Communicating your research results

Anna Katrami,
INFSO-Communication Unit
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?

COMMUNICATION ⇌ DISSEMINATION
What is communication?
What is communication?

COMMUNICATION = MESSAGE RECEIVED
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...

You’ve suffered a contusion to the soft tissue below the fourth thoracic vertebra, exacerbating the proximal sternum.

Translation: “You have a bruised rib.”

- 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
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.
Media

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:

**Social media presence:**
- [http://twitter.com/digitalagendaeu](http://twitter.com/digitalagendaeu)

**Cordis:**