



Bio-based Industries  
Joint Undertaking

# PROJECTS Communications Guidelines



# Communicating your project

The beneficiaries **must promote the action and its results**, by providing targeted information to **multiple audiences** (including the media and the public), in a **strategic and effective manner** and possibly engaging in a two-way exchange.

To learn more about communication and promoting the action, please read [Article 29 and 38 of the Annotated Model Grant Agreement](#).



# What does communication involve?

A **comprehensive communication plan** should define clear objectives (adapted to various relevant target audiences) and set out a **description and timing for each activity**.

- Ensure good management
- Define your goals and objectives
- Pick your audience
- Choose your message
- Use the right medium and means
- Evaluate your efforts



# What is the impact of communication? (1/2)

With your communication activities you **call attention of multiple audiences about your research** and address the public policy perspective of EU research and innovation funding, by considering aspects such as:

- transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible)
- scientific excellence
- contributing to competitiveness and to solving societal challenges (e.g. impact on everyday lives, environmental and socio-economic impacts, job creation, etc.)



# What is the impact of communication? (2/2)

Bringing research and its outcomes to the attention of non-scientific audiences, scientific peers, potential business partners or policymakers

- fosters collaboration and innovation in research
- helps to explain the wider societal relevance of research, innovation and up-scaling of the bio-based industry
- builds support for future research and innovation funding
- ensures the uptake of results within the scientific community
- opens up potential business opportunities for novel products or services



# Good communication (1/2)

- Starts at the outset of the action and continues throughout its entire lifetime
- Is strategically planned and does not consist of just ad-hoc efforts. Communication material (brochures, leaflets, videos, etc.) should be designed and delivered by professionals.
- Identifies and sets clear communication objectives (*e.g. have final and intermediate communication aims been specified? What impact is intended? What reaction or change is expected from the target audience?*)
- Is targeted and adapted to audiences that go beyond the project's own community including the media and the public. Complex scientific content should be distilled into clear messages that can be understood also by a non-scientific audience.



## Good communication (2/2)

- Chooses pertinent messages (*e.g. How does the action's work relate to our everyday lives? Why does the target audience need to know about the action?*)
- Uses the right medium and means (*e.g. working at the right level - local, regional, national, EU-wide?; using the right ways to communicate - one-way exchange (website, press release, brochure, video, etc.) or two-way exchange (exhibition, school visit, internet debate, etc.); where relevant, include measures for public/societal engagement on issues related to the action*)
- Is proportionate to the scale of the action



# Dissemination & Communication (1/2)

## Dissemination

“Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — **‘disseminate’ its results by disclosing** them to the public by appropriate means”

## Communication

“The beneficiaries must **promote the action** and its results, by providing **targeted information** to multiple audiences in a **strategic and effective** manner”

- Dissemination of results cannot replace communication activities (or vice-versa).
- Communication actions should **always mention the involvement and role of BBI JU** in the project (e.g. in press releases and press articles, in communication material such as leaflets, brochures, videos, etc., during events, etc.)



# Dissemination & Communication (2/2)

**Dissemination** is often aimed at peers, e.g. other researchers working in the area of the proposed project, while **communication** is aimed at promoting the project to e.g. non-specialists, including stakeholders whose interest is in potential application of the results.

In principle, some **dissemination activities** (e.g. presenting project results during scientific conferences, business and brokerage events, stakeholder forums, etc.) could also be seen as a relevant **communication activity**, as they promote the project to a relevant, targeted audience (in this case: fellow scientists). However, every project has other relevant target groups, and thus different communication activities.



# Guidelines for Communication

All communication activities and products of BBI JU projects (articles, project websites, presentations, flyers, press releases, videos, etc.), must include:

- The **BBI JU logo** in its entire and original form
- The **EU emblem with text referring to the link to Horizon 2020 funding\***
- The **BIC logo**
- The **involvement and role of BBI JU in the project**

*\*(Please see following slides.)*



# BBI JU, EU and BIC logos & emblems

- **Any dissemination of the project must include the following logos and emblems** (the BBI JU should be the most prominent logo in terms of size, the minimum height of the EU emblem shall be 1 cm).



Horizon 2020  
European Union Funding  
for Research & Innovation



# Information on funding (1/2)

**Project-related communication and dissemination materials of all types must always mention the funding received from the BBI JU programme through Horizon 2020. This includes materials produced by participants which relate to the project.**

## **For communication activities:**

*“This project has received funding from the Bio Based Industries Joint Undertaking under the European Union’s Horizon 2020 research and innovation programme under grant agreement No XXXXXX”.]\**

- Article 38.3 of the GA clarifies that if a beneficiary breaches any of its obligations on its communication activities the grant may be reduced!

*\*This phrase can be translated in all the official languages of the European Union.  
The official translation is available [here](#).*



## Information on funding (2/2)

**The most effective way to acknowledge the funding from Horizon 2020 is using stickers placed so they are clearly visible with the text below:**

**For infrastructures, equipment and major results:**

*“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the Bio Based Industries Joint Undertaking under the European Union’s Horizon 2020 research and innovation programme under grant agreement No XXXXXX”.\**

- Article 38.3 of the GA clarifies that if a beneficiary breaches any of its obligations on its communication activities the grant may be reduced!

*\*This phrase can be translated in all the official languages of the European Union.  
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# Communicating via Social Media

**Social Media has become essential** and should be used strategically and regularly in order to **promote project activities and/or results**. Possible channels are, for example:

- Twitter
- YouTube
- LinkedIn
- Facebook
- etc.

BBI JU is present on all of the mentioned platforms. Please **tag or mention BBI JU** whenever you communicate about your project via these channels (especially Twitter):

- **BBI JU Twitter handle:** @BBI2020
- **BBI JU LinkedIn:** Bio-based Industries Joint Undertaking
- **BBI JU YouTube:** BioBasedIndustriesJU



# Communication with BBI JU

**Please collaborate with the BBI JU Communications team by sharing:**

- Your articles, publications, press releases, etc.
- The .jpeg and .eps logo file for the project in low & high resolution
- Details of conferences, exhibitions, etc.
- Any digital assets linked to project (leaflets, flyers, posters)
- Any disclosable product samples resulting from the project
- News from the projects for the BBI Newsletter
- Any other relevant communications materials
- Contact us: [communications@bbi.europa.eu](mailto:communications@bbi.europa.eu) (please keep your PO in copy of the correspondence with the Communications team)



# Useful sources

- [H2020 Online Manual](#)
- [IPR Helpdesk](#)
- [Brochure “Making the Most of Your H2020 Project”](#)
- [Fact Sheet “The Plan for the Exploitation and Dissemination of Results in Horizon 2020”](#)
- [Communicating EU research and innovation guidance for project participants](#)
- [Article 29 and 38 of the Annotated Model Grant Agreement](#)
- [Information about the use of the EU emblem](#)



**Thank you!**

## Contact us

 [info@bbi.europa.eu](mailto:info@bbi.europa.eu)

 [www.bbi-europe.eu](http://www.bbi-europe.eu)

## Follow us

 Bio-based Industries Joint Undertaking

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