



**Circular
Bio-based
Europe**
Joint Undertaking

Communication guidelines for projects



Co-funded by
the European Union



Bio-based Industries
Consortium

Communicating your project

Communication is **key to highlight the results of your project** and its **contribution to the bio-based industries sector**.

Communicating the project and its outcomes helps beneficiaries to enhance their reputation, find new investors and partners, attract experts, impact policies, and create consumer demand.

However, communication is also a **contractual obligation**: beneficiaries must promote the action and its results by providing targeted information to **multiple audiences** (including the media and the public), in a **strategic and effective way** that supports the project's objectives.

To learn more about communication and promoting the action, please read [Article 29 and 38 of the Annotated Model Grant Agreement](#).

What does communication involve?

A communication strategy supports the objectives of the project.

A **comprehensive communication plan** should define clear objectives (adapted to various relevant target audiences) and set out a **description and timing for each activity**. Communication entails:

- ensuring good management;
- defining your goals and objectives;
- picking your audience;
- choosing your message;
- using the right tools and channels;
- evaluating your efforts.

What is the impact of communication? (1/2)

With your communication activities you **call attention of multiple audiences about your research** and address the public policy perspective of EU research and innovation funding, by considering aspects such as:

- transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible);
- scientific excellence;
- contributing to competitiveness and to solving societal challenges (e.g. impact on everyday lives, environmental and socio-economic impacts, job creation, etc.).

We encourage all project partners to engage with **local and regional media** to reach larger audiences.

What is the impact of communication? (2/2)

Bringing research and its outcomes to the attention of non-scientific audiences, scientific peers, potential business partners or policymakers:

- fosters collaboration and innovation in research;
- helps to explain the wider societal relevance of research, innovation and up-scaling of the bio-based industry sector;
- builds support for future R&I funding;
- ensures the uptake of results within the scientific community;
- opens up potential business opportunities for novel products or services.

Good communication (1/2)

In the context of BBI JU projects, good communication:

- starts at the outset of the action and continues throughout its entire lifetime;
- is strategically planned and does not consist of just ad-hoc efforts. Communication material (brochures, leaflets, videos, etc.) should be designed and delivered by professionals;
- identifies and sets clear communication objectives (*e.g. have final and intermediate communication aims been specified? What impact is intended? What reaction or change is expected from the target audience?*);
- is targeted and adapted to audiences that go beyond the project's own community including the media and the public. Complex scientific content should be distilled into clear messages that can be understood also by a non-scientific audience;

Good communication (2/2)

- chooses pertinent messages (*e.g. How does the action's work relate to our everyday lives? Why does the target audience need to know about the action?*);
- uses the right medium and means (*e.g. working at the right level - local, regional, national, EU-wide?; using the right ways to communicate - one-way exchange (website, press release, brochure, video, etc.) or two-way exchange (exhibition, school visit, internet debate, etc.); where relevant, include measures for public/societal engagement on issues related to the action*);
- is proportionate to the scale of the action.

Dissemination & communication (1/2)

Dissemination

*‘Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — **disseminate its results by disclosing** them to the public by appropriate means.’*

Communication

*‘The beneficiaries must **promote the action** and its results, by providing **targeted information** to multiple audiences in a **strategic and effective** manner.’*

Dissemination of results cannot replace communication activities (or vice-versa).

Communication actions should **always mention the involvement and role of BBI JU** in the project (e.g. in press releases and press articles, in communication material such as leaflets, brochures, videos, during events, etc.)

Dissemination & communication (2/2)

Dissemination is often aimed at peers, for example other researchers working in the area of the proposed project, while **communication** is aimed at promoting the project to non-specialists, including stakeholders whose interest is in potential application of the results.

In principle, some **dissemination activities** (like presenting project results during scientific conferences, business and brokerage events, stakeholder forums, etc.) could also be seen as a relevant **communication activity**, as they promote the project to a relevant, targeted audience (in this case: fellow scientists). However, every project has other relevant target groups, and thus different communication activities.

Guidelines for communication

All communication activities and products of BBI JU-funded projects (articles, project websites, presentations, flyers, press releases, videos, etc.), must include:

- the **BBI JU logo**
- the **EU emblem with text referring to Horizon 2020 funding***
- the **BIC logo**

You can download the three logos in low and high resolution from the BBI JU website.

We strongly encourage to mention the **relevance of the BBI JU's contribution** to the project in all communication material.

**Please see the following slides*

BBI JU, EU and BIC logos & emblems

Any communication material of the project must include these logos:



The BBI JU logo should be the biggest. The minimum height of the EU emblem shall be 1 cm.

Information on funding (1/6)

Project-related communication and dissemination materials of all types must always mention the funding received from the BBI JU programme through Horizon 2020. This includes materials produced by participants on the project.

For communication activities:

*‘This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union’s Horizon 2020 research and innovation programme under grant agreement No XXXXXX. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the Bio-based Industries Consortium’.**

Article 38.3 of the GA clarifies that if a beneficiary breaches any of its obligations on its communication activities the grant may be reduced!

**This phrase can be translated in all the official languages of the European Union.*

Information on funding (2/6)

The most effective way to acknowledge the funding from Horizon 2020 is using stickers placed so they are clearly visible with the text below:

For infrastructures, equipment and major results:

*‘This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union’s Horizon 2020 research and innovation programme under grant agreement No XXXXXX. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the Bio-based Industries Consortium’.**

Article 38.3 of the GA clarifies that if a beneficiary breaches any of its obligations on its communication activities the grant may be reduced!

**This phrase can be translated in all the official languages of the European Union.*

Information on funding (3/6)

The **official translation** to be used to acknowledge funding is available [here](#).

Check the reference documents section following the indication below and find the model grant agreement in your language. The translation is in art. 38.

Reference Documents

Grants

This page includes reference documents of the programmes managed on the EU Funding & Tenders portal starting with legal documents and the Commission work programmes up to model grant agreements and guides for specific actions.

Please select the programme to see the reference documents.

Procurement

Reference Documents related to tendering opportunities are published on [TED eTendering](#) in the calls for tenders.

Expand all

+

Legislation

+

Work Programmes

-

Grant agreements, contracts and rules of contest

- Model grant agreements
 - General Grant Agreement
 - H2020 General MGA - Multi

Short description:

Published:

Translations:

Previous versions:

Document to be signed if awarded a grant

2017-10-18

BG CS DA DE EL EN ES ET FI FR HR HU IT LT LV MT NL PL PT RO SK SL SV

Version 4.0 (EN) BG CS DA DE EL ES ET FI FR HR HU IT LT LV MT NL PL PT RO SK SL SV

Version 3.0 (EN) BG CS DA DE EL ES ET FI FR HR HU IT LT LV MT NL PL PT RO SK SL SV

Version 2.1 (EN)

Version 2.0 (EN) BG CS DA DE EL ES ET FI FR HR HU IT LT LV MT NL PL PT RO SK SL SV

Version 1.0 (EN) BG CS DA DE EL ES ET FI FR HR HU IT LT LV MT NL PL PT RO SK SL SV

Information on funding (4/6)

The acknowledgment of funding must be displayed also on social media accounts of the project.

On Twitter, you can include it in the account's description:

*'This project receives funding from the @EU_H2020 Research & Innovation Programme granted by #BBIJU. Tweets reflect only the views of the project owner'.**

Otherwise, we recommend to include a full acknowledgement in the Twitter banner, including the Grant Agreement number.

Information on funding (5/6)

An example of how to include a full acknowledgement of funding in the Twitter banner:



Information on funding (6/6)

On other social media channels, include the acknowledgment of funding in the account's description:

*'This project receives funding from the Horizon 2020 Research & Innovation Programme granted by the Bio-based Industries Joint Undertaking'.**

Communicating via social media

Social media has become essential and should be used strategically and regularly in order to **promote project activities and/or results**. Possible channels are, for example:

- Twitter
- YouTube
- LinkedIn
- Facebook

BBI JU is present on social media. Please **tag or mention CBE JU** whenever you communicate about your project via these channels (especially Twitter):

- **BBI JU Twitter handle:** @CBE_JU
- **BBI JU LinkedIn:** Circular Bio-based Europe Joint Undertaking
- **BBI JU YouTube:** Circular Bio-based Europe Joint Undertaking



Communication with CBE JU

Please **collaborate with the CBE JU Communications team by sharing:**

- heads-up about your project's milestones, articles, publications, press releases, etc.
- the .jpeg and .eps logo files of the project in low & high resolution
- details of events, conferences, exhibitions, etc.
- any digital assets linked to project (leaflets, flyers, posters)
- any disclosable product samples resulting from the project
- news from the projects for the CBE JU Newsletter
- any other relevant communication material
- good or bad press coverage.

Contact us: communications@cbe.europa.eu (please keep your PO in copy of the correspondence with the Communications team)

Useful sources

- [BBI JU Project management page](#)
- [Horizon 2020 Online Manual](#)
- [IPR Helpdesk](#)
- [Brochure “Making the Most of Your H2020 Project”](#)
- [Fact Sheet “The Plan for the Exploitation and Dissemination of Results in Horizon 2020”](#)
- [Communicating EU research and innovation guidance for project participants](#)
- [Article 29 and 38 of the Annotated Model Grant Agreement](#)
- [Information about the use of the EU emblem](#)



Contact us



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www.cbe.europa.eu

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