

NCP Academy NCP Academy Meet & Exchange workshop Communication Strategy

BACKGROUND

“NCPs should be good communicators, and be able to adapt methods as necessary, taking into account the diversity of actors that make up their constituency (eg. academia, industry, including SMEs, public authorities etc).”

This statement from the Minimum standards and Guiding principles for setting up systems of National Contact Points implies that the National Contact Points are in charge of promoting HORIZON 2020 in their countries and must be good at communicating.

By doing so, they target Research centers (publics and private), but also SMES, NGO and etc.. , but beyond these targets, some of their communication activities may be directed towards policy makers, administrations, stakeholders, associations etc.

HORIZON 2020 is part of the European Union building process and promoting H2020 is a way of promoting the EU as a means to drive economic growth and create jobs. Horizon 2020 has the political backing of Europe's leaders and the Members of the European Parliament. They agreed on research as a key priority, an investment for our future, and so put it at the heart of the EU's blueprint for smart, sustainable and inclusive growth and jobs.

NEED FOR ACTION

HORIZON 2020's multi-actor approach and innovation focus implies new targets, the promotion of public / private collaboration. One of the challenges NCPs face is how to reach a new and/or broader audience and sometimes new target groups. NCPs have an in depth knowledge of the programme but their role implies that they must also be capable of disseminating and sharing this expertise by using communication techniques. HORIZON 2020 comes at a time of big changes: social networks tend to be more important while printed job documents retain less attention. Employment opportunities are published on LinkedIn, Twitter provides real-time info from E.C. How can this diversity of communication medium be taken into account? How can we best adapt messages to reach the target audiences? How can NCPs benefit from the communication medium diversity? How can NCPs best brand their work (visual identity, etc) ? Are NCPs trained to use these new tools?

Aim of the Meet&Exchange Workshop:

The event will offer the possibility for the exchange of good practices centered around the communication mission of NCPs. Participants will get inspiration and new ideas for their daily NCP work.

In detail the content will focus on:

- What are the key messages NCPs should convey?
- Who should NCPs target to achieve these goals?
- What should a good communication mix to promote a programme look like?
- Practical experiences with new tools (social media, webinars)
- Communicating to different target groups: Important lessons learnt
- Advising the client ranging from the check of the project idea to the proposal check: Experiences and helpful tools
- Evaluating the impact of NCPs communication activities.

TARGET GROUP: The Meet & Exchange Workshop is targeted towards NCPs coordinators.

DURATION: 1 day

DATE: March 6, 2017 – 10 am – 4.30 pm

VENUE: Paris, Ministry of Higher Education and Research, 25 rue de la Montagne Sainte Geneviève, 75 005 Paris. Metro Station : Maubert –Mutualité Or Luxembourg

Please note that for security reasons ID will be checked upon entering the building

Max number of participants: 25 participants

AGENDA

Welcome

- **Communication matters from day– Trends for HORIZON 2020 projects**
 - Why communication is important?
 - Article 38.1, the contractual aspects and what is expected from the beneficiaries
 - What the EC does in terms of communication
 - What can be done to help H2020 projects
Alexandra RUETE, Communication Officer DG Research & Innovation; A1: External and Internal Communication Unit
 - exchange of experience
- Practical experiences with new tools
 - social media
 - webinars
 - *Katarzyna Walczyk-Matuszyk, IPPT Tan*
 - exchange of experience
- Communicating to different target groups: Important lessons learnt
 - *Catriona Ward, Enterprise Ireland*
 - exchange of experience
- Advising the client ranging from the check of the project idea to the proposal check
Experiences and helpful tools
 - exchange of experience
 - *Astrid Hoebertz FFG*
- Evaluating the impact of NCPs communication activities
 - *Martine Roussel, MENESR*
 - exchange of experience
- Group work for the identification and presentation of further good practices.