










Are you communicating your Horizon 2020 project?

Why communicate?







-  Engage with your stakeholders
-  Share best practice with other projects
-  Promote your project's activities and results
-  Generate market demand for the products or services developed
-  Expand your network
-  Attract the best experts to your team
-  Raise citizens' awareness of how their money is spent
-  Show the success of European collaboration
-  **It is a legal obligation**



**Article 38.1.1 of the grant agreement :
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









Build your own communication strategy

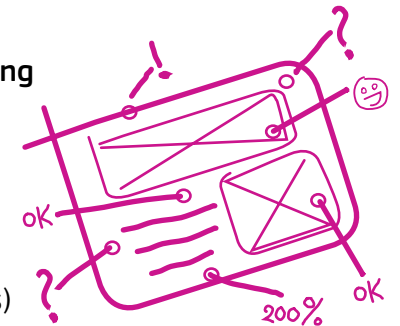
-  **Be strategic:** allocate resources, involve professional communicators and ensure continuity
-  **Set your goals and objectives:** make clear what you want to achieve with your communication strategy, and how
-  **Define your audience:** include all relevant target groups and tailor your content to each audience. Do you have a media list relevant to your area?
-  **Choose your message:** is it news? Share it with your audience. Keep it simple and remember to tell a story; do not just list the facts
-  **Use the right medium:** Use a channel that will reach your target audience. Remember to let your Project Officer and National Contact Point know about your achievements!
-  **Evaluate your efforts:** set simple indicators to measure your success

Communicate your project

A comprehensive communication strategy is crucial in promoting your project and its results. Your plan should define clear objectives adapted to a range of target audiences. It should be proportionate to the scale of your project.

Your communication might include, among other tools and channels:

-  Websites
-  Social media
-  Events
-  Publications (brochures, leaflets, flyers)
-  Videos and photos
-  Publicity (posters, banners, billboards)
-  Newsletters
-  Press releases



Acknowledge the EU funding

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

Display the EU emblem

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write:



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

Download the EU emblem and read guidelines: <https://europa.eu/!Qg69gK>

Display the emblem and text correctly

- 1 When displayed together with another logo, the EU emblem must have appropriate prominence.
- 2 You can display the text to the right, left, up or down, depending on your needs.
- 3 Use one of the following fonts: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. **Do not use *Italic*, underlined variations or **font effects**.**
- 4 The colour of the font should be reflex blue (same as the EU flag), black or white depending on the background.



Yes



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



No



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

HELP!

How can REA help?

Keep us up to date with the latest news and activities of your project. For example, if your project has won an award, made a groundbreaking discovery or been mentioned by the press, let your Project Officer know immediately.

REA can:

- Advise you on your communication plan
- Share your project's success through European Commission channels
- Promote your results and actions
- Help in case of negative media coverage



Want to know more?

Read the full guide on Horizon 2020 project communication:
<https://europa.eu/!Qf94Pu>



Keep in touch

Email REA-COMMUNICATION@ec.europa.eu and put your REA Project Officer in copy



European
Commission