



Best Communication Practices: Pointers

- The results or potential impact of the project should be explained and related to **everyday life and experiences**, where possible.
- Explain the **implications** of the project results, not just in technical terms, but in **social or economic terms**.
- **Be careful not to misinform** the public by over promoting the achievements of the project.
- Bring home the **project's impact** to the reader by including a paragraph called the 'nutgraph' somewhere in the first, second or third paragraph. The nutgraph answers the 'so what?' question, which the reader may ask about the project's work. The nutgraph explains the wider significance of the project, connecting the work to the interests of the audience if possible, and giving readers a reason for wanting to read more about it. Answer the question '**What benefits does the project bring and to whom?**'
- Put the project's impact into context by adding '**scaling**'. Thus, if the project's research is related to helping the medical profession perform implant surgery more efficiently, then the text might refer to the number of implants being done in Europe each year and even to the number of failed implants that occur, if the figures are available.
- You do not have to go into detail right at the start of your text. Such information as foreshadowed in the opening paragraph may be explained further on in the article.
- Remember to keep the headline, text and sub-headings **simple, but interesting**.
- **Use direct, active sentences**. Try not to use long complex sentences and lengthy paragraphs. Write out acronyms in full on first reference. You do not have to use the full name of the project unless necessary - it will appear at the top of the ID-Card.

At last, please do not forget to:

- Create your website/blog under the **.eu** domain (check www.eurid.eu)
- **Acknowledge receipt of European Commission funding** in all the project/study's publications and publicity material (including the ones produced by the partners)
- Prepare a **press release(s)** to highlight the launch of your project/study as well as first results, events, and the **project ID-Card** to summarise it
- **Keep track of your media appearance** in a dedicated page in your website (we will make reference to it from our website)
- **Update your website regularly with your public deliverables, news, milestones, results, ... and specifically at the end of the project with the latest public deliverables**
- Keep you Project/study Officer and Communication Officer up to date with your latest news (for creation of news items on Europa, insertion in newsletter, ...)
- Ask for help if you need it
- Stay informed by subscribing to the eHealth newsletter via http://ec.europa.eu/information_society/newsroom/cf/userregistration.cfm and/or the RSS feed http://ec.europa.eu/information_society/newsroom/cf/generaterss.cfm?n=15&tpa_id=23

