



# ***Communication matters from day one Trends in HORIZON 2020***

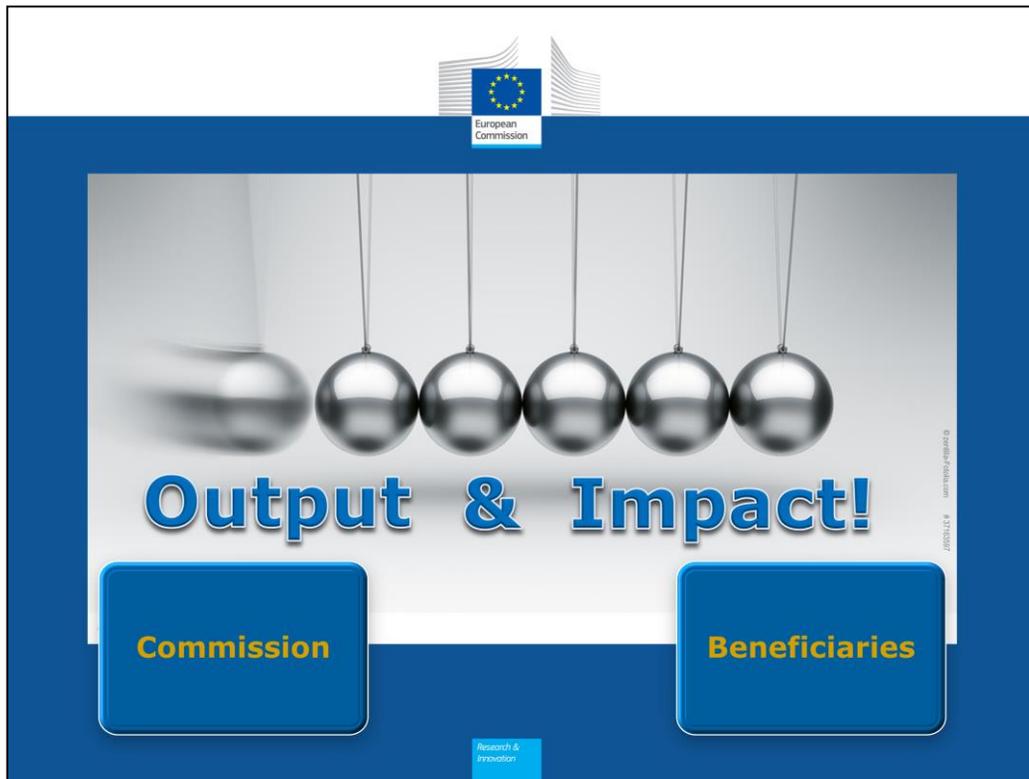
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Marie Skłodowska-Curie Actions  
Innovative Training Networks - Info Day

*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



**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

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

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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***

### **Contact**

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### **Links**

*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)

Brochure "Communicating EU Research & Innovation"  
[http://ec.europa.eu/research/participants/data/ref/fp7/146012/communicating-research\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/fp7/146012/communicating-research_en.pdf)