



**Circular  
Bio-based  
Europe**  
Joint Undertaking

# CBE JU communication guidelines

CBE JU Communications team





# Why communicate?

- Enhance your organisation's reputation
- Attract the best experts to your team
- Find new investors & partners
- Create consumer demand
- Impact policies
- Advance and promote the sector

**It's a contractual obligation!**



**Art. 17 + Annex V  
of your grant agreement**



# Communication is a contractual obligation

- 1 Promote the project & its results
- 2 Display logos of the funding bodies
- 3 Acknowledge the CBE JU funding
- 4 Display a disclaimer



Breach of contract obligations may lead to reduced grant



# 1 Promote the project & its results

## Art. 17.1

- Strategic communications plan with clear objectives
- Effective activities leading to measurable results
- Coherent messages
- Multiple audiences beyond usual stakeholder communities (including media & public)
- Right tools & channels
- Proportionate to the scale of your project



Inform your project officer about communication activities expected to have a major media impact



## 2 Display the logos

Art. 17.2, Annex V



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**Co-funded by  
the European Union**

# 3 Acknowledge the funding

## Annex V

**‘The project is supported by the Circular Bio-based Europe Joint Undertaking and its members.’**

- In all activities: media relations, conferences, seminars,...
- On all information material: website, publications, posters, presentations, roll-ups,...
- In all formats: paper, digital,...
- On all supports: infrastructure, equipment, vehicles, supplies or major results funded by the grant

## 4 Display the disclaimer

### Art. 17.3

**‘Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.’**

In all communication activities

## Let's connect

- **Twitter:** @CBE\_JU
- **LinkedIn:** Circular Bio-based Europe Joint Undertaking
- **YouTube** channel: Circular Bio-based Europe Joint Undertaking

#CBEimpact, #CBEresearch,  
#CBEachievements





# Let's work together

## **CBE JU can support your project's communication:**

- Share your message on our website, social media and newsletter, at events and in publications
- Promote your project's achievements via the channels of CBE JU founding partners
- Help in case of doubts (communication plan, use of logos, acknowledgment of funding,...)





## Share with us

- The .jpeg and .eps logo file for the project in low & high resolution
- Your project's website & social media channels
- Upcoming communication milestones (pilot, inauguration, product launch,...)
- Any disclosable product samples resulting from the project



**communications@cbe.europa.eu** + your project officer in cc

# Useful sources

- CBE JU [‘Manage your project’](#) web page: guidelines & logos
- [Horizon Europe online manual](#)
- [Horizon Europe programme guide](#)
- [10 ways for recipients of EU funding to communicate and ensure EU visibility](#)
- [Communication indicators](#)



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