

# Communicating your research results

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**Why communicate?**

**What is communication?**

**How to communicate?**

**Tools « R » us!**

**Have you reached your goals?**

**Remember – The EU is you**

# Why Communicate?



**Good Policy is based on  
good communication:  
Everyone is a Stakeholder**



**We are not alone:  
We need more than ever to  
get into the debate**

# Why Communicate?

**Success** based 2 factors:

- the quality of our work and its results, **AND**
- how much has it been noticed!

**Visibility** of work depends on:

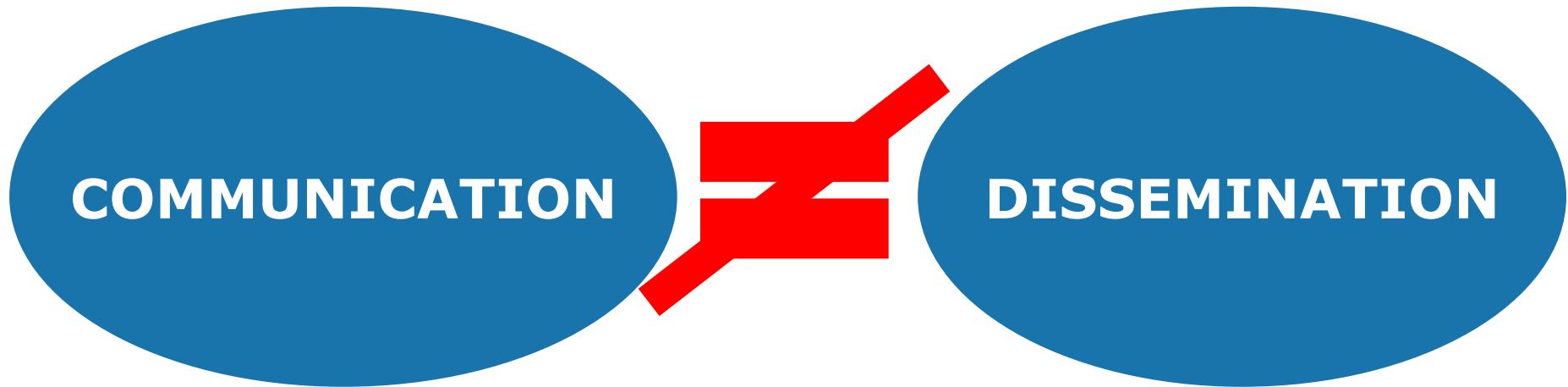
- how well you promote it

**Impact of the success:**

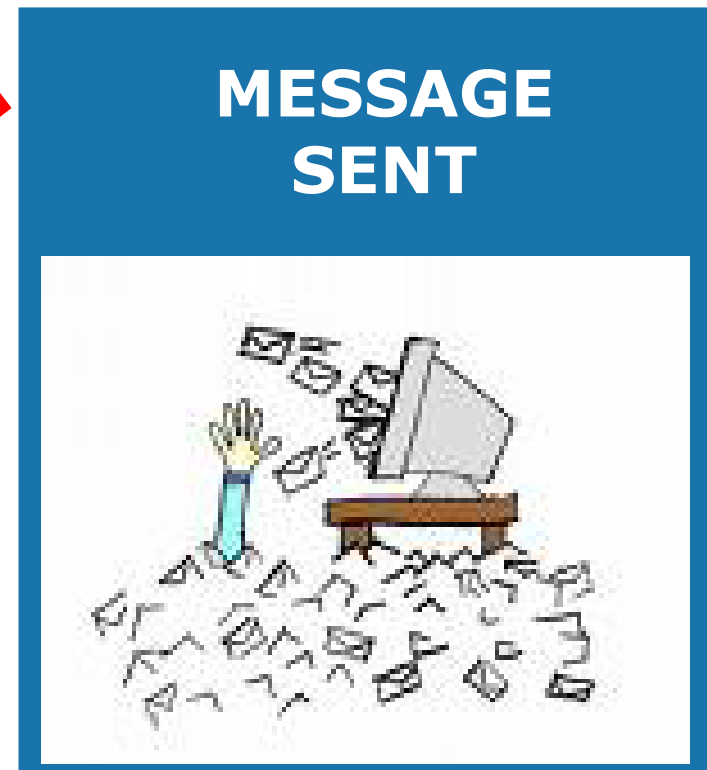
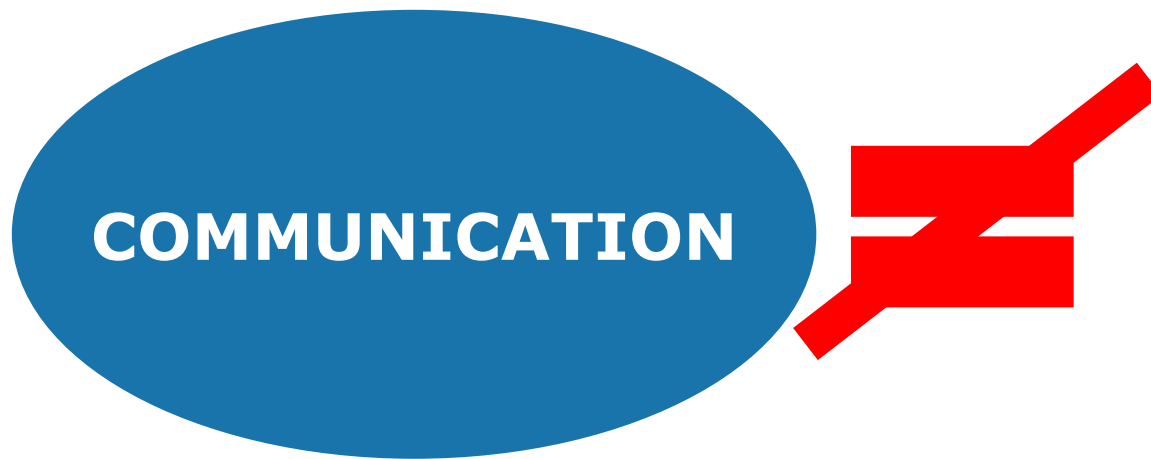
- research area in next WP
- more EC investment on research.



# What is communication?



# What is communication?



# What is communication?



**COMMUNICATION**



# How to communicate?



**First step...**

**PUT YOURSELF  
IN THE OTHER'S SHOES**  
– What is important  
for them to know?  
– What are their needs?



# What do you want to say ?



## ADAPT TO YOUR AUDIENCE

**Make complex concepts simple**

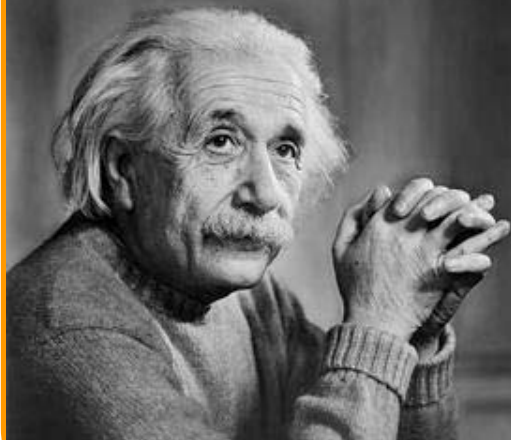
- **Think of the angles:  
human stories;  
smart economic solutions;  
sustainable growth, etc.**

# What do you want to say ?



If you can't explain it **simply**, you don't understand it well enough.

– Albert Einstein



## Wrong perceptions can damage

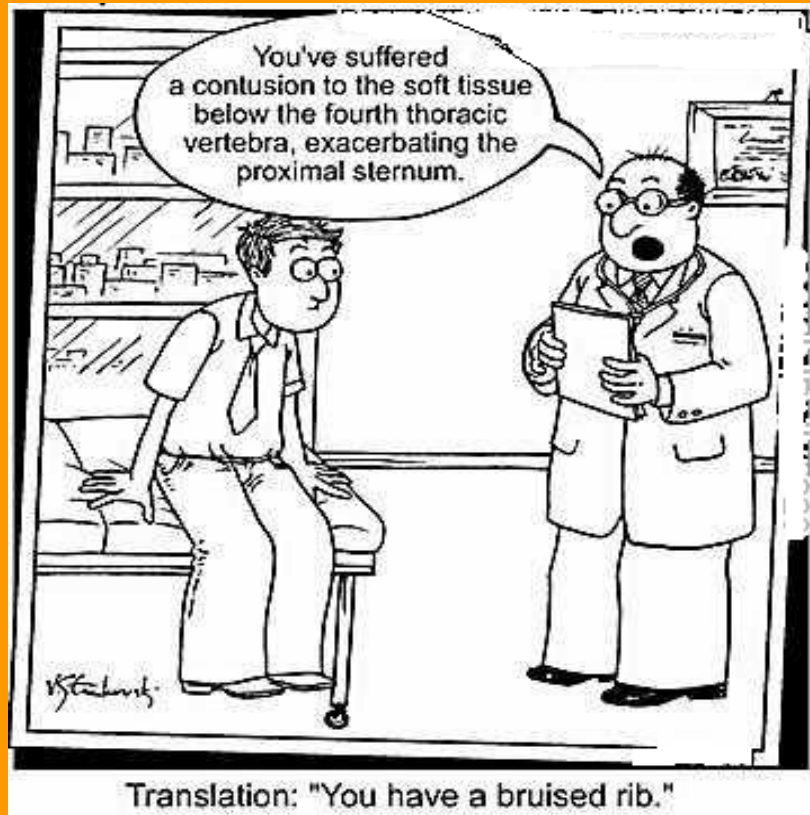
... and things to avoid...



- **Overloading people with one-way info**



...things to avoid...



## Detailed Technical Language



...things to avoid...



- **Jargon and Acronyms**
- **e.g. NOE, CA, IP, FP7, Annex 1, DoW, DEL 2.1.5, work-package, .....**

## A 2-way effort

### What we can do for you:

- Publish your successes more: Web sites; social media platforms; cordis feature stories; press releases/memos;
- Medium and long-term actions



### What you need to do:

- Forward planning
- Use your imagination
- Keep your PO on the loop: your successes, PR activities before published



## Digital Agenda for Europe

Government organisation · Edit info



Admins (8) [?] See all

- Wall
- Hidden posts
  - Info
  - Friend activity (1+)
  - Twitter
  - Photos

Wall Digital Agenda for Europe · Everyone (Most recent)

Share: [http://ec.europa.eu/information\\_society/digital-agenda/research/index\\_en.htm](http://ec.europa.eu/information_society/digital-agenda/research/index_en.htm)

Write something...

Microsoft Forefront Unified A... Europa - Information Soci...

- Digital Agenda for Europe
- Home
  - Planned actions
  - Get involved
  - Scoreboard
  - Research
  - Documents
  - Blog

### Research

#### Browse articles

Going from e- to we-government

Europe has laid out an ambitious plan to unlock the full potential of information and communications technology (ICT) in meeting public demand for smarter, joined-up government e-services. Bold actions boosted by Large-Scale Pilot projects aim to deliver on e-government's promise. [Read more](#)

Scientists teach discretion to gossipy web

Internet surfers are obliged to reveal more and more personal data to get the best out of the latest web services and sites. How this information is then used or shared is a big question hanging over the Future Internet. [Read more](#)

B f t

The #digitalagenda is going local to #Slovakia : Have a look at our blog post in Slovak: [t.co/hRkWsYOv](http://t.co/hRkWsYOv) #daelocal\_SK

RT @EnriqueVich: What are the Large Scale Pilots for Online Public Services and how is #PEPPOL related to them? [t.co/SL1gAsLn](http://t.co/SL1gAsLn)

#daelocal\_be à l'écoute des acteurs Wallons pour les politiques numériques-Namur CC @NicoleDewandre @Lionelsola #kikk.t.co/4JSLDlV1

#### UPDATES

The Digital Agenda is going local to Slovakia

Boosting European research and innovation in Slovakia



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# Digital Agenda

@DigitalAgendaEU Europe

This is the official account of the EU's Digital Agenda policy flagship - providing all the news you need about maximising the potential of ICT in Europe.  
<http://ec.europa.eu/digital-agenda>

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## About @DigitalAgendaEU

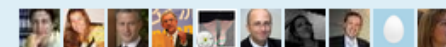
1,329 Tweets 696 Following 2,901 Followers 184 Listed

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## You and @DigitalAgendaEU

You follow accounts that follow @DigitalAgendaEU · view



# Your project website



**Not just an archive  
and cut&paste  
of the DoW**

**Part of a strategy**

**Look on  
current trends,  
age of Apps,  
mobile users, etc.**



**MUST BE NEWSWORTHY  
& TIMELY**

**Target local Radio/TV  
Local MEPs**

**Achievements of a local SME  
or University securing  
EU funding  
is big local news**

**Social Media**

# Media – best practices



**Different activities depending on the type/size of project**

**Choose appropriate partner**

**Use PR company dept.  
art univ. dept**

**Discuss plan with the PO**

**Acknowledge EU support**

# Evaluate your impact!



## **TAXPAYERS' MONEY = ACCOUNTABILITY RESPONSIBILITY**

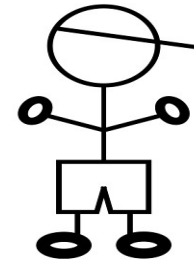
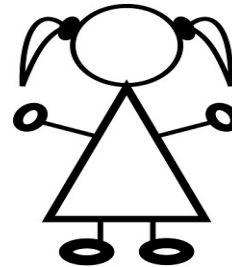
**USE evaluation tools:**  
*Media monitoring,  
Web statistics, Viewers  
Users*

*Report about it all  
in your annual reporting*





The EU Brand is made up by all of us



Communicating takes time, effort



but is rewarding



# Thank you – Questions ?

## **Digital Agenda** EU Investment on research:

- [http://ec.europa.eu/information\\_society/digital-agenda/research/index\\_en.htm](http://ec.europa.eu/information_society/digital-agenda/research/index_en.htm)

## **Social media presence:**

- <http://blogs.ec.europa.eu/digital-agenda>
- <http://twitter.com/digitalagendaeu>
- <http://www.facebook.com/DigitalAgenda>



## **Cordis:**

- Best practice on communicating research results  
[http://cordis.europa.eu/fp7/ict/participating/communication-best-practices\\_en.html](http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html)
- Technology marketplace  
<http://cordis.europa.eu/marketplace/>

(search, offers, IT-Telecommunications)

