



# Communication and Dissemination Guidelines for EIT RawMaterials Funded Projects

Research and innovation for the European Competitiveness



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## Executive Summary

When you communicate, you should do so with a particular purpose in mind. That is why we distinguish between general communication and dissemination. Dissemination is generally more familiar to researchers, but communication and dissemination have different purposes and audiences.

### Communication

- Set clear goals, define your target audience, develop key messages, and set up communication channels.
- Tell a story, don't just list facts. Tell a simple enough story that can be understood by your neighbour, or your ten-year-old. Tell a story that relates to the interests of the target audience you want to reach.
- Use existing resources in your consortium to increase outreach on international, national, and regional levels – for example rely on your project partners' already existing contacts and networks, turn to the institutions' communication and marketing departments, involve your consortium's business partners who may have more experience in pitching their products.  
**Good communication is a collaborative effort.**
- Regularly monitor and update the communication strategy and activity plan when required:
  - Have you chosen the right message and communication channel(s) for a specific audience?
  - Do you systematically monitor feedback to measure the effectiveness of communication activities and adapt accordingly?
  - Are you able to visualise and make complex data/information attractive and more 'digestible' for the general public?
  - Have you reached your communication objectives? What are the lessons learned?
- Track the performance of your communication campaign, document and demonstrate communication activities and outcomes in periodic reports.



## Dissemination

- Disseminate results that emerge throughout the project in a targeted manner through effective dissemination channels according to the information needs of the envisaged user group – for example, through:
  - Scientific publications/posters
  - Open Access/Data repositories
  - User workshops
  - Training and teaching materials
  - Conferences
  - Brokerage events
- Constantly monitor, evaluate, and potentially adjust the dissemination plan:
  - Do the actual results still meet the initially anticipated needs of a specific target group? Are there 'new' stakeholders that need to be considered?
  - Have you picked the right measures for the right audiences?
  - What are the concrete results of certain dissemination activities?
  - Have new or unexpected results emerged? How can these be effectively disseminated?
- Document and demonstrate dissemination activities and achievements in periodic reports.



# 1. Communication and dissemination of EIT RawMaterials funded projects

Communication and dissemination of EIT RawMaterials funded projects within the Horizon Europe framework is an integral part of raising awareness about the research and innovation to key stakeholders and the public.

Europe's future economic growth will be powered by ground-breaking research, the development of novel products and services, and the integration of new and circular business models. Communication about European innovation and research projects should aim to demonstrate the ways in which innovation and research is contributing to a better European society.

Projects should account for public spending by providing tangible proof that collaborative, knowledge triangle integration (industry, research, and education) adds value by:

- Demonstrating how the EIT RawMaterials partnership has achieved scientific excellence, contributing to industrial competitiveness, innovation capacity and human capital, and directly contributing to the economic and societal challenges in Europe.
- Showcasing 'success stories' and how the outcomes/impact of the projects are relevant to everyday lives, introducing new technologies, creating new jobs, designing solutions for materials innovation, products and processes, demonstrating a radical shift from linear to circular thinking (transition to a circular society, integrated cities, and green energy transition in Europe).
- Maximising the results by ensuring they are taken into consideration by relevant decision makers to influence policymaking, and by industry and the scientific community to ensure follow-up.

## 1.1. General steps in developing a Communication and Dissemination Work Package

Your work package should define your key objectives and describe the results you want to achieve through your communication and dissemination activities. Communication should begin at the very beginning of your project and should be an integral part of your project plan. Research your competition, where and how they communicate with their audience, and find your unique voice to stand out.

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familiar to researchers, but communication and dissemination have different purposes and audiences.

	Communication	Dissemination
<b>Definition</b>	A strategically planned process that starts at the outset of the project and continues throughout its entire lifetime, aimed at promoting the project and its results.	The public disclosure of the results by any appropriate means, including scientific publications in any medium.
<b>Objective</b>	Reach out to society and demonstrate the impact of EU activities, e.g., by addressing and providing possible solutions to global economic, environmental, and societal challenges.	Transfer knowledge and results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.
<b>Focus</b>	Inform the public and promote the project and its results/success.	Describe and ensure results are available for others to use with a focus on impact.
<b>Target Audience</b>	Multiple audiences beyond the project's own community, including media and the public.	Audiences that may take an interest in the (potential) use of the results (e.g., scientific community, industry partner, policymakers).
<b>Questions to ask</b>	<ol style="list-style-type: none"> <li>1. Why is this project important?</li> <li>2. How is this project new/innovative?</li> <li>3. What is the possible impact on or benefit to society?</li> <li>4. Who was involved?</li> <li>5. What are the best ways to share this information?</li> </ol>	<ol style="list-style-type: none"> <li>1. Where does this project fit in with other initiatives or research?</li> <li>2. How could this work be expanded?</li> <li>3. What are the best ways to spread the word about this project?</li> </ol>

Source: EU-IPR- Boosting-Impact 2016

While communication activities should start at the beginning of your project and continue until the end (and even afterwards), dissemination might also be spread throughout the lifecycle of your project. For instance, you might want to share interim results with a particular community of experts to collect feedback and incorporate it in your project.

## 1.2. Making an impact

Begin your communication activities only when you have clear objectives. Communication activities to promote the project, its key milestones and results should be fundamental components of every EIT RawMaterials funded project.



Ensure you don't use internal jargon, and your communication is clear for a general audience. EU citizens and an audience with no technical background should easily understand the goal of the project, its impact and contribution to a green and digital future of Europe.

## 2. Developing a communications project plan

Successful communication is all about having a clear and concrete plan. To communicate effectively, you need a well-defined plan with clear objectives. It is likely that you will have various strategies to reach your different target groups or audiences. A successful project plan has the following elements:

- **Why:** identify your communication goals
- **Who:** know your audience
- **Where:** identify key channels where your audience is present
- **How:** tailor your content to each channel; develop useful content for your audience

Your Communication Plan is as important as any other aspect of your project.

Effective communication *directly increases the impact* of research and innovation.

### 2.1. Define your target audience

Define your target audience ('buyer persona'), develop between one and three semi-fictional personas who represent key stakeholders of your project. This will help you tailor key messages. Accessibility to your work and its results is paramount. Make sure your key messages are clear for both scientific and/or commercial peer groups as well as the public.

### 2.2. Plan concrete actions on how to share project's activities, milestones, and expected impact

Today, more than ever, there is a multitude of channels to communicate to your audiences. Consider the channels used by your audience and the resources you have; based on that decide which channels are essential and that you can actively develop. The three main types of channels are outlined below.

#### **Print** (poster, scientific paper)

Consider writing (or commissioning) an article in a scientific magazine highlighting the project's work and achievements. The article can reach potential stakeholders outside the project and result in a potential collaboration with new partners.



**Digital** (brochure, corporate presentation, photos, videos, infographics, website)

It is customary to set up a project website following the EIT Community branding (EIT Community Brand Book 2021) and acknowledge the EIT RawMaterials funding (see EIT/EU branding compliance and contractual obligations section below).

Focus on your home page to outline your project's vision, key messages, scope, and objectives. Use visuals that showcase our sector's contribution to Europe's transition to a green, digital, and circular economy. Address the needs of your target audience with useful information easily accessible in the navigation menu. Consider developing an explainer video, a two to three minute video describing your project and which economic, environmental, and societal challenges it addresses. Make sure the video can be edited to a 30 second video for social media.

Most large-scale events and conferences have a no paper policy. Consider developing a digital brochure and sharing a QR code at events and include it in your presentation.

**Events** (roundtables, workshops, conferences, webinars)

Events allow for an in-depth exploration of your project and results and extensive Q&A exchanges which offer the potential for further development. Today, many in-person events are supplemented by, or even replaced by, online conferences or webinars with lower costs and a lower carbon footprint. It is important to plan your events in advance and set aside sufficient resources in your project proposal. Consider large-scale events for speaker engagements to reach more stakeholders.

### 2.3. Recommended budget for Project Communication and Dissemination

Consider allocating 10% of the total project funding for communications activity. When applied to the 'average' budget of projects across all segments, this translates into €100 -150K. The figure of €150K may be used as a reasonable cap for large projects. Small projects may consider allocating 15% of the total funding. The budget can be used to hire a Communications Manager, communications freelance professional or a communications and/or design agency.

## 3. EIT RawMaterials – amplifying the effectiveness of your project communications

Effective communication is a collaborative effort and the EIT RawMaterials Communications function will amplify the impact of your project communications. The EIT RawMaterials



Communications team is also available to provide guidelines, format, and advice once the project funding is allocated.

In your planning, consider the use of our various channels:

- Extensive partner network
- Networking events

### 3.1. EIT/EU branding compliance

As an EIT RawMaterials partner, it is important that all your communication efforts follow the [EIT Community and EIT RawMaterials Brand guidelines](#), especially the use of the EIT RawMaterials/EIT RawMaterials Academy logo and EU emblem on all communication channels, print and video materials.

- Always use the EIT RawMaterials logo according to the guidelines (colours, resolution, positioning, font, templates, use with other logos, etc.)
- Always accompany the EIT RawMaterials logo with the EU emblem and 'Supported by' text:



Supported by





## APPENDIX I

There are clear benefits to creating an effective communication plan, just as there are clear risks for not doing so. The main benefits/risks are outlined in the table below.

<p style="text-align: center;"><b>Benefits</b> </p> <p style="text-align: center;">(If effective communication/dissemination plan is in place)</p>	<p style="text-align: center;"><b>Risks</b> </p> <p style="text-align: center;">(If effective communication/dissemination plan is missing)</p>
<p><b>Improve</b> your proposal’s <b>chance of success</b>.</p>	<p><b>Lower prospects for success</b> for your project.</p>
<p><b>Increase the visibility of your research, enhance your reputation</b>, and help your efforts <b>gain understanding and support</b> (also financially), by presenting your work and its results not only to the scientific community, but also to potential industrial partners, policymakers, and society at large.</p>	<p><b>Recognition and reputation of your work remains limited</b> to a small circle of experts. Advancing your field of research has less traction.</p>
<p><b>Sharpen your profile</b> within the scientific community and attract talented scientists/ students for your own or partner institution(s).</p>	<p><b>Needless duplication of your resources</b> and spending of public funds (i.e., limited ‘return on investment’ of public funding).</p>
<p><b>Tap into additional funding sources</b> by illustrating how your project successfully tackles current issues and challenges, and how this positively affects our daily lives (e.g., by creating new jobs, improving public knowledge, or influencing a change in policy).</p>	<p><b>Little awareness of the needs and significance of your research</b> on policy level, potentially resulting in limited public funding/investment.</p>
<p><b>Discover novel approaches and solutions</b> by promoting the exchange of knowledge on all levels – cross-sectoral and interdisciplinary.</p>	<p><b>Untapped potential of your project results and data</b>. New knowledge and insights, which could lead to whole new fields of application, are lost.</p>
<p><b>Attract potential users of the project results</b> – including business partners for commercial exploitation, but also other users such as researchers, educators, policymakers, etc.</p>	<p><b>Difficulties to find partners</b> who might take an interest in (commercially) exploiting your results, leading to missed opportunities for commercialisation of project results.</p>
<p><b>Help strengthen the research and innovation landscape in Europe</b> by ensuring knowledge transfer, uptake and commercialisation of novel</p>	<p><b>Europe’s full innovation potential remains untapped</b>.</p>



technologies and results by industry, decision makers, and the scientific community.	
<b>Spread knowledge and allow that knowledge to be built upon</b> by making your project results openly available and searchable under fair conditions.	<b>Uphold barriers</b> that prevent others from gaining access to research publications and data they can check and re-use.

Source: EU-IPR -Boosting-Impact 2017

## APPENDIX II

Below we suggest two examples you should follow to promote your project (Example 1) and disseminate the results of your project effectively (Example 2).

Example 1: Communication/Goal: Promote your project to the public/EU citizens engagement

- Define clear (measurable) communication objectives:
  - What you want to communicate and why
  - How you can measure the success of your communication activities:
    - **KPI for Media Outreach:** Number of media articles
    - **KPI for Social Media:** Number of followers, Number of impressions, % Engagement rate
- Define the target audience/personas you wish to reach
  - Even with a strategy aimed at the public, the more you can specify to whom you are “talking”, the better. Specifying the audience(s) will help you better formulate both your key messages as well as the appropriate channels to reach your audience(s).
- Choose the appropriate medium to reach out to them
  - Choose the channel(s)/mix that fits your audience, type of messaging, budget, and other resources. For instance:
    - A social media outreach can be a great way of building awareness and support with specific groups but requires regular content development and audience engagement.
- Demonstrate how EU funding tackles global challenges
  - Share how your project is helping make societies better (i.e., positively contributes to the European Green Deal, addresses resource efficiency, sustainability, climate change, and/or develops an environmentally friendly process).



- Include specific timelines and deadlines for concrete activities
- Define how you will manage and monitor communication throughout the project
  - It is recommended to create a simple communication matrix (listing elements like audience, channel, activity owner, frequency, goal, etc.) to keep track of activities and maintain an overview; this single overview can be shared with everyone and adjusted as necessary.

Example 2: Dissemination/Goal: Reach audiences that could use the project results

- Analyse, select, and describe the key project results
- Choose audience-specific relevant tools to disseminate your results
  - Explore the most effective channels to reach your target audience
- Consider how to ensure active stakeholder involvement
  - This will likely require more on-going involvement from your side; assign specific roles and sufficient resources for this.
- Describe how you will manage and monitor dissemination activities
  - Develop a dissemination plan with clear and measurable goals
  - What are the concrete, follow-up actions/results of certain dissemination measures?