



European
Commission

Communicating Horizon 2020 projects

WHY

- ✔ Raise awareness & visibility
- ✔ Attract the best experts to your team
- ✔ Network with other projects
- ✔ Promote your activities
- ✔ Create market demand for your product
- ✔ Exchange know-how and results
- ✔ Report to citizens on how their money is spent
- ✔ Prove to decision makers that investing in Horizon 2020 was a good idea
- ✔ Help raise funds for follow-up projects
- ✔ It's your legal obligation



38.1 Communication activities by beneficiaries

38.1.1 Obligation to promote the action and its results

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

HOW

Make a comprehensive **communication plan** that defines your audiences. Think about the tools to reach and multiply your audiences that are proportionate to the scale of your projects.

Your communication might include:

- ✔ Publications (leaflets, brochures)
- ✔ Websites
- ✔ Events
- ✔ Publicity (posters)
- ✔ Videos and photos
- ✔ Campaigns
- ✔ Social media
- ✔ Press releases

ACKNOWLEDGE THE EU FUNDING

Any communication activity related to your project needs to acknowledge the EU funding you have received, according to the grant agreement that you have signed.



38.1.2 Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure funded by the grant must:

- (a) display the EU emblem and
- (b) include the following text:

'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [number]'.

When displayed together with another logo, the EU emblem must have appropriate prominence.

In practice, it looks like this:








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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [number].

WORK WITH INEA

Keep INEA in the loop about your communication activities, whether they are already under way or in the planning stages. Let us know whenever your project is mentioned in the press, when you are preparing a demonstration, if you received an award or if there is any other good opportunity to promote your project. The sooner we know about it, the more assistance we will be able to provide.

WHAT WE CAN OFFER

-  We can help spread the word about your project on INEA's website and via social media
-  We can connect with your stakeholders, including other Horizon 2020 projects, experts and policy makers via Twitter and LinkedIn
-  We will make the European Commission (EC) aware of the communication potential of your project and help you disseminate information through EC tools
-  We will work together with you to promote your results and actions
-  We can advise you on your communication plan, in case of doubts

CONTACT US

INEA-COMMUNICATION@ec.europa.eu + put your INEA project manager in copy



@INEA_EU



Innovation and Networks Executive Agency