

Practice Abstract #13

Choosing the right title for your project

It may not seem like a big decision, but choosing the ‘right’ title for your project is very important. The project name forms part of the first impression that those outside the project will have when coming into contact with it. A simple, intuitive, and memorable title helps potential users or collaborators to find the project more easily when searching online. The EUREKA project (www.h2020eureka.eu) reviewed over 100 multi-actor Horizon 2020 projects and noted the following key ingredients of a good project title:

- **Relevant** - the name should reflect the main project activities or contents.
- **Unique** - check there are no other projects or companies with the same name. Also try to avoid highly similar names that might lead to confusion.
- **Simple and understandable** - ensure your project name is easy to read and to pronounce.
- **Memorable** - shorter names are easier to remember.
- **Findable** - ensure that the project is quick and easy for end-users to find online by using the project name as part of its web address (URL). Consider combining words in the domain name by integrating key project words with the project name. This can help speed-up search queries greatly and result in a very recognizable and findable project. For example, research and innovation projects funded by the Horizon 2020 programme commonly included “2020” or “h2020” in their domain name e.g. www.liaison2020.eu or www.h2020fairshare.eu. If you take this approach it’s a good idea to also check the availability of your preferred domain name as soon as possible.

Wishing you creativity and good luck in creating the right title for your project!

