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Subject: Horizon 2020 project communication and acknowledgement of EU funding (*Mailing to all Horizon 2020 Participants*)

Dear Horizon 2020 participant,

A new exciting year lies ahead of us, in which you will do a lot of excellent work to bring your project forward and communicate about it. Communicating with citizens about science and its benefits is more than ever necessary to show the impact of research and innovation on society and people's lives.

It is you, and your project team, who are the best ambassadors for communicating the impacts of your work. You are the ones who can speak most convincingly about the impact of your project, be it on everyday lives, on our economy, on policy-making or on the future of our society. This is why I ask you to fully engage in communicating about your project to all audiences - not just your peers.

My colleagues and I will continue to assist you in communicating successfully about your research. You can find support and information on our [webpage](#) where we have recently added "The EU guide to communication" which is a couple of short videos about science communication in general, and specific tips on how to get the media on board. Please have a look. I am sure you will find it useful.

I also invite you to follow the official Twitter account for the Horizon 2020 programme @EU_H2020 and to become part of our community of projects on social media, where you will notice that we are using a new hashtag #ResearchImpactEU. Please use this new hashtag and tag us @EU_H2020 whenever you are announcing 'breaking news' which clearly shows the real impact of your EU funded research (e.g. TV/radio/newspaper features). Also, if you manage the Horizon 2020 Twitter account for your project we would like you to introduce your project to us via twitter and tag us @EU_H2020. We can then add you to our new Twitter list – helping us to stay informed about your activities.

Let me also take this opportunity to remind you to acknowledge the EU funding in all your communication, publication dissemination and IPR activities as well as on all equipment, infrastructure and major results funded by the grant. You will find more detailed information and templates for your re-use [here](#).

All my best wishes for a happy and successful year 2017.

Robert-Jan Smits