

# How to communicate your project Communication guidelines for project beneficiaries



### Why communicate about your project?



- show the impact of your projects and its results
- engage with stakeholders and multipliers
- expand your network for future collaborations
- raise citizens' awareness of what the EU does
- show the success of Erasmus+

#### Beneficiaries shall:

- 1. ensure the visibility of EU funding, promoting project actions and results,
- 2. provide information to multiple audiences, i.e. media and general public.

  (art.25 Erasmus+ legal base)



### Where do you start?

Think of your project as:

- ➤a journey to make
- >a **story** to tell
- >an experience to share





### Five steps to communicate your project



How to communicate
YOUR PROJECT



**#CommsJourney** 

Tell your story.

Make an impact.







The planning phase is at the heart of successful communication!





#### **Develop** your communication strategy

Your Project #CommsJourney will start with a **communication strategy**, which will be your **travel guide** and reference during the whole journey. Take the strategy you have presented in your application and develop it further.

A communication strategy defines your objectives (why you want to do it), target audiences (for whom?), messages (what you want to say), channels (how you want to say it) and actions (what you want to do).

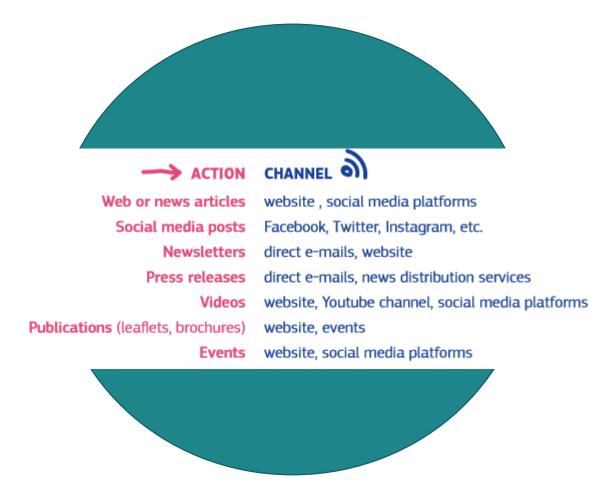
It considers the context of the **programme** where the project sits and helps you identify the **time** and **resources** you need to communicate your project.

#### Write your communication plan

Once your strategy is in place, break it into a communication plan.

Alongside your strategy, your plan must be **specific**, **time-based**and developed at the beginning of each year. While your strategy tells

you "what to do", your plan focuses on "how to do it".



A communication plan is your **roadmap** to organize your communication work according to your time, needs and resources. Invest time on it to take **effective** decisions and reach your objectives.





#### Display the EU emblem

Show that "you are doing this thanks to the EU"! Beneficiaries of EU funds must use the European emblem in their communications to **acknowledge the support** received by the European Union. Have a look at the open composition of commission and check the rules to follow.

Displaying the EU emblem raises awareness among EU citizens of how the EU budget is being spent and shows the added value of EU Programmes. Remember that the use of the EU emblem is **mandatory** and constitutes a requirement listed in the grant agreement signed by the beneficiary.

#### **Create** your visual identity

A visual identity includes all **visual elements** (i.e.: logo, font, images) that can be associated with your project. It reflects your communication strategy, the context of the Programme and underpins all your communication activities.

A visual identity represents who you are and lets you be easily recognised by your target audience. It visualises your **values** and has an **impact** on how the project is perceived. Your visual identity will be used for:

#### Comply with the corporate EC visibility rules



# **Co-funded by the European Union**

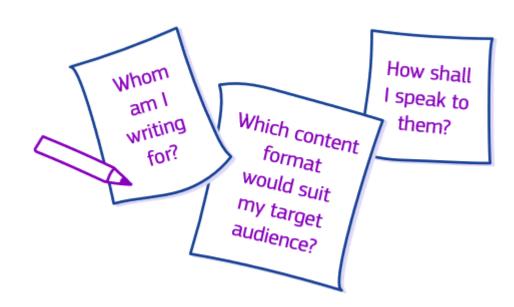


- → your project website
- → digital material (Power-Point presentations, documents, e-mail signature...)
- printed material (posters, brochures...) wherever possible, adopt a paper-free approach
- > social media accounts
- → promotional material (mugs, pens, t-shirts...)\*



#### **Tell** others about your project from day one!

**Document** your journey and turn your destination into a compelling read! Let your target audience know what you are up to: from your project goals and partners' roles to activities or outputs, your project stories can inspire the public, policymakers and organisations that are active in your field.



Storytelling is making everyone feel something about your projects!

(Lars Duursma)

#### Information Storytelling



The project consortium is composed by the following project partners:....

Meet our project partners! We will introduce you with them on a monthly basis - Today we will start with our project coordinator, Mrs..





#### **Create** your content strategy

With this overview in mind, gather your team and discuss **which content format** would serve your purposes.

When preparing your content, think first **who you are writing for**. This will determine:

sthe content type:

a news article, a blog post, a web page, a social media post.

>> the tone of voice:

it is not what you say, but **how** you say it. This includes not only the words you choose, but their order, rhythm and pace.

. ~ ~ → the **channel** to use:

website, social media, radio, press, podcasts.

#### **Content formats**

	Web content	News	Press Release	Social media post	Communication material
COMMUNICATION OBJECTIVE	Information and storytelling	Storytelling	Information and storytelling	Storytelling	Information and storytelling
TONE OF VOICE	Formal and informal	Formal and informal	Formal	Informal	Formal and informal
EXAMPLES OF COMMUNICATION ACTIVITY	Web page "About" describing the project and its goals	Monthly or bi-monthly project newsletter News regarding your project being featured at an important event or by a known media.	Press release announcing the final conference where project results will be presented to stakeholders and media.	Post showing with a photo or video an activity organised by the project.	E-brochures, factsheets or infographics about the project's objectives and results.







#### Be inclusive!

It goes without saying that **words matter!** Inclusive language aims to neither exclude nor discriminate against any group of persons, due to e.g. gender or ethnicity. Avoid words, phrases or other linguistic terms that foster stereotypes of any kind such as racist or sexist.



#### DOS

Apply gender-neutral language which considers people in general, e.g.

"People do not fully appreciate the impact they have on the environment."

Apply gender-neutral language by not using the gender description, e.g. "The eco-action group chair Moni Patel works closely with the chair/chairperson of the social action committee Matthleu Dubois to plan events".



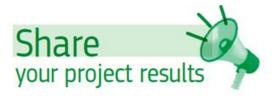
#### DON'TS

Avoid gender-blased language which favours one gender over the other, e.g "Every day, each citizen must ask

himself how he can fulfil his civic duties". Write "themselves" Instead.

Avoid language that fosters stereotypes of any kind through e.g. using gendered adjectives or irrelevant information about gender, e.g.

"The eco-action group **chairman**Moni Patel works closely with the **chairman** of the social action
committee Matthieu Dubios to
plan events".





**Sharing** your story and your results is important to:

- acknowledge your achievements
- spread collective knowledge
- build a community and learning culture

Collective knowledge is at the heart of EU programmes' dissemination principles. EU-funded projects are a **goldmine** of tools, resources and good practices at the disposal of European citizens.

#### **Research** about channels

Every social media channel has its unique features, pros and cons. To decide which channel to use, some research can be helpful. Here are some questions you could ask yourself:

- Which channels do my target audiences use?
- Do similar projects already have a social media presence? If yes, which channels are they using?
- Which resources do I need to manage these channels?

### **Take advantage** of key communication moments

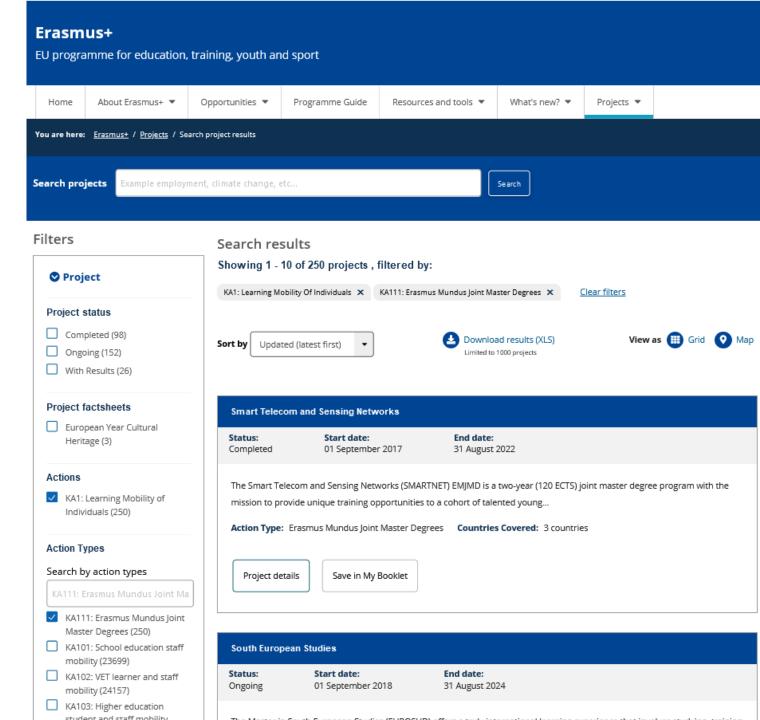
**Special occasions** such as anniversaries or recognized international days are the perfect moment to increase your project promotion and publicity efforts. These communication moments can serve as **hooks** to attract traffic to your posts.





## Erasmus+ Projects Results Platform

erasmus-plus.ec.europa.eu/projects/search/





#### European Master in Palaeontology, Geoheritage, Applications

Save this project in my Booklet



#### Summary

The European Master programme "Pangea (PAlaeontology, Geoheritage, Applications)" is a two-year (120 ECTS) programme entirely taught in English and jointly operated by the University of Lille (France), Uppsala University (Sweden), the University of Minho (Portugal) and the National and Kapodistrian University of Athens (Greece). The Pangea master is aimed at meeting the international demand for qualified geoscience graduates with dedicated training and experience in fundamental and applied palaeontology, including geoconservation and geoheritage. In addition to academic formation, and due to the necessity for integration of expertise, student will also benefit from the involvement of third level institutions and industries (e.g. Geopark Famenne-Ardenne; geological surveys, TOTAL S.A.), and non-European universities (Nevada, Louisiana, USA; Tomsk, Novosibirsk, Russia, Sonora, Mexico) with the goal of a coordinated educational programme to prepare a future generation of system-oriented natural scientists. These partners are committed to the programme and have provided input into its content to better reflect their needs as potential employers. Paleontology is a multidisciplinary science which spans two major natural sciences: geosciences (mostly stratigraphy, sedimentology and basin analysis) and biology (population biology, ecology, evolution). The goal of the master is, after a first term of strengthening the student's background, to specialize in basic research in palaeobiology, applied palaeontology (stratigraphy, basin analysis and reservoir, environmental paleontology), and science communication, focusing on geoheritage.

#### **Partners**



#### Coordinator

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#### Participants map







Darticinante countries



#### Choose your indicators

Depending on your communication objectives, target audiences and channels, you can identify a different **set of performance indicators** to assess your communication success. The definition of **SMART objectives** can guide you towards the right choice.



#### **Monitor** your activity

Digital channels such as social media platforms or website providers offer **free inbuilt tools** to monitor your reach and engagement. They give you a direct and almost "live" feedback on the performance of your communication activities.

#### Follow-up on lessons learnt

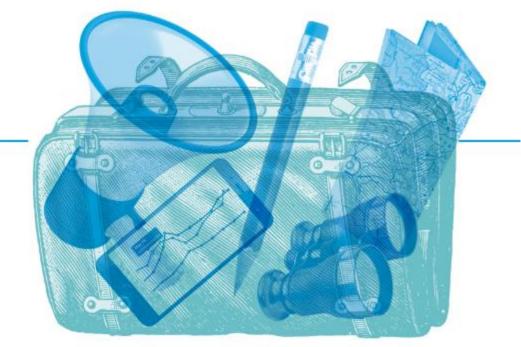
Once you've started travelling, the journey never really ends! Take your memories with you but leave your footprints too. Celebrate your success with your project partners and note down your lessons leamt. They may come handy in the future, for your **next #CommJourney!** 

What gets measured, gets improved!





# How to communicate YOUR PROJECT



#CommsJourney

Tell your story.

Make an impact.

# A step-by-step guide on communicating projects and their results

op.europa.eu/s/xe69



# Thank you



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