

Communicating together for a **WIN-WIN!**



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Types of communication tools

- News alerts/articles (RTD)
- Press releases (Commission/SPP)
- Thematic website
- Publications
- Success stories
- Horizon magazine articles
- Infographics
- Graphic Design, visuals
- Videos
- Futuris (Euronews) episodes
- Social media
- Media monitoring
- Events
- Communication by projects

SUCCESS STORIES

Communication through 'success stories'

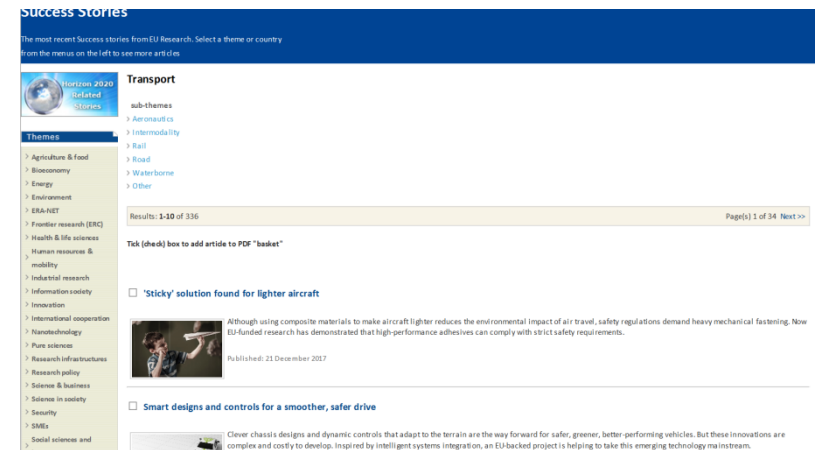
What is a success story?

- Articles on FP7 and Horizon 2020 projects
- Proposed by POs/CRIG members
- Prepared by journalists

Main criteria is **IMPACT**

- Tangible results/promising outcomes linked to the main priorities
- Three angles to consider:
 - ✓ **Societal Challenges**
 - ✓ **Commission Priorities**
 - ✓ **Commissioner Moedas 30s**

INFOCENTRE link [HERE](#)



The screenshot shows the 'Success Stories' section of the European Commission website. It features a navigation menu on the left with categories like 'Horizon 2020 Related Stories' and 'Themes'. The main content area displays a list of success stories under the 'Transport' theme, including 'Sticky solution found for lighter aircraft' and 'Smart designs and controls for a smoother, safer drive'. Each story includes a small image and a brief description of the research achievement.

Use of success stories

- Websites & social media, media campaigns, publications
- Requests from Cabinets/DG (visits, briefings), briefings
- REPs, Delegations
- Corporate communication campaigns
- World Days
- Uncovering Gems



HORIZON MAGAZINE

Horizon magazine

- 2 main categories of articles: projects + research policy
- 2 main audiences: wide audience + stakeholders
- 1 criteria for appearing in Horizon magazine: THE STORY
- Measurable audience
- Advanced promotion strategy





VIDEOS

Communication with videos

Why use videos?

- Many people prefer to listen and watch – captures a different audience.
- Very effective on social media.
- Effective way to attract attention to a website with more information.

Videos are expensive and therefore all requests cannot be fulfilled.

Think about **GIFs** as alternative.



For research and innovation from
2018 - 2020

€ 30 billion



SOCIAL MEDIA

How times change!



Social Media



Focus on

- **Put yourself in reader's shoes**
- **Policy first - why this research?**
- **Attractive visuals / infographics**
- **Short videos / GIFs**

Our social media accounts



@EUScienceInnov **74,4K**
@EU_H2020 **101K**

@Moedas **59,8K**
@HorizonMagEU **7K**



EUScienceInnov **54K**
Moedas **12K**

horizon.magazine.eu **38K**

Think strategic

- Thematic months
- World Days (World Environment Day 5 June)
- Traction from major events – COP24, MI3 & Clean Energy Ministerial, Green Week
- **DG COMM** and the Social Media Network as multipliers



Working together for a WIN-WIN

#news

If you have some **breaking news** from one of your projects
don't tell a journalist, tell us

WE CAN USE IT!!

Come and talk to us about how we can promote
your work anytime – we are here to help!



Thanks for your attention!