



# ARE YOU COMMUNICATING YOUR HORIZON EUROPE PROJECT?



## Why communicate?

- ✓ Attract the best experts to your team
- ✓ Share best practices with others
- ✓ Promote your project's activities and results
- ✓ Trigger new collaborations & opportunities
- ✓ Generate market demand for the products or services developed
- ✓ Raise citizens' awareness of how their money is spent
- ✓ Show the success of European collaboration
- ✓ It is a legal obligation



## 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 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.



## Acknowledge EU funding

Article 17.2 of the Horizon Europe grant agreement: Visibility - European flag and funding statement



Funded by the European Union



Co-funded by the European Union

Find guidance and download the EU emblem: <https://europa.eu/!m83Myq>



## How can the European Research Executive Agency (REA) support you?

Has your project won an important scientific award? Have you made a ground-breaking discovery and are featured in the press?

Don't forget to **inform your project officer!** REA's Communication team can help promote by:

- Proposing your project's success story for inclusion in the European Commission's free-of-charge communication channels.
- Highlighting & multiplying your news and results through our own and the Commission's social media channels **(please tag us!)**



## Article 17 of the Horizon Europe grant agreement: Obligation to promote the action and its results

Beneficiaries must promote the action and its results by providing targeted information to multiple audiences in a strategic and effective manner (including to the public).



## Communicate your project

A comprehensive communication strategy is crucial to promote 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.

### Go digital:

- Website, videos
- Social media (your account and your institution's)
- Newsletters
- Factsheets

### Build networks:

- Events (i.e. conferences, symposia)
- Project & experts meetings
- Reach out to the media

