



# Communication matters from day one Trends in HORIZON 2020

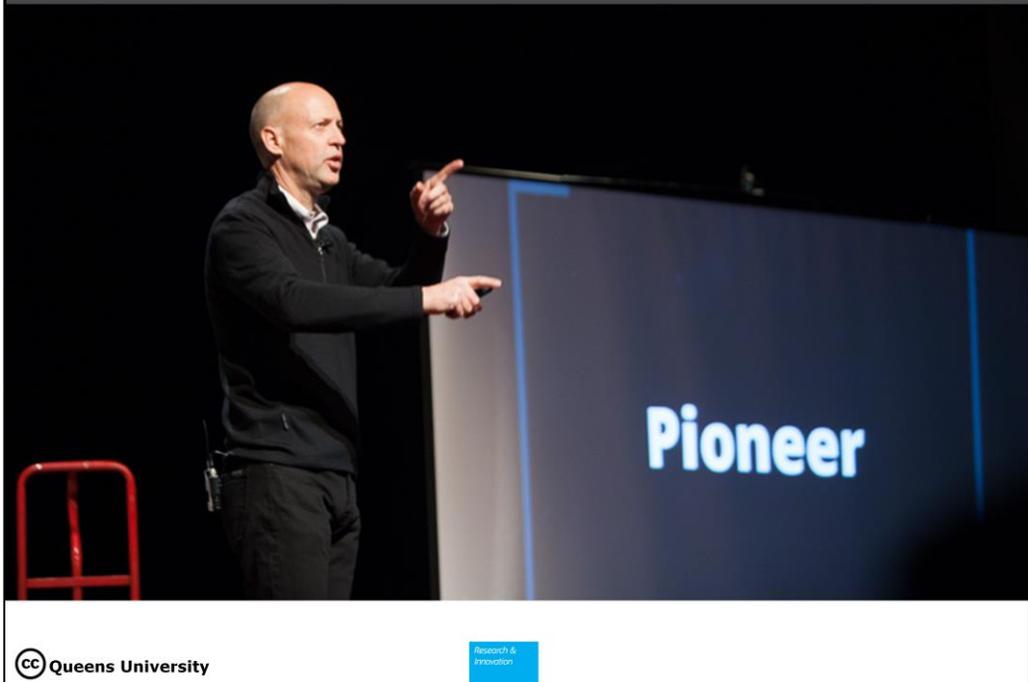
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EU Science Communication Event  
#EUSciCom

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...



CC kiki99

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



The slide features a blue header with a 'new' thought bubble, the European Commission logo, and a cartoon character holding a large yellow paragraph symbol (§). The main title is 'Communicating H2020 projects' in yellow, followed by the subtitle 'Increased importance of communication' in blue. A list of four requirements is presented with blue square bullet points. The 'Research and Innovation' logo is in the bottom right corner of the slide area.

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

## 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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