



# EU Project Communication & Dissemination Guide - Part 1

**Foundations, Strategy & Project Types**

*Your Essential Roadmap to Maximizing Project Impact Through Strategic Communication*

**Prepared by Nexuswelt Marketing and Communication Agency** *Your Strategic Partner for EU Project Excellence*

# The €95.5 Billion Impact Challenge

## €95.5B

**Horizon Europe Budget**

European taxpayers' investment in future innovation

## 87%

**Impact Gap**

EU-funded projects failing to achieve full societal and economic impact potential

## 23%

**Commercialization Rate**

Research results successfully commercialized within 5 years of project completion

## €2.3B

**Annual Value Loss**

Potential value lost annually due to inadequate dissemination strategies

### The Communication Success Multiplier Effect:



**300% more academic citations**

Projects with professional communication strategies achieve significantly higher citation rates



**5x more partnership opportunities**

Strategic stakeholder engagement leads to substantially more collaboration chances



**10x more industry attention**

Effective media relations generate greater industry attention and investment



**400% better exploitation success**

Early policy engagement improves exploitation success rates dramatically



# What This Comprehensive Guide Delivers

## For Project Coordinators:

- Complete understanding of EU legal obligations and compliance requirements
- Project-specific communication strategies tailored to different Horizon Europe action types
- Advanced consortium coordination methodologies for multi-partner international projects
- Crisis communication protocols tested across €200M+ project portfolio

## For Researchers and Technical Teams:

- Practical tools for translating complex research into compelling stories
- Templates for academic publications, conference presentations, and media engagement
- Stakeholder mapping frameworks and engagement strategies
- Performance measurement systems with integrated EU reporting compliance

## For Communication Professionals:

- Ready-to-use content templates and creation frameworks
- Digital platform optimization strategies with proven ROI
- Media relations protocols and press materials
- Budget planning templates and resource allocation guidelines

# Research and Innovation Actions (RIA) - Academic Excellence Focus

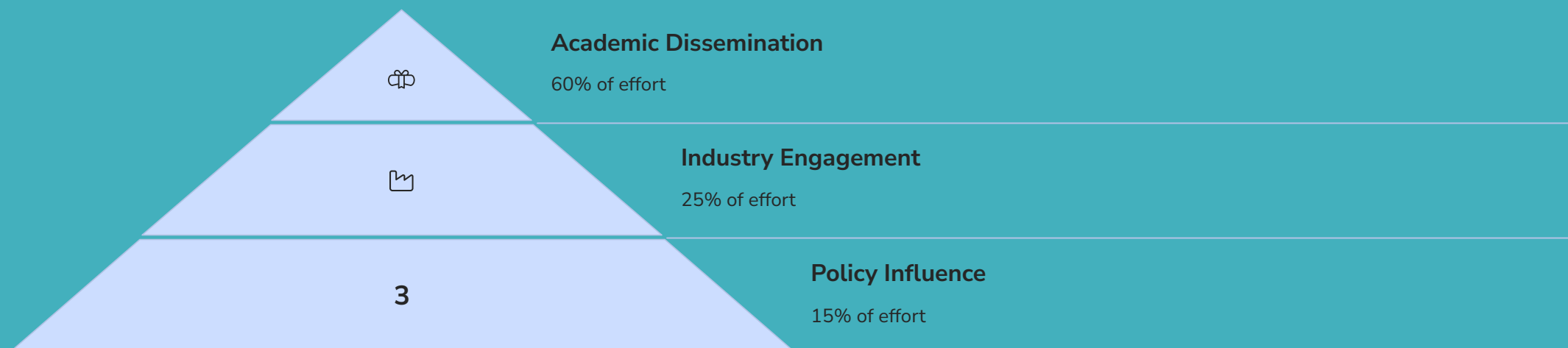
## Project Characteristics:

- **Budget Range:** €2-6M typically (can reach €15M+ for large-scale initiatives)
- **Duration:** 36-48 months (extendable to 60 months for complex research)
- **Technology Readiness Level:** TRL 3-5 (proof of concept to technology validation)
- **Consortium Size:** 6-15 institutions (optimal: 8-12 for effective coordination)
- **Industry Participation:** 20-40% industry partners for innovation relevance

## RIA Communication Strategy Framework:

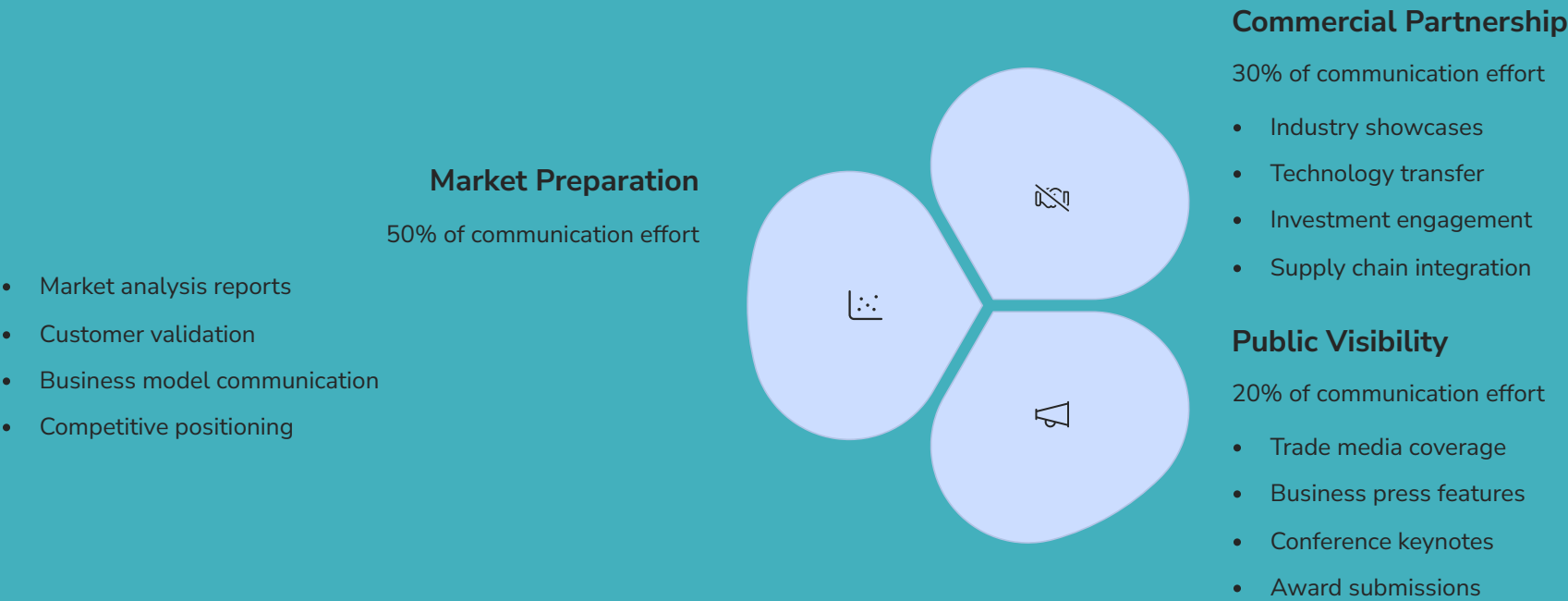
### Academic Dissemination Priority (60% of communication effort):

- Peer-reviewed publications: Target 2-3 high-impact papers per €1M of funding
- Conference presentations: Plan 15-25 presentations across project lifecycle
- Workshop organization: Host 2-4 specialized workshops for knowledge transfer
- PhD student integration: Leverage 10-15 early-stage researchers for community building
- Open science practices: Ensure 100% open access publication compliance



# Innovation Actions (IA) - Market-Focused Development

<b>Budget Range:</b>	€3-15M typically (mega-projects can reach €50M+)
<b>Duration:</b>	24-42 months (accelerated timeline for market focus)
<b>Technology Readiness Level:</b>	TRL 6-8 (demonstration to market-ready systems)
<b>Consortium Composition:</b>	8-20 mixed partners (minimum 60% industry participation)
<b>Commercial Viability:</b>	Clear path to market within 5 years required





# Coordination and Support Actions (CSA) - Network Building

## Project Characteristics:

- **Budget Range:** €0.5-3M (large coordination efforts can reach €8M)
- **Duration:** 12-36 months (ongoing coordination may extend to 60 months)
- **Focus:** Community building and knowledge coordination rather than research
- **Consortium Size:** 3-10 organizations with complementary expertise
- **Network Mandate:** Explicit requirement to create lasting community connections

## CSA Communication Strategy:

### Community Building (70% of effort):

- Stakeholder database: Comprehensive mapping of 500+ relevant actors
- Network facilitation: Monthly virtual and quarterly face-to-face meetings
- Collaborative platforms: Online spaces for ongoing community interaction
- Working groups: 5-8 specialized groups addressing specific challenges

### Knowledge Dissemination (20% of effort):

- Best practice guides: Comprehensive methodology documentation
- Training programs: Educational resources for capacity building
- Knowledge repository: Searchable database of relevant resources

### Network Expansion (10% of effort):

- International outreach: Connections with non-European initiatives
- Industry integration: Academic-commercial community bridging
- Policy interface: Technical-policy decision maker linking

# Communication: Building Awareness - Comprehensive Timeline

**Definition:** Making your project visible to broad, non-specialist audiences using accessible language and engaging formats that build public understanding and support.



# Dissemination: Sharing Knowledge - Professional Targeting

**Definition:** Systematically sharing research findings with professionals who can understand, validate, and build upon your work to create further innovation and impact.

**When to Start:** As soon as you have **preliminary results** - typically Month 6-12



## Scientific community

In your field and adjacent research areas



## Industry professionals

Who could apply findings in commercial settings



## Technology companies

Seeking innovation opportunities and partnerships



## Standards organizations

Developing guidelines and regulations

## Academic Publications:

- **Tier 1 journals:** 1-2 breakthrough papers for maximum impact
- **Tier 2 journals:** 4-6 technical papers throughout project lifecycle
- **Conference proceedings:** 8-12 presentations at major international events
- **Special issues:** Guest editing opportunities for field leadership

## Professional Engagement:

- **Industry conferences:** Technical presentations to commercial audiences
- **Expert panels:** Participation in standards development and policy discussions
- **Corporate workshops:** Training sessions for potential adopting companies
- **Advisory roles:** Expert input for industry roadmaps and strategies



# Exploitation: Creating Real-World Impact

**Definition:** Converting research results into concrete products, services, policies, or practices that benefit society and generate measurable economic or social value.

**When to Start:** 18 months before project end - requires extensive preparation time



## Intellectual Property Strategy

- Patent applications
- Trademark registration
- Licensing negotiations
- Trade secret protocols



## Business Development

- Market analysis
- Prototype development
- Investment preparation
- Partnership formation



## Policy Impact

- Regulatory engagement
- Government briefings
- International coordination



# Legal Obligations & EU Requirements - Complete Compliance

## EU Emblem and Funding Statement - Mandatory Requirements

All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received

### Correct Usage Examples:

-  CORRECT: [EU Flag] "Funded by the European Union"
-  CORRECT: [EU Flag] "Co-funded by the European Union"
-  ACCEPTABLE: [EU Flag] "Funded by the European Union under Horizon Europe"
-  INCORRECT: "Supported by EU"
-  INCORRECT: "European Commission funding"
-  INCORRECT: Using European Commission logo instead of EU flag
-  INCORRECT: "Brussels funding" or "With EU support"



### Where Required:

Every page of your website (typically footer placement)



### Every publication and report

Front cover and headers

### Size and Placement Requirements:

- **Minimum size:** EU emblem must be at least as large as any other logo displayed
- **Quality standards:** 300 DPI minimum for print, vector format preferred for scaling
- **Color specifications:** Pantone 286 blue background, Pantone 109 yellow stars
- **Placement:** Prominent location without visual clutter, linked to project information



### All presentation slides

Title slide prominently, template footer consistently

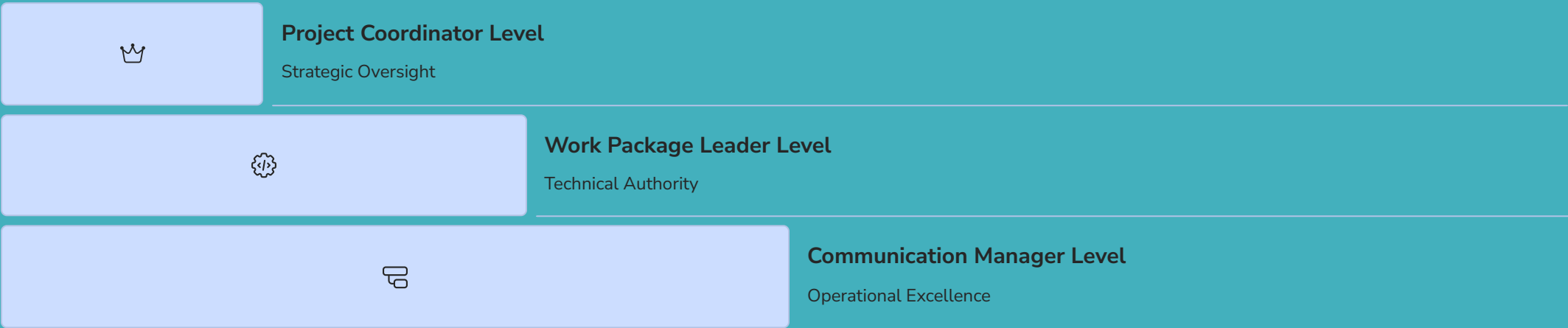


### Social media posts

Image overlay or caption

# Communication Governance Structure

Hierarchical Communication Framework for Multi-Partner Success:



## Project Coordinator Level (Strategic Oversight):

- External stakeholder relations: EU Commission liaison, high-level industry contacts, media spokespeople
- Crisis communication leadership: Rapid response protocols and unified message coordination
- Strategic messaging authority: Final approval for major communication decisions and public statements
- Legal compliance oversight: EU requirement adherence monitoring and audit preparation
- Resource allocation decisions: Budget and personnel deployment for communication activities across consortium

## Work Package Leader Level (Technical Authority):

- Domain expertise positioning: Subject matter expert content creation and technical validation
- Academic network management: Conference participation coordination and publication strategy
- Industry relationship development: Technical partnership facilitation and commercial engagement
- Quality assurance responsibility: Technical accuracy verification and scientific integrity maintenance
- Student supervision integration: Early-career researcher development and network building

# Multi-Cultural Consortium Coordination

## Regional Communication Adaptation Strategies:



### Northern European Partners

**Communication style:** Direct, data-driven, efficiency-focused, minimal hierarchy

**Preferred channels:** Professional LinkedIn networks, technical publications, evidence-based presentations

**Cultural considerations:** Summer holiday periods (June-August), work-life balance respect, sustainability emphasis

### Central European Partners

**Communication style:** Detailed, technically precise, quality-focused, systematic approach

**Preferred channels:** Industry associations, formal presentations, peer-reviewed publications

**Cultural considerations:** Christmas market season, summer break periods, punctuality expectations

### Southern European Partners

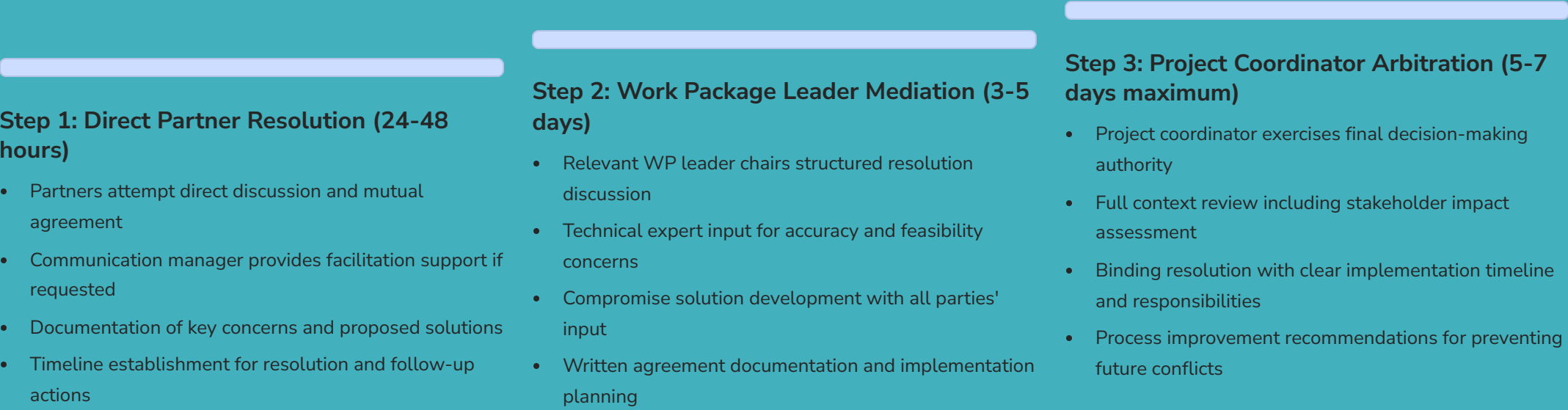
**Communication style:** Relationship-focused, narrative-driven, expressive, collaborative

**Preferred channels:** Personal meetings, conference networking, social events, storytelling approaches

**Cultural considerations:** Extended summer holidays, family celebration periods, relationship-building time

# Conflict Resolution and Team Alignment

## Communication Disagreement Resolution Protocol:



## Message Consistency Framework:

### Core Narrative Components:

- Problem statement: Unified articulation of challenge being addressed
- Solution approach: Consistent description of methodology and innovation
- Expected impact: Aligned quantification of benefits for society and economy
- European value: Shared positioning of EU strategic advantage and competitiveness

## Crisis Communication Management:

### Internal Crisis Response (Partner-Related Issues):

- Immediate coordinator notification (within 2 hours of incident)
- Partner consultation and unified response development (within 8 hours)
- External stakeholder communication coordination (within 24 hours)
- Recovery strategy implementation and monitoring (ongoing)



# Project-Specific Hashtag Strategy & Digital Identity

## Primary Project Hashtag Creation Framework:



### Length optimization

Maximum 12 characters for social media efficiency and memorability



### Search optimization

Unique enough to avoid confusion with existing hashtags



## #PRODUCTIVE40

Combines project name with Industry 4.0 reference

Easy to remember and type across devices

Professional appeal for industrial audiences

2,500+ uses across social media platforms

Generated 15M+ impressions over project lifecycle



### Pronunciation clarity

Easy to say aloud for international audiences and conference usage



### Brand integration

Align with project acronym while maintaining professional appeal



## #AIMS50

Short, memorable, and brandable

Easy hashtag for partner adoption

Clear project association without confusion

1,800+ organic uses by community

8M+ reach across European professional networks



# Secondary Hashtag Ecosystem Development

## Thematic Hashtag Classification System:

### EU and Policy Hashtags (Mandatory Integration):

- #HorizonEurope - Required for all EU-funded project content
- #EURResearch - Broad European research community engagement
- #NextGenerationEU - Alignment with EU recovery and resilience framework
- #DigitalEurope - Technology projects supporting digital transformation
- #EuropeanGreenDeal - Projects contributing to climate and sustainability goals
- #EuropeanSovereignty - Strategic autonomy and competitiveness focus

### Technology-Specific Hashtags (Domain Expertise):

#### Artificial Intelligence Focus:

- #AI #MachineLearning #DeepLearning #NeuralNetworks #AIEthics

#### Sustainability and Environment:

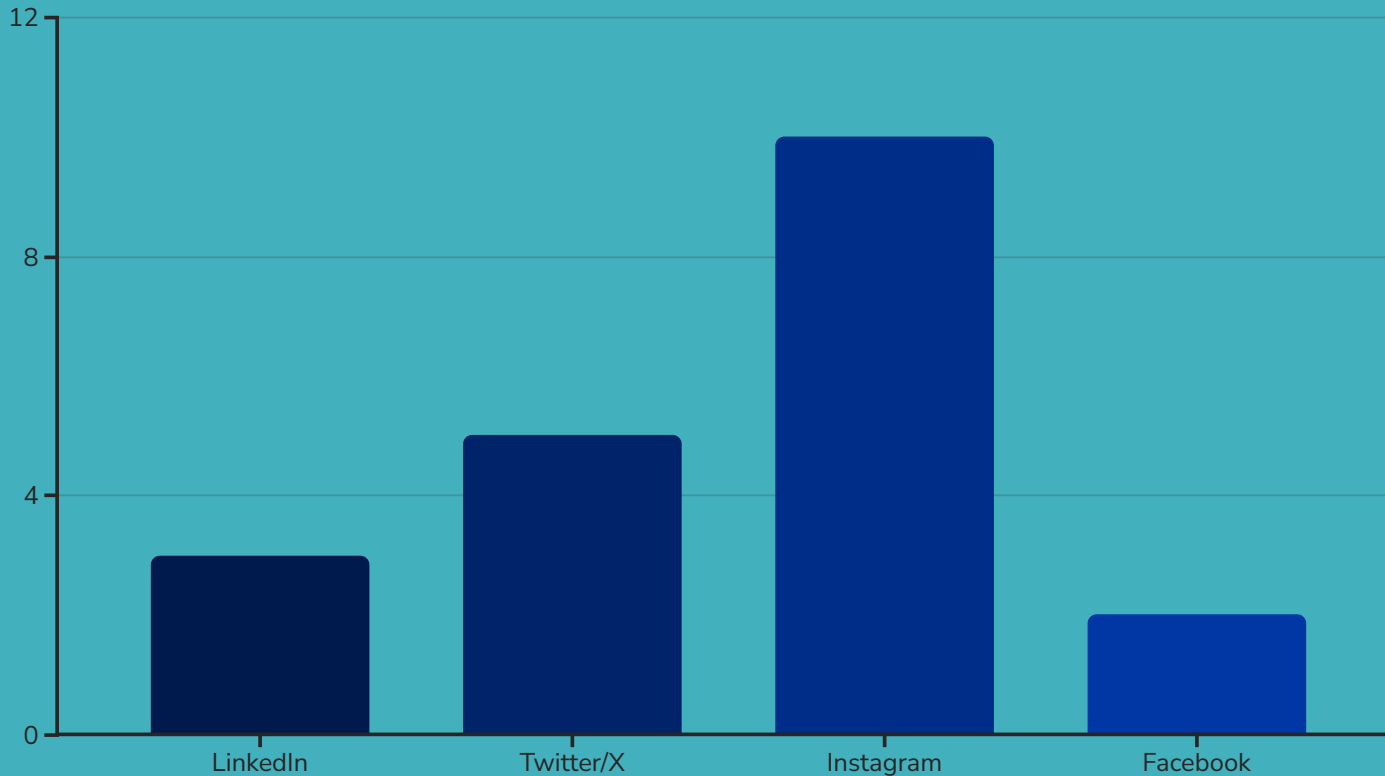
- #Sustainability #GreenTech #CleanEnergy #CircularEconomy #ClimateAction

#### Healthcare and Life Sciences:

- #DigitalHealth #MedTech #PrecisionMedicine #HealthInnovation #BioTech

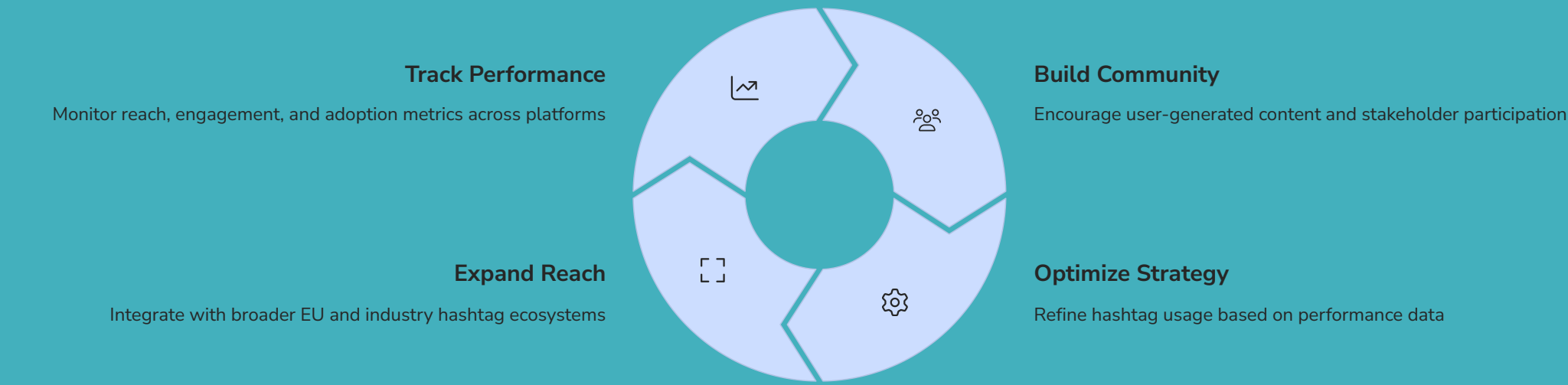
#### Industry and Manufacturing:

- #Industry40 #SmartManufacturing #Automation #Robotics #DigitalTwin



# Hashtag Performance Monitoring and Community Building

## Analytics Framework for Hashtag Success:



## Platform-Specific Performance Tracking:

- **LinkedIn:** Impression counts, click-through rates, professional inquiries generated
- **Twitter:** Reach statistics, retweet rates, academic community engagement
- **Instagram:** Hashtag discovery rates, user-generated content creation
- **YouTube:** Video discovery through hashtag searches, subscriber acquisition

## Community Development Strategy:

### User-Generated Content Encouragement:

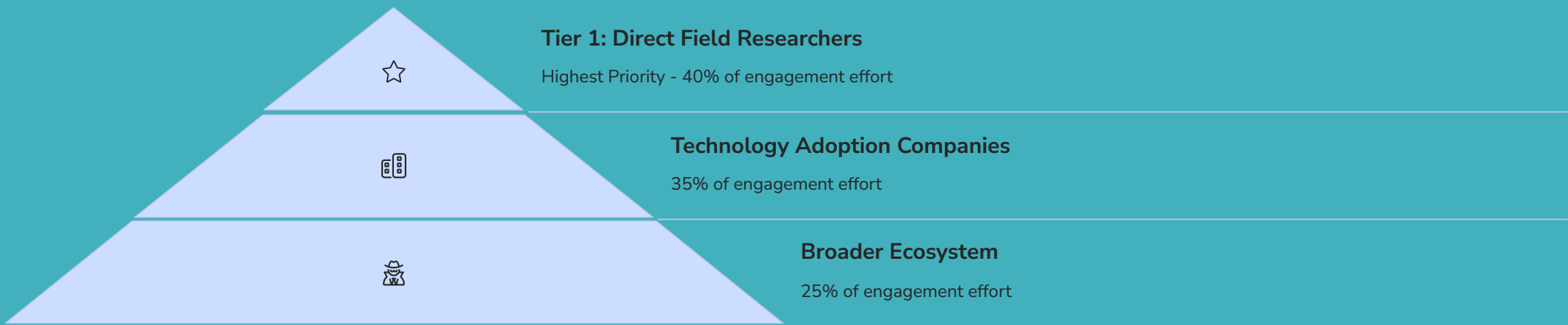
- Hashtag-specific content challenges and competitions
- Recognition programs for community contributors
- Partner and stakeholder hashtag adoption incentives
- Conference and event hashtag activation campaigns

### Long-Term Hashtag Legacy Planning:

- Post-project hashtag continuation strategy
- Community ownership transfer for ongoing initiatives
- Alumni network activation using established hashtags
- Impact documentation through hashtag-based content archives

# Advanced Stakeholder Categorization Framework

## Primary Stakeholder Deep Analysis:



## Scientific Community Segmentation:

### Tier 1: Direct Field Researchers (Highest Priority - 40% of engagement effort)

**Definition:** Scientists working on identical or closely related research challenges

**Global Population:** 2,000-5,000 active researchers depending on field specificity

**European Concentration:** 600-1,500 researchers across EU member states

### Engagement Characteristics:

- High technical knowledge and methodology sophistication
- Strong influence on field direction and research priorities
- Active in peer review and academic conference leadership
- Potential for direct collaboration and joint publication opportunities

## Industry & Commercial Sector Strategic Analysis:

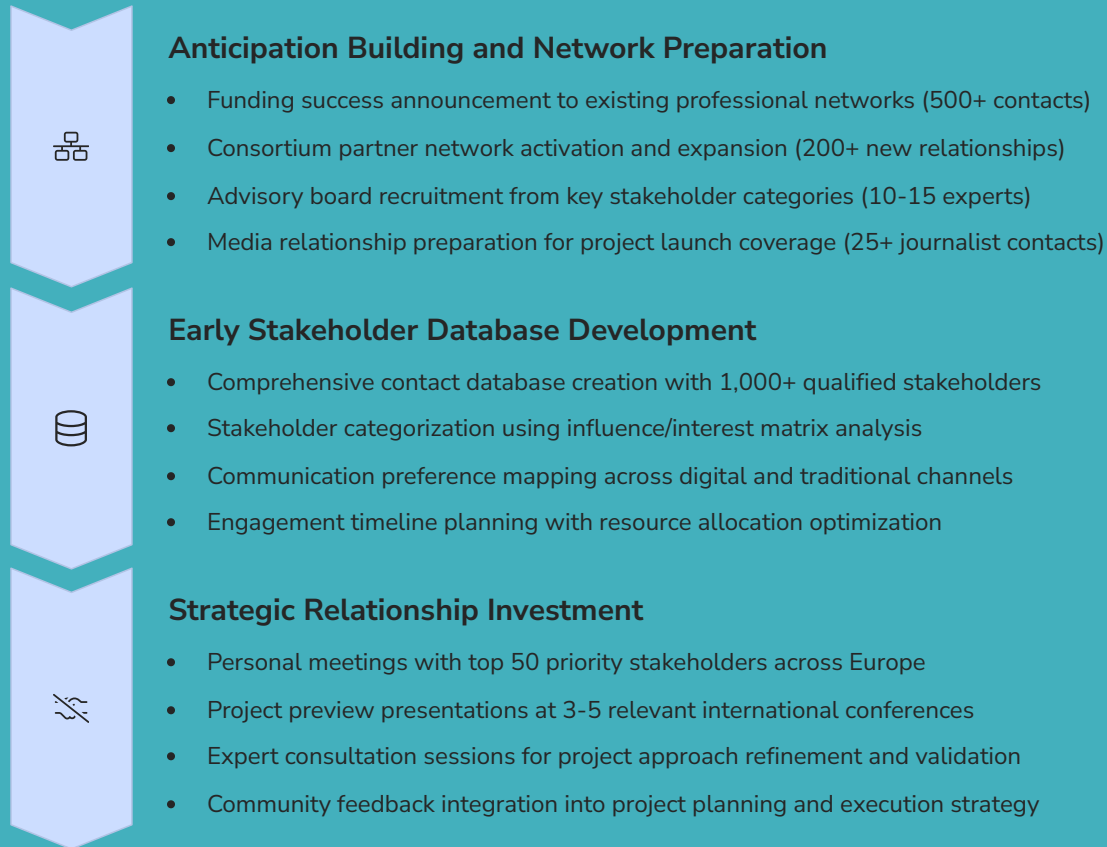
### Technology Adoption Companies (35% of engagement effort)

### Large Corporations (Fortune 500 with R&D budgets >€100M annually):

- **Decision Timeline:** 12-18 months for technology evaluation and adoption
- **Decision Makers:** CTO, Chief Innovation Officer, R&D Directors
- **Evaluation Criteria:** ROI demonstration, risk assessment, competitive advantage
- **Communication Needs:** Executive briefings, pilot project proposals, business case development

# Stakeholder Engagement Lifecycle Management

## Pre-Project Engagement Strategy (Months -6 to 0):



## Foundation Phase (Months 1-6):

### Launch and Awareness Building:

- Multi-city project launch events (3-5 major European innovation hubs)
- Stakeholder advisory board establishment with quarterly meeting schedule
- Monthly newsletter launch targeting 500+ initial subscribers with 25% growth monthly
- Social media community building with target of 1,000+ engaged followers

## Growth Phase (Months 7-18):

### Results Sharing and Network Expansion:

- Quarterly results workshops with 150+ participants per session
- Industry pilot project launches with 8+ commercial and institutional partners
- Policy consultation participation in 5+ regulatory and standards processes
- International conference presentation series (20+ major events annually)

# Academic Stakeholder Communication Framework

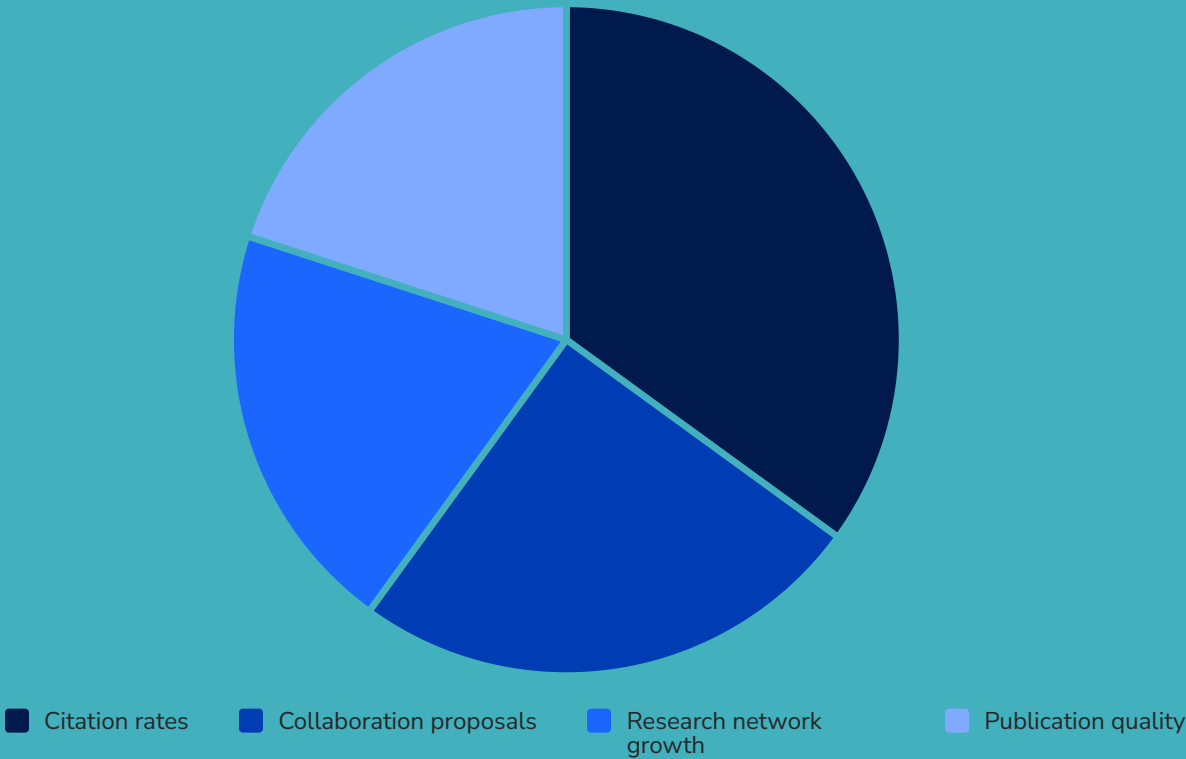
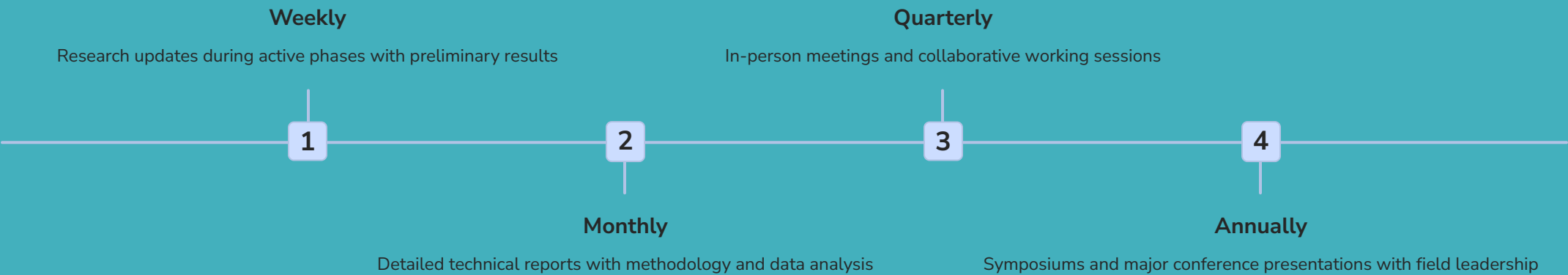
**Communication Style:** Rigorous, evidence-based, methodologically detailed, peer-validated

**Content Format Preferences:**

- Peer-reviewed journal publications with full data transparency
- Technical conference presentations with Q&A and discussion periods
- Research seminars and methodology workshops with hands-on demonstrations
- Collaborative working sessions and joint research proposal development

**Messaging Focus Areas:**

- Scientific accuracy and reproducibility of results and methodologies
- Methodology innovation and advancement of field knowledge
- Research impact measurement and academic career development
- International collaboration opportunities and network building



# Industry Stakeholder Communication Framework

**Communication Style:** Results-oriented, commercially focused, efficiency-emphasized, ROI-driven

## Content Format Preferences:

- Executive business cases with clear value propositions and competitive analysis
- ROI analyses with quantified benefits and implementation timelines
- Technology demonstrations with practical application scenarios
- Partnership frameworks with clear roles, responsibilities, and benefits

## Messaging Focus Areas:

- Competitive advantage creation and market opportunity capture
- Implementation feasibility and resource requirement analysis
- Risk mitigation and technology validation through pilot projects
- Commercial partnership development and revenue generation potential

