

Communication Guidelines for Projects/Studies

FEBRUARY, 2012

These Communication Guidelines aim at helping **YOU**, Project/Study Coordinators and Partners, to raise awareness about your work.

A good communication raises awareness and visibility about your project/study and can bring it to the attention of useful contacts.

The ICT for Health unit (eHealth) is here to help actively promoting your project/study to maximise its impact.

**Your hard work should be recognised!
Let people know about it!**

●●● ICT for Health

 **eHealth**
Better Healthcare for Europe

Website: <http://ec.europa.eu/eHealth>



eHealth: Project/Study Promotion

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How eHealth helps you promoting your project/study (YOU)

The ICT for Health unit (eHealth) supports its funded projects and studies by promoting their activities at European level. Effective promotion depends greatly on the *quality* and *quantity* of material you provide to us.

We can help you to increase the outreach and impact of your project/study, disseminate experiences and good practices, identify potential partners and attract investors. This is what we can do to help **YOU**:

Website – Blog – Social Media

The ICT for Health unit is well represented on ec.europa.eu the website presenting the European Union (in brief and in detail) with explanations of what it is, what it does and how it works. We can post information about **YOU** on our 'Project/study' section. The better the quality of the material you send us, the more exhaustive the information on Europa.eu will be. Being on Europa.eu will increase your overall 'search engine rankings', which is related to the number of links your site has. The eHealth website (<http://ec.europa.eu/ehealth>) features a "News" section, so please send us all relevant information for publication. Attach photos or audio-visual material whenever possible.

Other good promotional channels for **YOU**:

- **ICT Results**, an online editorial service promoting the results and ongoing activities of ICT-related research projects funded by the E.C. (<http://cordis.europa.eu/ictresults/>). A meeting place for companies of all sizes, public service providers, media and info relays, investors, the research community and the citizen.
- **ePractice** (<http://www.epractice.eu>), which highlights **best practices** and concrete results from projects/studies. Registering there will take you a few minutes - you will then be able to submit cases, news, events, videos, post comments, etc.
- **Cordis Wire**, an online news wire that gathers information sent to them by European innovation and research stakeholders <http://cordis.europa.eu/wire/> and Cordis Express, a weekly briefing on European Research and Innovation <http://cordis.europa.eu/express/>
- **Facebook** and **Twitter**: Create an account, follow ICT for Health on twitter.com/EU_ehealth and facebook.com/ehealthinfo - www.youtube.com/user/eHealthInfo. FYI eHealth Week: www.twitter.com/EU_eHealthWeek - www.youtube.com/user/eHealthWeek - www.facebook.com/eu.ehealthweek we will follow you back – Your information might then be published in our **EU eHealth Daily** newspaper: http://paper.li/EU_eHealth/1317734444

Monthly Focus and Success Stories

Each month we feature an eHealth "Monthly Focus" on a project, study, event, etc. The 2-page document presents latest important activities, news, achievements, results, etc that is highlighted in the Europa newsroom, disseminated via the **eHealth newsletter, twitter and FB accounts, the eHealth Info Daily** and sent to specific interested media. A project/study is only featured after its first positive technical review and the choice is based on the consortium's capabilities to communicate the project/study's goals and achievements. Previous issues: http://ec.europa.eu/information_society/activities/health/monthly_focus/index_en.htm.

H1 is publishing regular **"Success Story"**: 2-page document to highlight Project's impressive achievements, "discoveries", important publication, etc. (at the end of a successful project)

eHealth Newsletter

The ICT for Health unit produces a bi-monthly newsletter which is sent electronically to its subscribers and disseminated in print at events, workshops and conferences (data Dec. 2011: over 7.300+ subscribers). Send us your news, results, achievements, events, workshops that you find relevant or that you are organising in relation to your project/study.

Conferences, Workshops and Exhibitions

We organise and are involved in many events and workshops. Often the best way to explain "eHealth" is through **YOUR** achievements! Sometimes, we invite project/study to participate in exhibitions or to make presentations. Often the EC refers to good project/study examples in its presentations (by the unit but as well by N. Kroes or R. Madelin) and stands. Provide us with regular updates, with key data on objectives and benefits provided by your project/study to allow us highlighting **YOU**.

eHealth Publications and Audiovisual material

A portfolio compiling 2-page presenting each project/study (containing project/study description, logos, images, details and links to additional relevant information) is produced and updated regularly following the new calls. From this portfolio individual PDFs are also made available on the eHealth website for your use. Soon, a [dynamic ID-card](#) (with official contract data, your logo, pictures, journalistic description of project) will also be available on Cordis.

This **2-page ID-Card** describing your project/study should be **YOUR** "business card", quick and cheap to edit, update and disseminate. We can also help to distribute it via websites, to our visitors at conferences and exhibitions. (see guidelines in Annex II – page 10).

Projects producing good visuals/demos are welcome to contact info@epractice.eu for upload on www.ePractice.eu. Flag us when you have good visual material: it will increase the chances to be approached by [Euronews-Futuris](#) to realise a video-report of the project (see Health-e-Child http://ec.europa.eu/information_society/newsroom/cf/itemdetail.cfm?item_id=5080 and HAMAM http://ec.europa.eu/information_society/newsroom/cf/itemlongdetail.cfm?item_id=4970).

ICT for Health is owning a **YouTube account** where your videos can also be uploaded: <http://www.youtube.com/user/eHealthInfo>. Your videos are then shown during conferences.

Other interesting way to get support:

Innovation Relay Centres - Your local support

The IRCs are a network of local agents who have the task of helping to foster innovation by providing practical help. Since the launch of IRCs in 1995, 68 have been created, covering all EU Member States and some other European countries. Most IRCs are themselves network based, being composed of a consortium of partners thus ensuring easy geographic accessibility.

your local IRC may include:

- o Inward and outward technology transfer
- o Promotion of the dissemination and exploitation of research results
- o Stimulation of the capacity of companies to adopt new technologies
- o Promotion of transnational innovation initiatives
- o Provision of information on Innovation Actions of the Commission

http://cordis.europa.eu/marketplace/local_support.htm

How can YOU later implement, deploy, bring your results to the market:

Technology MarketPlace

Connecting People to Technology: Publicise your research results which require further development or exploitation support. Requests can concern technologies as well as processes, methodologies or know-how. The Results database is operated by the European Commission as part of CORDIS (Community Research and Development Information Service). Submitting information to the Results Database is free of charge and you can submit as many different requests as you wish. However, your data will only be accepted if you are seeking some form of active collaboration for the exploitation of your findings. <http://cordis.europa.eu/marketplace/home.html>



Tips to communicate on your activities more effectively

Communicating actively your activities, research achievements, etc. will make a difference by bringing your news to a varied audience, the European Institutions, public bodies, broad business, research and medical communities, and the media.

▪ **Press Releases - At the launch of your project/study and later to communicate its achievements**

Press releases are requested from all new projects/studies when they sign the contract. They are published on the eHealth website, disseminated via the monthly eNewsletter and will be sent to news agencies and targeted media as appropriate. They may be a basis for other dissemination activities. A press release should be simple as it should be disseminated to journalists at newspapers, news agencies, magazines, radios, TVs, online publications and blogs. Think about who might be interested in your project/study and create/update your list of media contacts, including local, national, mainstream or specialised media.

➤ *See Annex I, page 9 for tips on writing press releases.*

▪ **Project/Study Logo - within 2 months from the start of the project/study**

Every project/study should create a project/study logo within two months from the start of their contract. Your logo should be clear, simple and be tailored to your project/study. Some tips to create your logo:

- Do not use Word Art or Clip Art.
- A logo should have a minimum resolution of 300 dpi (dots per inch).
- Industry standard file formats for graphical logos include tagged image file format (.TIF) and Encapsulated PostScript (.eps).

▪ **ID-Card – Project/study Description (within 2 months from the start of the project/study)**

The ID-Card is an easy, simple document to quickly prepare and update; it is an important tool to present your project/study. The ID-Card should be simple, easy to read and to understand. The reader can be a local high school student, a politician, a journalist, a potential investor as well as a scientist.

The ID-Card should outline:

- Main objectives of the project/study
- Added value: Why is your project/study needed? What makes it interesting?
- The activities
- The expected outcomes – personalise it by telling a little story where readers can identify themselves

➤ Use real life examples to illustrate the difference your project/study can make (invent one if needed). Interesting figures and graphics can also help to explain your work (not too many).

➤ Include the logo and the website in your project/study's ID-Card.

➤ Examples of existing ID-Card descriptions can be found at:

http://ec.europa.eu/information_society/activities/health/research/index_en.htm

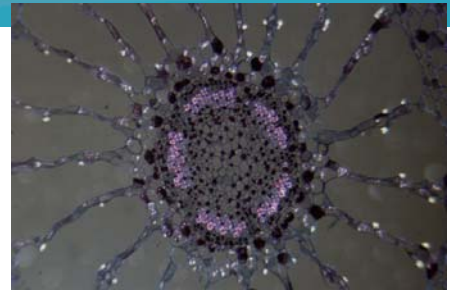
➤ *See Annex II, page 10 for guidelines on how to prepare an ID-Card.*

- **Website - within 2 months from the start of the project/study**

Every project/study should create a website within two months from the start of their contract. Register it for at least two years after the end of the project.

Tips to create/update your website:

- Keep it **simple** – remember that **you have to maintain it**
- **Keep it up to date!** It is of no interest if the information are old and the latest news are not included. Remember to post all your press releases, event announcements and articles
- **Do not start from "scratch"**: you can use an existing "content management system", a platform which can make your job much easier. Many are open source (and free to use) and have active communities to support users
- Your **audience** is international (usually English speaking), but **also local** – consider language translation whenever possible. Make sure all content is proof-read.
- **Avoid jargon**: using acronyms and terms which can be understood only by specialists will make your communication less effective and understandable by a wide audience. Keep your language plain and simple.
- **Register on the .eu domain**: it establishes your **European identity** on the Internet. It is **available to 500 million Europeans in 27 countries**. A .eu address is less anonymous than a generic domain. The .eu registrars and EURid, the .eu registry, provide customer support in most European languages.
- To animate your website (at least at the beginning of the project) please integrate our RSS feed http://ec.europa.eu/information_society/newsroom/cf/generaterss.cfm?n=15&tpa_id=23 in a News column.



- **Social Media**

- If you create a twitter account, please follow us [EU_eHealth](#) and we will follow back and add you in our list of twitter projects.

- **Photos and Graphics**

"A picture is worth a thousand words" Photos and graphics can illustrate very well the impact of your project/study and its concrete applications. Try to use images and graphics/charts as much as possible (see the different publications produced by/on previous projects/studies in http://ec.europa.eu/information_society/activities/health/downloads/index_en.htm).

- **PowerPoint Slides**

- Making reference to EC funding programme is compulsory (use the European Commission new logo and/or the FP7 logo available at http://ec.europa.eu/information_society/activities/health/promotion/index_en.htm).
- Provide us with a slide presenting your project. It will be incorporated into our relevant presentations given at various conferences and workshops so your project/study can reach a wider audience.

- **Success stories**

Throughout your project/study lifetime, there may be events or achievements that you would like to publicise. This is especially important at the successful end of your project/study. Do not forget to send us your "success story": they will be used by the EC officials (including Vice-President and Commissioner for Digital Agenda, Director Generals, Directors, etc) during their various presentations with concrete examples of results achieved by projects funded and we will publish it on our website/Newsletter and promote it via ICT Results, Cordis, Healthtech Wire and other channels (see examples on http://ec.europa.eu/information_society/activities/health/research/index_en.htm).

- **Project/study workshops/events**

If you organise workshops/events to disseminate the results of your project/study and to seek commitment from potential users and investors, please inform us: we can publicise them on our website.

You can also explore ways of cooperation with ePractice.eu <http://epractice.eu/en/epracticeworkshopsinfo> in organising "Co-branded" or "Assisted" workshops.

- **Brochures, leaflets, newsletter**

You may want to produce some additional documentation. These tools are also good to raise awareness about your project/study by disseminating at workshops, seminars, etc. A regular newsletter can also help you to inform your constituency and the media about your advances. The ICT for Health unit can support your dissemination efforts by publishing news items on Europa and disseminating them via our eNewsletter and to targetted media.

- **Videos**

You might want to produce a promotional video to demonstrate the impact of your project, when it has a strong visual component.

Do not forget to send them to us or the link of it and we will add them to our YouTube accounts: <http://www.youtube.com/user/eHealthInfo>; <http://www.youtube.com/user/eHealthWeek>

- **Additional promotional items**

Contact your project/study officer in case you plan to produce any additional promotional item(e.g. CD-ROM, gadgets, branded give-away items) to enhance the visibility of your project/study: we may be able to help you by disseminating them at conferences, workshops, visitors, etc.

Elevator Speech ... 'When less is more'

An elevator pitch is as essential as a business card, it will be the overview presentation of your project/study. You should be able to deliver it in the time span of an elevator ride (for example, **thirty seconds and 90-130 words maximum**). It should be a concise, carefully-planned and well-practised description about your 'e-service' that will grab the listeners' attention and make them want to know more.

▶ **Know your audience** - You will be much more likely to succeed if your elevator speech is clearly targeted at the individuals you are speaking to.

▶ **Know yourself** - Before you can convince anyone, you need to define precisely what your project/study is offering, what problems/issues it can solve and what benefits it brings to your audience

Answer the following questions relating to your project/study:

1. What are its key strengths?
2. What adjectives come to mind to describe it?
3. What is it your project/study is trying to "sell" or let others know about it?
4. Why is your consortium interested in the company or industry your audience represents?

▶ **Outline your talk** - Start an outline of your material using bullet points -no detail at this stage- simply write a few notes about your project/study to help remind you of what you really want to say.

You can use the following questions to start your outline:

1. 'Who' is my consortium?
2. What does the project/study offer?
3. What problem/issue will it solve?
4. What are the main contributions it can make?
5. What should the listener do as a result of hearing this?

▶ **Finalise your speech** - Now that you have your outline of your material, you can finalize the speech.

The key to doing this is to expand on the notes you made by writing out each section in full.

To help you do this, follow these guidelines:

1. Take each note you made and write a sentence about it.
2. Take each of the sentences and connect them together with additional phrases to make them flow.
3. Go through what you have written and change any long words or jargon into everyday language.
4. Go back through the re-written material and cut out unnecessary words.
5. Finalize your speech by making sure it is no more than 130 words long.



The visibility of your project/study depends on how you promote it, provide us with regular updates and inform us about the latest news.

Do not forget to inform your Project/study Officer and the eHealth Communication Officer (corinne.wenner@ec.europa.eu on every interesting topic, activity, news, events, etc... you are having.

As well, if you have a twitter account, follow @eHealthInfso and we will follow you back.

The Communication officer is available to provide suggestions/advice on how to prepare/disseminate the promo materials.

Lastly, the ICT for Health unit started the **EU eHealth Daily** (http://paper.li/EU_eHealth/1317734444) that gathers latest relevant news from twitter accounts followed by @EU_eHealth : if you follow us, we'll then follow you back and your will be added to the Daily newspaper.

Examples of communication "best practices" :

Videos:

Euronews – Futuris video-reportage:

- o <http://www.euronews.net/2012/01/11/over-hygienic-parents-could-be-cause-of-diabetes/>
- o <http://www.euronews.net/2009/06/17/new-frontiers-of-imaging-the-human-body/>
- o <http://www.euronews.net/2009/05/25/digital-fight-against-breast-cancer/>

Others

- o http://www.smarthealthip.com/video/SmartHEALTH_Subtitles.wmv

Monthly Focus and Success Stories:

- o http://ec.europa.eu/information_society/activities/health/monthly_focus/index_en.htm

ICT Results features:

- o eHealth:
http://ec.europa.eu/information_society/activities/health/monthly_focus/index_en.htm
- o all: <http://cordis.europa.eu/ictresults/index.cfm?section=home&tpl=home>

Additional guidance:

- o http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html
- o http://ec.europa.eu/information_society/activities/ict_psp/participating/project_management/documents/ICT_PSP_good%20communication%20practices%20v1-01.pdf

Compulsory

Acknowledgement of EU funds



Please ensure that **acknowledgement of the source of funding is clearly displayed** on your website home page, as well as in the footer of all website pages and on all reports, publicity material as flyers, leaflets, articles, interviews, press releases, etc.

You do not need to mention the amount of funding, but you should mention something along the following lines:

"**This project/study is partially funded** by the [European Commission](#) under the [7th Framework Programme](#)".

Remember to add a link "European Commission" to the European Commission/INFSO section of Europa (http://ec.europa.eu/information_society) and "7th Framework Programme" to FP7 CORDIS ICT website (<http://cordis.europa.eu/fp7/ict/>).

Use of logos

You are required to use the new logo of the European Commission and the eHealth visual, on any project/study publication and promotional material you produce, as well as on the project/study's website. These logos are available in the eHealth Information centre : http://ec.europa.eu/information_society/activities/health/promotion/index_en.htm. You can increase or decrease their size but you are not allowed to change the length or width only, or to cut a part of the logo or to change its colours.



New EC logo to use from 01 February 2012:

http://ec.europa.eu/ipg/design/templates/commission/index_en.htm



Disclaimer

When a partner mentions (in any publication, report, article, etc) the project/study he is partnering in, the following disclaimer must be added:

Possible inaccuracies of information are under the responsibility of the project (/study) team. This report reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein.

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



Annex I - Tips on writing press releases

- The **"five W" rule** - your press release needs to easily answer the following basic questions: **Who? What? Where? When? Why?**
- **Keep it short:** an effective press release is a **one A4 page** max
- Include the **basic information** and the key elements that make your project/study interesting/successful **at the beginning** (see some examples: http://www.diadvisor.eu/public/release_display.php?id=1; <http://www.european-hospital.com/topics/article/4200.html>; http://www.biomedtown.org/biomed_town/vphop/reception/news/ansys/; <http://www.research.phillips.com/newscenter/archive/2008/080820-euheart.html>; <http://www.healthtechwire.com/The-Industry-s-News-unb.146+M5a1e99587de.0.html>; <http://www.eldes.eu/presscorner/press-releases/welfare>)
- **Focus on:**
 - Main goals and results: what is the project/study doing? Be specific
 - Solutions/benefits: what does the project/study want to achieve?
 - Concrete applications: how your project will be deployed, now/in the future
 - What will be the benefit to patients, caregivers, healthcare professionals, etc?
- Engage your readers by adding **concrete examples, facts and figures** highlighting impact – avoid generic sentences
- Be factually correct and only put in information that adds some value – don't overstate the expected outcomes of your project/study
- Before drafting your press release, try to take some distance from the subject.

Language – some golden rules:

- "Less is more" - write few, concise and specific messages/sentences: they can be more easily picked up by the media (e.g. "the internet can save your life")
- Write in the present tense and with the active voice ("we foresee" instead of "it is foreseen by the project/study")
- Start bulleted lists with action verbs
- Use a plain language that most people can read without further explanation. Remember: the release is not for a specialised audience only.
- Avoid: acronyms, abbreviations, technical/scientific jargon, clichés, generic or abused words (e.g. solution, innovation, platform...).



At last, don't forget to:

- Include the **date** at the beginning of your release
- Include **links** to your website and to other relevant sources in case journalists need more info/background
- Ask for assistance of a native speaker to write the press release, check it out or give you feedback before finalising
- Ask someone else (possibly a non-technical person) to read your press release and give you feedback: having a "fresh" perspective will help make the release clearer and more suited to a wider audience.

All the above can also be applied when preparing the project monthly focus or success story. These documents are used to inform a large public (MEPs, Journalists, Healthcare professionals, Industry, etc) of the advances of your project. The document should give a concrete view of how the project will/is able to help the Healthcare community (at large) to better take care of the patients, to simplify the family's life, to ease the working conditions of the healthcare professionals and caregivers, etc. The "human angle" is more than important to tell your "project story".

Annex II - Project/study "ID-Card"



Project/study Logo
(High-resolution logo suitable for print)
(provide it as a jpg, png, ... separate file)

The ID-Card is an easy, simple document to quickly prepare and update; it is an important tool to present your project/study objectives and expected results. The ID-Card should be simple, easy to read and to understand. The reader can be a local high school student, a politician, a journalist, a potential investor as well as a scientist!

Below some suggestions on how to structure your ID-Card:

1. Acronym + Title (spelled-out) of the Project/study

2. Lead/Headline: a summary overview (in bold, three/four lines maximum) providing the readers with the key elements to understand what the project/study is about and its expected benefits, without reading any further.- a sort of "Elevator Speech" (see page 6) describing the project/study in a nutshell. It will also be used to summarise the project/study on eHealth's website and print materials.

3. Context and objectives (max. 200 words): this section should start with a brief description of the clinical challenges of the project/study: why is it developed? Which problems is it trying to overcome? What are its specific objectives? You may want to present the objectives as a bulleted list, starting each of them with an action verb (e.g. Identify, Provide, Improve, Develop, Structure, Enable, Incorporate, Disseminate, etc) which makes it clearer for the readers. Whenever possible, stating the context in everyday life terms helps telling the story: bringing home the project's impact to the reader by including a paragraph called the 'nutgraph' somewhere in the first, second or third paragraph will help visualise what could come out from the research undertaken.

4. Project/study description (max 400 words): provide additional details about the project/study, expanding on what you have written in the previous sections. Indicate also how the project/study will be validated.

5. Project Expected Results and Impacts; Study Outcomes (max 300 words)

Scenario / Case study / practical example (max 300 words)

Here is the place to "tell a story" to provide an everyday life example (if you do not have one, invent it): it helps people to better understand and visualise your work as it is placed in a real life situation in plain english = NO jargon / no technical / no scientific.

Check the existing ID-Cards of the ongoing projects/studies on the eHealth website:

http://ec.europa.eu/information_society/activities/health/research/index_en.htm

- Provide visual material in a separate zip file in jpeg format: it will be used for the ID-Card as well as eventually for the monthly focus or articles on the project.
 - The **project/study logo** (at least 300 dpi for quality printing)
 - **2 or 3 pictures** (or graphics) to illustrate your project/study (at least 300 dpi - 7cmx7cm)
- Choose a list of up to **5 keywords** to illustrate your project/study, it will be helpful when
 - searching a project by topic on Europa within the dynamic factsheets or
 - proposing projects for articles on a specific topic

Contact info

Please send any dissemination material in electronic format to your Project/study Officer and the eHealth Communication Officer Corinne.wenner@ec.europa.eu.

eHealth website: <http://ec.europa.eu/ehealth>.

For further information:

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