



Europa Media Trainings

Communication, branding and the power of visuals

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EMG Group

Dissemination and Open Access in Horizon Europe
20 April 2023
Jožef Stefan Institute Ljubljana



Today's Agenda

- 01 Communication and branding
- 02 Find the right audience(s)
- 03 Dissemination and communication tools
- 04 Social media
- 05 European Commission tools
- 06 Collaboration

Communication and branding



Communication



Why is it important for your project?

- Promote EU values
- Build a community
- Increase your project visibility
- Meet your KPIs

What do we usually communicate?

- Project's news, activities updates, key events
- Relevant articles or reports
- Crucial collaborations

Branding



"Your brand is the face, personality and the values espoused by your business and everything in between."

- www.entrepreneur.com

Branding is all about **confidence, action and credibility** – is what communicates your values.

➔ Visual Identity

Visual identity

- logo (should reflect the topic of the project)
- fonts (no more than two different)
- photos
- colors (2+1 colors)
- and any other visuals helping to convey your brand's message

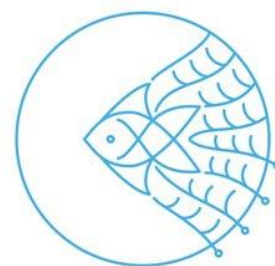
💡 Be unique.

💡 Be consistent: choose a shape, color, and font that you can use for all materials later.

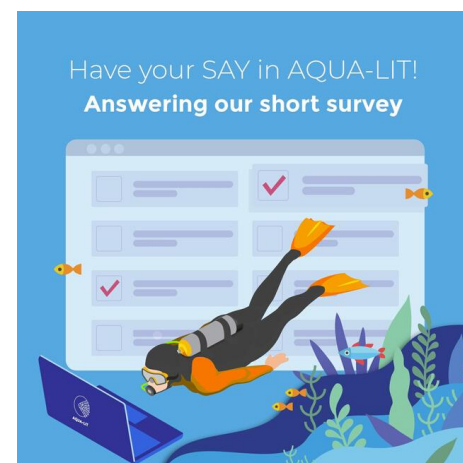
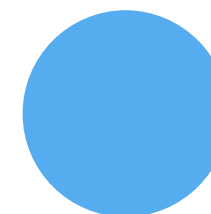
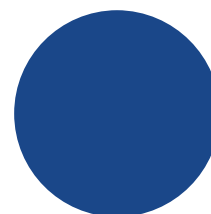
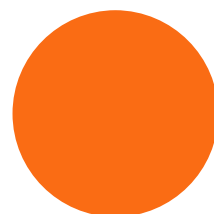


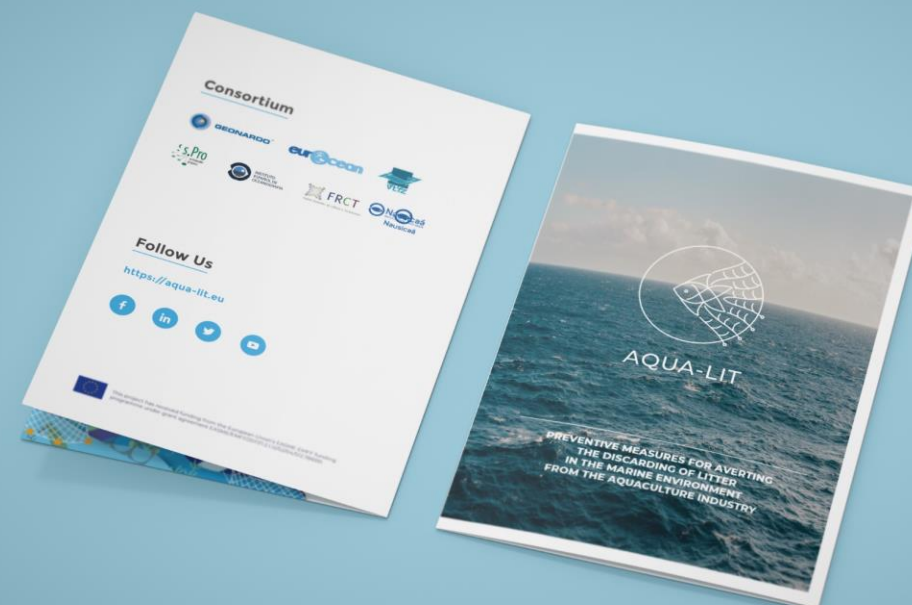
Visual identity

Example

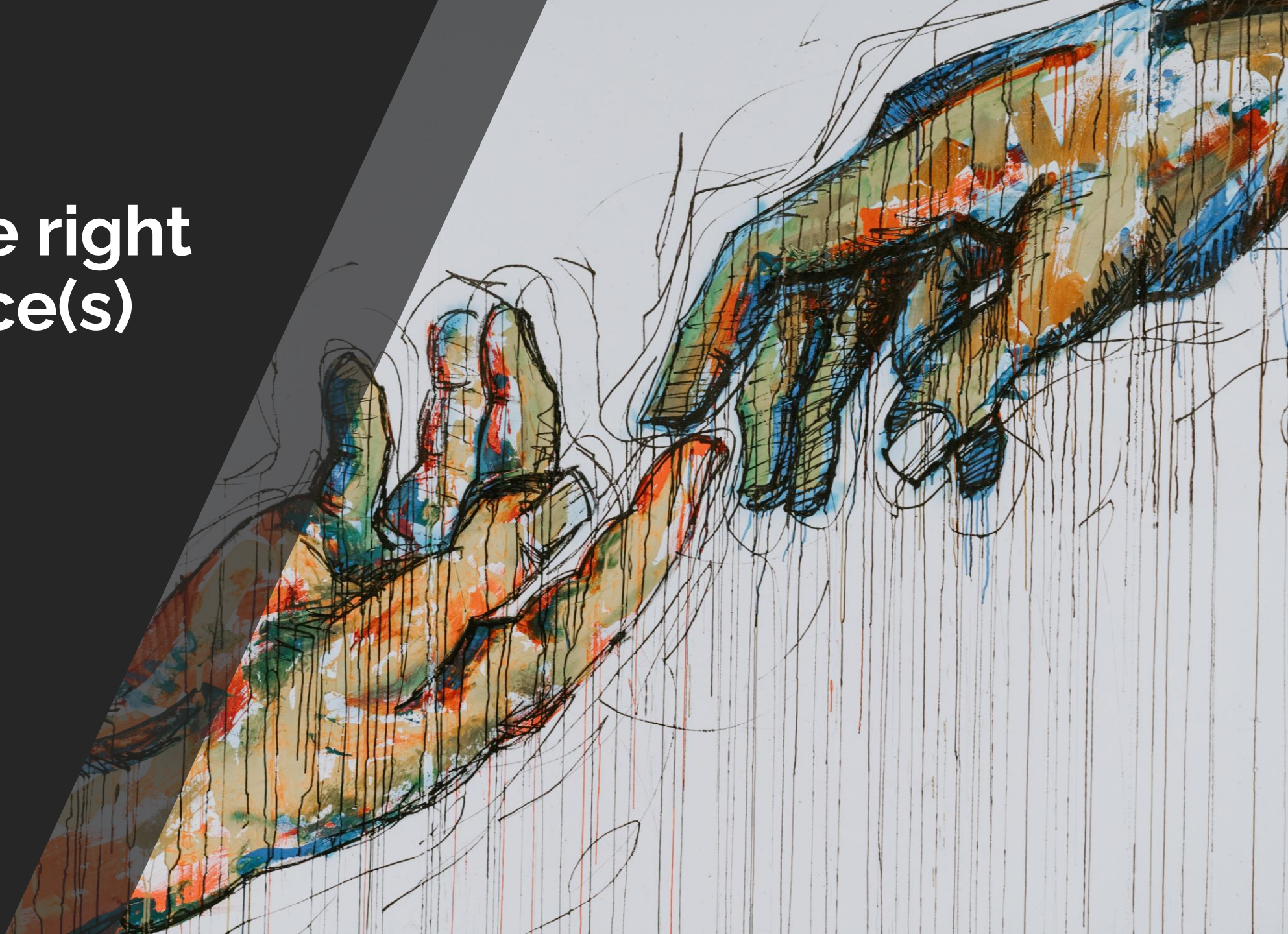


AQUA-LIT





**Find the right
audience(s)**



How to communicate your project properly & build a consistent visual strategy?

FIND YOUR AUDIENCE



CHOOSE THE PROPER D&C TOOLS



INITIATE COLLABORATIONS



BUILD YOUR VISUAL IDENTITY



ENGAGE CITIZENS

Find your audience

THINK OF THE PROJECT'S OBJECTIVES



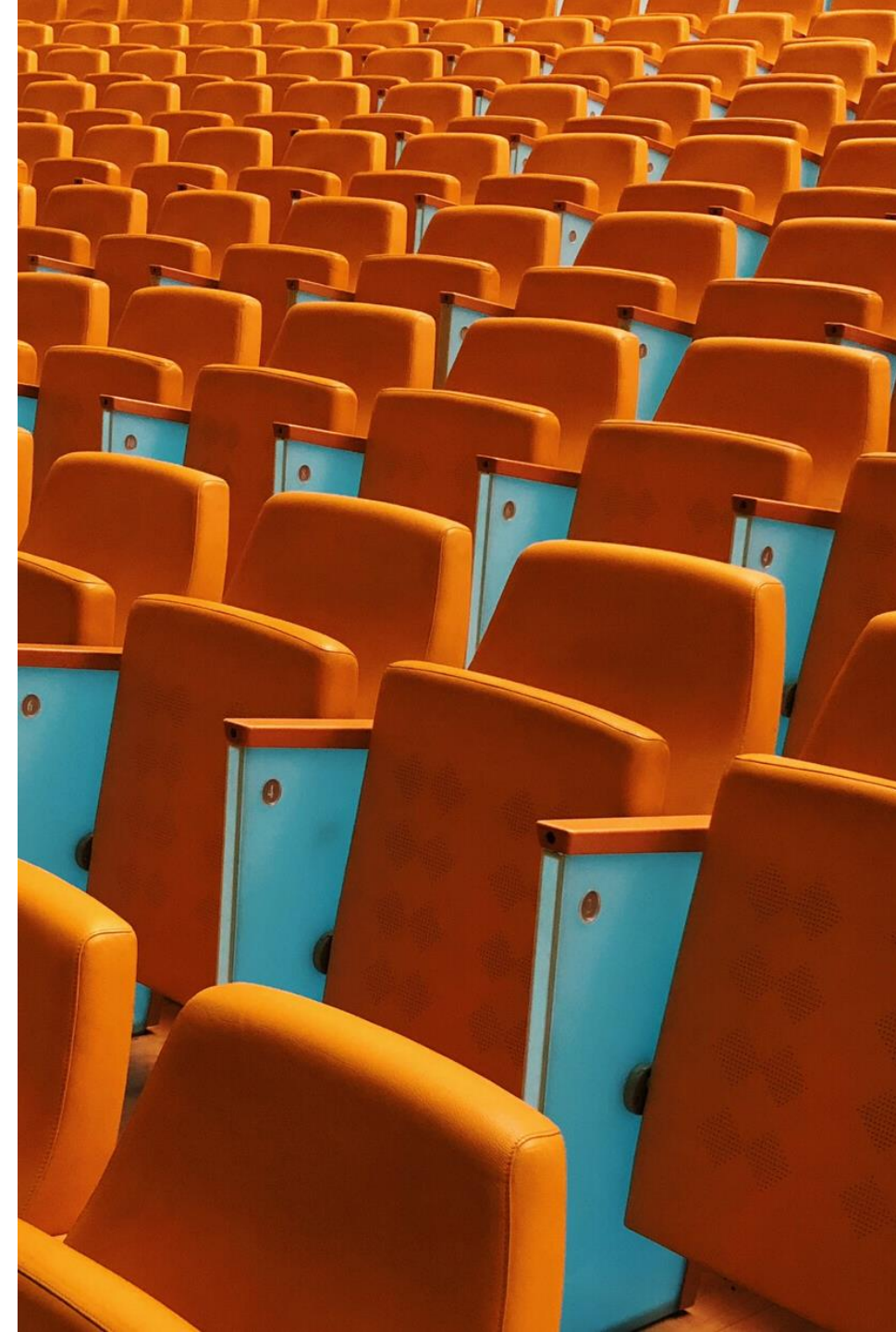
Who is going to benefit from this project?

Policy makers, academia, researchers, citizens,
specific target groups



DO YOUR RESEARCH

Check the previous funded projects under the same
topic
What accounts did they follow?



Find your audience

Example in your proposal

Main target groups for SPEAR's dissemination activities are HEIs and RPOs in EU implementing and/or developing GEPs, change agents at RPOs responsible for GEP implementations, decision-makers at RPOs facing GE related challenges and other relevant actors and authorities at local, national, regional and EU-levels active in the field of GE. **Other target groups** include scientific and academic communities focusing on the gender dimension in research, the general public at local, national and international levels, networks/centres for gender research (e.g. HILMA in Finland), networks of GE practitioners (e.g. GEAR:DK in Denmark), Ministries of higher education and/or science in EU, European women's associations and networks (e.g. EPWS), organizations and associations who are/were partners or involved in GE projects (e.g. FESTA, GENERA, GARCIA, EFFORTI, gendERC, genderSTE), ongoing gender projects from SwafS-03-2016-2017 and SwafS-09-2018-2019, and international organizations and initiatives such as the Standing Working Group on Gender in Research and Innovation (former Helsinki Group)

Four key audience groups will be targeted:

1. General Public - citizens and most vulnerable groups (considering the case study countries, partner countries and the EU level)
 - a. In the targeted regions we will focus on representative organisations and events, such as community and cultural houses, schools, local events, citizen associations, home guard groups or similar.
2. Civil society organisations active in resilience building (e.g. volunteer groups) and first responders (civil protection, police, Red Cross, fire brigades etc.), security practitioners (included business actors in the training sector of crisis management and training providers)
3. EU, national, regional, local and city authorities and policy makers
4. Research community: scholars and students (European studies, IR, risk analysis, crisis management, DRR, resilience, human geography, psychology, ethnography, cultural and media studies etc.)

Dissemination & communication tools

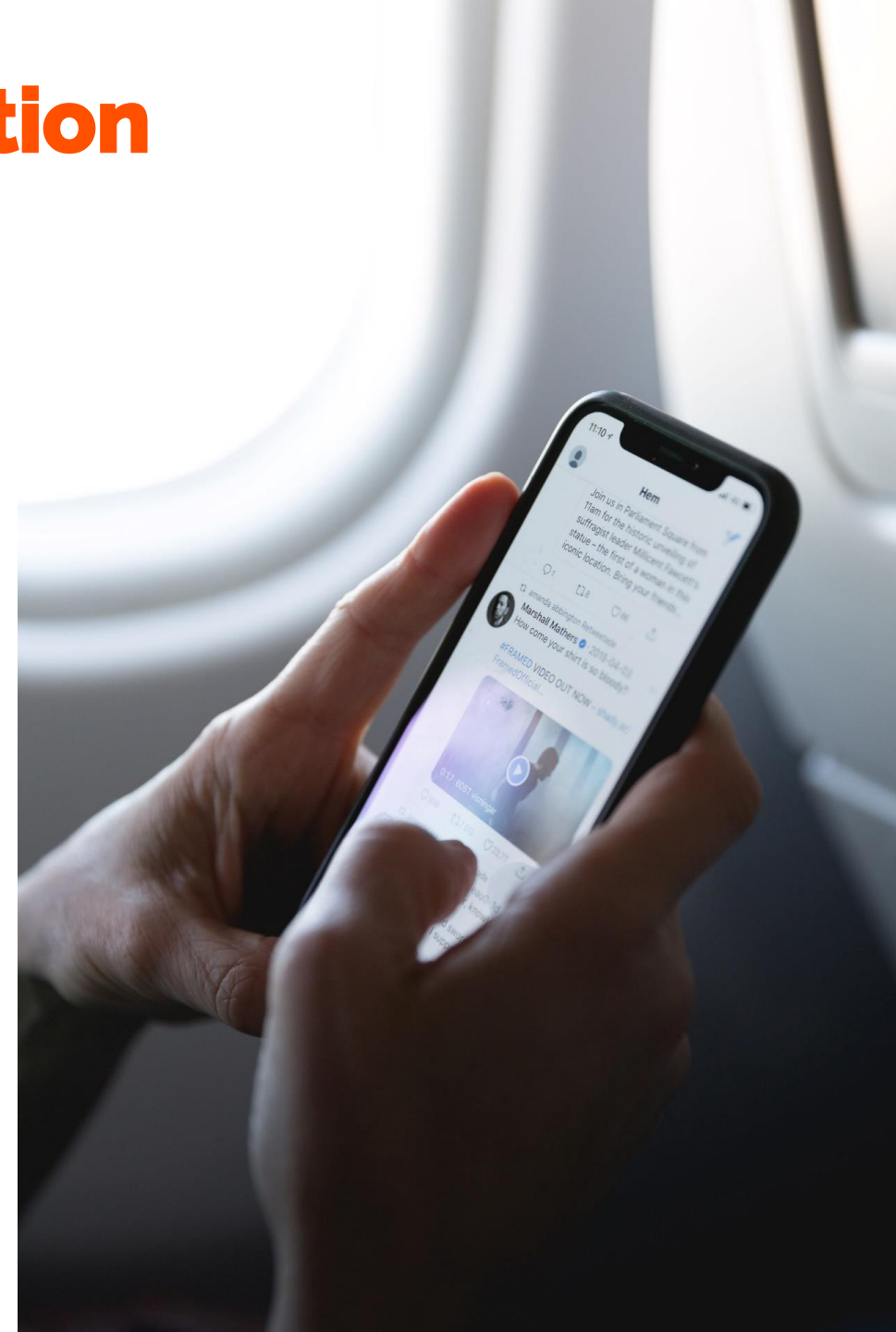


Dissemination and communication

Measures and tools

- Website(s)
- Articles in popular press
- Papers published in peer-reviewed scientific journals
- Interviews, media briefings, press releases
- Promotion materials: flyers, branded materials, factsheets
- Oral presentations, posters and exhibition spaces at events, workshops
- Newsletter
- Blogs
- Videos, animations
- Social media
- EC tools

→ Some channels and tools can be used for both dissemination and communication



Features on online & offline press



Az új START2ACT energiahatékonysági kihívás

2019 január 25.

A START2ACT csapata egy kihívásra invitál, ahol megmutathatjátok, hogy milyen módszerekkel spóroltok energiát az irodában, ahol dolgoztok!

Miért?A versenyre való nevezéssel az irdoda és ezáltal a cég is ismertebbé válhat az EU-ban és persze nem utolsó sorban egy fantasztikus nyeremény tulajdonosai lehettek.

Megnyerhetitek a **4 Bamboustics zöld hangszóró** egyikét és a végső versenyre való nevezéssel a fődíj egy **intelligenens Energomonitor!** Minél hamarabb neveztek be annál biztosabb hogy nyerni fogtok.

Startup Europe also brings to the table initiatives such as [MY-GATEWAY](#) which aims to strengthen the capabilities of innovative SMEs and high tech startups in Central and Eastern Europe.

Another Startup Europe initiative, [Startup Lighthouse](#), will also participate in the event. Startup Lighthouse develops cross-border connections within and beyond Europe in an effort to increase market access for European startups. The initiative has facilitated the participation of nine startups at Slush 2019.

MY-GATEWAY Awards Ten Innovative Startups With Web Summit Tickets

by: FOXYpreneur

Published on: July 26, 2018

MY-GATEWAY holds an open application to give away free Web Summit tickets to ten startups based in or focused on Central Eastern European countries until July 27th.

MY-GATEWAY is searching for the 10 most innovative and disruptive startups to join the MY-GATEWAY delegation at this year's **Web Summit** in Lisbon, Portugal from November 5th to the 8th. A committee comprised of leading startup support organizations from Romania, Slovenia, and the Czech Republic will select the 10 startups through specific criteria. Some of the criteria include having a developed idea, a financial plan and being based in or having a strong interest to work in the CEE region.

Workshops



BALKAN WORKSHOP TOUR HAS BEEN OFFICIALLY LAUNCHED.

2019 Oct 29

Join us in the Western Balkans this December. Learn everything you need about Talent Innovation, Technology Transfer, EU funds and Czech-Serbian collaboration opportunities!

[Read more](#)



STARTUP EUROPE COMES TO THE BALKANS

2019 Oct 16

Transferring knowledge to the Western Balkans, expanding collaborations and building networks.

[Read more](#)

We reached our target audience and the general public through:

- Website
- Social media accounts
- Partners' accounts and website
- Blog

Target audience: startups, SMEs, industry experts, corporates, universities.

➔ [MY-GATEWAY](#) example



My-Gateway project

Published by Francesca Monaco [?] · 9 December 2019 ·

#BalkanWorkshops

Today it was the third and last stop of our tour across the Western Balkans. We were in Mostar, in Bosnia and Herzegovina 🇧🇦, teaching what kind of EU funds are applicable to this region, and presenting our Talent Acquisition Report which can be read in the Publications section of our website (<https://mygatewayproject.eu/results/publications>)

Thanks SPARK for the organisation and Jelena, Europa Media, and Belma, Unidemi, for imparting the workshop!



My-Gateway project

Published by Hootsuite [?] · 28 November 2019 ·

Who's in Mostar 🇧🇦 on 9 December? Join us at SPARK for one of our #BalkanWorkshops and learn about:

- ✔ Talent Acquisition Model with Unidemi
- ✔ EU funds with Europa Media... See more

Startup Europe Comes to the Balkans
#BalkanWorkshops

BALKAN
SPARK TOUR!

9 December 2019
Mostar, Bosnia and Herzegovina
Spark Accelerator

9:30 - 10:00
**Leveraging Talent
for Innovative Societies**

10:30 - 11:30
**European Opportunities
for Startups**

For more information visit: bit.ly/MBD_workshops
Tickets available on Eventbrite

259

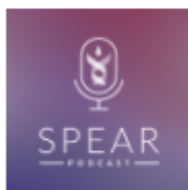
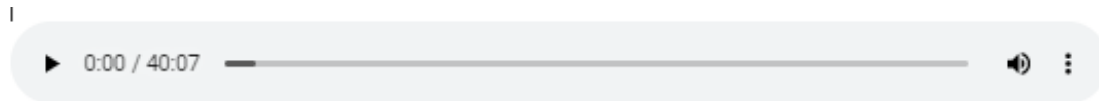
People reached

14

Engagements

Boost Post

Podcasts



Data Monitoring in Gender Equality Work

According to the UN, „data monitoring is an ongoing process by which stakeholders obtain regular feedback on the progress being made toward achieving their goals and objectives“. It is a continuous endeavour, requiring constant data collection and feedback. The main purpose is to enable the learning process and informed reflection, which is the very heart of SPEAR's CoL and CoP sessions.

Data is empirical evidence suggesting clearly where and how an institution needs to change the approach to accomplish the goals. Also, any deviation might be highlighted through data monitoring, with the possibility to adopt novel measures along the process. This methodology proved to be useful for the monitoring and subsequent evaluation of Gender Equality Plans' implementation and degree of success in RPOs.

Florian Holzinger, from Johanneum Research, will walk you through the main steps of data monitoring applied to the gender equality sphere, interviewed by **Christine Steffens** from RWTH Aachen University.

The following publications and tools are mentioned during the podcast:

- [SheFigures](#)
- [University of Vienna: Gender im Fokus 6 \(2018\)](#)
- [EFFORTIttoolbox](#)



Claudine Hermann – The Portrait of a Pioneer

We decided to talk about women, about extraordinary women. Pioneers, scientists, scholars, feminists, daughters, mothers: our contemporary role models. Women who shaped our history, went against the tide, personified new roles, and broke the rules because multiplying categories where women can play a role is the only way to dismantle stereotypes and achieve equality. Daughters of Marie is the celebration of all these women who, like the Marie Skłodowska Curie, the women in science par excellence, excelled in disciplines historically dominated by men.

The daughter of Marie of this episode is Claudine Hermann, the first woman ever appointed Professor at Ecole Polytechnique, President of the European Platform of Women Scientists EPWS, co-founder and the first president of the association Femmes & Sciences. Claudine is the very first inspiring woman in science of the Daughters of Marie podcast.

Speakers: Claudine Hermann and Jelena Lazic.

The podcast was written and produced by Jelena Lazic in collaboration with Claudine Hermann.

= Highly engaging!

Target audience: gender equality practisioners, HR experts, scientists/ professors interested in gender equality

Communication through:

- Website
- Partners' website and communication channels
- Dedicated social posts
- Visuals



European Maritime Day 2019

Interview was shared widely through the @EUMare account.

Excellent opportunity to enhance our project's visibility and attract new members/ followers.

Our blog section

What can you include in the blog section or news & events?

- Project related topics
- Field/ industry updates
- Project's news and events

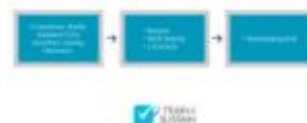
For the cover image, you can:

- find generic pictures on Canva or Unsplash
- ask your designs to create a tailored one

Remember!

Make a content plan & engage your partners

NEWS & EVENTS



TRAIN4SUSTAIN COMPETENCE QUALITY STANDARD

18 February, 2021

The T4S consortia has reached the first milestone of the project. The baseline for the Competence Quality Standard (CQS) has been laid down building upon the EU's R&I results and strategic frameworks (e.g. EU Level(s)) for the construction industry.

[Read more](#)



OUR FIRST PUBLICATION IS OUT! SUSTAINABLE SKILLS IN THE CONSTRUCTION SECTOR

25 January, 2021

The European construction sector faces unprecedented challenges to achieve ambitious energy efficiency objectives that can be met only if successful training initiatives and supporting policy instruments are put in place, acting as a springboard to stimulate the demand for energy-efficiency skills.

[Read more](#)



SKILLED BUILDING PROFESSIONALS, THE EU GREEN DEAL AND THE BUILD UP SKILLS INITIATIVE PROJECTS EXCHANGE MEETING

17 December, 2020

With a buzz in the content and as „new-comers“ TRAIN4SUSTAIN project consortium members took part in a, for us, first exchange meeting.

[Read more](#)



SUSTAINABLE ENERGY SKILLS IN THE CONSTRUCTION SECTOR – ONLINE WORKSHOP

10 December, 2020

Sustainable Places is an ideal platform for the dissemination of research, the conduct of workshops, EU project clustering and networking between stakeholders of all types. SP2020 was held over four days in a digital event format.

[Read more](#)

BLOG



25 February, 2021

Women leaders in management and research at Vytautas Magnus University, Lithuania

Laura Lapinske (Vytautas Magnus University)

[Read more](#)



19 February, 2021

Self-assessment scales for measuring gender equality as a tool for awareness raising and facilitating the implementation of GEPs

Irina Topuzova, Atanaska Cholakova, Georgi Apostolov
South-West University "Neofit Rilski"

[Read more](#)



10 February, 2021

THE UNEQUAL EFFECTS OF THE COVID-19 PANDEMIC ON PORTUGUESE WOMEN ACADEMICS

Filipa Marques, Sofia Miguel
(NOVA University Lisbon)
Mónica Lopes (University of Coimbra)

[Read more](#)



16 December, 2020

Handling the inevitable resistance to Gender Equality

Eva Sophia Myers, Coordinator of the H2020 project SPEAR, University of Southern Denmark, SDU

[Read more](#)



24 November, 2020

Sexual harassment in Swedish forestry education - interview with researcher Stina Powell

Minna Salminen Karlsson (UU),
Stina Powell (UU) and Evdokia Bairampa (EM)

[Read more](#)



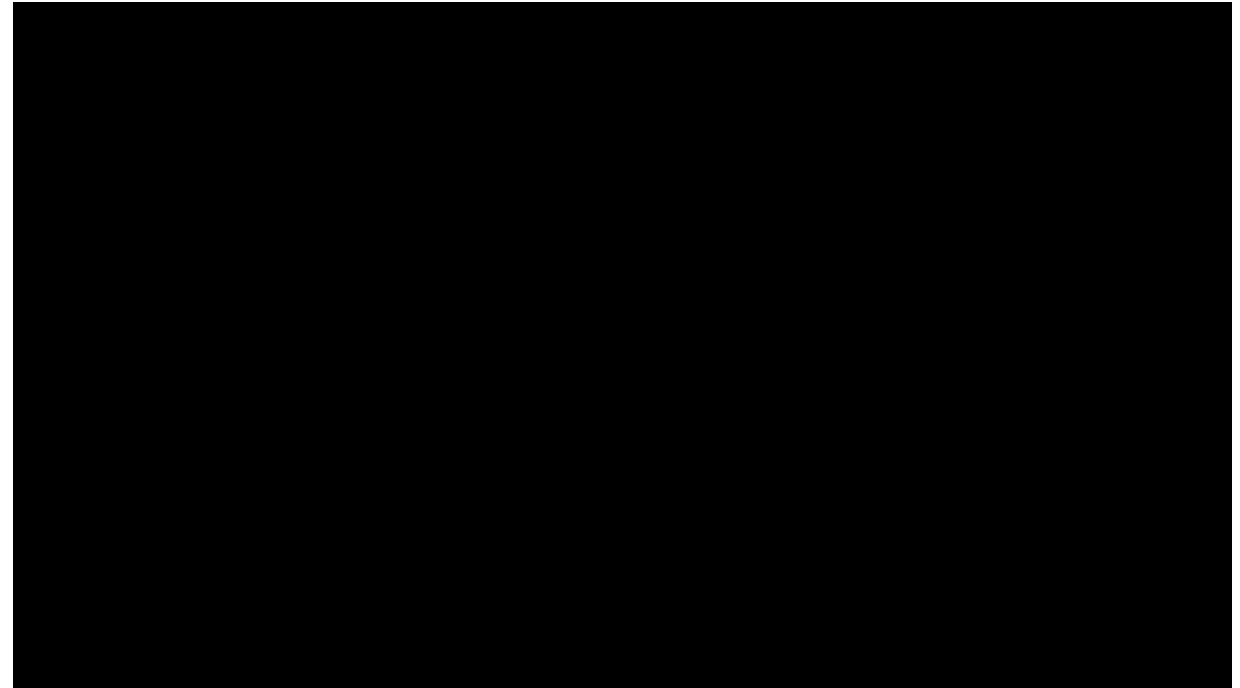
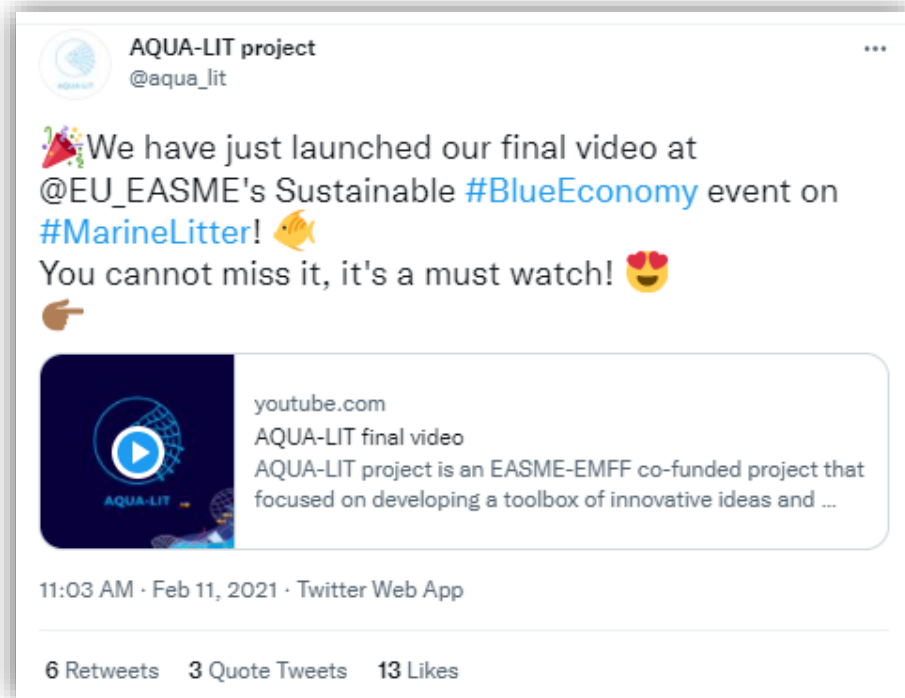
16 November, 2020

Women leadership in politics: Lithuanian parliamentary elections 2020

Laura Lapinske (Vytautas Magnus University)

[Read more](#)

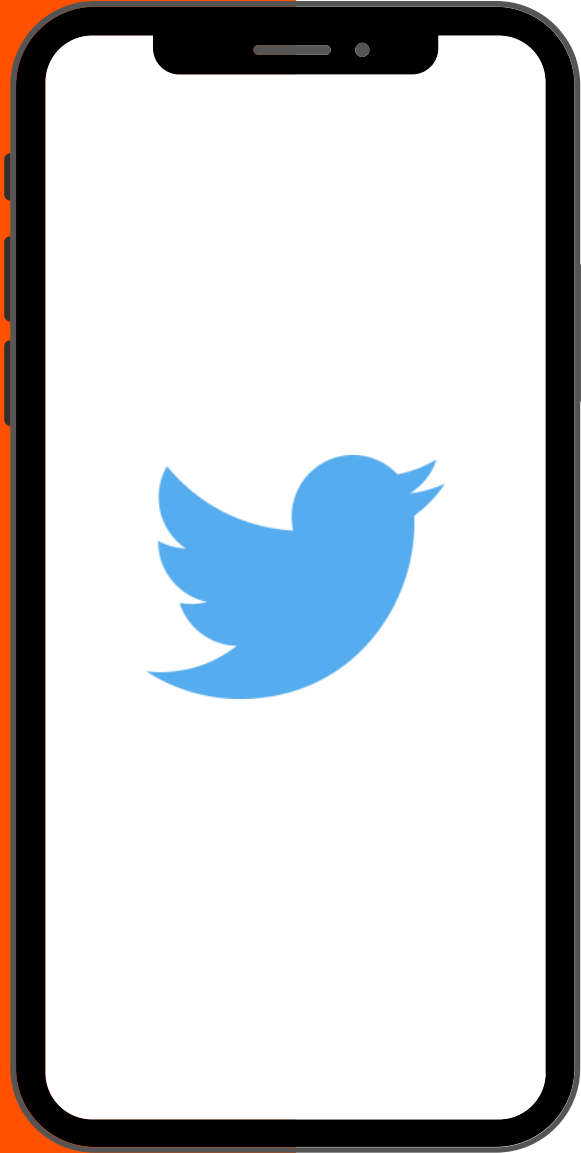
Promo videos



Social media



What channel to use



Twitter

- Limit 280 characters
- EU bubble
- Support from other H2020 projects
- Use of hashtags and tags
- Follow EU commission channels
- [@EUScienceInnov](#), [@HorizonEU](#) accounts



EU Science & Innovation

11 February at 13:48 · 🌐

Gender biases can keep women & girls from pursuing #STEM related fields.

Improving career prospects in academia and science can be achieved by implementing Gender Equality Plans #GEPs 📄 This is the [SPEAR project](#)'s major goal.

On [United Nations](#) International Day for Women and Girls in Science, learn more about SPEAR and find out how the project can support and promote gender equality in academia. ... See more

SPEAR has initiated institutional changes in 9 European Research Performing Organizations (RPOs) and is implementing Gender Equality Plans (GEPs) aiming to:



YOUTUBE.COM

SPEAR promo video

This video aims to present the major challenges of gender equality ...



You, Jelena Lazic and 31 others

2 comments 7 shares



Like



Comment



Share



Pinned Tweet



COASTAL @H2020_coastal · Mar 11

📍 Thank you so much for sharing our project!



EU Research Results @CORDIS_EU · Mar 11

Meet the #EUfunded @H2020_coastal team improving the rural-coastal synergies in strategic business and policy decision making 🌊🌳
➡ h2020-coastal.eu



Want to be our next Twitter #header?

Send us your team photo 📷🌱
outreach@cordis.europa.eu



@H2020_coastal

Supporting coastal
and rural collaboration

What channel to use



LinkedIn

- You can write longer posts
- Tone should be more formal
- Project is a company page, not personal profile
- Ask connections to follow your page
- Join LinkedIn groups
- Good liking system

What channel to use



Facebook

- Biggest social networking channel
- Communication style between Twitter and LinkedIn
- Think about the consortium and your target audience
- Facebook live (events, presentations)
- Lots of competition, Facebook prefers paid posts & high engagement posts

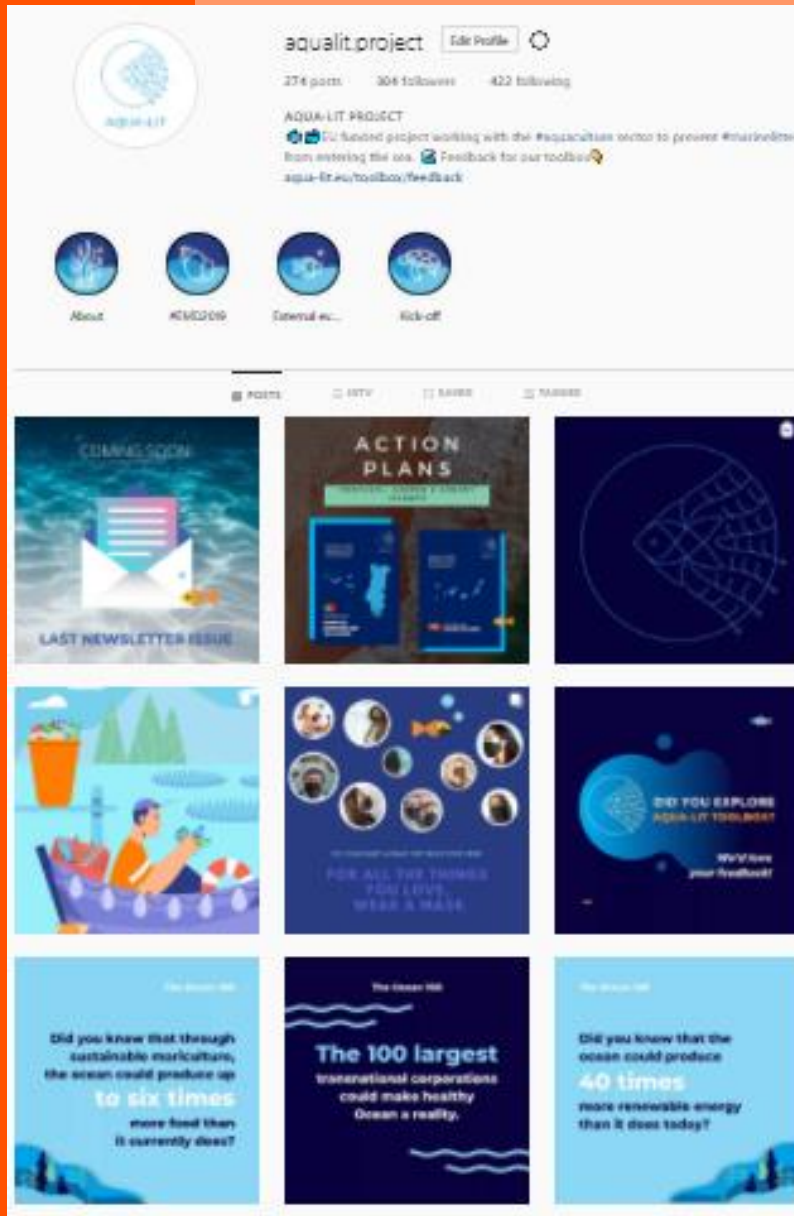
What channel to use



Instagram

- It is all about the visuals, think about the feed
- Frequent posting, time consuming
- Success = posts + Insta stories
- Right hashtag, better reach
- Future: no more likes! Only on your own posts. It is not enough to be visually appealing. It must deliver value. Success will not be measured by likes but by comments and shares.
- Engagement rate will be the new norm
- $(\text{likes} + \text{comments}) / \text{followers} \times 100$

Instagram examples



European Commission tools



Welcome to CORDIS!

- = Community Research and Development Information Service
- [Cordis Wire](#): an online press agency – the gate to publish your content (registration is required)
- [Cordis News & Events](#) section focuses on interviews, events, projects, news related to R&I
- [Research.eu](#) features the most exciting EU-funded projects

Keep in mind

You can be contacted by CORDIS journalists in case your project's outcomes look interesting.



Online magazines and programs



Horizon Magazine brings the latest news and features about thought-provoking science and innovative research projects funded by the EU.

- Reach them out editorial@horizon-magazine.eu

Euronews – TV programmes for visually appealing projects and demonstration activities

- ✓ [Futuris](#)
- ✓ [Ocean](#)
- ✓ [Sci-tech](#)

EC tools in Horizon Europe

[Horizon Impact Award contest](#)

[Open Research Europe](#) platform

[Horizon Result Platform TV](#)

[Horizon Result Booster](#) by META Group

[IP Booster](#) by META Group

Online accounts – [@OpenResearch_EU](#)





GepStarter[☆]

Join our communities
of practice for gender
equality in research!

Get ready with the
#GepStarter kit

INTERNATIONAL WOMEN'S DAY #IWD2021





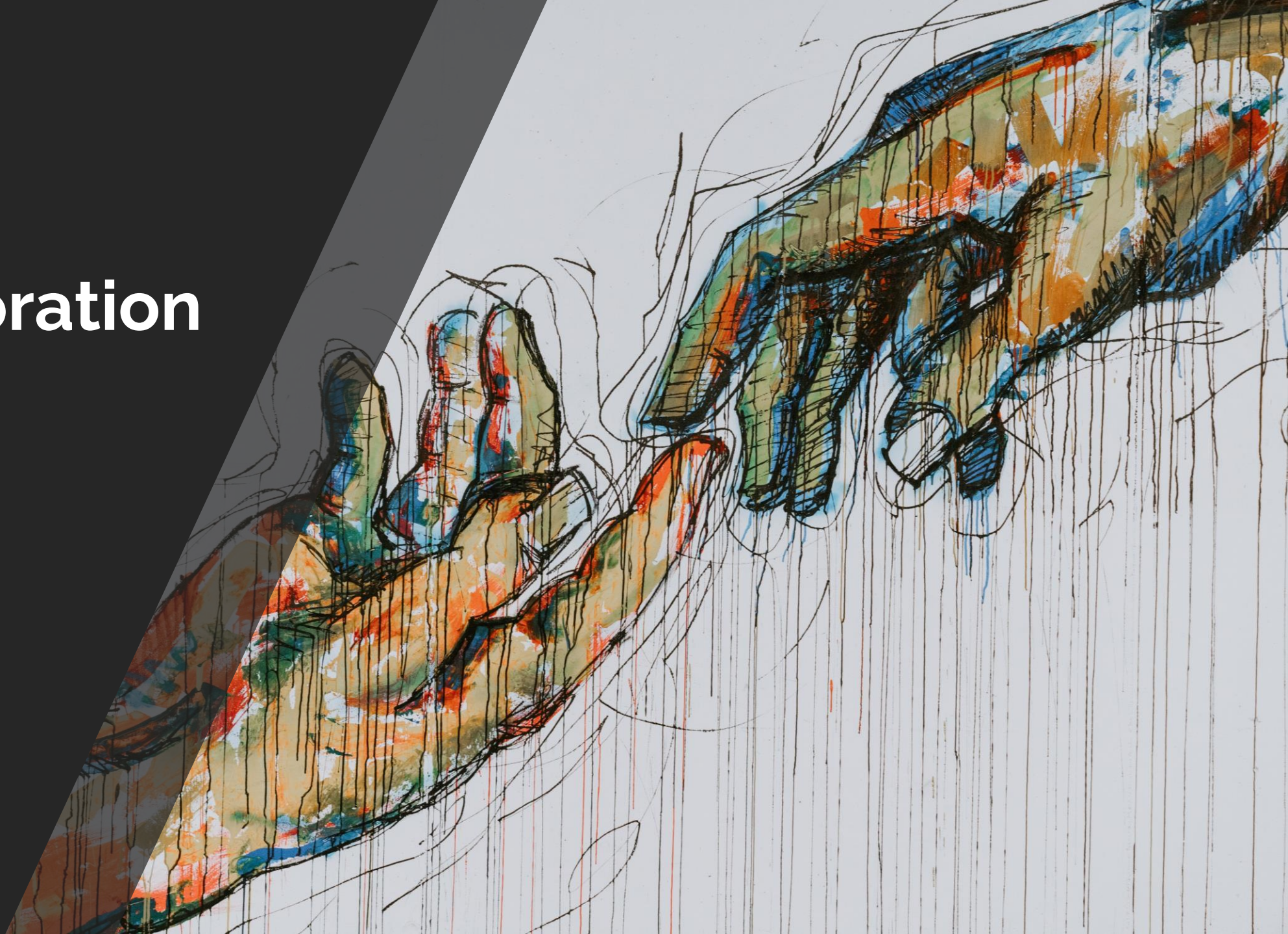

Our Experience With the Horizon Results Booster



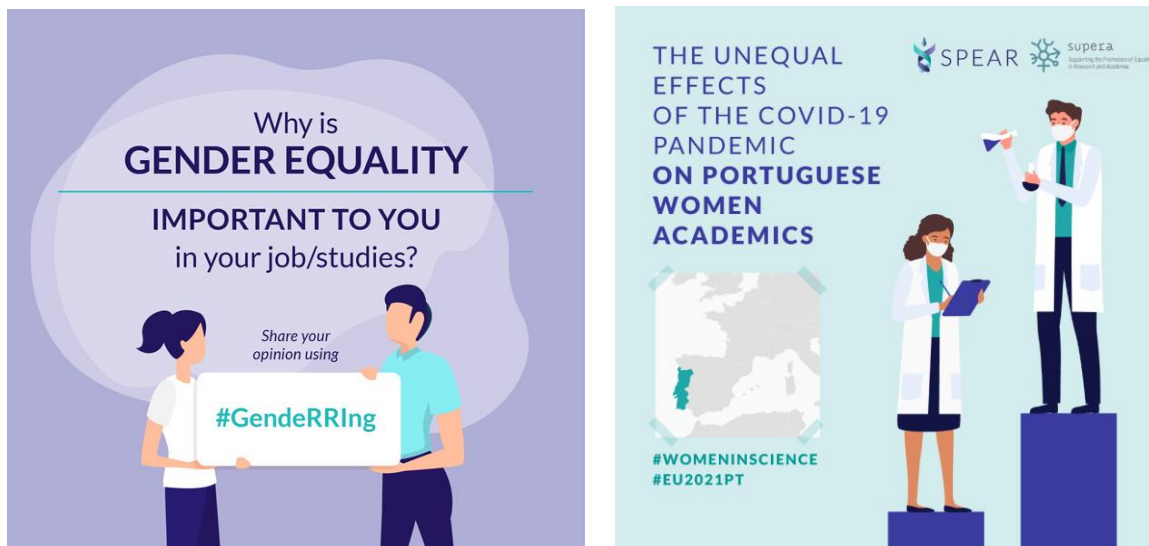
**Join EU conferences and events
and promote your project's
objectives and progress.**

Check this [site](#) for research – related events

Collaboration



Communication via collaboration



Building synergies and joint actions with sister projects is a practice highly supported by Horizon Europe.

WHY

- Reach a broader audience
- Enhance your visibility
- Gain new followers

HOW

- Online campaigns
- Workshops
- Events
- Blog posts
- Academic publications



“
We have ethical management activiteis both in kind of project level but also work packets levels and in task level also.
So there are a certain tasks which are not studied before, ethical assestments has been done.
So we know we are doing the right things at the right way.

Jaana Keränen
BuildERS

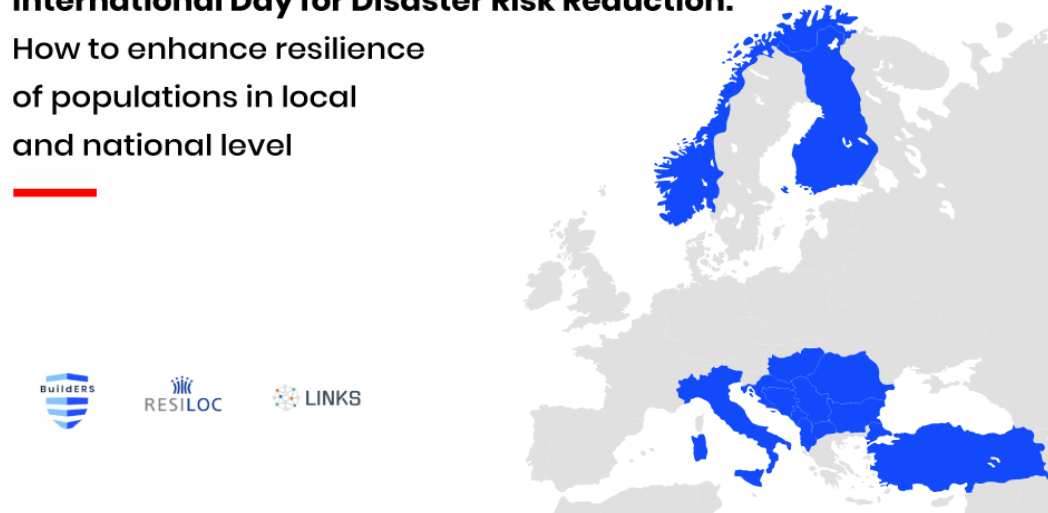
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 833496

BuildERS LINKS
engage RESILOC

#DRS01 #H2020
#ResilienceForAll

CMiNE
Fostering Innovation in Crisis Management

International Day for Disaster Risk Reduction:
How to enhance resilience
of populations in local
and national level





Make the calendar

Prepare a content plan every 2-4 months and make it a regular thing - not just at the beginning of the project.

Mark the most important days for your project (e.g. International Women's Day, International Earth Day, International Day for Human Rights).

What are the benefits for you?
You will be organised & have enough time to plan your activities and campaigns, initiate collaborations with your sister projects or partners.

A black clothespin is hanging a white rectangular card from a thin, dark string. The card is centered and features the word "QUESTIONS?" in a bold, orange, sans-serif font. The background is a light gray, textured surface.

QUESTIONS?

Thank you

for your attention

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@jesuisiasmi

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