

Communication Guidelines for Projects

NOVEMBER, 2006

●●● **eTEN**

Deploying Trans-European e-Services for All



European Commission
Information Society and Media



eTEN | A Community Programme Deploying
Trans-European e-Services for All

eTEN: Project Promotion

What's Inside

Writing tools inside these Communication Guidelines include:

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Project Support

eTEN supports projects by promoting their activities at the European level. Effective promotion depends greatly on the *quality* and *quantity* of material projects provided to us.

eTEN promotion of your project helps you increase the reach and impact of your project, disseminate experiences and good practices, locate potential partners and attract investors. Some examples of eTEN promotion efforts include:

Website and Online Project Database	The eTEN website (http://ec.europa.eu/eten) features a "News from the projects" section, so please send us all relevant information for publication. There is also a database on the eTEN website containing descriptions, details and links to additional relevant information on all eTEN projects, allowing visitors to search by various keywords and to download their findings in ready-to-print format.
eTEN monthly Newsletter	Each month a newsletter is issued that is sent to the eTEN constituency electronically and disseminated in print at events, workshops and conferences. One section of the newsletter contains "News from the projects" in which you can publicise your project news, the project's workshops and events. The newsletter also contains an "Events" section in which we can mention events that you are planning to attend on behalf of your project.
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 be featured as project of the month after its first (positive) review. The criteria for this election are the consortium's capabilities to communicate the project's goals and achievements as well as the usability of the project's website. At the end of the year, an online eTEN project of the year election is organised amongst the 12 projects of the month.
Conferences	Your project may be shown to a larger audience when the Commission gives presentations at conferences and workshops.
eTEN Publications	Your project may generate additional impact when it is featured in materials produced by the Commission. This additional exposure complements your dissemination efforts. The eTEN programme has currently a brochure about the programme in English, French and German and several leaflets on various themes. The newsletter is available in print format, as well.

What Projects Should Provide

Projects are requested to provide the following items:

1. Press Releases and project Fact Sheets

Press Releases are requested from all new projects when they sign the Grant Agreement. They are published on the eTEN website, in the monthly Newsletter and may be basis for any other dissemination activities in the future.

The press release should be no longer than 350 words and contain a short explanation about the project's goals, the planned end result, the consortium and how more information can be obtained. It should be of high textual quality. You will find some tips and a template for such a press release at the end of these Communication Guidelines.

The first paragraph of the press release will eventually be used as your project abstract, a concise high level information about your project, limited to four lines. The body of the press release will become the project Fact Sheet and will be linked to your project information on our website.

2. Project website and logo

All eTEN projects should create a project website and a project logo by month 2 of their contract. In the course of the project execution notify and give access on your website to the project's information which can be publicly disclosed, including general descriptions, presentations, publications, final reports. The website and the logo will belong to your project's "identity card" in our Project Database.

3. Project description

You may decide to provide more detailed information about your project in the form of a project description, which you can either publish on your own website or can send it to us for publication on the eTEN website, in the Project Database, linked to your own project information. The template for the project description can be found at the end of these Communication Guidelines.

Guidelines on Writing for the Web

When writing for the Web, don't forget that users do not read on the Web. Instead they scan the pages, so your text should be short and to the point. For this purpose avoid using hyped language. Instead it is better to highlight keywords and to use clear structure (sub-headings, paragraphs, lists, colours and graphics).

For further information:

<http://www.useit.com/papers/webwriting/>

<http://usability.gov/>

4. Photos and Graphics

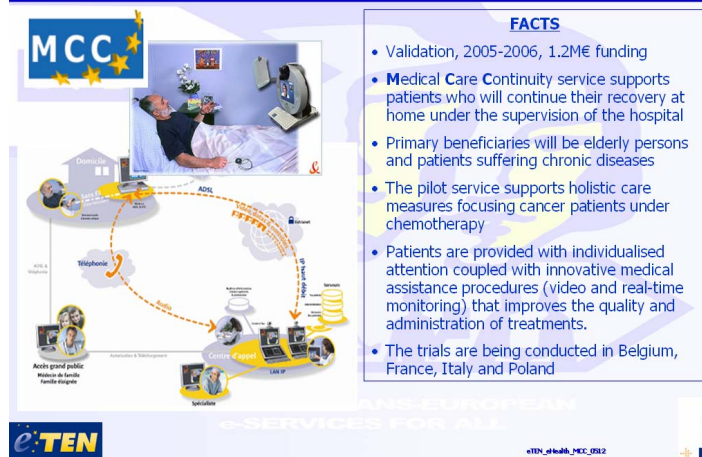
"A picture is worth a thousand words." Photos and graphics illustrate how e-services impact citizens and businesses' daily lives. They are especially helpful to impart how new technologies or techniques are used in practice.

5. PowerPoint Slides

A standard PowerPoint slide format is available for customization on the eTEN website in the eTEN library under the heading "Running a project". This slide can be easily incorporated into our presentations given at various conferences and workshops so your project reaches a wider audience. Here is an example of one project's PowerPoint slide that incorporates text, pictures and graphics:



MCC: Telemedicine / homecare



The diagram illustrates the MCC (Medical Care Continuity) service. It shows a patient at home connected via a computer and phone to a central hub. This hub is linked to various services: 'Domotique' (home automation), 'ADIC' (Ambulance), 'e-Health' (video and real-time monitoring), 'Accès grand public' (public access), 'Services' (general services), and 'U&S' (Ultrasound). The diagram also shows connections to 'eTEN' and 'e-SERVICES FOR ALL'. A 'FACTS' box on the right provides key information about the project.

FACTS

- Validation, 2005-2006, 1.2M€ funding
- Medical Care Continuity service supports patients who will continue their recovery at home under the supervision of the hospital
- Primary beneficiaries will be elderly persons and patients suffering chronic diseases
- The pilot service supports holistic care measures focusing cancer patients under chemotherapy
- Patients are provided with individualised attention coupled with innovative medical assistance procedures (video and real-time monitoring) that improves the quality and administration of treatments.
- The trials are being conducted in Belgium, France, Italy and Poland

eTEN
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eTEN_health_MCC_0302

6. Success Stories

Throughout your project lifetime, there may be events or achievements that you would like to share with the wider public. This is especially important at the successful end of your project, so do not forget to send us your “success story”, which we will be glad to publish on our website.

7. Project Workshops

At specific milestones such as the mid-term review, the project is required to organize a workshop in order to disseminate its results to a wide targeted audience. At the end of the project, a final event must be organized as part of the dissemination strategy to seek commitment from potential users and investors. Please inform us about these workshops, so we can publicize them on our website.

8. Brochures and leaflets

Projects are typically requested to create a brochure for their workshops, organised around specific milestones. Please forward these brochures to your Project Officer as well as some copies to the eTEN Communications Team.

9. Videos

Some projects have promotional videos produced to demonstrate the impact of their e-services. Please forward any video footage to your Project Officer.

10. Additional Promotional Items

Some projects create additional promotional material. If this is the case for your project, we may be able to put them to good use. Please discuss any additional promotional items with your Project Officer.

Examples of additional promotional items include:

- Brochures / leaflets
- CD-ROMs
- Branded give-away items

The visibility of your project depends on how you promote it. You just have to provide us with regular updates and inform us about latest news.

Use of logos

Projects are requested to respect the following guidelines on using logos:

Please note that on any project publication you will produce (e.g. leaflet, brochure, poster) as well as on the project's website, you are required to use the eTEN logo and the logo of the European Commission, DG INFSO¹. These logos are available in the eTEN library under the heading "Logos". You are allowed to increase or decrease their size but you are not allowed to change the length or width only, or to cut out a part of the logo or to change its colours.



Contact info

Please send any dissemination material in electronic format to your Project Officer and the eTEN Communications Team at info-eten@ec.europa.eu.

The eTEN website can be found at: <http://ec.europa.eu/eten>.

The Commission reserves the right to edit or change the submitted texts (press release, project description) to increase their dissemination potential should this be deemed necessary.

For further information:

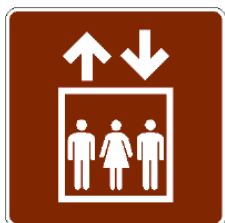
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¹ In order to facilitate publications, you may chose use the logo with the "transmitter" (second), or select the third logo, with "European Commission" and "Information Society and Media" written beneath it. The European flag can be found at: http://europa.eu/abc/symbols/emblem/graphics1_en.htm

Tips on Writing Press Releases

Please keep the following in mind when writing your press release:

- Focus on:
 - A short, highly effective press release (one A4 page max) that incorporates the:
 - “Elevator Speech” concept mentioned below
 - Standard press release format on page 8
 - Clearly state:
 - Who, what, where, when and why
 - Main goals and results
 - Problems the e-service solves
 - Benefits and relevance for citizens, businesses and administrations
 - How the e-service will be deployed, now or in the future
 - Short, clear and concise sentences:
 - “Less is more”
 - Present tense, third person
 - Start bulleted lists with action verbs
 - Plain spoken language that most people can read without further explanation
 - Active voice rather than the passive (“the project foresees” instead of “it is foreseen by the project”)
 - Engage readers by:
 - Painting an interesting picture of your service
 - Framing facts within your story-telling
 - Seek out assistance:
 - Ask a native speaker to write the press release or give you feedback
 - Ask a non-technical person to read your press release to see if they understand it without needing additional clarification. It should be readable by diverse people, whether industry insiders or a person with little exposure to your field.
- Avoid:
 - Acronyms, abbreviations, technical jargon, flowery adjectives, clichés and quotes
 - Aspects or processes not relevant to people outside of the project
 - General or over-used words (solution, innovation, platform...)
 - Overstating the expected outcomes of the project
- Several edits to the original draft are normally needed for an effective press release that best communicates the benefits of your e-service. The effort and time needed will produce a press release that you can use in several other marketing materials.
- Samples of press releases can be found on our website in the eTEN News Room.



Elevator Speech: When less is more

Imagine you are in an elevator going up three floors and have just a few seconds to convince someone influential of the value of your e-service. This is what is called an “Elevator Speech”.

An Elevator Speech is a concise, carefully-planned and well-practised description about your e-service that grabs the listeners’ attention and makes them want to know more.

Your marketing deliverables should incorporate the Elevator Speech concept to grab people’s attention in as few words as possible. Use this concept in the standard press release format on the next page.



Project Logo
(High-resolution logo suitable for print)

PROJECT NAME

Introduction or “Chapeau”: bold, 4 lines maximum. An effective introduction should quickly describe the project in a nut shell, focusing on the service it will provide to citizens, businesses or administrations. The “Elevator Speech” concept previously mentioned works well on this short description.

The Introduction is a high-level summary of the project. It should begin with the project name and be able to stand alone without the remaining portions of the press release as it will be used to summarise the project on eTEN’s website and print materials (also as the project abstract).

Problem or Context: A brief description of the problem or context the e-service addresses should be included. This helps underscore the importance of the project. When appropriate, stating the problem or context in very human terms helps tell the story.

Project: Start the sentence with the project name and give its overall goal towards solving the problem or working in its given context.

Project Objectives: A bulleted list is the best means to present the objectives. Each objective should start with an action verb, much like when writing a CV. A list of action verbs can be found at <http://technicaljobsearch.com/resumes/action-verbs.htm>

Project Description: Provide more detail about the project, expanding upon the items previously mentioned in the press release including:

- State how the project addresses the problem or context
- Give a concise description of the service the project envisages to provide
- Indicate how the e-service will be validated and what its target groups are
- Lay out how the e-service is or will be deployed
- Specify how the service will be self-sustainable in the future

Partners: Tell which organisations are included in the consortium, what type of organisations they are and how they help achieve the project’s goal. A list works well for this purpose.

EU Funding	xxx.xxx €
Duration	Start Month Year – End Month Year
Website	URL address
Contact	Contact name, email address, phone number preceded by country code
Participating Countries	Countries involved listed in alphabetical order

eTEN Project Description

Apart from the required press release / project fact sheet, you may decide to provide more detailed information about your project, which you can send to the eTEN Communications Team for publication on the eTEN website. The project description will then be published in the Project Database, linked to your own project information as "Technical Details". Please use the instructions below and ensure that the content is in line with the project descriptions already present in the Project Database on the eTEN website.

Instructions

The Project Co-ordinator should provide the basic updated information requested in this format. The titles of the sections and structure of the input should be maintained as in the standard version.

Descriptive information should be entered under each title, referring to the project documentation. The message from the text should mainly explain the project objectives, the service and its expected benefits, the trans-European dimension, expected results and future deployment possibilities. A business development approach is expected, also through a support from marketing and communication activities within the project. Technological aspects and workflow processes should be included to the extent necessary and in a language understandable to the wider public.

The final published text will be of 2.5 pages in total. An editorial revision might be applied to assure uniformity of the text and content of each project. The final text approved by the Project Co-ordinator will be used for the web publishing and may also be used for producing a printed version of the project description.

The project description should be completed and returned by e-mail to your eTEN Project Officer, with a copy to the eTEN Communications Team at info-eten@ec.europa.eu.

General Information:

- Project acronym
- Project title
- Keywords - Up to 4 keywords to be used for project search
- Photographs - attach any relevant photograph that may illustrate the service

Project Details

Project statement

1. **Issues addressed:** Problems / business case / needs with which the project is confronted offering a solution.
2. **Goals of the project:** The proposed solution for the overall project and the project phase; in evidence the contribution to a trans-European inclusive information society.

Characteristics

1. **Target users addressed:** User profiles and market segments addressed, market potential and quali-quantitative elements.
2. **Technical perspective:** Network/s and technology used, standards, integration/interoperation.
3. **Trans-European coverage:** Trans-European dimension of the project and its practical contribution (i.e. local validations of an EU solution, EU extension of a local solution, EU by nature of the subject); quali-quantitative elements.
4. **Expected benefits:** Clear description of the advantages for citizens, consumers or SMEs in adopting the proposed solution; quali-quantitative elements whenever possible.
5. **Contribution to EU policies:** Relation to eTEN, Information Society and i2010 policies, describe how the project relates to other EU policies.

Progress and results

1. **Expected results:** The main practical outcomes from the business plan and the threshold conditions for the e-service should be emphasised; marketing actions generated (pilot product, presentations and events).
2. **Deployment potential:** The main obstacles to be overcome for deployment, solutions, deployment timetable, broader deployment potential.
3. **Reports to be publicly available on the Web:** List of main material for public disclosure, which should be available from the project's website, inserting URL links.