



# Communicating your project results

Presentation to FP7 project  
coordinators

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# What are we talking about today?

- Why spreading the news?
- Dissemination vs communication
- What is a "news" for your project
- Ingredients for communicating
- The EU dimension
- Actions!
- Some usefeul links

# Dissemination

FP7 Grant Agreement - Annex II – General Conditions **II.30. *Dissemination***

## **Access to information**

The *Commission* shall be authorised to publish, in whatever form and on or by whatever medium, some information specified in the grant agreement

## Why should you disseminate?

- delivered what you promised (prototypes, reports)
- showed evident steps forward in research and innovation (scientific papers, patents)
- demonstrated feasibility and acceptance of the solutions
- achieved major technology integration improvements
- achieved major scientific breakthroughs

# Why should you communicate? (1)

Because you have a good story to tell! Such as:

- Your project has been awarded
- You have built a spin off company to follow up the project
- The consortium employ young researchers, women
- The project outcome has attracted venture capitals
- You have involved a population in the requirement/testing (watch the [video](#) of Francesco)
- Lesson learnt you want to share (even failures)

## Why should you communicate? (2)

You have a clear message to address to a clear audience

### **Example**

Your project is successful and you want to:

- show that investment in innovation is worth and you wish to ask for more investment to a certain audience (policy makers)
- highlight the successful partnership and ask for replicating and scaling up (MS participation, co-funding, collaboration instruments, etc.)
- build a community upon the topic to discuss, project developments, scaling up, best practices exchange, experience sharing, piloting before market, etc.
- show the impact in the local press (localise the content)

# Ingredients

- An objective: *see why you communicate?*
- A story: use examples
- A set of messages (a narrative)
- An audience, "a community" **YOU NEVER Communicate to the general public!**
- Choose the most appropriate style and language (it depends on your audience) to express the concepts and messages
- Choose the most appropriate tools to reach your goals and target audience



# The EU dimension

## You contribute to the EU high level political challenges

Tackling unemployment and creating jobs #EU4jobs

The EU makes doing business easier and better #EU4business,

Emerging fairer from the crisis #EU4fairness

EU makes cost of living cheaper #EU4FairPrices

EU makes the quality of life better #EU4LifeQuality

The EU acts as a global player to tackle global challenges #EUglobalplayer

The EU protects its citizens #EU4citizens



# Action!



## Be SMART!

- With one very **S**pecific goal
- With **M**easurable objectives
- What your organisation can **A**chieve
- With **R**ealistic (and phased) ambitions
- That gets to concrete results in **T**ime

- **but 1st: build a good web site**

- Plan your communications (ingredients + timing)
  - Provide good stories: examples, facts and figures
  - Use visualisation when more effective and efficient
  - Go social!
  - Keep your PO informed!
  - Map your stakeholders
  - Join the online communities and engage in the discussions
  - Follow up and monitor

## Our channels



**DAE Facebook page:** [Digital Agenda for Europe](#)  
more than 8K likes



**Twitter account:** [@DigitalAgendaEU](#) more than 23K  
followers, know your key hashtags



[Digital Agenda web page](#), its [Newsroom](#), its [blog](#)



**Youtube Channel** [DigitalAgendaEU](#)