



Communication matters from day one

Trends in HORIZON 2020



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28 May 2018

Research Council of Norway, video-presentation



Output & Impact!

The Commission's R&I communication activities



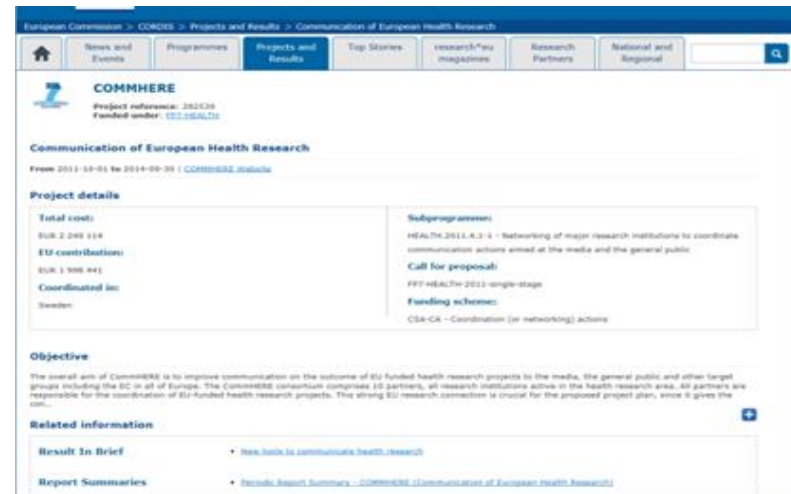
Commission's actions

■ Policy

- Stronger focus on innovation aspect

■ Dissemination

- Systematic disclosure of results
- via Commission websites



The screenshot shows the 'COMHERE' project page on the European Commission website. The page is titled 'Communication of European Health Research' and provides details for the project reference 2011C9, funded under the FP7-HEALTH2 program. The project details section includes:

- Total cost:** EUR 2 240 118
- EU contribution:** EUR 1 500 441
- Coordinated in:** Sweden
- Subprogrammes:** HEALTH.2011.4.2-1 - Networking of major research institutions to coordinate communication actions aimed at the media and the general public
- Call for proposal:** FP7-HEALTH.2011-single-stage
- Funding scheme:** CEA-CA - Coordination (or networking) actions

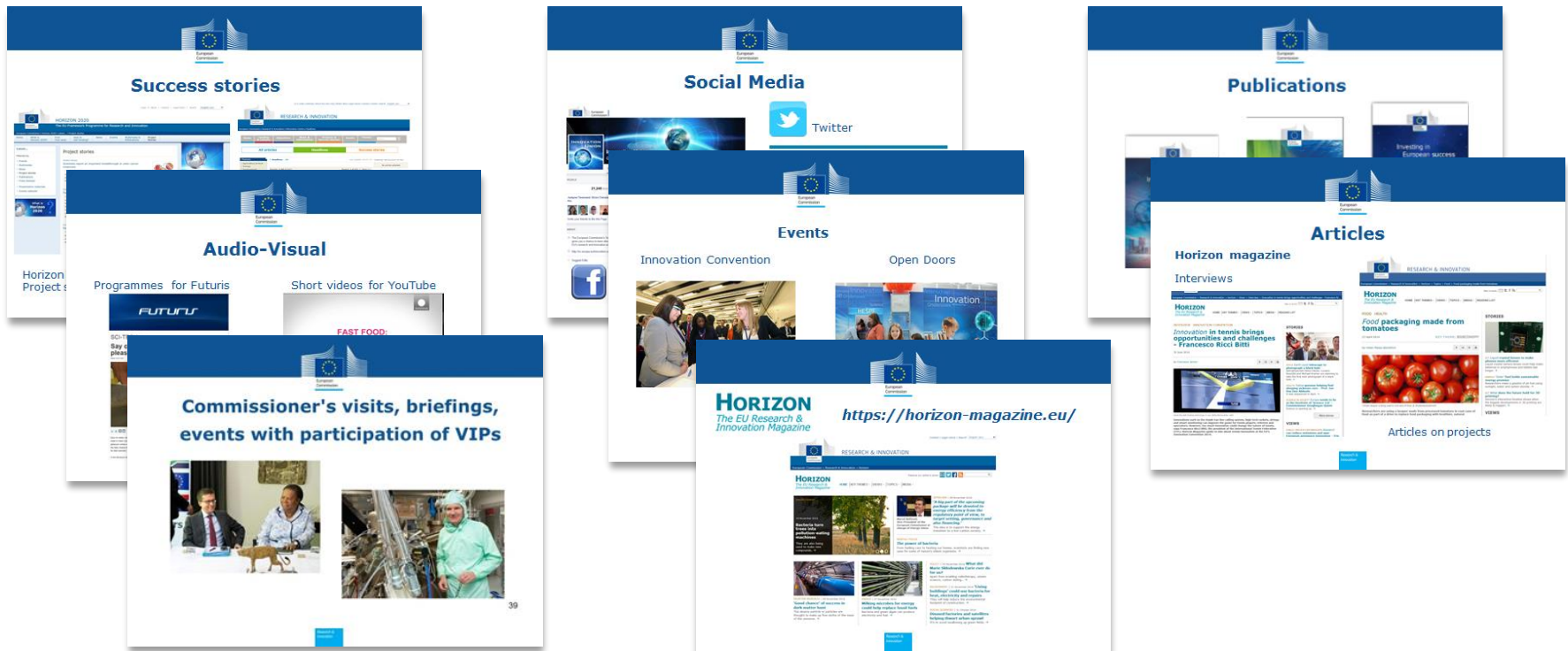
The objective section states: 'The overall aim of COMHERE is to improve communication on the outcome of EU funded health research projects to the media, the general public and other target groups including the EC in all Europe. The COMHERE consortium comprises 10 partners, all research institutions active in the health research area. All partners are responsible for the coordination of EU-funded health research projects. This strong EU research consortium is crucial for the proposed project plan, since it gives the...'

Related information includes:

- Result In Brief:** [New tools to communicate health research](#)
- Report Summaries:** [Periodic Report Summary - COMHERE \(Communication of European Health Research\)](#)

Commission's R&I Communication

*Related to Commission's political goals
Showing leverage effects and impact on our daily lives, our society*



Commission's R&I Communication



Twitter:

@EUScienceInnov

@EU_H2020

#ResearchImpactEU



Facebook:

EUScienceInnov



Youtube:

EU Science & Innovation



Output & Impact!

Commission

Beneficiaries

Beneficiaries' Communication Actions



Leaving the ivory tower...



...is worth every minute spent on it.

© SantiMB

It is all about ourselves...



© Queens University

It is all about society...



© jp_42

It is all about money...



© kiki99

H2020 contractual aspects on communication





Grant Agreement Article **38.1**



Horizon 2020 - Grant Agreement

"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".

(Article 38.1.1, Obligation to promote the action and its results)

Communication	Dissemination
About the project and results	About results only
Multiple audiences <i>Beyond the project's own community (including the media and the public)</i>	Audiences that may use the results in their own work <i>e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</i>
Inform and reach out to society, show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29



Communication ≠ Dissemination



Horizon 2020 - Grant Agreement

"**Before** engaging in a

communication activity expected to have a major media impact,

the beneficiaries **must inform the [Commission] [Agency]** (see Article 52)".

(Article 38.1.1, Obligation to promote the action and its results)

Horizon 2020 - Grant Agreement

Acknowledgement of EU funding *(Article 38.1.2 and 29.4)*

- ✓ Use EU emblem



High-resolution emblems are available here:
<http://europa.eu/about-eu/basic-information/symbols/flag/>

- ✓ Use text as indicated in GA

Horizon 2020 Annotated Grant Agreement



- **In proposal: work package for communication**
(or included in another work package)
- Comprehensive **communication plan**
- Address the "**public policy perspective**"
- Communication **proportionate** to the action
- **Free choice** of communication activities

Communication in the H2020 project lifecycle



→ Proposal

- Work package for communication (or in another work package)

→ Evaluation

- "Impact" criterion

→ Reporting

- Communication plan
- Progress overview of communication activities

→ Project Management

- PO: interim and final assessment
- Beneficiaries: inform EC prior to major communication activity

Good communication

- ✓ Start at the outset, continue through entire lifetime
- ✓ Plan strategically
- ✓ Identify and set clear communication objectives
- ✓ Target audiences beyond own community
- ✓ Choose pertinent messages
- ✓ Use the right medium and means

Guidance - Communication



Horizon 2020 Online Manual

The screenshot shows the 'RESEARCH & INNOVATION Participant Portal H2020 Online Manual' interface. The left sidebar contains a navigation menu with categories like 'H2020 Online Manual', 'My Area - User account & roles', 'Grants', and 'Applying for funding'. The main content area is titled 'Communicating Your Project' and includes a sub-section 'What does communication involve?' with text explaining that communication activities must be part of the proposal. Below this, it discusses a 'comprehensive communication plan' and lists 'Good communication' principles such as starting at the outset, being strategically planned, and using the right medium and means.

The screenshot shows the 'RESEARCH & INNOVATION Participant Portal H2020 Online Manual' interface. The main content area is titled 'Acknowledgement of EU funding'. It features a grid of buttons for various actions: 'Keeping records', 'Amendments', 'Reports & payment requests', 'Deliverables', 'Dissemination & exploitation', 'Communicating your project', 'Acknowledgement of EU funding', and 'Checks, audits, reviews & investigations'. The 'Acknowledgement of EU funding' button is highlighted.

Acknowledgement of EU funding

Beneficiaries of the EU's Horizon 2020 research and innovation programme and the Euratom research and training programme 2014-2018 have the obligation to explicitly acknowledge that their action has received EU funding. This must be done, if possible and unless the Commission/Agency requests otherwise, in all communication, dissemination and IPR activities as well as on all equipment, infrastructure and major results funded by the grant.

The EU/ERC emblem and reference to EU funding must be displayed in a way that is easily visible for the public and with sufficient prominence (taking also into account the nature of the activity or object). Examples: for equipment and major results a sticker or poster, for an infrastructure a plaque or billboard.

Depending on the kind of activity (see your Grant Agreement) this shall be done in various ways.

Applications For IPR Protection Of Results (Article 27.3)

include the following standard sentence in each application filed by or on behalf of a beneficiary:

"The project leading to this application has received funding from the [European Union's Horizon 2020 research and innovation programme]/[European Research Council (ERC) under the European Union's Horizon 2020 research and innovation programme]/[Euratom research and training programme 2014-2018] under grant agreement No [Number]".

Standards Incorporating Results (Article 28.2)

If results are incorporated in a standard, the beneficiary shall ask the standardisation body to include the following statement in (information related to) the standard:

"Results incorporated in this standard received funding from the [European Union's Horizon 2020 research and innovation programme]/[European Research Council (ERC) under the European Union's Horizon 2020 research and innovation programme]/[Euratom research and training programme 2014-2018] under grant agreement No [Number]".

Dissemination Activities (Article 29.4)

The following must be included in all dissemination activities:

This project has received funding from the [European Union's Horizon 2020 research and innovation programme]/[European Research Council (ERC) under the European Union's Horizon 2020 research and innovation programme]/[Euratom research and training programme 2014-2018] under grant agreement No [Number]

RESEARCH & INNOVATION

Participant Portal H2020 Online Manual

Dissemination & Exploitation of results

Under Horizon 2020, it's more important than ever to disseminate and exploit the results of your research and innovation project.

This applies to every stage of the programming cycle. It means:

- maximising the take-up of the new knowledge, both for commercial purposes and for policy making
- boosting research & innovation among participants in our programme and others who could benefit from the research conducted
- being accountable for expenditure and making sure that EU citizens benefit.

Experience shows it's not always easy to meet these goals. As an applicant, it's useful to keep the following in mind.

There's a close link between dissemination and exploitation. **Dissemination** (sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers) - feeds into **exploitation** (using results for commercial purposes or in public policymaking).

There's often some overlap between dissemination, exploitation and communication, especially for close-to-market projects.

Guidelines For Your Dissemination And Exploitation Activities

We suggest you take a step-by-step approach to dissemination and exploitation when developing your proposals for an application. The guidelines below should help. They are meant for Leadership in enabling & industrial technologies and Societal challenges. They are not targeted at Excellent science, although you might consider some of them there, too. These guidelines are not compulsory.

1. **Link your proposal to the policy context of the call for proposals.**
Calls usually specify the EU policy aims needing further research. How will your proposal help meet these aims? Give a detailed explanation.
2. **Involve potential end-users and stakeholders in your proposal.**
If they're committed from early on, they may help guide your work towards applications. End-users could come from the regional, national and international networks of the partners in your consortium, or from the value chains they operate in. They could be involved as partners in the project, or, throughout its duration, as members of an advisory board or user group tasked with testing the results and providing feedback.



Guidance - Communication



Horizon 2020 Online Manual

Section: Communicating your project

- [Horizon 2020 Annotated Grant Agreement](#)
- [Brochure "Communicating EU Research & Innovation - Guidance for project participants"](#)
- [The EU Guide to Science Communication \(videos\)](#)
- [Webinar - 60-minute Comms Workout!](#)



Section: Acknowledging EU funding

Guidance - Communication

Brochure "Communicating EU Research & Innovation - Guidance for project participants"



http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

Communicating H2020 projects - Summary

■ Increased importance of communication

- Work package on communication in the proposal and the grant agreement (GA article 38.1)
- Promote your project and its results beyond the projects own community
- Communicate your research in a way that is understood by non-specialist, e.g. the media and the public
- Inform us in advance of communication activities expected to have a major media impact



■ Communication ≠ Dissemination

- Dissemination (GA article 29) is a separate obligation (e.g. through scientific articles and conferences)



Thank you!

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External Communication Unit

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