



Communication matters from day one Trends in HORIZON 2020

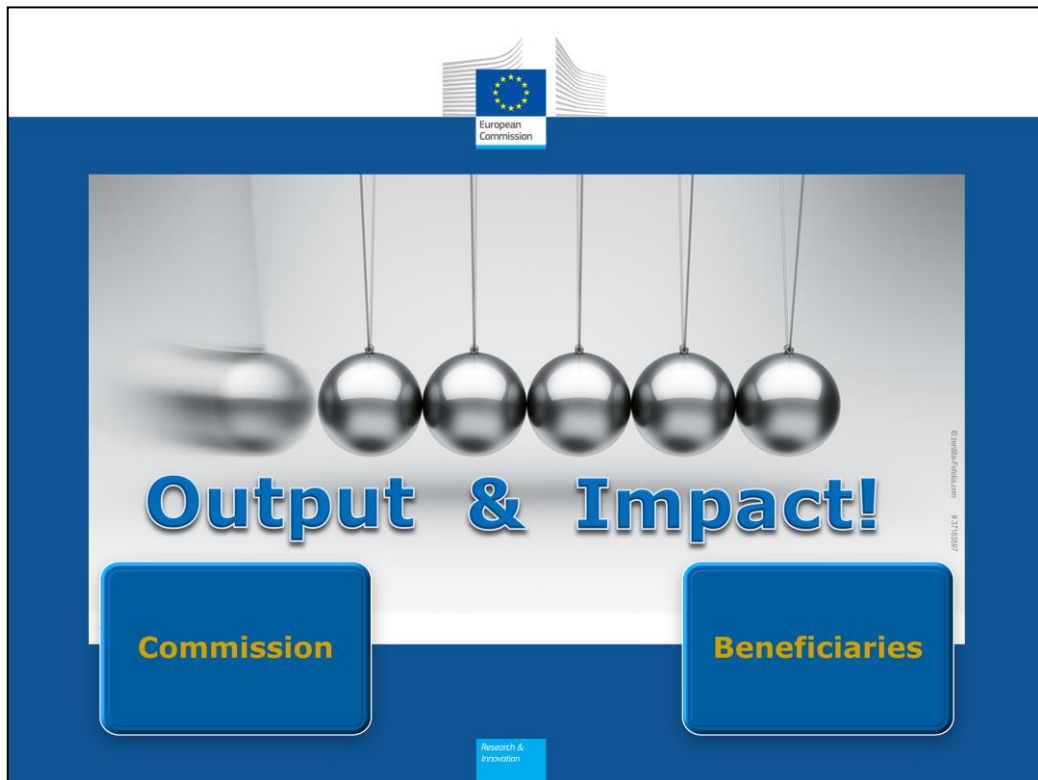
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Marie Skłodowska-Curie Actions
Innovative Training Networks - Info Day

Brussels, 18 December 2015

HORIZON 2020



Trends in Horizon 2020

- ☐ Stronger focus on the output and the impact of the research that is being funded by the EU.
- ☐ European Commission and the Beneficiaries of EU Research funding need to carry out:
 - ☐ Dissemination and exploitation activities: making EU-funded research results publicly available and fostering their uptake
 - ☐ Communication activities: showing the leverage effects achieved by these results, the impact it has on our daily lives, our society and bringing the research to the attention of the society as whole



Communication by the beneficiaries

- ☐ Increased importance under Horizon 2020
- ☐ Reflected in Horizon 2020 Grant Agreement, article 38.1



Horizon 2020 - Grant Agreement

"Before engaging in a
**communication activity expected to have a
mainstream media coverage**
the beneficiaries must inform the Agency (see Article
52)."

(Article 38.1.1 Obligation to promote the action and its results)



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Why inform the Agency?

- ☐ To link the project's communication activities to those of the Commission
- ☐ Work in a coordinated and timely way
- ☐ Maximise impact

What are activities with a "mainstream media impact" ?

- ☐ Media coverage e.g. in the printed or online press, radio, TV, social media
- ☐ With potential for local/ national and/or international outreach



Horizon 2020 - Grant Agreement

Acknowledgement of EU funding *(Article 38.1.2)*

- ✓ Use EU emblem



High-resolution emblems are available here
<http://europa.eu/about-eu/basic-information/symbols/flag/>

- ✓ Use text as indicated in GA



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EU funding must be acknowledged in all communication activities (also after the end of the action) by using:

- ☐ EU emblem and
- ☐ Wording as in the Grant Agreement



The slide features a blue header with a 'new' bubble, a cartoon character pointing at the title, the European Commission logo, and the 'Research and Innovation' logo. The title is 'Horizon 2020 Annotated Grant Agreement'. Below the title is a list of five bullet points, each preceded by a blue arrow. The slide number '6' is in the bottom right corner.

Horizon 2020 Annotated Grant Agreement

- ***Comprehensive communication plan***
- ***Proposal: work package for communication***
(or included in another work package)
- Address the "***public policy perspective***"
- Communication ***proportionate*** to the action
- ***Choice*** of communication activities

The above slide shows merely a few highlights from the Annotated Grant Agreement, please read the full text.

Examples of communication activities (by no means representative):

- ☐ A press release for the general public at the start of the action
- ☐ An interview in the local radio station after a major achievement of the action
- ☐ An event in a shopping mall to show how the outcomes of the action are relevant to our everyday lives
- ☐ Producing a brochure explaining the action's work to school or university students to show how interesting this specific research topic is
- ☐ Organising local workshops about the project, targeted at audiences for which the action is of interest

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*

Set clear communication objectives

- ☐ What do you want to achieve?
- ☐ Who do you want to reach?
- ☐ How can you best achieve this?
- ☐ Which are the best media and means?



Communication in the H2020 project lifecycle

→ **Proposal**

- *Work package for communication (or in another work package)*

→ **Evaluation**

- *"Impact" criterion*

→ **Reporting**

- *Communication plan*
- *Progress overview of communication activities*

→ **Project Management**

- *PO: interim and final assessment*
- *Beneficiaries: inform Agency prior to mainstream media activity*

"Communicating EU Research & Innovation - Guidance for project participants - "



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

Research &
Innovation

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The guide includes:

- ☐ Best practice examples
- ☐ Checklist how to build a communication strategy
- ☐ How the Commission can help
- ☐ Links to other communication specific resources

For more information on Communication

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Links

Annotated Grant Agreement

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

Brochure "Communicating EU Research & Innovation"

http://ec.europa.eu/research/participants/data/ref/fp7/146012/communicating-research_en.pdf