Communication in Horizon Europe

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

ANNEX 5
COMMUNICATION, DISSEMINATION AND VISIBILITY

Funded by the
European Union

Communication in Horizon Europe

Communication	Dissemination	Exploitation	
Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	**Transfer knowledge & results** with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.	**Effectively use project results** through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.	Objective
Inform about and promote the project AND its results/success.	**Describe** and **ensure results available** for others to **USE** ➡ focus on results only!	**Make concrete use** of research results (not restricted to commercial use.)	Focus
Multiple audiences beyond the project's own community incl. media and the broad public.	Audiences that may take an interest in the potential **USE** of the results (e.g. scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.	Target Audience

What do you have to do?

European Commission

Where do you start?

Communication Strategy and Plan

Dissemination and Exploitation Strategy and Plan

Situation Analysis (Why)

Target Audiences Mapping (Who)

Building messages (What)

Defining Tools (How)

Selecting Channels (Which)

Evaluation (KPIs)

° **Results** are outcomes of your project (foreseen or not)
° **Key exploitable results** are any tangible or intangible output: data, knowledge, information that can be used and create impact by the project partners or other stakeholders whether or not can be protected (open license, patent, etc.)

Define your target audiences

Communication — **Multiple audiences** beyond the project own community including media and the broad public

Dissemination — Audiences interested **in the potential use of the results** (e.g. scientific community, industrial partners, policy makers)

Exploitation — Audiences including project partners **that make concrete USE** of the results (e.g. commercially, for policy, for research)
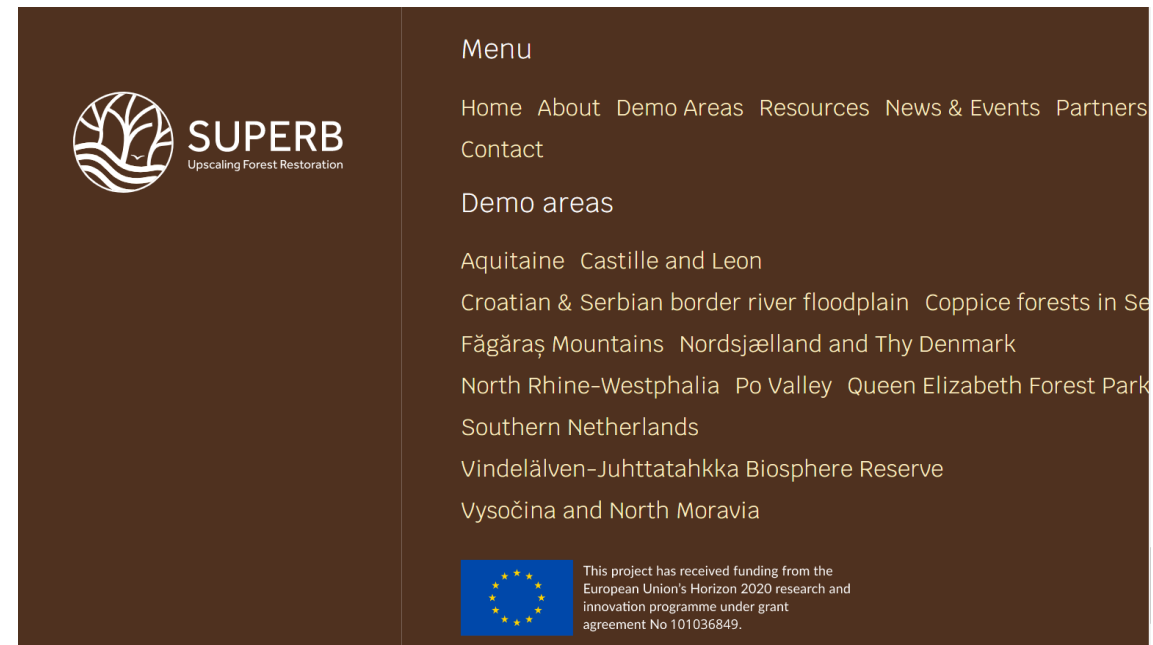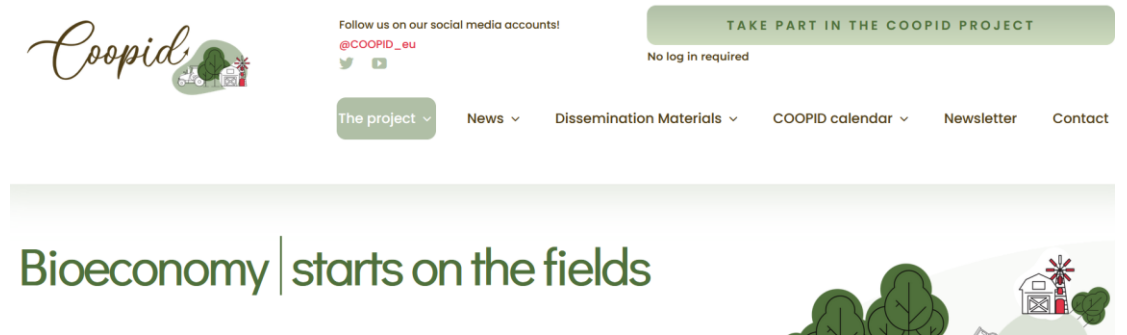
Which tools and channels?

Define the purpose of the communication, dissemination and/or exploitation measure, **who to address**, & then **identify the right tool** and **carry out the activity** that will optimally convey your message.

Audiovisual	Creation	Digital	Face-to-face	Print
• Podcast • Videos • Training material • Infographics	• Spin-off • Start-up • Patent • Further research • Standards • Thesis • Open license/ copyright • Service • Societal activity • Policy change	• Sharing results on online repository • Website • Social Media • Blogs • Conferences (or hybrid) • Newsletters	• Trainings • Demonstration • Meetings • Brokerage events • Focus groups • Conferences • Site Visits	• Try not to or really just the strict necessary #GreenDeal

How to design a website?

➢ Entry point to the project -> Make it attractive!

➢ Avoid EU jargon

➢ Guide visitors according to their profile

➢ Include the deliverables, publications, etc.

➢ Have a clear media/communication section.

➢ Focus on achievements, on results

➢ Include an easy way to follow the project:
Social media – Newsletter - Contact form …

Coopid

Follow us on our social media accounts!
@COOPID_eu

TAKE PART IN THE COOPID PROJECT
No log in required

The project ⌄   News ⌄   Dissemination Materials ⌄   COOPID calendar ⌄   Newsletter   Contact

Bioeconomy | starts on the fields

SUPERB
Upscaling Forest Restoration

Menu

Home About Demo Areas Resources News & Events Partners
Contact

Demo areas

Aquitaine Castille and Leon

Croatian & Serbian border river floodplain Coppice forests in Se
Făgăraş Mountains Nordsjælland and Thy Denmark
North Rhine-Westphalia Po Valley Queen Elizabeth Forest Park
Southern Netherlands
Vindelälven-Juhttatahkka Biosphere Reserve
Vysočina and North Moravia

This project has received funding from the
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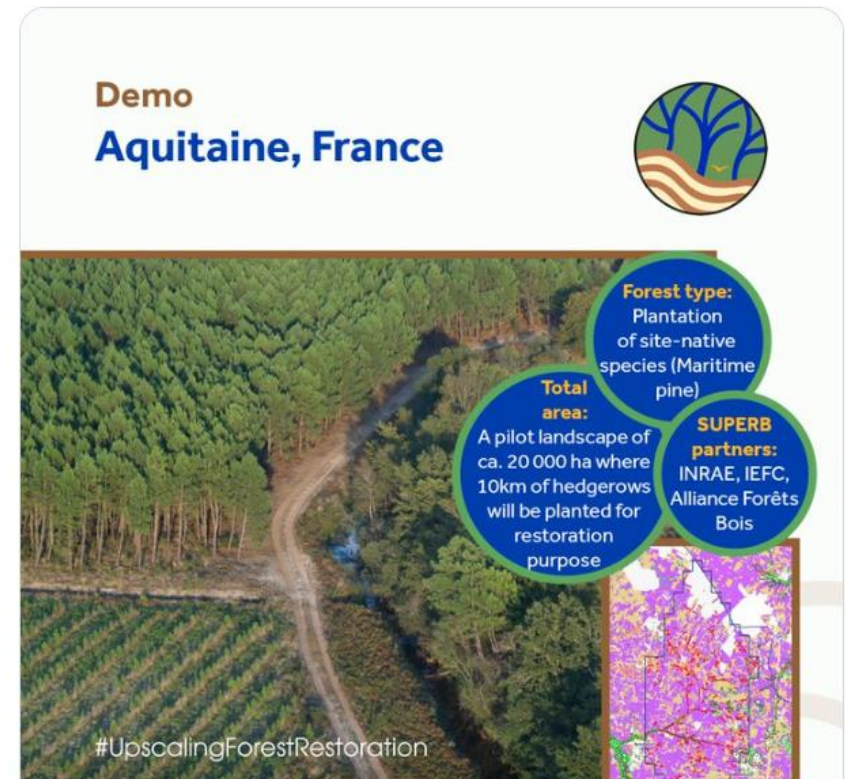
What makes a good social media post?

- Catchy messages

- Make it visual

- Call for action

- Clear language

- Put in in context (#hashtags, multipliers, links)

SUPERB @SUPERB_project · 28 juin

In Aquitaine, old #pineplantations are endangered by wind, #forestfire & pests.
#SUPERBproject will create a green shield with a permanent network broadleaved hedges in-between pine stands, boosting nature's own defenses against disasters & providing corridors for biodiversity.

Demo
Aquitaine, France

Forest type:
Plantation of site-native species (Maritime pine)

Total area:
A pilot landscape of ca. 20 000 ha where 10km of hedgerows will be planted for restoration purpose

SUPERB partners:
INRAE, IEFC, Alliance Forêts Bois

#UpscalingForestRestoration

How to make public deliverables useful?

- Share useful results

- Include a short and targeted executive summar

- Make sure the message is clear

- Use infographics and images

- Consult target audiences to make sure your message is relevant

Should I send out a press release?

- Is the item newsworthy?

- Is the content timely?

- Is the language appropriate?

- Is the press release the best way to spread the word?

- Do you have the right contacts? Do your partners have them?

- Be succinct, use everyday words and active verbs

Do you need a newsletter?

GenRes Bridge newsletter

Issue 1, Dec 2019

Issue 2, Dec 2020

Issue 3. Dec 2021

- Do you have enough to share?

- Digested content

- Highlight what you are doing

- Well targeted messages

- Do I have a database of contacts?

How can we help you?

European Commission

Communicate on Social Media

Posts/tweets on key project results and events

Twitter: @REA_research
@HorizonEU @EUGreenResearch

LinkedIn: EU Science Research and Innovation
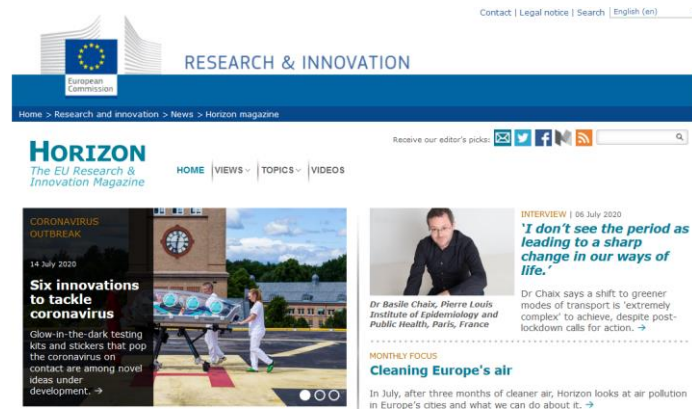
Social media guide for EU funded R&I projects

Commission's communication channels

CORDIS

Articles on **project achievements or results** CORDIS Results Packs
https://cordis.europa.eu/

Thematic articles and short clips about thought-provoking science and innovative projects

https://horizon-magazine.eu/

Events and campaigns

Briefings for Commissioners and Directors

Success stories from EU-funded Research and Innovation

All success stories | Research and Innovation (europa.eu)

Evaluate the impact

European Commission

Make a difference

Horizon Europe legislation defines three types of impact tracked through **Key Impact Pathways**

Scientific Impact
1. Creating high-quality new knowledge
2. Strengthening human capital in R&I
3. Fostering diffusion of knowledge and Open Science

Societal Impact
4. Addressing EU policy priorities & global challenges through R&I
5. Delivering benefits & impact via R&I missions
6. Strengthening the uptake of R&I in society

Economic Impact
7. Generating innovation-based growth
8. Creating more and better jobs
9. Leveraging investments in R&I

Communication, dissemination and exploitation activities are **an integral part of** Horizon Europe projects to help **maximise the impacts** of EU research & innovation funding

European Commission

How to maximise your impact

Support to disseminate effectively and boost exploitation potential of research results (**projects or group of projects**):

- Dissemination Strategy

- Business Plan Development

- Go To Market

https://www.horizonresultsbooster.eu/

Horizon Impact Award ●

An annual prize to recognise and celebrate outstanding projects that have used their results to provide value for society. The award enables individuals or teams to showcase their best practices and achievements, and inspire beneficiaries of research and innovation funding to maximise the impact of their research!

https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/prizes/horizon-impact-award_en#2020

Horizon Results Platform | Horizon Europe NCP Portal

Dissemination & Exploitation Opportunities

- **Horizon Results Booster** : receive free of charge support to boost the exploitation potential of your research results.

- **Horizon Results Platform** : advertise your key exploitable results to targeted audiences (matchmaking) for exploitation purposes.

- **Innovation Radar:** discover potential innovations in your project's results and make them available for further exploitation.

- **Standardisation booster:** receive support to valorise results through standardisation and address urgencies identified in the EU Strategy on Standardisation.

- **CORDIS:** access publication platform of research results, find partners, contribute to open science, get inspired and bench-mark.

Dissemination & Exploitation Guidance

- **Horizon Europe Programme Guide** : learn more about the requirements for Horizon Europe proposal submission, including examples on how to fill out C,D&E part of the proposal template. .

- **IP Helpdesk Guide** : gain access to more examples of implementation of D&E, understand better the importance and benefits of D&E including IPR and Open Science.

- Public events: don't forget to attend Info Days, Communication, D&E specific trainings and thematic events e.g. Horizon Results Booster Info day to learn more about the available opportunities and help

More info and links:

- **Funding and Tenders portal: online manual (H2020 and Horizon Europe)**
- **Dissemination and Exploitation webpage on Europa**

Follow-up of results of your project

Compulsory under Horizon Europe

Exploitation

The utilisation of results in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.*

- Spin-off/Start-up
- Product
- Patent
- PhD thesis/post
- Standard
- Service
- Societal activity
- Open/copyleft licenses
- Further research
- Policy change

Thank you!

#HorizonEU @EUGreenResearch @REA_research

http://ec.europa.eu/horizon-europe