



**Communication and dissemination**

# **COORDINATORS' WORKSHOP**

<http://europa.eu.int/eten>

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**DEPLOYING TRANS-EUROPEAN  
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## Communication and dissemination

- The eTEN unit has an active communication policy and tries to raise awareness of its projects in several ways
- eTEN projects are encouraged to actively participate in the programme's communication activities
- The eTEN programme can assist the projects with dissemination and there are some requirements
- Please also see the dissemination letter that is sent together with the grant agreement

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## Communication and dissemination

### Press release

- You are requested to submit a press release together with the signed contract so it can be immediately published after the contract has been signed by the Commission
  1. It will be published on the eTEN website
  2. It will be published in the monthly newsletter
- Keep it clear, short and simple and add a picture



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## Communication and dissemination

### Project description

- There is a database on the eTEN website containing details and descriptions of all eTEN projects. You are requested to draft a project description according to the template that is available on the eTEN website by Month 2 of the contract.
- This description also needs to include your project's logo and the URL of the website of your project.
- Avoid jargon and too technical details

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## Communication and dissemination

### Project of the month and project of the year



- Each month we feature an eTEN project of the month. If you believe your project would be a good candidate, please inform your Project Officer.
- Usually a project will only featured as project of the month after its first (positive) review. The criteria for selection are:
  1. the consortium's capabilities to communicate the project's goals and achievements
  2. the usability of the project's website
- By the end of the year, an online eTEN project of the year election will be organised amongst the 12 projects of the month.



## Communication and dissemination

### Newsletter

- Each month a newsletter is issued:
  1. It is sent to the eTEN constituency electronically with a high visibility (~1500 e-mail addresses)
  2. Disseminated in print at events, workshops and conferences
- Project Co-ordinators receive this newsletter automatically and you are kindly requested to forward it to the other partners in your consortium.

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## Communication and dissemination

- The newsletter contains a 'news from the projects' section in which you can publicize your project news and the project's workshops.
- The newsletter also contains an 'events' section in which we can mention events that you are planning to attend on behalf of your project.
- Items that are selected to appear in the newsletter will automatically appear on the eTEN website as well.





## Communication and dissemination

### Use of eTEN logo

- On any project publication you produce (e.g. leaflet, brochure, poster) as well as on the project's website, you are required to use the eTEN logo as well as the logo of DG Information Society and Media. These two logos are available in the library section on the eTEN website.
- When you produce a publication in print, please send some copies to your Project Officer and the eTEN communications officer.
- Please also send us a copy of any other publicity material you may produce (photos, video shoots).

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## Communication and dissemination

### eTEN Publications

- The eTEN programme has currently available:
  - A leaflet about the programme in English, French and German.
  - Soon a brochure will be available in the same languages.
  - The newsletter is available in print format as well.
- You can request a set of paper publications by sending an e-mail to the communications team at [info-eten@cec.eu.int](mailto:info-eten@cec.eu.int). Please specify for what event you intend to use this material.

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