

Communicating Your Project

Communicating and promoting your project: 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 and possibly engaging in a two-way exchange ([Article 38 of the model grant agreement](#)).

What does communication involve?

The communication activities must already be **part of the proposal** (either as a specific work package for communication or by including them in another work package).

They are taken into consideration as part of the evaluation of the criterion 'impact'.

A **comprehensive communication plan** should define clear objectives (adapted to various relevant target audiences) and set out a description and timing for each activity.

With your communication activities you call attention of multiple audiences about your research (in a way that they can be understood by non-specialists) and **address the public policy perspective** of EU research and innovation funding, by considering aspects such as:

- transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible)
- scientific excellence
- contributing to competitiveness and to solving societal challenges (eg. impact on everyday lives, better use of results and spill-over to policy-makers, industry and the scientific community).

Good communication

- **starts at the outset of the action and continues throughout its entire lifetime**
- **is strategically planned** and not just be ad-hoc efforts
- identifies and sets clear communication **objectives** (*e.g. have final and intermediate communication aims been specified? What impact is intended? What reaction or change is expected from the target audience?*)
- is targeted and adapted to **audiences** that go **beyond the project's own community** including the media and the public
- chooses **pertinent messages** (*e.g. How does the action's work relate to our everyday lives? Why does the target audience need to know about the action?*)
- **uses the right medium and means** (*e.g. working at the right level - local, regional, national, EU-wide?; using the right ways to communicate - one-way exchange (website, press release,*

brochure, etc.) or two-way exchange (exhibition, school visit, internet debate, etc.); where relevant, include measures for public/societal engagement on issues related to the action)

- is proportionate **to the scale of the action**

An overview of best practices and a check list on how actions can build a communication strategy is available in the [Communicating EU research and innovation guidance for project participants](#).

To learn more about communication and promoting the action, please read [Article 38 of the H2020 Annotated Model Grant Agreement](#).

The H2020 Online Manual is a work in progress; this chapter will be extended with further content as soon as possible.