



European
Commission



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Info Day

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Communication Dissemination and Impact

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Communication is a contractual obligation

Grant Agreement Article 38.1

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". [...]

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)

Disclaimer excluding Agency responsibility

(Article 38.1.3)

✓ Any **communication activity** related to the action must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

Example for the website:

“The content of this website reflects only the author’s view and the Research Executive Agency is not responsible for any use that may be made of the information it contains.”

Acknowledgement of EU funding *(Articles 38.1.2 and 29.4)*

✓ 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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Acknowledgement of EU funding

- ✓ IPR protection for results (Art. 27.3) and standards incorporating results (Art. 28.2)
- ✓ Dissemination of results (Art. 29.4)

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 EU Research & Innovation - Guidance for project participants



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

Communicating Horizon 2020 projects - Summary

➤ **Increased importance of communication**

- Communication plan and work package in the proposal and the grant agreement (GA article 38.1)
- Promote project and its results beyond the project's own community
- Communicate research in a way that is understood by non-specialist, e.g. the media and the public
- Inform PO **in advance** of communication activities expected to have a mainstream media coverage

➤ **Communication ≠ Dissemination**

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

MSCA specific Channels

- Facebook [Marie Curie Actions](#)
- Twitter @MSCAActions
 - **Recommendation:** Interact with the MSCA twitter account
- Hashtags: #MSCA #MSCAjobalert

Other channels to promote research

- **Horizon Magazine** <http://horizon-magazine.eu/> also on **Facebook** <https://www.facebook.com/horizon.magazine.eu/>
- **Success stories**
http://ec.europa.eu/research/infocentre/index_en.cfm
- Facebook **Innovation Union**
<https://www.facebook.com/innovation.union/?fref=ts>
- **Twitter** [@EUScienceInnov](https://twitter.com/EUScienceInnov) #H2020
- **Publications**
<http://ec.europa.eu/programmes/horizon2020/en/newsroom/publications/>
- Other accounts specific for the different disciplines?

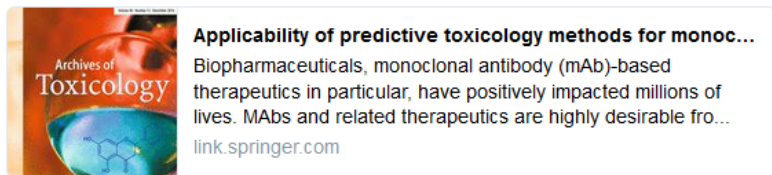


Ask your Project Officer
if you wish to feature your project
via EC related channels

Example of interactions with the MSCA twitter account



My first review article :) #springerlink
[link.springer.com/article/10.100 ...](http://link.springer.com/article/10.100...)
 @BioRapidSci @MSCActions
 @Mariecurie_alum @ChemEngNCL
 @UniofNewcastle



12:43 PM - 24 Oct 2016 from Newcastle Upon Tyne, England



The Biorapid ESRs from UK attending BioProcessUK in Newcastle, thanks for an amazing conference @MSCActions @BIA_UK @Mariecurie_alum



Examples of project videos

- **Cache**

- <https://www.youtube.com/watch?v=3ogUnKI2MkM>

- <https://www.youtube.com/watch?v=p6HqeD-J-Oc>

- **Demeter**

- <https://vimeo.com/180175180>

- **Gatis**

- <https://gatis.desy.eu/scientists/> (2 videos)

Other resources

✓ Horizon 2020 Online Manual

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

✓ Annotated GA

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

✓ Science communication Event –
24 July 2016

<http://ec.europa.eu/research/conferences/2016/scicomm2016/index.cfm?pg=programme>





Thank you for your attention!

<http://ec.europa.eu/mariecurieactions>