Communicating your project results

Tiziana Arcarese,
DG CONNECT- Communication Unit

Why communicate? (1)

Show the impact of the project outcome:

- adherence to what you promised to achieve

- measurable steps in competitiveness and innovation

- acceptance and take up of the solutions is not the problem

- major technology integration improvements

.

Why communicate? (2)

Your project as a success story!

• more investment (P&P) on innovation is worth!

• success of the formula (MS participation, co-funding, collaboration instruments, etc.)

• build a community upon the topic to discuss project developments, scaling up, best practices exchange, experience sharing, etc.

Ingredients

- An objective: *see* why you communicate?
- A story: use examples
- A set of messages
- An audience, and more widely "a community"
- Choose the most appropriate language (it depends on your audience) to express the concepts and messages

Action!

What you need to do:
- provide good stories!
- map your stakeholders
- keep your PO informed!
- be part of the existing communities
- engage in the discussions
….. i.e. Plan your communication strategy

This in practical terms means:
- express your project by examples
- Use facts and figures
- Use visualisation
- Use social media platforms #!
- contact the existing communities and participate in the online discussions
- build a good web site

Digital Agenda for Europe: Facebook account

@DigitalAgendaEU

http://ec.europa.eu/digital-agenda/

DIGITAL AGENDA FOR EUROPE
A Europe 2020 Initiative

European Commission > Digital Agenda for Europe

| Home | Our Goals | Life & Work | Entrepreneurship & Innovation | Science & Technology | Telecoms & the Internet | Content & Media | DAE & U |

Setting Europe's Digital Agenda

The Digital Agenda is the EU's strategy to help digital technologies, including the internet, to deliver sustainable economic growth... More about the DAE

A manifesto for entrepreneurship and innovation to power growth in the EU

Regulatory mess hurting broadband investment

Consultation on best ways to open up more public data

Consultation on the Green Paper "Preparing for a Fully Converged Audiovisual World"
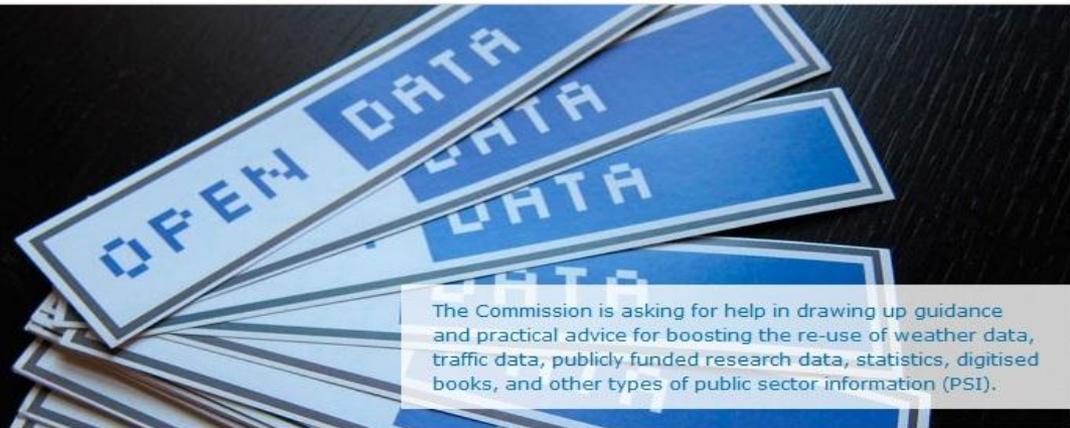
The Commission is asking for help in drawing up guidance and practical advice for boosting the re-use of weather data, traffic data, publicly funded research data, statistics, digitised books, and other types of public sector information (PSI).

Newsroom   RSS

Press Releases

▸ EU-funded project uses robots, not humans, to inspect petrochemical containers (03/09/2013)

Speeches

▸ Smarter cities in a connected continent (Neelie Kroes Vice-President of the European Commission responsible for the Digital Agenda, 05/09/2013)

Search the site

Join the

Evaluate your impact!

TAXPAYERS' MONEY=
ACCOUNTABILITY
RESPONSIBILITY

USE evaluation tools:
Media monitoring,
Web statistics, Viewers, Members, Friends, Users

Report about it all
in your annual reporting

https://ec.europa.eu/digital-agenda/en/ict-policy-support-programme

Some twitter accounts
eCodex @eCODEX_EU
epSOS @epsosproject
STORK 2.0 project @StorkEid