European Commission

EASME

Executive Agency for Small and Medium-sized Enterprises

How to prepare an excellent proposal

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Senior Project Advisor

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Senior Project Advisor

Horizon 2020 Energy Unit

ENERGY

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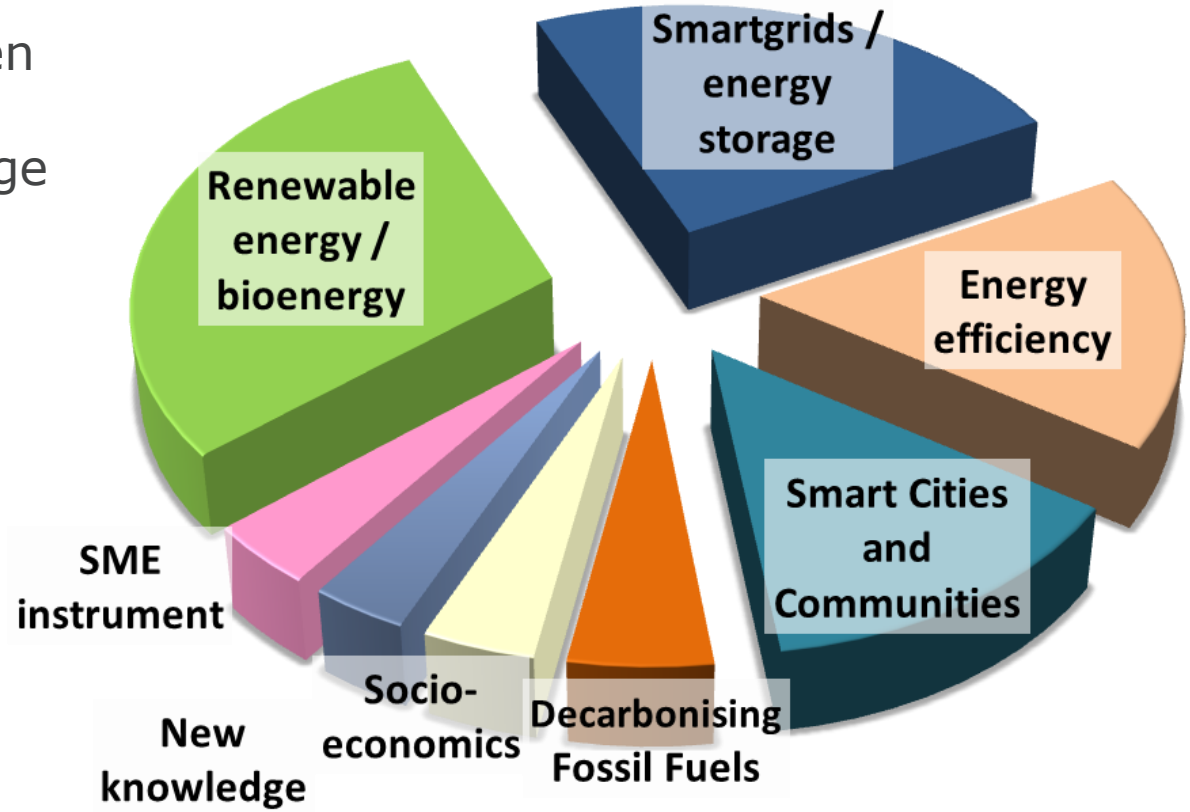
The Horizon 2020 Societal Challenge
Secure, Clean and Efficient Energy

Balance between areas of the Energy Challenge



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Energy Efficiency

Types of action

Research & innovation
actions that establish new knowledge or develop more energy-efficient technologies and solutions.
EU funding rate: 100%.

Innovation
actions that demonstrate the viability of new technologies and solutions or support their first deployment in the market.
EU funding rate: 70%.

Coordination & support
actions* that improve skills, mobilise large-scale investments or facilitate EU policy implementation.
EU funding rate: 100%.

Funding areas

Heating & Cooling

Consumers

Buildings

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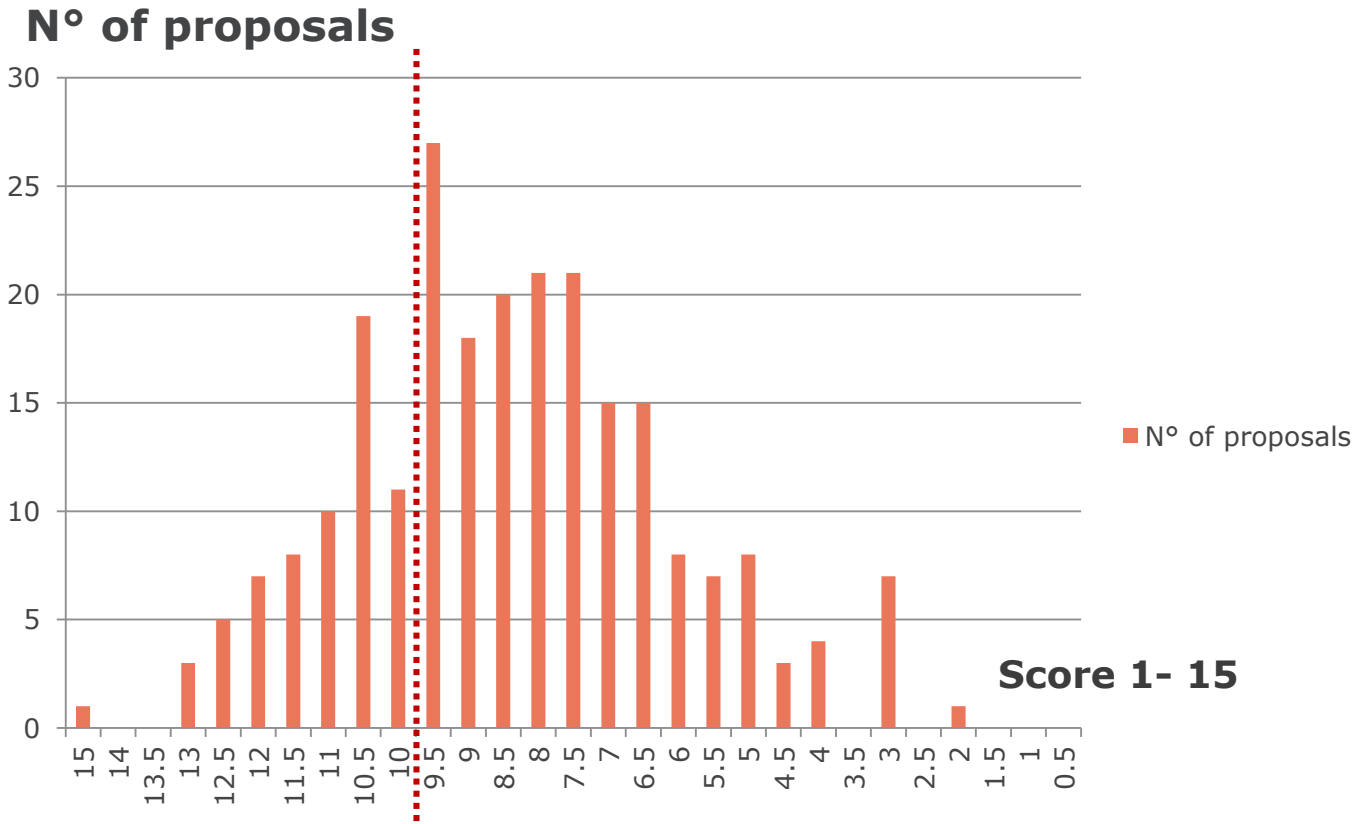
Industry, Services & Products

Innovative financing for Energy Efficiency

It is a demanding competition!*



*Example of 2015 Market Update proposals (CSA)

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Agenda

- The evaluation process – basic principles
- Before you start - tips and lessons learnt
- Keys to success - feedback from our experts
- How to inform yourself - the information gateways

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H2020 – What are the main principles?

- 2-year work programme
- Challenge-based
- Technology Readiness Levels
- Indicative project budget for each topic
- A single funding rate per project
- A single time to grant of 8 months

H2020: Type of actions

Deadline 19 January 2017

Deadline 07 June 2017

RIA

Research & innovation
actions that establish new knowledge or develop more energy-efficient technologies and solutions.

EU funding rate: 100%.

3 beneficiaries

IA

Innovation
actions that demonstrate the viability of new technologies and solutions or support their first deployment in the market.

EU funding rate: 70%.

* 100% for non-profit legal entities

3 beneficiaries

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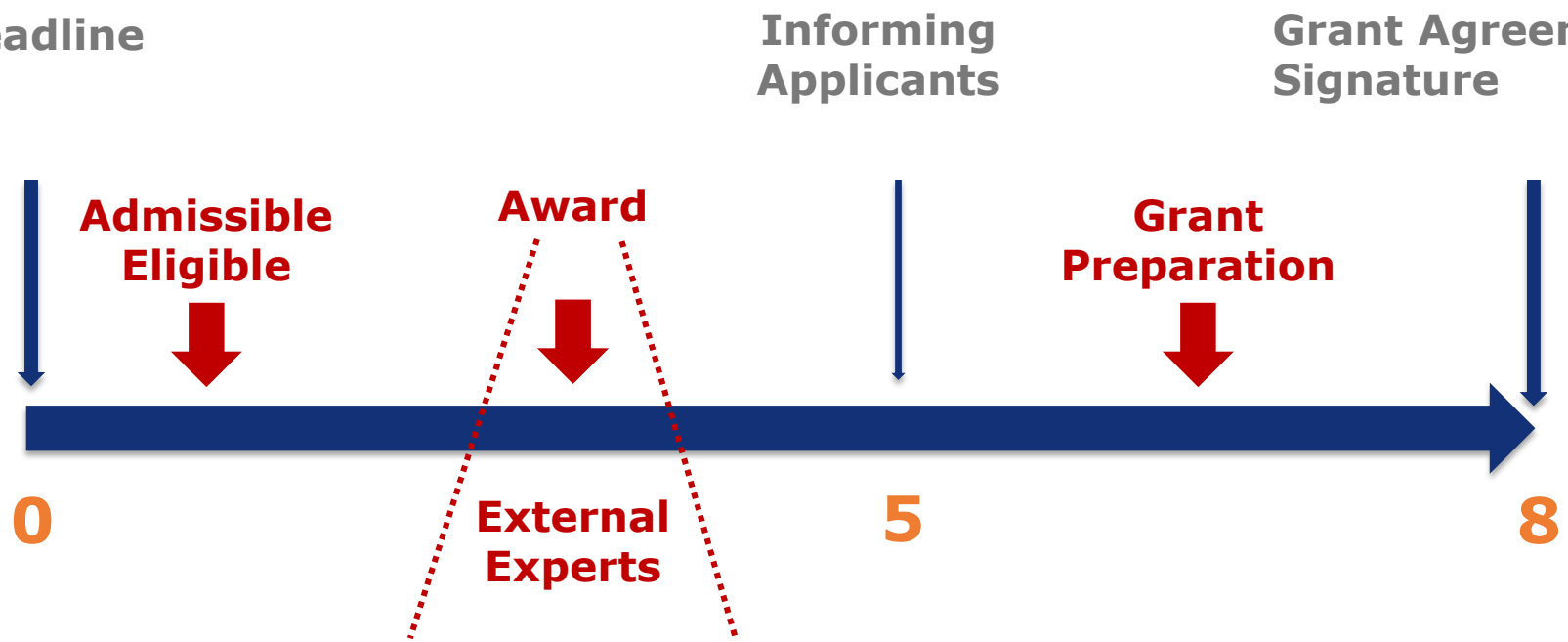
CSA

Coordination & support
actions* that improve skills, mobilise large-scale investments or facilitate EU policy implementation.

EU funding rate: 100%.

*Mostly 3 beneficiaries (with some exceptions to 1 beneficiary, check the Work Programme)

H2020 evaluation process



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Evaluation Principles

- Fair and equal treatment of all proposers
- Based on the criteria announced in the Call
- Confidential process, no conflicts of interest
- Independent external experts

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How do we brief the experts?

- Experts are briefed to understand the Call text, the evaluation criteria - and their mandate
- Only the best proposals should be selected – not requiring any negotiations
- Only evaluate the proposal, no other source
- Clear drive towards tangible impact (Topic in Work Programme, application form)
- Evaluate individually 7-9 proposals, half day per proposal

Evaluation – Award Criteria

- **Excellence**
- **Impact**
- **Quality & efficiency of implementation**

  - Detailed aspects to be taken account of for each of the main criteria
  - Self-evaluation form available
  - No negotiation takes place -> only the very best are selected

Ethics

- An ethical review is carried out to assess and address the ethical dimension of your activities
- The ethical review ensures that all activities under H2020 are conducted in compliance with fundamental ethical principles
- Specific issues are checked, e.g. humans cells, animals, environmental protection, protection of personal data,…
- Participants should conduct an Ethics Self-assessment
- All proposals considered for funding will undergo an Ethics Review carried out by independent ethics experts

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Start early … start now!

From today, 19th September:

…4 months until 1st deadline

… 9 months until 2nd deadline

19th January 2017

7th June 2017

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Learn the language …

- **Proposal:** Your application
- **Participants Portal:** Commission's electronic submission tool – compulsory gateway for H2020 proposals
- **Consortium:** A team of organisations submitting the proposal – with one defined Coordinator

- **'Energy Challenge Work Programme 2016/17':** **background, topics and budgets**
- **General annexes to the Work Programme:** **list of countries, eligibility and admissibility conditions, evaluation criteria and procedure, scoring and thresholds, etc.**
- **Submission forms and templates:** **essential forms and guides to draw up and submit your proposal**
- **Guide to the submission and evaluation process**

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Clearing the fog … on the structure of your proposal

Section 1-3
'Technical Annex'

Your Proposal description

- Excellence
- Impact
- Implementation

Section 4-5

- Description of your partnership & CV's
- Ethics

Online Forms

- **Admin. data**

Optional Annexes: e.g.

- **Letters of Support**

Make your choices – before you start

- Start early – a good proposal needs time and evolution
- Clear unique project objective?
- Clear unique (set of) target group(s)?
- Clear set of partners – are they THE voice of the market?
- Clear path to make a difference?

Define your specific objective & target group

- What would you like to achieve?
- Whom do you want to address?
- Make sure you know the current (market) situation and your starting point
- Check:
  - the IEE project database
  - the list of H2020 Energy Efficiency Call projects
- Take a reality check before you invest your time:
  - investigate the interest amongst target group and major stakeholders

Produce a first outline of your idea

- Write a preliminary 2-3 pages about your:

- objectives
- target group
- major steps (work packages)
- intended consortium (countries, types of organisations)

- Internal reality check: Use it as first base to discuss with potential partners
- External reality check: Consult with market actors – check their understanding and interest.

Your consortium

- Be consistent – remain relative to your objective & target group
- Be adaptable - be ready to renounce a country if you do not secure the right partner
- Do not cover the EU map artificially
- Involve partners in the preparation – avoid surprises after submission
- Keep consortium motivated - agree a working method for the proposal phase, make a plan for their contributions

Start writing the detailed proposal – Work Plan

- Fine-tune your aim objectives and your target group
- Take your time to decide the best methodology to be applied – can it deliver? Think impact!
- Define your main working steps
- Follow the guide on number of pages

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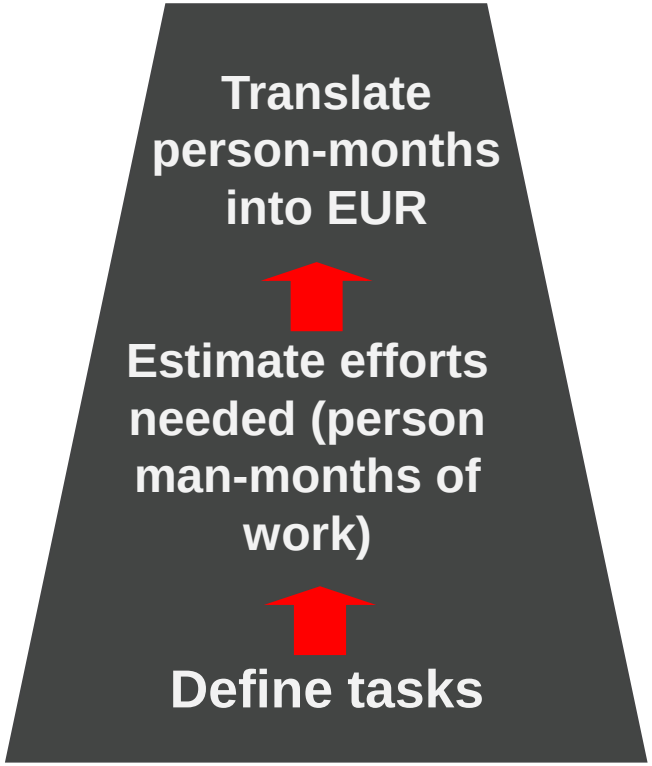
Final polishing

The technical annex must give a detailed description of the project idea and **work plan**, which:

- divides the planned work into **work packages**,
- assigns the related responsibilities and resources within the consortium,
- sets out a project time schedule, main **milestones and deliverables**,
- describes the project management structure,
- describes the communication and exploitation plans.

Create the budget

- Design your budget "bottom-up"
- Wait until the tasks are sufficiently specified and agreed – then design define the budget
- Check consistency regularly while advancing on with your Work Plan - share of resources, appropriate levels between partners, appropriate weight of person-months between major work steps



Last check: consistency / language

- Ask an “informed outsider” for critical reading and feedback
- Check consistency of your description of activities and budget
- If you have the chance, have a native speaker check the English

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Frequent mishaps – Eligibility / Admissibility

- Call deadline is unchangeable: use all advantages of the electronic submission system to make the deadline!
- Completeness: one section missing makes your proposal inadmissible
- Partnerships: remember the principle of 3 participants from Member States or Associated Countries (check the Work Programme 2016/17 for exceptions)
- Page limit: 50 pages for CSA / 70 pages for IA+RIA: applied strictly during evaluation

Excellence – your selling point to the experts

- Make choices, focus, have a clear direction
- Innovate
- Win by explaining. Experts are briefed (allowed) to only read your proposal, no other sources
- If you re-submit: use the feedback
- >120 proposals were successful until today in H2020 Energy Efficiency. Check them out: http://cordis.europa.eu/

Frequent mishaps – Excellence

- Evaluation results: Proposal lacks an explanation of the concept and added value and innovation falls short

  - ✓ Focus and show how you innovate
  - ✓ Explain the overall concept underpinning the project not only from the perspective of the Coordinator… input from your partners is key
  - ✓ Don’t assume that the evaluators know your specific context
  - ✓ Be clear - you win by explaining!

Frequent mishaps – Impact

- Evaluation results: Ambition is not quantified / not realistic / not supported by action
  - ✓ Quantify! Describe in a concise, yet robust, manner your baseline, benchmarks and assumptions
  - ✓ Keep your 'challenge' in mind!
  - ✓ Plan activities to monitor your performance
  - ✓ Be aware: maintain the link between your actual activities in your work plan and the impact that they will lead to!

Frequent mishaps – Resources

- Evaluation results: Work plan not sufficiently detailed / Budgets not justified / Budgets seem top-down
  - ✓ Make sure work description sufficiently detailed and clear
  - ✓ Invest time into this: this is the opportunity to convince evaluators that you can materialise your vision
  - ✓ Invest time into your resource planning –bottom up

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While perfect proposals do not exist…

- We are seeking excellent, well implemented, proposals
- Submitted by motivated and inspired project teams
- Aiming to deliver and make a “change”

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Information Resources

- **H2020 Portal**
  - **Check the FAQs**
  - **Contact the Participant Portal H2020 Helpdesk**
- **National Contact Points**
- Horizon2020 and FP7 projects
  - **CORDIS database**
- 300+ Intelligent Energy Europe (IEE II) projects, including various information platforms and portals
- Mailbox: EASME-ENERGY@ec.europa.eu
  - No pre-proposal checks

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IEE Project database

http://ec.europa.eu/energy/intelligent/projects/

Projects database

Search an item... Search

Browse by

Sector All

Country All

Date Start End

Apply

Last updated projects

Collaboration for Housing nearly zero-energy renovation (COHERENO)
Start date 01/04/2013 - End date 31/03/2016 (Ongoing)
Integrated Initiatives>EE + RES in Buildings
The objective of COHERENO is to strengthen collaboration of enterprises in innovative business models for realizing Nearly Zero Energy Building (NZEB) renovations in single family owner occupied...

Solar Thermal in Major Renovations and Protected Urban Areas (URBANSOLPLUS)
Start date 01/06/2011 - End date 31/05/2014 (Closed)
Small-scale applications>Renewable energy (ALTENER)>Heating and Cooling
Article 13 of the 2009/28/EC Directive requires minimum share of renewables for new buildings and major renovations. Given the current very low construction rate for new buildings, renovation play...

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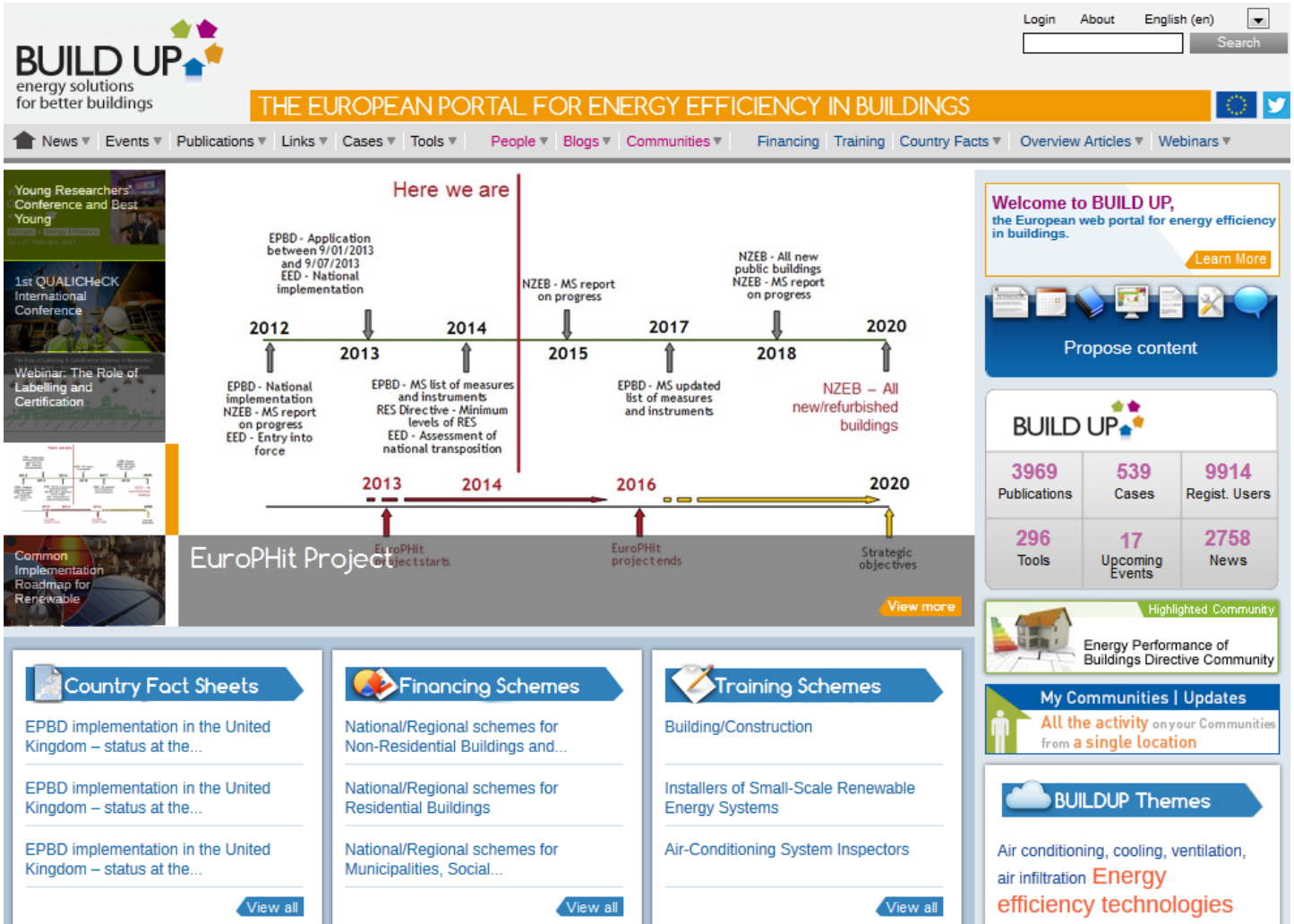
BUILD UP

www.buildup.eu



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Managenergy

http://managenergy.net/

Login

ManagEnergy
Supporting local and regional sustainable energy actions

ABOUT | PARTICIPATE | FINANCING | FIND PARTNERS | STAKEHOLDERS | RESOURCE LIBRARY | EVENTS | PRESS ROOM

QUICK LINKS

- € Project Financing
- Energy Agencies
- SME
- Education
- Submit a News
- Submit an Event

ManagEnergy is a technical support initiative of the Intelligent Energy - Europe (IEE) programme of the European Commission which aims to assist actors from the public sector and their advisers working on energy efficiency and renewable energy at the local and regional level.

Share this: 6

NEWS

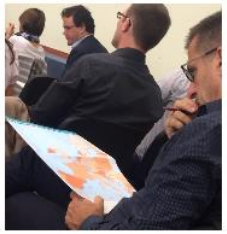
Coopenergy
www.coopenergy.eu

Multi-Level Governance in Sustainable Energy Planning

COOPENERGY has finished selecting sixty best practice examples of how local and regional authorities across Europe are collaborating to deliver sustainable energy

FOCUS ON

ManagEnergy: The map and the territory



What a busy time of year! ManagEnergy capacity building workshops are taking place across Europe; along with networking events on Community Energy , Innovative Financing , and Energy Transition . Check the events calendar to find a sustainable energy event near you!

Innovative financing for public authorities from eeef – a role model fund for energy efficiency investment

Without enough investment into energy efficiency, the EU risks missing its 2020 – and longer-term - climate and energy targets. Public funding is available – and 'role model fund' eeef is showing how to profitably deliver innovative financing solutions for sustainable energy projects.

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THANK YOU
FOR YOUR ATTENTION

Find out more
http://ec.europa.eu/research/horizon2020

EASME on Twitter @H2020EE • @H2020SME • @EEN_EU • @EU_ECOINNO

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In the next 5 minutes we will...

- See the role of communication in H2020 projects
- Clarify expectations
- Understand a communication strategy
- Examples of tools

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Communication in the H2020 Project lifecycle

- Proposal
- Evaluation
- Reporting
- Project Management

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- YOUR VOICE
- Horizon 2020 Annotated Grant Agreement
- Grant Agreement Article 38
- Acknowledge EU funding
- Working together
- Communicating Horizon 2020 projects Guidance for project Participants

Useful Links

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European Commission
AUDIENCE
MESSAGES
MAPPING
FOR WHOM?
HOW?
GOALS
WHEN?
ADDED VALUE
TOOLS
KPIs
WHO?
CHANNELS
MEASURE
COMMUNICATION STRATEGY

Examples of

COMMUNICATION TOOLS

- Press & Public Relations
- Social Media, videos, visuals, infographics
- Newsletters, websites, storytelling.
- Events
- Working with multipliers & influencers

OUR TOOLS

to support your project

- Support Service for Exploitation of Research Results
- Enhanced Result in Brief (RIB) publications
- Results Packs
- research*eu results and focus magazines
- Connect with us

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EASME on Twitter @H2020EE • @H2020SME • @EEN_EU • @EU_ECOINNO

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Communicating EU research and innovation guidance for project participants

Version 1.0
25 September 2014

Disclaimer:
This document is aimed at assisting applicants and beneficiaries for Horizon 2020 funding. Its purpose is to explain the Horizon 2020 framework programme and the procedures to be followed. Please note that the final version of this document is still under discussion and may still change.

Research and Innovation

Communicating EU research and innovation guidance for project participants

Communication, why?

Communication, dissemination and exploitation — a team working on H2020 project is called upon to take part in various activities that will bring their research to the attention of as many relevant people as possible.

What we call here 'communication' is more than just an additional reporting burden. Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. With this in mind, communication about European research projects should aim to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- showing **how European collaboration has achieved more than would have otherwise been possible**, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing **how the outcomes are relevant to our everyday lives**, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- **making better use of the results**, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

There is an enormous difference between communication strategically planned with these objectives in mind and ad hoc efforts for the sake of meeting contractual requirements. How often do we hear people say 'let's make a video to inform everyone' before giving any thought to what is to be achieved? How often do we resort to facts and figures, assuming they will be enough to convince people? Your contractual obligations are important, but communication is not an end in itself and **quality** is expected. We hope this guide will help you avoid some common mistakes:

Common mistakes: non-strategic communication	Better practice: strategic communication
Focus on media before message	Targets, audience and message clarified before deciding on the media
Creative people come up with a 'cool' idea	Creative people plan to achieve desired outcomes
'Why' or 'what' questions are left unanswered	Objectives are clearly defined

What's in it for you?

With a little creativity, strategic communication can help publicise your work in such a way that you will profit. Suitably framed messages can help to:

- Increase the **success rate of your proposal** (provided you have a good communication and dissemination plan);
- Draw the attention of national governments, regional authorities and other public and private funding sources to the **need for and ultimate benefits of (your) research**;
- Attract the interest of potential **partners**;
- Encourage **talented students and scientists** to join your partner institutes and enterprises;
- Enhance your **reputation** and visibility at local, national and international level;
- Help the search for financial backers, licensees or industrial implementers to **exploit your results**;
- Generate **market demand** for the products or services developed.

This short guide will help you attain these outcomes. You will be inspired by some good practices emanating from fellow project coordinators. And you will find a helpful checklist for improving your own communication activities right from the start of your project.

Finally, the European Commission will be only too pleased to spread the word about the good work of the projects it is supporting. Once you have some worthwhile material available, there are many ways in which we can help you pass on the message.

Good practices from projects like yours

'Communication is a way to keep all partners actively involved in the project'
Jan Willem Gunnink, project coordinator, COMET:

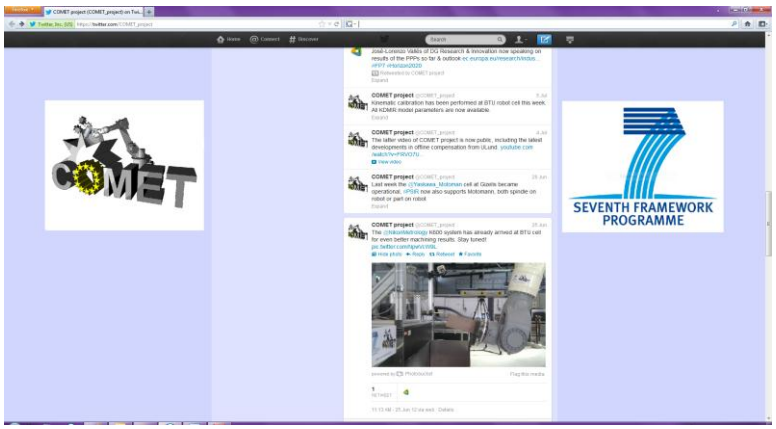
'For me it's only natural to put considerable effort into communicating the outcomes of our work. We receive massive amounts of taxpayers' money to carry out fantastic projects. Letting the public know how this money is spent is an obvious obligation. In addition, many of our consortium partners share a commercial interest in exploiting our results. So we invest up to 10% of our resources in communication and dissemination activities.

The communication plan that we drafted at the start of our project includes a variety of tools and ideas to help ensure that Europe's manufacturing industries quickly understand the objectives of our COMET project and the potential impact of using robots for cost-effective, high precision manufacturing in factories of the future. It also includes the consortium's procedures for disseminating information: partners always get the chance to check whether the information is correct or perhaps confidential.

Communication is certainly a way to keep all partners actively involved in the project. We decided to invest in small gadgets and materials with the project's name on them. You'd be surprised of the effect a simple sticker displaying the project's name on a robot can have. Similarly, we made sure that banners with the project's name were available right from the beginning.

Most of the work is carried out jointly with the marketing department of the coordinating company, but we do ask all work package leaders to contribute a little to generating noise around our project. For example, they each submit one 'tweet' a month for our Twitter account. We also have about 1000 subscribers to a digital newsletter and we make sure all partners get their share of visibility. This is resulting in numerous expressions of interest in our products. I think it's somehow similar to how washing powder is advertised: show up everywhere and it pays off.

The best advertisement, however, is demonstrating a working product. This spring we will organise what we call 'open training days' in several countries. Anyone interested will be welcome to learn about our work and see a demonstration of what our advanced robots can do. Communication is not something that you give to someone as a task on the side; it's really one of the most important aspects of running a successful project.'



Twitter feed: https://twitter.com/COMET_project

‘People are even taking it on themselves to call our scientists’

Marilou Ramos Pamplona, project coordinator, Lupa:

‘In our project, we use information about dogs’ genetics to improve our understanding of diseases that occur in both dogs and humans. For the collection of DNA samples our scientists spend a lot of time communicating with dog owners, breeding clubs, vets and people at dog shows.

Our communication activity is very decentralised, as it must take into account the specifics of each of the twelve countries that we work in. All of our scientists have direct access to flyers and posters. They keep an eye on relevant events in their regions, contact dog shows to ask for a booth and talk to as many dog owners and breeders as they can.

We publish information about our work in popular journals for pet lovers, all the way through the project and as soon as results become available. In our articles, we ask people to submit samples and we explain our findings. Those can be used to screen dogs for particular diseases, so they are of interest to this same community. The scientific credibility of our findings obviously relies on our research basis. Our communication with the broader public is never secondary to publishing in high-profile journals like *Nature* or *Science*. Quite the contrary: we issue a press release for general publications whenever our work is taken up by journals of good standing.

A prerequisite of communication is to acquire a good understanding of the ways your target audience will respond to your message. Some dog lovers fear that our research might hurt dogs. Dealing with animal welfare issues right at the start of our presentations helps to ensure a positive response. I am impressed to see that our approach does not just encourage people to let us take DNA samples; they are even taking it on themselves to call the scientists whenever they find a disease in one of their breeds.’

It is worthwhile to collaborate with others to amplify your work

Michele Cocco, project coordinator, Argomarine:

'Our project deals with signalling oil spills and predicting their evolution. Rather than focusing exclusively on the small circle of scientists working in this field, we have also tried to involve people to whom the preservation of the marine environment — and hence our project — is relevant. For example, we have been organising local workshops with coastguards and municipalities. We have also produced an applet for smartphones that can be used by people at sea — like recreational sailors, fishermen and scuba divers — to report oil spills when they find any.

Sending out a press release is a good way to promote these actions. For us, it was helpful to include a link to a video clip that introduced our work. We hired professionals for that, so that the imagery and style were very accessible. Professionals have also recently helped us in creating a social media presence, which has definitely increased our visibility. I think it would be advisable to dedicate a budget to this type of assistance right from the start of a project.

Being active in communication meant that I, as the coordinator, encouraged all the partners to think about what we could do. It also means having the contacts and resources to react in a timely and efficient way whenever something happens that could be relevant to your work. In our case, right after the accident with the Costa Concordia ship, the partners discussed whether we could somehow respond. Since one of the main concerns at the time was possible oil leakages, we decided to make a simulation and issued a press release. This resulted in plenty of reactions.

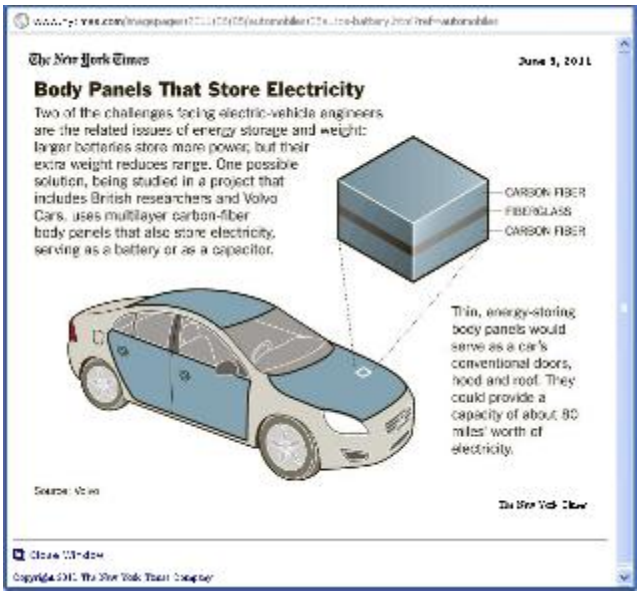
Finally, we found it worthwhile to profit from existing meetings and conferences and to collaborate with others to amplify our work. As an example, our final workshop will take place at the Maritime Days, where thousands of people will be present. We have also established contacts with another EU-funded research project working on a closely related topic. I expect that we will organise a cross-project demonstration soon.'

Project video: http://youtu.be/_5biJLVZjxg

The key to a successful media campaign is in the planning

Colin Smith (media officer) and Emile Greenhalgh (project coordinator), STORAGE:

'The STORAGE project has attracted quite a lot of attention, ranging from *Der Spiegel* to the *New York Times*. As a result, there has been considerable interest in the technologies being developed and the subsequent impact they could have on future automotive applications (and beyond). In fact, Volvo has estimated that the advertising exposure from the STORAGE project has been worth € 112 million, from the press release (January 2010) up to May 2011. If you set that off against the cost, it is good value for money! To give an idea of what it involves for a team of researchers:


The New York Times

June 5, 2011

Body Panels That Store Electricity

Two of the challenges facing electric-vehicle engineers are the related issues of energy storage and weight: larger batteries store more power, but their extra weight reduces range. One possible solution, being studied in a project that includes British researchers and Volvo Cars, uses multilayer carbon-fiber body panels that also store electricity, serving as a battery or as a capacitor.

CARBON FIBER
FIBERGLASS
CARBON FIBER

Thin, energy-storing body panels would serve as a car's conventional doors, hood and roof. They could provide a capacity of about 80 miles' worth of electricity.

- Initial meeting (1 hour) — This involves meeting with your press officer to discuss the project. The press officer will need to take notes for the press release and work out the campaign timeline.
- Editing process (1 hour) — A draft release will come back to you for approval. You will need to look at the release to ensure the copy is accurate.
- Speaking to the press — As a rule of thumb, always remember that broadcast (TV) will take the most time and online media may take the least amount of time as they tend to use press releases verbatim.
- Interviews (1-2 hours) — If your story has a really interesting visual element, always remember that the broadcast press may want to come and interview you in a lab. You may need to invest extra time preparing the lab for filming.
- Long-term support — Be prepared to put some long-term support into your press campaign if it has been very successful, as you may get further coverage in other countries over a longer period of time. You may also get calls for collaborations and enquiries about your research from funders and other stakeholders. Develop a plan for responding to enquiries in a timely way. For example, a web page you can refer people to, which will reduce the time spent repeating general information to callers.

After issuing our press release, we received a huge number of queries from the press as well as approaches from industry for more information about STORAGE. For example, we received an invitation and funding to visit Singapore and Canada (Montreal), organised by the FCO to present the technologies to researchers and industries in these countries, with the aim of initiating future collaborations. Similarly, exposure from STORAGE led to the project coordinator being invited by Tourism London to represent London.

If we were to give a single tip for future project coordinators, it would be this: the key to a successful media campaign is in the planning. Before you even begin a campaign, it is important that the key people involved all agree on the answers to the following:

- What do we want to achieve with this publicity? For example, do we want more students to apply to our department? Do we want funding? Do we want the public to learn about this interesting area of research and innovation?
- Who are our audiences? Are they schoolchildren, other academics, policymakers, business, industry or the general public interested in science?
- How will we achieve our objectives?'

‘It is very important to know who you want to reach’

Oscar Valdemoros Tobia, project coordinator, EPOSbed:

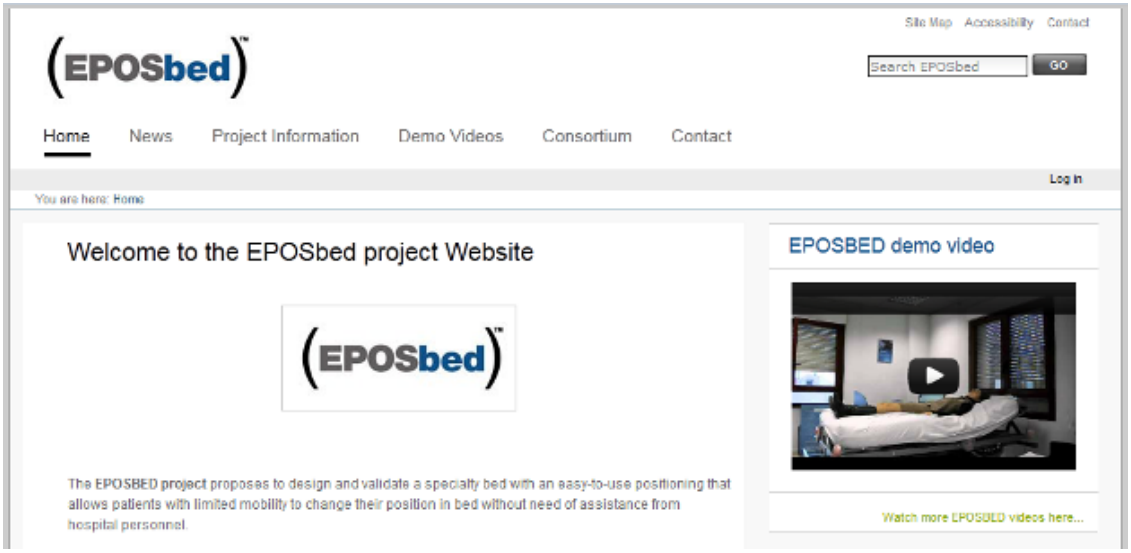
‘Small and medium-sized companies do not always have a lot of resources. I am doing a large share of the communication work myself, together with the person in charge of marketing and communication at our company. Despite this restraint, our project has been quite successfully communicated, not least because we profited a lot from the support we got from European and local authorities.

As an example, we closely involved local politicians in our project. When the head of a public institution comes to visit your factory, he will automatically be followed by the press. In this way it was easier for us to get press coverage. It is important to involve decision-makers and politicians anyway, inviting them to your meetings and keeping them informed, because they can help pave the way for your next steps. In our case, this helped us to arrange for the real-life testing of our product in a public hospital.

The European Commission supported us by introducing our work to Euronews, who produced a professional video about EPOSbed. We simply distributed the video and uploaded it to our YouTube channel. This has resulted in calls from throughout Europe, and also from North America and Brazil.

The technologies we use are complex — our medical beds rely on artificial intelligence — but that doesn’t mean that it’s impossible to explain our work to people. The bed we developed has a clear medical significance. It can, for example, be used by people who are homebound and do not receive full-time care. Anyone can grasp the actual application of the technology.

One thing I learned through working on this project is that it is very important to know who you want to reach. You need to focus your efforts on a clear target audience to maximise your investment. We spent a considerable amount of time and money on attending one large European exhibition. Although it did give us wide exposure, the people there were mostly from academia. We have realised that it is more important for us at this stage to go to places where we can find potential customers. I now prefer going to trade fairs instead.’



Website: http://eposbed.pera.com/

Build your own communication strategy – a checklist

A. Ensure good management

1 Have resources been allocated (time and money)?

- Does your proposal include a work package on communication?
- Have you prepared a communication strategy and timeline?
- Does the communication element of the project involve all consortium partners (and their respective staff, including researchers)?
- Is there awareness that communication is a continuous process, not a one-time effort when the project ends?
- Are you ready for the unexpected? Have you thought about how to respond effectively to such things as publication in high-ranking journals or a sudden new event related to the project's theme?

2 Are professional communicators involved?

- Have resources been allocated to professional assistance with the drafting of press releases, graphic design, maintenance of the website and other communication tasks? Larger institutions usually have an in-house capacity for this.
- Have you considered taking any training in the field of communication or including a communication expert in your team?

A word of warning

When working with external professionals, the costs of hiring them need to be justifiable economically and in terms of effectiveness. Shopping around among several service providers can assure best value for money.

We are aware that from time to time participants in projects funded under the framework programmes are contacted — often by telephone — by organisations seeking **payment in return for publishing** information on the work being done in their projects. As with 'cold calling' in general, the claims and assertions made should be treated with appropriate caution before deciding on the best course of action. Contrary to some of the 'sales pitches' used, **these publications and their services have not been endorsed by the Commission**. Common tactics to secure business include vague references to high-level contributions from decision-makers, or making project participants believe that their activities have been singled out on account of special merit, which may not be the case.

3 Is continuity ensured?

- Are there any arrangements to ensure that information will not be lost once the project comes to an end?
- Does the project provide for any feedback loops back to the European Commission that can help with amplifying the message, for example by notifying an event, or before publishing a press release?

B. Define your goals and objectives

1 Are there any goals and objectives?

- Have the final and intermediate communication aims of the project been specified, what impact is intended, what reaction or change is expected from the target audience? For example:
    - Receiving feedback or engaging in dialogue
    - Influencing the attitudes of decision-makers
    - Having people make a decision or take action
    - Ensuring that the project outcomes will be taken into production

2 Are your goals and objectives neither too ambitious nor too weak?

- Is there a deadline by which the goals should be achieved, taking into account different stages of the research and possible intermediary outcomes?
- Are the objectives specific and measurable, rather than vague? Does the project envisage ways of measuring its communication efforts and impact? For example:
  - Evidence of debates in the media
  - Evidence of new funders for your area
  - Evidence of transfer of research and innovation into practice (patents, prototypes, licenses)
  - Number and turnover of new products, practices or procedures developed, based on your research outcomes
  - Number of articles in the press
  - Number of people asking for feedback or more information
  - Number of references in scientific publications
  - Participation in project events and seminars
  - Speaker evaluations from conference presentations
  - Survey of end-users
  - Trends in website visits

C. Pick your audience

1 Is your audience well defined?

- Is each target audience a relatively homogenous group of people (not: 'the public at large' or 'all stakeholders')?
- Can the indicated audiences be further specified? For example: from 'the general public' to 'female citizens commuting by train to work in one of the EU-10 countries' or from 'decision-makers' to 'Europarliamentarians involved in the design of the new transport policy 2013'.

2 Does it include all relevant target groups?

- Can your audience help you reach your objectives?
  - Who has an interest in your research?
  - Who can contribute to your work?
  - Who would be interested in learning about the project's findings?
  - Who could or will be affected directly by the outcomes of the research?
  - Who are not directly involved, but could have influence elsewhere?
- Does the project aim to address both a direct audience and intermediaries to reach more people?
- What about the possibility of audiences at local, regional, national and European level?
- Is the audience external (not restricted to consortium partners)?

For each audience, you should work on a distinct strategy using targeted messages, means and language.

D. Choose your message

1 Is it news?

- Why do we need to know? What will change? What solutions are you offering? What makes the issue urgent? What are the consequences if no action is taken?
- Have you tried to stir your audience's imagination and emotions?
- How does your work relate to everyday life? Does it link to any broader societal issue? Rather than focusing only on the provision of factual information, is your project research positioned within a broader socio-economic and policy context, so that it will be easier to explain the results and their relevance to policymakers and citizens?

Tell a story, don't just list facts

A story is an effective way to make people remember your message. Why not tell one to disseminate your results?

Which stories work best? A good story consists of a succession of events with a beginning, a middle and an end, a scene setter and a plot, a climax and a conclusion, all of this in a rich context. It is hence more than a list of results achieved. A good story is one with which others can identify, with the project content as a basis, and focused on a person (for example: the researcher). Such stories also allow your message to be conveyed through shared values that will touch people's hearts and provoke emotion, and the promise of a better future.

You have forgotten how to tell a story? There are plenty of resources on the internet to help you. Just search for 'storytelling'.

2 Are you connecting to what your audience wants to know? See through your audience's eyes:

- What do they already know about the topic?
- What do they think about it?
- Do they need information and/or persuasion?
- Have you tested your message?

3 Are you connecting to your own communication objectives?

E. Use the right medium and means

1 Do they reach the audience?

- Are you working at the right level (local, regional, national)?
- Are you using dissemination partners and multipliers? Dissemination partners can help amplify and multiply a message. Rather than aiming to build an audience from scratch, the project should indicate which partners to use and how.

2 Do they go beyond the obvious?

- If input or contributions are needed, are there mechanisms in place to make communication interactive so as to obtain responses?
- Are you taking into account the different ways to communicate?

Examples of interpersonal , two-way communication	**Examples of mass media, one-way communication**
- Dialogues, face-to-face conversation	- Newspapers and magazines
- Group discussions	- Press releases
- Conferences	- Newsletters
- Brokerage events	- Manuals
- School visits	- Brochures, booklets, flyers
- Tours	- Letters
- Round tables	- Radio
- Exhibitions	- Television
- Meetings	- Video
- Workshops	- Posters
- Open days	- Stickers
- Demonstrations and prototypes	- Banners
- Telephone calls	- Billboards
- E-mail information service (question and answer)	- Website
- Internet debate	- Policy briefs
Smaller audience, lower costs, more effort (more effect?!)	Potentially large audience
Interactive, good for acquiring input	Uses the credibility of the mass media
Flexible (easy to change tone, strategy and content)	

F. Evaluate your efforts

- Go back to your goals and objectives. Have they been reached? What lessons have you learned?

How can we help you?

Whether your project is organising a public event or press demonstration, or has just delivered a set of exciting results: the European Commission may be able to help you spread the word. Do not forget to inform your Project Officer about interesting topics, news and events concerning your project. We can help raise your profile. In addition, several freely accessible tools are at your disposal:

Publications

Horizon Magazine http://horizon-magazine.eu/	HORIZON is the EU Research & Innovation e-magazine. It is covering the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth. It is written by independent journalists on behalf of DG Research & Innovation and is updated at least three times a week with new articles.	For story suggestions or questions to the editor, e-mail: RTD-PUBLICATIONS@ec.europa.eu
Project stories https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/	Articles about selected EU-funded research projects, which led to breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market, at the same time contributing to economic growth and creating jobs, and tackling societal challenges.	Please contact your Project Officer about any interesting project outcomes. Furthermore a journalist contracted by the European Commission may contact you.
research*eu results magazine www.cordis.europa.eu/research-eu/magazine_en.html	This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English, and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space.	Please contact your Project Officer about any interesting project outcomes. Furthermore a journalist contracted by the European Commission may contact you.
research*eu focus www.cordis.europa.eu/research-eu/research-focus_en.html	This print magazine covers in each issue a specific topic of research interest. It features articles on EU policies, initiatives, programmes and projects related to research and technological development and their exploitation. It is published at irregular intervals up to six times a year in English. Exceptionally, it may be available in other European languages as well.	Please contact your Project Officer about any interesting project outcomes. A journalist contracted by the European Commission may contact you.
Newsletters www.ec.europa.eu/research/index.cfm?pg=publications&lg=en	Newsletters are published by the European Commission for different research areas.	Please contact your Project Officer to get more information on how to publish something in a specific newsletter.
Co-publications or editorial partnerships	The European Commission works with private publishers and international organisations to promote the dissemination of relevant publications. Scientific publications and books, including conference proceedings, may be co-published in this way.	Please contact your Project Officer to discuss the possibilities.

Audiovisual

Futuris Magazine http://www.euronews.net/sci-tech/futuris/	Short documentary-style television magazine in various languages, appearing at least 22 times on the EuroNews channel throughout Europe.	EuroNews has editorial independence, but we are in contact with them to suggest good stories. Since it is television, this is interesting for visually appealing projects and demonstration activities. Please contact your Project Officer if you would like your project to be put forward.

Events

Events on the Commission's Research & Innovation website www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all	This website displays research and innovation-related conferences and events.	You can submit an event by using the "Suggest an event" functionality which is available on the left-hand side of the website.
Events on the CORDIS website www.cordis.europa.eu/news/home_en.html	This website displays research-related conferences and events.	Submitting an event requires one-time registration on the CORDIS website
Conferences and events organised by the European Commission	Throughout the year, the European Commission (co-organises a variety of conferences, both in Brussels and elsewhere. These may include exhibition areas or sessions at which you could present your work.	Please contact your Project Officer if you have suitable exhibition items (prototypes, demonstrators)

Open access scientific publishing

Openaire www.openaire.eu	The Open Access Infrastructure for Research in Europe is an electronic gateway for peer-reviewed articles and other important scientific publications (pre-prints or conference publications).	You may submit your publications to www.openaire.eu

Online news

Headlines on the Commission's Research & Innovation website www.ec.europa.eu/research/infocentre/all_headlines_en.cfm	Headlines report on recent developments in research and innovation in Europe and beyond and are devoted purely to projects. Suitable stories to be published on the site are selected on a daily basis.	You may submit your news (by means of a press release, event announcement or otherwise) via CORDIS wire http://cordis.europa.eu/wire
CORDIS Wire http://cordis.europa.eu/wire/	CORDIS Wire provides registered users with a simple interface to publish articles on the CORDIS website's News and Events service. All articles are moderated by CORDIS editors before publication.	Requires one-time registration at http://cordis.europa.eu/wire

Sources and resources

This list includes a number of sources that we have found useful as a starting point. It is by no means exhaustive. In fact, it is likely that guides dealing specifically with your research field exist. A quick search or a check with your national academy of sciences may also reveal guides on scientific communication that have been written in your language.

- **AAAS (American Association for the Advancement of Science)**
  http://communicatingscience.aaas.org/
  The AAAS Center for Public Engagement with Science and Technology provides resources for scientists and engineers, to help researchers communicate more broadly with the public. *Communicating Science: Tools for Scientists and Engineers* includes learning the basics of communication, how-to tips for working with reporters, strategies for using online media effectively, and more.

- **British Science Association 'Collective Memory'**
  http://collectivememory.britishscienceassociation.org/
  The Collective Memory is a database of evaluations of a diverse range of science communication initiatives. Explore the database to learn about past successes, pick up useful tips for planning events and read about various types of evaluation.

- **Carrada, Giovanni** (2006), *A Scientist's Survival Kit; Communicating Science. EU Publications Office, Luxembourg.*

- **European Commission** (2004), *European Research - A guide to successful communications*. EU Publications Office, Luxembourg.

- **European Commission** (2008). *Scientific evidence for policymaking*. Publications Office, Luxembourg.

- **European Commission** (2010). *Communicating research for evidence-based policymaking*. A practical guide for researchers in socio-economic sciences and humanities. Publications Office, Luxembourg.

- **European Science Events Association (Eusea)**
  http://www.eusea.info/
  The European association for organisations for European Science Communication Events (SCE). It is a platform to exchange experiences about the organisation of such informal learning events in Europe.

- **Story Collider**
  http://storycollider.org (podcasts)
  From finding awe in Hubble images to visiting the doctor, science is everywhere in our lives. Whether we wear a white lab coat or haven't seen a test tube since eighth grade, science affects and changes us. We all have a story about science, and at The Story Collider, we want to hear those stories.

- **UK Royal Society** (2006), *Communicating the results of new scientific research to the public – Science and the public interest*.
  Focusing in particular on the ins and outs of communicating about risk and probability.

- **Voice of Young Science** (2006). *Standing up for science. A guide to the media for early career scientists.* Sense about Science, London.

Communicating Horizon 2020 projects

Alexandra Ruete
Directorate-General for Research and Innovation
European Commission

Info day Climate Action, Environment, Resource Efficiency and Raw Materials
17 November 2014

HORIZON 2020

European Commission

output- & impact-oriented focus

Communication

Commission + Beneficiaries

Research & Innovation

Grant Agreement Article 38

European Commission

Horizon 2020 - Grant Agreement

***Art. 38** PROMOTING THE ACTION — VISIBILITY OF EU FUNDING*

38.1 Communication activities by beneficiaries

*"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."*

[…]

European Commission

Horizon 2020
Annotated Grant Agreement

Projects:

- *must define a **"comprehensive communication plan"***
- *must include in the proposal a **work package for communication** or include them into another work package*
- *need to address the "**public policy perspective"** with their communication activities*
- *need to keep their communication measures **proportionate** to the scale of the action.*
- *may freely **choose the type of communication activities***

European Commission

Good communication

- ✓ *starts at the outset of the action and continues throughout its entire lifetime*
- ✓ *is strategically planned*
- ✓ *identifies and sets clear communication objectives*
- ✓ *is targeted and adapted to audiences that go beyond the project's own community*
- ✓ *chooses pertinent messages*
- ✓ *uses the right medium and means*
- ✓ *is proportionate to the scale of the action*

European Commission

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

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

Research & Innovation

European Commission

Horizon 2020 – Grant Agreement

Art. 38

[…]

*Before engaging in a **communication activity expected to have a major media impact**, the beneficiaries must inform the [Commission][Agency] (see Article 52).*

European Commission

Horizon 2020 - Grant Agreement

38.1.2 Information on EU funding - use of EU emblem

a) **EU emblem**

High-resolution emblems can be found here
http://europa.eu/about-eu/basic-information/symbols/flag/

b) The following text:

This project has received funding from the [European Union's Horizon 2020 research and innovation programme][Euratom research and training programme 2014-2018] under grant agreement No [number].

Communication in the H2020 project lifecycle

➔ *Proposal*

- *Work package for communication (or in another work package)*
- *Comprehensive communication plan*

➔ *Evaluation*

- *Taken into consideration as part of the criterion "impact"*

➔ *Reporting*

- *Overview of the progress must also describe the communication activities*

➔ *Project Management*

- *PO: interim and final assessment*
- *Beneficiaries: need to inform EC prior to activity with a major media impact*

Questions?

European Commission

Communicating H2020 projects - Summary

- *Increased importance of communication*
  - Communication plan and work package 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)

For more information

Links

Annotated GA (version July 2014, p. 217)
http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

Brochure "Communicating EU Research & Innovation"
http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

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