



# Communicating Horizon 2020 projects

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# **output- & impact-oriented focus**

## **Communication**

**Commission**



**Beneficiaries**



# ***Grant Agreement Article 38***



new



# Horizon 2020 - Grant Agreement

**Art. 38** *PROMOTING THE ACTION — VISIBILITY OF EU FUNDING*

## **38.1** *Communication activities by beneficiaries*

*"The **beneficiaries** must promote the action and its results, by providing **targeted** information to **multiple audiences** (including the media and the public) **in a strategic** and effective manner."*

*[...]*



new



# Horizon 2020 Annotated Grant Agreement

## **Projects:**

- *must define a "**comprehensive communication plan**"*
- *must include in the proposal a **work package for communication** or include them into another work package*
- *need to address the "**public policy perspective**" with their communication activities*
- *need to keep their communication measures **proportionate** to the scale of the action.*
- *may freely **choose the type of communication activities***

# Good communication

- ✓ *starts at the outset of the action and continues throughout its entire lifetime*
- ✓ *is strategically planned*
- ✓ *identifies and sets clear communication objectives*
- ✓ *is targeted and adapted to audiences that go beyond the project's own community*
- ✓ *chooses pertinent messages*
- ✓ *uses the right medium and means*
- ✓ *is proportionate to the scale of the action*

# "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)





# Horizon 2020 - Grant Agreement

Art. 38

[...]

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





# Horizon 2020 - Grant Agreement

## *38.1.2 Information on EU funding - use of EU emblem*

a)



### **EU emblem**

High-resolution emblems can be found here

<http://europa.eu/about-eu/basic-information/symbols/flag/>

### **b) The following text:**

*This project has received funding from the [European Union's Horizon 2020 research and innovation programme][Euratom research and training programme 2014-2018] under grant agreement No [number].*



European  
Commission



# Communication in the H2020 project lifecycle

## → **Proposal**

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

## → **Evaluation**

- *Taken into consideration as part of the criterion "impact"*

## → **Reporting**

- *Overview of the progress must also describe the communication activities*

## → **Project Management**

- *PO: interim and final assessment*
- *Beneficiaries: need to inform EC prior to activity with a major media impact*

# Questions?



# Communicating H2020 projects - Summary

## ➤ *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 us in advance of communication activities expected to have a major media impact

## ➤ *Communication ≠ Dissemination*

- Dissemination (GA article 29) is a separate obligation (e.g. through scientific articles and conferences)

## ***For more information***

### ***Links***

#### **Annotated GA (version July 2014, p. 217)**

[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/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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