2020	Bruegel	Ongoing
	D6.5 by M26	Feb 2021	Bruegel	Pending
	D6.3 by M32	Aug 2021	Bruegel	Pending
	D6.4 by M32	Aug 2021	UB	Pending
	D6.6 by M32	Aug 2021	PSE	Pending
	D6.7 by M32	Aug 2021	VU	Pending
	> Target output KPI: 10 policy papers > Target audience KPI: 3,000 online views			

Monitoring:

Links to each policy paper (and metrics/stats from the MICROPROD and partners' websites) to be added here

6.2 Policy notes

Type	Details	When	Partner	Status
<p>Policy notes</p> <p>Policy papers will be disseminated online (project and partners' websites) and at events in print format.</p>	<p>Like policy papers, policy notes are aimed at a policy audience, but adopt a more concise format, and put a special emphasis on recommendations. Policy notes will take the form of either Policy contributions (20p) or policy briefs (8p). These publications will be produced by Bruegel, building upon its editorial experience, and mostly building on the policy papers described above (as well as any other policy-relevant results of the project).</p>	<p>Following the policy papers described above (i.e. shortly after)</p>	<p>Bruegel</p>	<p>Pending</p>
<p>> Target output KPI: 10 policy notes</p> <p>> Target audience KPI: 5,000 online views</p>				

Monitoring:

Links to each policy note (and metrics/stats from the MICROPROD and partners' websites) to be added here

7 Academic publications

Objectives:

- > Further the understanding of productivity and the reasons for its decline
- > Ensure the project's output academic recognition through publication in peer-reviewed journals

Target group: Academics

Responsible: Bruegel

7.1 Working papers

Type	Details	Timeline	Partner	Status
Working papers	<p>Working papers are the main output of WP1 to 5, and are targeted at academia.</p> <p>They will be presented at MICROPROD's scientific conferences as well as external events.</p> <p>They constitute the evidence-base for policy publications.</p>	March 2019 to Sept 2021	All	Ongoing - all available on the project website (under a specific section)
<p>> Target output KPI: 25 working papers</p>				

Monitoring:

Links to each working paper (and metrics/stats from the MICROPROD and partners' websites) to be added here

- > [Markups, Intangible Capital and Heterogeneous Financial Frictions](#), Altomonte, C., Favoino, D., Morlacco, M., Sonno, T.
- > [Analysis of the importance of intangible capital and knowledge for productivity measurement](#), Bisztray, M., Muraközy, B, Vonnák, D.
- > [Intangible Capital and Productivity. Firm-Level Evidence from German Manufacturing](#), Kaus, W., Slavtchev, V., Zimmermann, M.
- > [The nature of buyer-supplier relationships: Lessons from the Central European Supplier Survey](#), Békés, G., Koren, M., Muraközy, B., Telegdy, Á.

- > [Import Competition and Firm Productivity: Evidence from German Manufacturing](#), Braeuer, R., Mertens, M., Slavtchev, V.
- > [Intellectual Property and the Organization of the Global Value Chain](#), Bolatto, S., Naghavi, A., Ottaviano, G., Kejžar, K.
- > [ICT, Firm Growth and Productivity](#), Smeets, V., Warzynski, F.
- > [Import Competition and Firm Innovation: Evidence from German Manufacturing](#), Svlatchev, V.
- > [Financial Markets and the Allocation of Capital: The Role of Productivity](#), di Mauro, F., Hassan, F., Ottaviano, G.
- > [The Cleansing Effect of Banking Crises](#), Gropp, R., Ongena, S., Rocholl, J., Saadi, V.
- > [Tracking the real effects of monetary policy: Evidence from European Central Bank's SMP purchases](#), Cycon, L., Koetter, M., Meller, B.
- > [Worker participation in decision-making, worker sorting, and firm performance](#), Mueller, S., Neuschaeffer, G.
- > [Employment, Productivity and Import Shock: Evidence from the European Manufacturing Industry](#), Altomonte, C., Coali, A.
- > [Imports, Exports and Income Risk](#), Deng, L., Krishna, P., Zeynep Senses, M., Stegmaier, J.
- > [Technological Change and Skill Demand in Non-Competitive Labor Markets](#), Lindner, A., Muraközy, B., Reizer, B., Schreiner, R.
- > [We Were The Robots: Automation and Voting Behavior in Western Europe](#), Anelli, M., Colantone, I., Stanig, P.

7.2 Peer-reviewed publications' submission

Preliminary Note: Given the standard procedures and timelines for journal publication in economics (i.e. very long, spanning 2-3 years on average), the *actual publication* of the project's working papers into peer-reviewed, journal publications cannot be guaranteed before the end of the project. With this section, we therefore aim to and will monitor the *submission* of MICROPROD's academic papers to journals.

Type	Details	Timeline	Partner
Scientific publications	When relevant, working papers will be submitted to peer-reviewed scientific journals, and will also be provided in Open Access.	Potentially during, most probably after the project ends	
<p>> Target output KPI: 15 working papers submitted to journals by the end of the project.</p>			

Monitoring:

List of papers submitted to peer-reviewed publications (and journals' details/dates) to be added here

- > Kaus, W., Slavtchev, V., Zimmermann, M. (2020). "[Intangible Capital and Productivity. Firm-level Evidence from German Manufacturing](#)", *IWH Discussion Papers No. 1/2020*
- > Braeuer, R., Mertens, M., Slavtchev, V. (2019). "[Import competition and firm productivity: Evidence from German manufacturing](#)", *IWH Discussion Papers No. 20/2019*
- > Bolatto, S., Naghavi, A., Ottaviano, G., Zajc Kejzar, K. (2020). "[Intellectual Property and the Organization of the Global Value Chain](#)", *CEP Discussion Papers dp1673*, Centre for Economic Performance, LSE.
- > Anelli, M., Colantone, I., Stanig, P. (July 2019). "[We Were The Robots: Automation and Voting Behavior in Western Europe](#)", *IZA Discussion Paper No. 12485*, IZA - Institute of Labor Economics

8 Events

8.1 Policy dialogues

Objectives:

- > Disseminate the project’s findings and recommendations to a policy audience
- > Get feedback from key stakeholders and policy-makers
- > Build the project’s network through formal and informal interaction

Target group: Policy-makers, Policy-influencers

Responsible: Bruegel

Type	Details	When	Partner / where	Status
Policy dialogue 1	Allow to disseminate MICROPROD’s policy implications, and to get feedback from policy makers.	Dec 2019	Lead: Bruegel @Bruegel	Completed, took place on 4 December 2019: https://bruegel.org/events/issues-in-productivity-measurement/
Policy dialogue 2	Organised at lunchtime at Bruegel’s premises, aim at gathering approx. 120 participants.	June 2020	Lead: Bruegel @Bruegel	Pending - delayed until further notice (because of cv-19)
Policy dialogue 3		June 2021	Lead: Bruegel @Bruegel	Pending
<ul style="list-style-type: none"> > Target output KPI: 3 Policy Dialogues > Target audience KPI: total of 500 participants for all five policy events (3 dialogues + 2 conferences, see section 8.2 below) 				

Monitoring: Add list of events, links to the event and other relevant links (e.g. photos), metrics (no. of participants incl. livestreams), etc.

- > First Policy Dialogue, Brussels (4 December 2019), “[Issues in Productivity measurement](https://bruegel.org/events/issues-in-productivity-measurement/)”: 50 attending, 80 registered, 100 livestream audience

8.2 Policy conferences

Objectives:

- > Disseminate the project’s findings and recommendations to a policy audience
- > Get feedback from key stakeholders and policy-makers
- > Build the project’s network through formal and informal interaction

Target group: Policy-makers, Policy-influencers

Responsible: Bruegel, UCL

Type	Details	When	Partner / where	Status
Policy conference 1	Longer events (full day), aim at approx. 100 participants. Intended for a broader audience, to discuss results and policy implications in a non-technical way. Will include press conferences.	June 2021	Lead: Bruegel @Bruegel	Pending
Policy conference 2		Dec 2021	Lead: Bruegel @UCL	Pending
<ul style="list-style-type: none"> > Target output KPI: 2 Policy Conferences > Target audience KPI: total of 500 participants for all five policy events 				

Monitoring:

Add list of events, links to the event and other relevant links (e.g. photos), metrics (no. of participants incl. livestreams), etc.

8.3 Scientific conferences

Objectives:

- > Get technical and academic feedback on the project’s scientific outputs;
- > Keep the project’s outputs at the research frontier;
- > Create and nurture an integration culture among partners.

Target group: NSIs, Academics

Responsible: Bruegel, UB

Type	Details	Timeline	Partner	Status
Scientific conference 1	Targeted at NSIs and academics; allow MICROPROD participants to present their work, and for external academics to discuss it. ESAB members will actively participate in these events. A call for papers will be made beforehand to select the best academic papers linked to the project.	June 2020 (swapped dates with Bocconi)	Lead: IWH @Bruegel	Pending
Scientific conference 2	Targeted at NSIs and academics; allow MICROPROD participants to present their work, and for external academics to discuss it. ESAB members will actively participate in these events. A call for papers will be made beforehand to select the best academic papers linked to the project.	March 2021 (swapped dates with Brussels)	Lead: IWH @UB	Planned for 3-5 June 2020 in Milan Collocated (co-organised) with the Annual ERWIT Conference of CEPR → postponed until further notice (Spring 2021 foreseen) because of cv-19
<ul style="list-style-type: none"> > Target output KPI: 2 SC > Target audience KPI: total of 250 participants for both conferences 				

Monitoring:

Add list of events, links to the event and other relevant links (e.g. photos), metrics (no. of participants incl. livestreams), etc.

8.4 Other meetings and events

Objectives:

- > Get ad-hoc information and feedback about specific aspects of the project
- > Tailor recommendations to stakeholders' needs and limitations

Target group: NSIs, Academics, policy-makers

Responsible: IWH

Type	Details	Timeline	Partner
Ad-hoc meetings	Ad-hoc meetings will be organised with policy-makers on a bilateral basis (esp. by Bruegel that will be repeatedly in contact with policymaking audiences)	N/A	Lead: IWH
Field visits	Field visits to firms (e.g. to production sites) will feed in MICROPROD's research activities and its stakeholders' needs analysis	N/A	Lead: IWH
<p>> Target output KPI: tbc</p>			

Monitoring:

Add list of meetings, links to the event and other relevant links (e.g. photos), metrics (no. of participants incl. livestreams), etc.