



# **Communication and project management**

**Why is communication so important?**

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**« The greatest problem in communication is the illusion that it has been accomplished »**

George Bernard SHAW

# Communication in FP7 <sup>(1)</sup>



**NEW!**

## Grant agreement, Annex II, General conditions

### *II.12. Information and communication*

- The beneficiaries shall, throughout the duration of the project, take appropriate measures **to engage with the public and the media about the project aims and results** and to highlight the Community financial support.

**FP6 model contract:** The beneficiaries shall, throughout the duration of the project, take appropriate measures to ensure suitable publicity for the project **in order to highlight** the Community financial support.

## Communication in FP7 <sup>(2)</sup>

### Grant agreement, Annex II, General conditions

#### *II.12. Information and communication*

- Unless the Commission requests otherwise, any publicity, including at a conference or seminar **or any type of information or promotional material (brochure, leaflet, poster, presentation etc)**, must specify that the project has received Community research funding and display the European emblem. When displayed in association with a logo, the European emblem should be given appropriate prominence. This obligation to use the European emblem in respect of projects to which the European Community contributes implies no right of exclusive use. [...]





## Communication in FP7 <sup>(3)</sup>

### Grant agreement, Annex II, General conditions

#### *II.12. Information and communication*

The Commission shall be authorised to publish, in whatever form and on or by whatever medium, the following information:

- ✓ the name of the beneficiaries;
- ✓ contact addresses of beneficiaries
- ✓ the general purpose of the grant in the form of the summary provided by the consortium;
- ✓ the amount granted and the rate of the Community financial contribution to the project;
- ✓ the geographic location of the activities carried out;
- ✓ the reports submitted to it in publishable format;
- ✓ any picture or any audiovisual or web material provided to the Commission in the framework of a the grant, subject to copyright issues.



## Communication in FP7 (4)

### Grant agreement, Annex II, General conditions

#### *II.12. Information and communication*

- Upon a duly substantiated request by a beneficiary, the Commission may agree to forego such publicity if disclosure of the information indicated above would risk compromising the beneficiary's security or commercial interests.



## INFORMATION FLOW:

- Which information is needed?
- Who provides which information, when during the course of the project?

## An example: the kick off meeting ...

- **The kick off meeting is the most important meeting**
- People must take ownership of the project
- Involve people in the agenda, in the course of the kick off meeting;
- Add a social event during the kick off meeting; people will meet and discuss
- Identify key people
- Distribute responsibilities (motivation)
- **Confirm goal and milestones**
- Agree management & administrative processes
- Agree technical and quality standards
- **Develop common system view**



## An example: the e-newsletter

### Newsletter:

□ A periodic newsletter offers **the means to report unfolding developments during the course of a project**. Depending on the choice of content, it can be circulated **internally** to inform individuals within partner organisations, and **externally to your target audiences**.

### Typical candidate stories that could be considered for inclusion are:

- Suitably edited versions of project press releases;
- **Announcements of progress by single partners** or workgroup collaborators;
- **Reports** on conferences and meetings;
- News of **milestone achievements**;
- Personnel announcements; and ...
- Information about **forthcoming events**.
- Newsletters of this nature are often issued three to **four times a year** – but even an annual publication can serve as a useful update to information contained in a main project brochure.

## A consortium brings together a variety of partners

### Coming from different:

- countries, i.e. with different cultural backgrounds
- kinds of institutions (*e.g.* universities, industries, SMEs)

### With different:

- objectives and interests
- scientific backgrounds
- different languages (interdisciplinary projects)
- levels of experience
- personalities

# Communication towards the outside world

## Communication towards the outside world is mandatory

- Scientists,
- Key stakeholders,
- End users (citizens),
- Etc.

➔ Prepare a communication plan (target audiences, formulate campaign objectives, define appropriate messages, tools and channels...)

**«The best people to explain what is being achieved in a project are those doing the research»**  
Janez POTOČNIK, Science and Research Commissioner - CORDIS News, N° 24743, 10/11/2005

## Two brochures from DG Research



**"A guide to successful  
communications« (2004)**



**"Communicating Science –  
a scientist's survival kit« (2006)**