Communication matters from day one
Trends in HORIZON 2020

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NCP Academy - Meet&Exchange on Communication
Commission's actions

• **Policy**
  *Stronger focus on innovation aspect*

• **Dissemination**
  *Systematic disclosure of results via Commission websites*
Commission's R&I Communication
Related to Commission's political goals; showing leverage effects and impact on our daily lives, our society
Output & Impact!

Commission

Beneficiaries
Leaving the ivory tower...

...is worth every minute spent on it.
It is all about ourselves...
It is all about society...
It is all about money...
H2020 contractual aspects on communication
Grant Agreement Article 38.1
Horizon 2020 - Grant Agreement

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*.  

*(Article 38.1.1 Obligation to promote the action and its results)*
<table>
<thead>
<tr>
<th>Communication</th>
<th>Dissemination</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the <strong>project</strong> and <strong>results</strong></td>
<td>About <strong>results only</strong></td>
</tr>
<tr>
<td><strong>Multiple audiences</strong></td>
<td><strong>Audiences that may use the results</strong> in their own work</td>
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<tr>
<td><em>Beyond the project's own community</em> <em>(include the media and the public)</em></td>
<td><em>e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</em></td>
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<tr>
<td><strong>Inform</strong> and <strong>reach out to society</strong>, show the benefits of research</td>
<td><strong>Enable use</strong> and <strong>uptake</strong> of <strong>results</strong></td>
</tr>
<tr>
<td>Grant Agreement art. <strong>38.1</strong></td>
<td>Grant Agreement art. <strong>29</strong></td>
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</table>
"Before engaging in a communication activity expected to have a major media impact,

the beneficiaries **must inform the [Commission] [Agency]** (see Article 52).

*(Article 38.1.1 Obligation to promote the action and its results)*
Horizon 2020 - Grant Agreement

Acknowledgement of EU funding (Article 38.1.2)

✓ Use EU emblem

High-resolution emblems are available here
https://europa.eu/european-union/about-eu/symbols/flag_en

✓ Use text as indicated in GA
Horizon 2020
Annotated Grant Agreement

➢ Proposal: work package for communication
(or included in another work package)

➢ Comprehensive communication plan

➢ Address the "public policy perspective"

➢ Communication proportionate to the action

➢ Free choice of communication activities
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
Communicating your project

Acknowledging EU funding
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 EC prior to major communication activity
Communicating H2020 projects - Summary

➢ **Increased importance of communication**
  - Work package on communication in the proposal and the grant agreement (GA article 38.1)
  - Promote your project and its results beyond the project's 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)
Reference material

➢ Horizon 2020 Online Manual
  ▪ Communicating your project
    http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm
  ▪ Acknowledging EU funding
    http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm

➢ Annotated Grant Agreement

➢ Brochure "Communicating EU Research & Innovation"

➢ The EU Guide to Science Communication – videos
  https://www.youtube.com/playlist?list=PLvpwIjZTs-Lhe0wu6uy8gr7JFfmv8EZuH
Thank you!

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