

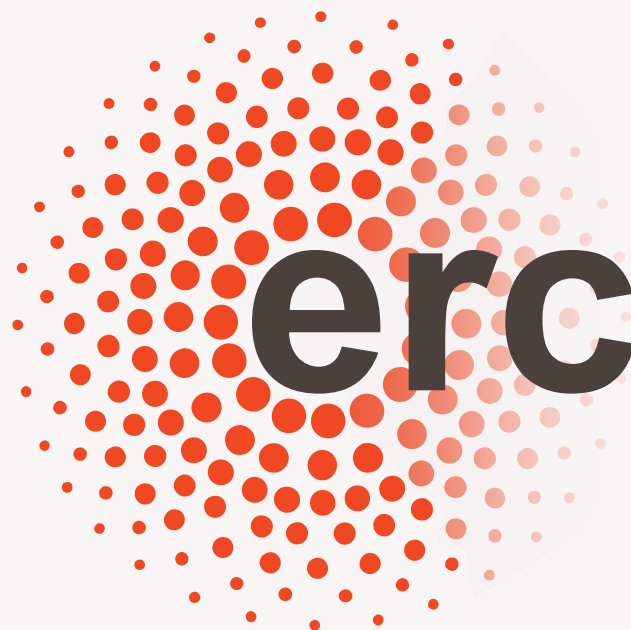
The European Research Council

ERC Communication Strategy

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Communications Unit - ERC Executive Agency

**11th ERC NCP Meeting,
Brussels 20 May 2011**



Communication strategy 2011 (1)

The challenges and priorities

- Promoting funding opportunities in some European Countries
- Promoting funding opportunities outside Europe
- Promoting proof of concept
- Communicating success stories and results

Communication strategy 2011 (2)

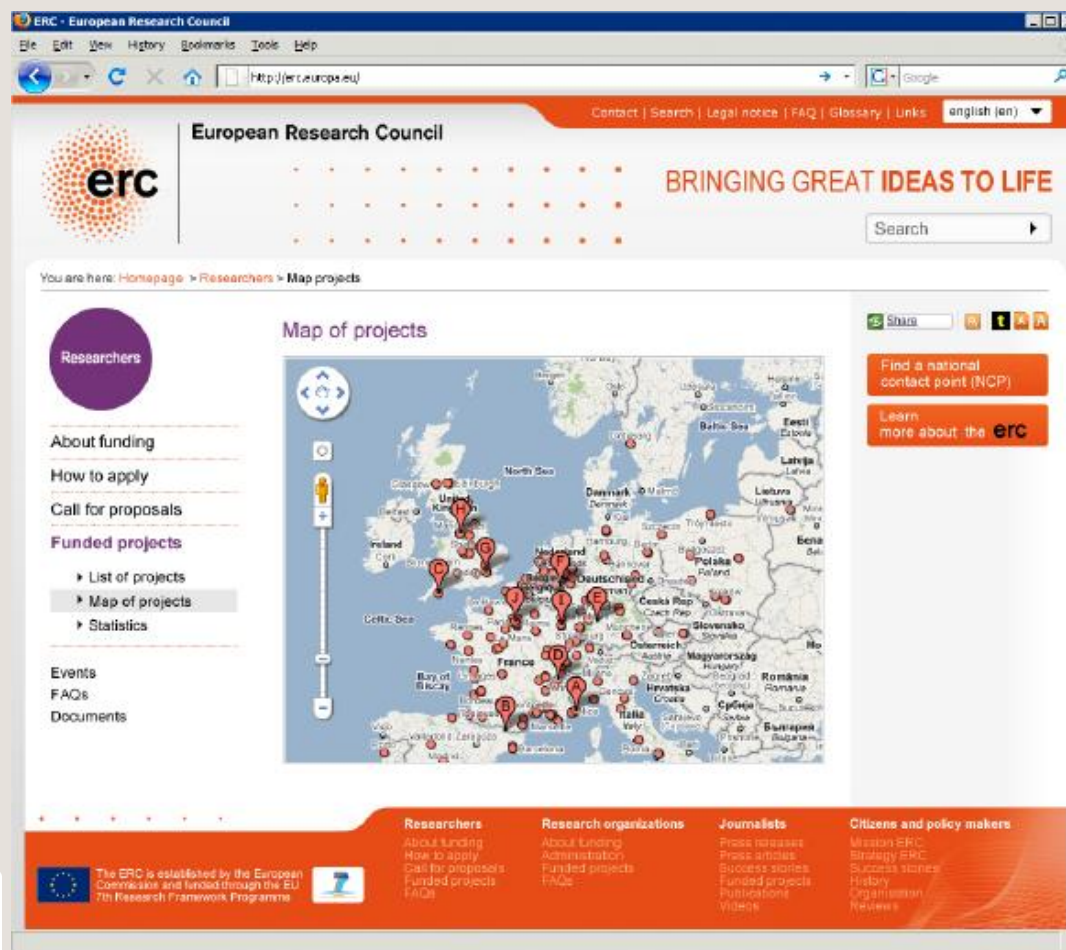
Main tools

- New ERC Website
- Press and media relations
- ERC newsletter
- Publications
- Audiovisual products
- Stand and sessions at events

■ Status of new ERC website

- New website with **more modern and dynamic image** is under development
- Several users from different **target audiences** (researchers, research institutions, press, citizen/policy makers, NCPs) have **tested** the new website structure
- **Website structure** will be **optimised** based on test findings
- In parallel new **features** of the website are being defined and developed
- Website live by **Autumn 2011**

■ Dedicated area for ERC funded projects



This area will contain:

- Searchable database of all ERC funded projects
- Geographical map of projects/host institutions
- Statistics
- Success stories
- Awards and prizes

■ And more....

- Content tailored to the needs of different target groups
- Service tools (search, RSS feeds, sharing possibilities, language selector) available on each page
- Secure sections: two user groups (grantees and panel members/chairs) will have access to secure content
- Searchable set of FAQs (by keyword/category)
- E-library: one single place for all documents
- NCP contact map: geographical map displaying all national contact points



Press activities (from Jan 2011)

- **6 Press releases**; good press coverage overall
- **2 ERC Updates**
- **1 press point** (AAAS Conference Washington DC)

If NCPs spot particularly interesting or noteworthy articles it can be sent to:

ERC-press@ec.europa.eu



What's on

ERC lands in Budapest

Going global

Transatlantic Outreach - ERC at AAAS 2011

Interview with...

Grant holder Ramesh Pillai

Innovation

New ERC funding: Proof of Concept

Research in the spotlight

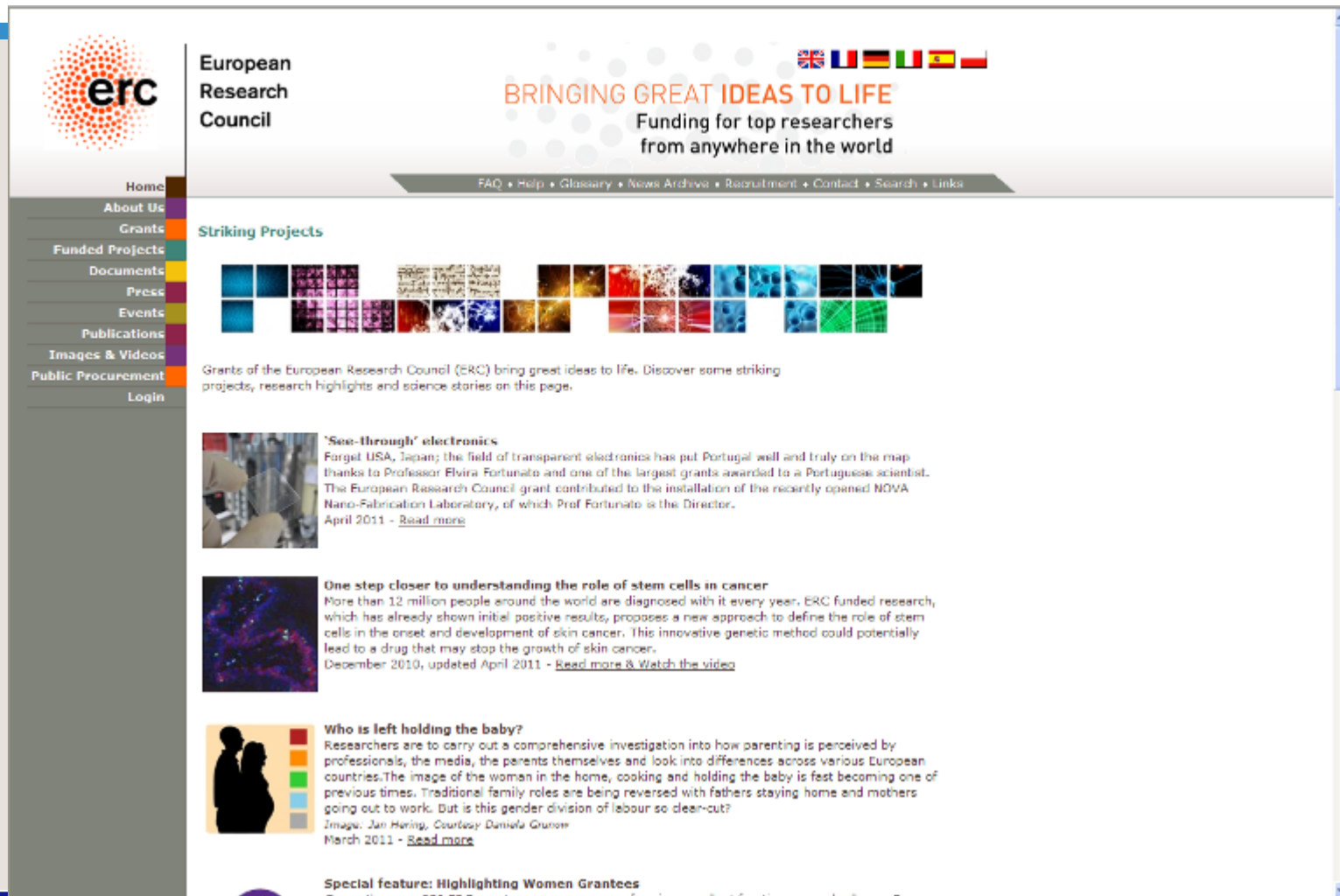
Are ants the future of robotics?



Dissemination of Results

- **Focus on generalist media with large audience**
 - Striking projects -- for web & print
 - Grantee ambassadors -- videos & events
 - Grantees receiving scientific prizes during their grants
- **Country fiches in preparation**
- **Via CORDIS:**
 - CORDIS News: grantees' individual publications
 - New version of the « Project fiches » in preparation

Dissemination of Results



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Striking Projects

Grants of the European Research Council (ERC) bring great ideas to life. Discover some striking projects, research highlights and science stories on this page.

'See-through' electronics
Forget USA, Japan; the field of transparent electronics has put Portugal well and truly on the map thanks to Professor Elvira Fortunato and one of the largest grants awarded to a Portuguese scientist. The European Research Council grant contributed to the installation of the recently opened NOVA Nano-Fabrication Laboratory, of which Prof Fortunato is the Director.
April 2011 - [Read more](#)

One step closer to understanding the role of stem cells in cancer
More than 12 million people around the world are diagnosed with it every year. ERC funded research, which has already shown initial positive results, proposes a new approach to define the role of stem cells in the onset and development of skin cancer. This innovative genetic method could potentially lead to a drug that may stop the growth of skin cancer.
December 2010, updated April 2011 - [Read more & Watch the video](#)

Who is left holding the baby?
Researchers are to carry out a comprehensive investigation into how parenting is perceived by professionals, the media, the parents themselves and look into differences across various European countries. The image of the woman in the home, cooking and holding the baby is fast becoming one of previous times. Traditional family roles are being reversed with fathers staying home and mothers going out to work. But is this gender division of labour so clear-cut?
Image: Jan Haring, Courtesy Daniela Grunze
March 2011 - [Read more](#)

Special feature: Highlighting Women Grantees
Currently more 350 ERC grantees are women, performing excellent frontier research all over Europe.

Dissemination: Success stories

- **Communicating on Striking Projects**
 1. Success Stories, presenting results when available
 2. Researchers' testimonials
 3. Awards & prizes received by grantees
- **Minimal criteria**
 - Accessible and attractive to media & a general audience
 - Concrete applications, impact on research field or EU citizens' life
 - Highlighting the added-value of EU funding
- **Sources for success stories**
 - ERCEA Working group on Dissemination & new monitoring tool
 - Input from Scientific Officers
 - Information received from Scientific Council members, NCPs and PIs

Audiovisual

Focusing on:

➤ ERC Grantees testimonials & ERC Promotional Campaigns

- ERC Spanish & Catalan Grantees produced by EU Rep. Office Barcelona (available soon)
- Dr. Suman Peel Lata, ERC Indian StG
- Prof. Anne L'Huillier, clip in support of ERC Gender equality plan (available soon)

➤ ERC Striking Projects/Success Stories

- Skin cancer – Dr. C. Blanpain
- Studying causes of earthquakes – Dr. Di Toro (soon to be launched)
- Breast cancer – Prof. Lisanti (available soon)
- Alzheimer – Prof. Monyer (soon to be launched)
- Cancer research – Dr. Bentires (available soon)

➤ Euronews

Main Events 2011

In Europe

ERC conference under Hungarian EU Presidency

Budapest, 20 June 2011 – Hungarian Academy of Sciences (with ERC NCP)

ERC Stand at:

- FEBS (Torino, 25-30 June)
- ESA (Geneva, 7-10 Sept)
- E-MRS (Warsaw, 19-23 Sept)
- NatureJobs Career Expo (London, 22 Sept)

Other events in Latvia and Poland (2nd semester)

Outside Europe

- Outreach activities in **Brazil, China, India, Russia, USA**
- **New strategy plan** on international recruitment (in development)



Thank you !