



Communication matters from day one Trends in HORIZON 2020

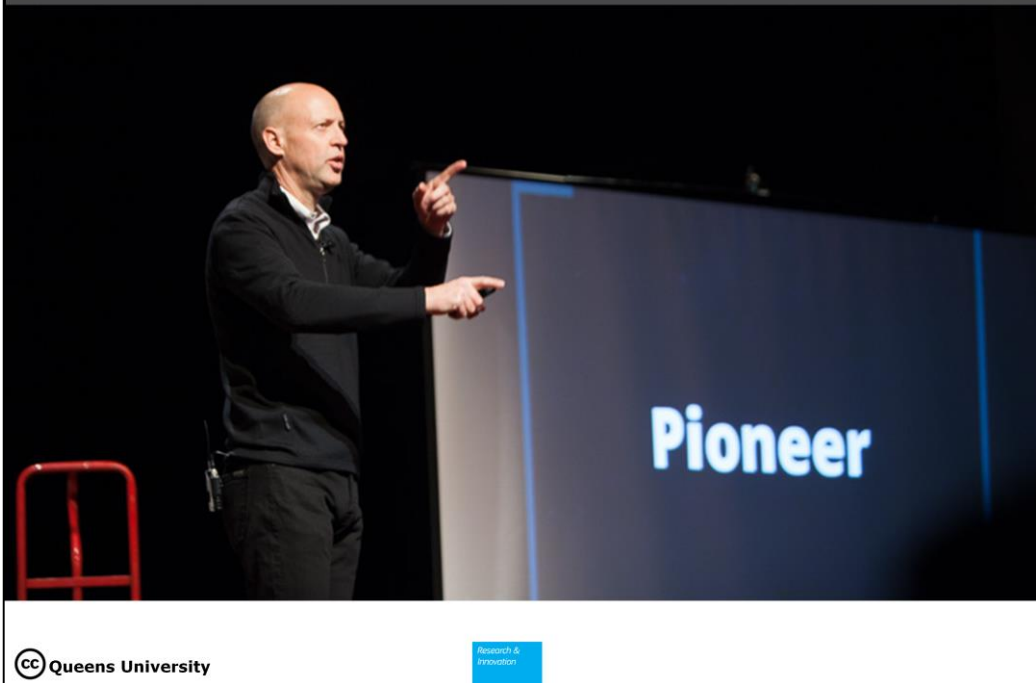
European Commission
Directorate-General for Research and Innovation
Alexandra Ruete
Agata Stasiak



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EU Science Communication Event
#EUSciCom

HORIZON 2020

It is all about ourselves...



- ❑ Greatly satisfying on a personal level, to go outside our own environment and share our passion and our successes
- ❑ In an ever more specialised world we need communication to know what is happening in our enlarged field of work

It is all about society...



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Research &
Innovation

Essential to gain more acceptance, trust and support from society (the taxpayers).

To achieve this, we must explain:

- How public money is used
- What research, science, and innovation is about and
- What the benefits are

It is all about money...



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Research and
Innovation

Strategic communication will help to:

- Find financial backers or licences
- Generate market demand for the products or services which have been developed
- Draw the attention of national governments, public and private funding sources to the needs and eventual benefits of the research
- Increase the success rate of the proposals submitted for EU-funding



Communicating H2020 projects

Increased importance of communication

- Communication plan and work package** in the proposal and the grant agreement (GA **article 38.1**)
- Promote your project and its results **beyond the projects own community**
- Communicate your research in a way that is **understood by non-specialist**, e.g. the media and the public
- Inform EC/ Agency in advance of communication activities** expected to have a major media impact

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More information:

Annotated Grant Agreement

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf


- Provides more details on what is meant by article 38.1 and what is expected

Guide: "Communicating EU Research & Innovation – a guide for project participants"

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

Includes:

- Best practice examples of FP7 projects that have done excellent communication
- Checklist how to build a communication strategy – good starting point
- How the Commission can help promote projects
- Links to other communication specific resources



Communication	Dissemination
About the project and results	About results only
Multiple audiences <i>Beyond the project's own community (include the media and the public)</i>	Audiences that may use the results in their own work <i>e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</i>
Inform and reach out to society , show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29

Definitions

Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to **reach out to society as a whole** and in particular to some specific audiences while **demonstrating how EU funding contributes to tackling societal challenges**.

Dissemination is the public disclosure of the results of the project in any medium. Disclosure may sound passive, like a shop opening up, but it is an activity, like a shopkeeper attracting customers. It is a process of promotion and awareness-raising right from the beginning of a project. It **makes research results known to various stakeholder** groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, **to enable them to use the results in their own work**. This process must be planned and organised at the beginning of each project, usually in a dissemination plan.

Good communication

- ✓ *Start at the outset, continue through entire lifetime*
- ✓ *Plan strategically*
- ✓ *Identify and set clear communication objectives*
- ✓ *Target audiences beyond own community*
- ✓ *Choose pertinent messages*
- ✓ *Use the right medium and means*

When preparing a communication strategy ask yourself questions like:

- What do you want to achieve?
- Who do you want to reach?
- How can you best achieve this?

Importance of working together

As specified in Article 38.1.1

*Before engaging in a communication activity expected to have a major media impact, the beneficiaries **must** inform the [Commission][Agency] (see Article 52).*



Results in "Win-win" situation and an amplified effect!





How we can help you

Success stories

Social Media

Publications

Audio-Visual

Applications

Events

Commissioner's visits, briefings, events with participation of VIPs

Horizon magazine

Articles

Research and Innovation

Horizon Project

Programmes for Future

Short videos for YouTube

BudgetResults

Stars of European Research and Innovation

Innovation Convention

Open Doors

Interviews

Articles on projects



Useful links

- [Horizon Magazine](#) also on [Facebook](#)
- [Success stories](#)
- Facebook [Innovation Union](#)
- Twitter @innovationunion #H2020
- [Futuris](#)
- [Publications](#)

Ask your Project Officer if you wish
feature your project via our channels!

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Example

Actions:

- Press Release
- [Article](#) on EC website
- Social Media

"The early stage researchers of the [GraWIToN](#) project fully participated to the scientific activities related to this new fundamental discovery. What an exciting period and what exciting project!"



**Around 20 articles in 30 days
in international press**

Thank you!

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