

Communicating your project results

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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

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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



The image shows a screenshot of the Facebook page for the Digital Agenda for Europe. The page header includes the Facebook logo, a search bar with the text "Cerca persone, luoghi e oggetti", and the user profile of Tiziana Arcan. The main content area features the European Commission logo and a large banner for the "Digital Agenda for Europe 2010-2020". The banner is a collage of various images related to digital technology and European initiatives. A prominent text box on the left of the banner reads "Every European Digital". Below the banner, the page title "Digital Agenda for Europe" is displayed, along with the text "6.688 'Mi piace' • 409 ne parlano". To the right of the title are buttons for "Ti piace", "Messaggio", and a settings icon. Below the title, there is a "Comunità" section with the text "The movement for digital action in Europe". At the bottom of the page, there are links for "Informazioni" and "Suggerisci una modifica", a "Foto" section, and a "Mi piace" section showing a thumbs-up icon and the number "6.688".

@DigitalAgendaEU



Every European Digital

European Commission

Digital Agenda for Europe 2010-2020

@DigitalAgendaEU FOLLOWS YOU

Official account of the EU's #DigitalAgenda policy flagship led by @NeelieKroesEU. Connecting with you to maximise the potential of #ICT in Europe is our goal.

Europe · ec.europa.eu/digital-agenda

9,742 TWEETS	2,389 FOLLOWING	16,649 FOLLOWERS	 Following
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<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

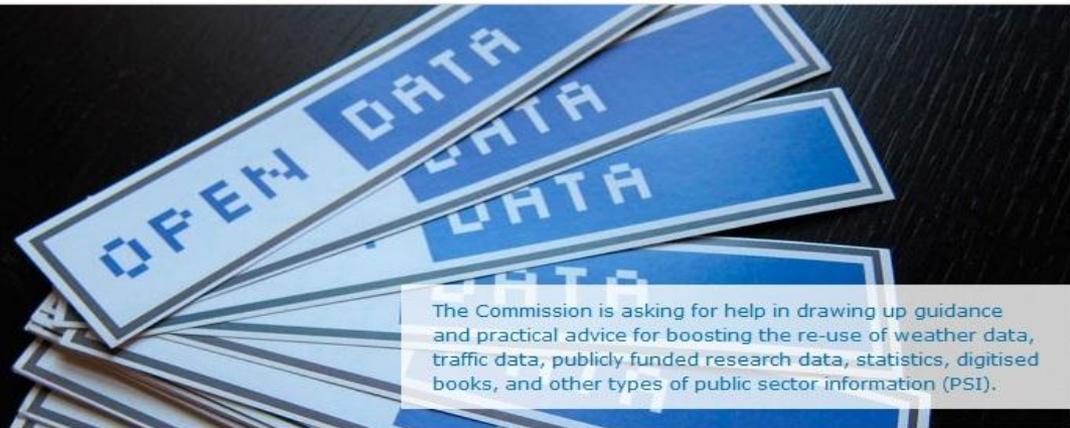
The Digital Agenda is the EU's strategy to help digital technologies, including the internet, to deliver sustainable economic growth... [More about the DAE](#)

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

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



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](#)