

# EU Project Communication Guide

## 7 practical essentials for stronger visibility, stakeholder engagement, and impact in EU-funded projects

A practical mini-guide for coordinators, consortia, SMEs, universities, and research partners

 Save this guide for your next EU project

*Nexuswelt | EU Funding & Innovation Agency*

## VISIBILITY & STAKEHOLDER ENGAGEMENT STRATEGIES FOR EU-FUNDED PROJECTS



1. PROJECT COORDINATORS



2. UNIVERSITIES



3. RESEARCH PARTNERS



5. COLLABORATION



4. SMEs



6. VISIBILITY



7. STAKEHOLDER ENGAGEMENT

# 1. Start communication from day one

Strong EU-funded projects should not wait until the final months to communicate.

**Communication should help from the beginning to:**



**Explain why the project matters**



**Make EU-funded innovation visible**



**Connect with relevant stakeholders**



**Support future uptake and impact**

📄 **Bottom line:** Communication is part of project impact, not an add-on

## 2. Know the difference

Communication, dissemination, and exploitation are connected – but they are not the same.

1

### Communication

Explain the project and its value to broad audiences, including non-specialists

2

### Dissemination

Share project results with people who can use them, such as researchers, policymakers, industry, and practitioners

3

### Exploitation

Use project results in practice through services, products, standards, policy uptake, operations, or further research



**Bottom line:** Projects should plan all three separately, but connect them strategically

## 3. Map audiences before choosing channels

A strong communication plan starts with stakeholder mapping.

### Typical target groups:

- Policymakers and public authorities
- Industry and SMEs
- Researchers and innovation actors
- Practitioners and end users
- Civil society and communities
- Media and multipliers

Who needs to know, who can use the results, and who can help scale them?

📄 **Bottom line:** Different audiences need different messages, formats, and timing

## 4. Build a practical communication toolkit

Use a mix of core channels and targeted outputs.

### Core channels:

- Project website or landing page
- LinkedIn and relevant social media
- Newsletters and mailing lists
- Webinars and events
- Conference visibility
- Media outreach

### Useful outputs:

- Factsheets
- Policy briefs
- Short explainers
- Partner spotlights
- Videos or interviews
- User-oriented materials

📌 **Bottom line:** Choose channels based on audience, project stage, and intended outcome

## 5. Respect visibility and data rules

Good project communication must also be compliant.

### Key requirements:

Display the EU emblem prominently

Use the correct funding statement

Do not replace the EU emblem with the European Commission logo

Handle personal data in communication activities carefully

Check photos, videos, events, and mailing lists for data protection compliance

 **Bottom line:** Visibility is mandatory, but it must be done correctly

## 6. Link communication to results and impact

Communication is strongest when it is connected to results and future use.



This practical sequence shows how communication activities translate project outputs into real-world change.

### A strong plan should show:

- What will be shared
- With whom
- Through which channel
- At what stage
- With what intended outcome

### Also remember:

Projects may need to maintain and update a plan for communication, dissemination, and exploitation, and Horizon Europe also includes open science obligations such as open access to peer-reviewed publications and a Data Management Plan.



# How Nexuswelt supports EU-funded projects

At Nexuswelt, we support projects with:



**Dissemination and communication strategies**



**Stakeholder engagement and ecosystem outreach**



**Visibility of innovation results**



**Impact-oriented content and positioning**

Always happy to connect with consortia, research organisations, SMEs, and innovation partners working on EU-funded projects

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