

# EIT RawMaterials

## Communication and dissemination guidance

October 2018

A work package on Communication and Dissemination is compulsory in all KAVA projects.

We advise you to consider a marketing budget of around 15% of your total budget.

You should consider web presence, either through a dedicated website, Social Media presence or inclusion on EIT RawMaterials' website; targeted online advertising, videos, digital and printed flyers/brochures and relevant events for publicising your projects.

Please ensure that all materials are compliant with the EIT and the EIT RawMaterials Branding Guidelines.

All communications materials printed and digital relating to EIT and EIT RawMaterials must be adhered to ensure brand consistency and coherence. Not adhering to this could result in cost eligibility issues as the EIT closely monitors the implementation and adherence to the EIT Community Brand Book across all of EIT Raw Material's communication channels and tools.

Please contact EIT RawMaterials Communications department if you are unsure about the branding requirements: [communications@eitrawmaterials.eu](mailto:communications@eitrawmaterials.eu)

Please download EIT RawMaterials Partner Communication and Branding package at the RM InfoCenter:

<https://infocenter.eitrawmaterials.eu/-/communication-and-branding>

Partners Guidance to the EIT Community Branding presentation is available here:

<https://infocenter.eitrawmaterials.eu/documents/21329/38549/Communications+Guidance+for+Partners/9446a09f-3d61-ae5e-3176-3eaf92ab5e60?version=1.0>

For the Education project branding, EIT RawMaterials Academy logo should be used additionally.

Please share your project and events news so that we can support you with promotion!

- Submit your project news here: <https://infocenter.eitrawmaterials.eu/post-a-news>
- Submit your event here: <https://infocenter.eitrawmaterials.eu/post-an-event>