

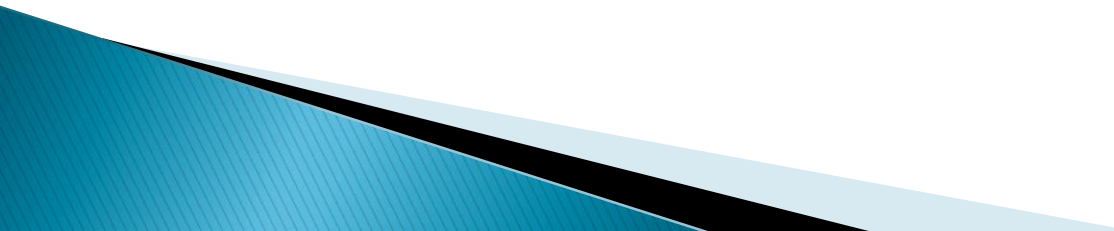
Communication in H2020 project lifetime

Communication in H2020

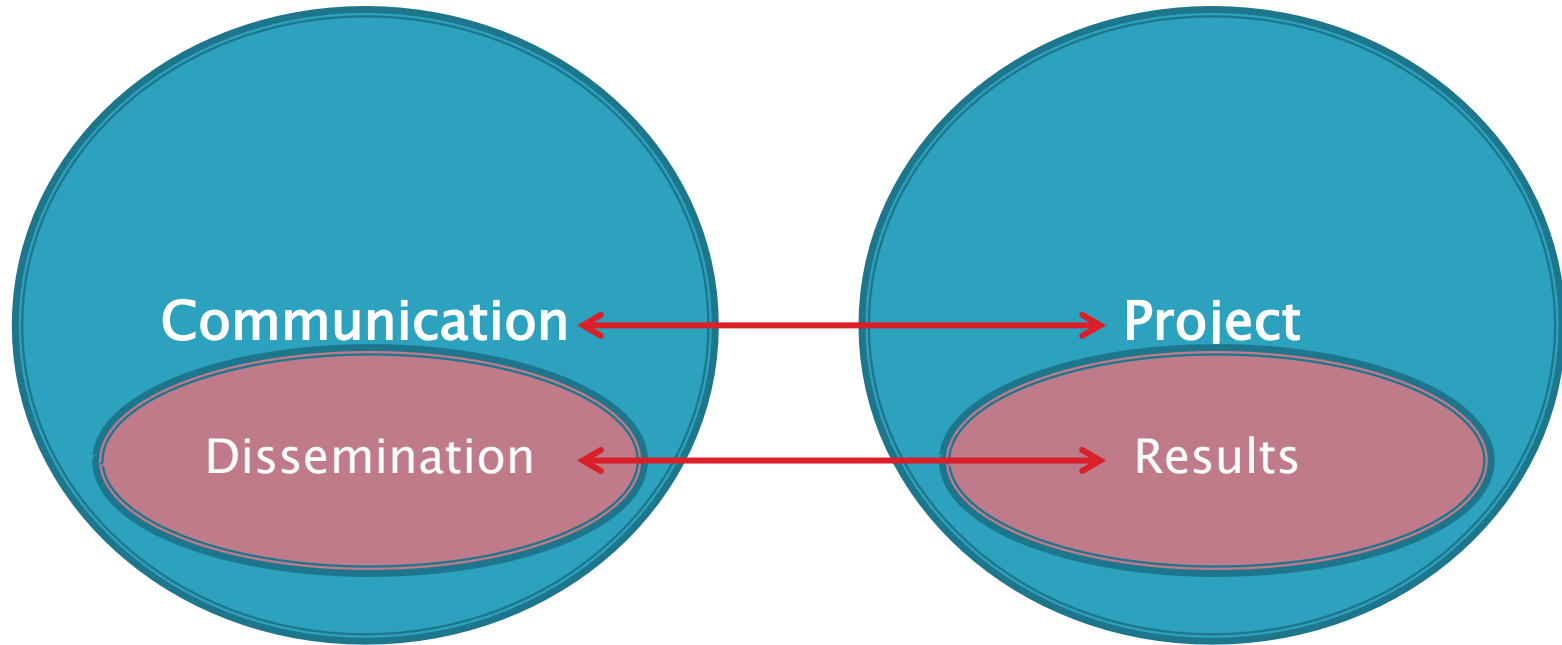
Horizon 2020 - Grant Agreement

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 VS Dissemination



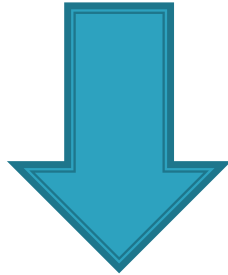
The Commission often talks about Communication and Dissemination but what is the difference

Communication VS Dissemination

Communication	Dissemination
About the Project (and thus its results)	About results
Targeted to chosen and well defined audiences	No specific target Disclosing the results, giving access, making them publicly Available
Create the news	Spread the news
Multiple Audiences Beyond the project's own community (include the media and the public)	Peers Scientific Community or project community

Communication in Proposal, Project

- ▶ Proposal: work package for communication
- ▶ Foresee budget for communication
- ▶ Design your communication bearing in mind your described impact



Comprehensive communication plan

- Define communication objectives, key audiences, messages
- Define tools to be used in order to reach your aims (brochures, websites, social media campaigns)
- Include a timetable linked to your project activities

Communication in the H2020 project lifecycle

Proposal

- ▶ Work package for communication
- ▶ Communication plan

Evaluation

- ▶ "Impact" criterion

Reporting

Progress overview of communication activities

Project Management

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

Important notes

- ▶ Communication proportionate to the action
 - ▶ It requires professional approach and competencies at the same level as those necessary for the project in areas such as administration and science/technology
 - ▶ It is an on going activity. Its results are built day by day
 - ▶ It is a “living thing”. You have to feed it continually
 - ▶ Keep your P.O in the loop. Use the help of the commission
 - ▶ Communication is the basic tool of your impact
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