

Practice Abstract #6

Best practices for communicating news, events and results in EU-funded research and innovation projects

EU-funded research and innovation projects, including so-called multi-actor projects (MAPs), are required to increase their efforts to communicate with relevant actors and stakeholders, as well as the general public.

The EUREKA project (www.h2020eureka.eu) has analysed the communication practices of over 100 MAPs funded under the EU Horizon 2020 programme and identified numerous good practices. These can help to maximise the impact of remaining MAPs running under Horizon 2020 and the writing and implementation of future MAPs under Horizon Europe.

Here are some useful ‘tips and tricks’:

- The involvement of experienced communication specialists in a MAP is very important for optimal communication;
- Newsletters remain one of the main communication tools for MAPs. They are very effective for promoting and disseminating results to voluntary subscribers, but also act as a ‘communication driver’ by compiling news, events and information into a digestible format that can be used via many other communication channels;
- Look for synergies with other projects to maximize impact across EU regions and projects;
- The MAPs that achieve the best results in terms of engaging people on social media are those that choose to focus their efforts on one or two main channels and on creating specific types of content (e.g. videos for YouTube). This is a more effective and realistic strategy than attempting to be active on several of the popular channels at once;
- Be aware of the common failure to recognize the difference between communication and dissemination. Follow the EU guidance carefully and examine the approaches of other projects carefully, especially those that you observe having good results in raising awareness of their work and results.

