



The Matrix: Core messages, target groups and communication means

Fred Balvert, Science Communicator

Erasmus University Medical Center Rotterdam

BESTPRAC meeting – Hotel Lindner, Bratislava, 17 September 2014



About CommHERE



- Communicating Health Research (<u>www.commhere.eu</u>)
- 9 partners in 7 EU countries
- FP7-Health project (untill September 2014)
- Communicate results of FP7-Health projects to the general public and the media
 - Network and satellite events for communication
 - Press guide lines
 - HorizonHealth.eu webportal (<u>www.horizonhealth.eu</u>)
 - HorizonHealth.eu press release channel on AlphaGalileo
 - Best practice in outreach
 - Evaluation







Horizon 2020 – Communication

- According to the Communications Department of DG Research
- Working with the key elements of their view
- WP Communication plan
- Example
- Communication matrix
- Who will do the job for me?
- Excercises





Horizon 2020 – Grant Agreement

New

Art.38 PROMOTING THE ACTION – VISIBILITY OF EU FUNDING

• "The 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 manner.





Horizon 2020 – Annotated Grant Agreement

Projects:

- Must define a 'comprehensive communication plan'.
- Must include in the proposal a Work Package for communication or include it into another WP.
- Need to address the 'public policy perspective' with their communication activities.
- Need to keep their communication measures **proportionate** to the scale of the action.
- May freely choose the type of communication activities.





Good communication – according to the commission

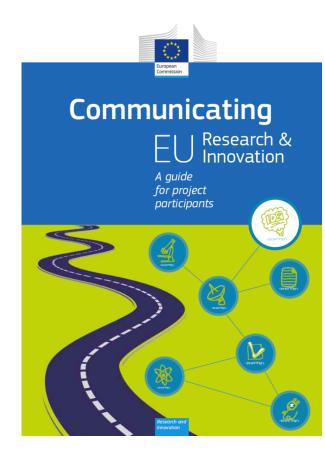
- Starts at the outset of the action and continues throughout the entire lifetime.
- Is strategically planned.
- Identifies and sets clear communication objectives.
- Is targeted and adapted to audiences beyond the project's own community.
- Chooses pertinent messages.
- Uses the right medium and means.
- Is proportionate to the scale of the action.





Communicating EU Research & Innovation — A guide for participants

http://bookshop.europa.eu/ en/communicating-euresearch-innovationpbKI3212366







Communication in the H2020 project life cycle

- Proposal
 - Work Package for communication (or in other WP)
 - Comprehensive communication plan
- Evaluation
 - Taken into consideration as part of the criterion 'impact'
- Reporting
 - Overview of progress must also describe the communication activities
- Project management
 - EC interim and final assesment
 - Beneficiaries need to inform EC (project officer) prior to activity with a major media impact





Horizon 2020 – Grant Agreement

Art.38 PROMOTING THE ACTION – VISIBILITY OF EU FUNDING

"Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the [Commission].





Key elements of slides 2-7

- Work Package Communication (or part of other WP)
- Comprehensive communication plan
- Start and continue during the project
- Strategic
- Promote the action and its results
- Public policy perspective (which makes it different than dissemination)
- Communication objectives
- Targeted information
- Pertinent messages
- Multiple audiences beyond the project's own community
- Free in choice of communication activities
- Right medium and means
- Proportionate





WP Communication plan

- <u>Core message</u>: follows directly from the action and its results (mission).
 - What problem does the project solve?
- Strategy: which objectives by which means at which moment.
- Audiences: to whom beyond the project's own community this is relevant.
- Messages: targeted info directed to these audiences (perspective).
- <u>Communication means</u>: chosen to deliver the messages to the audiences.





Example project

- <u>Core message</u>: Training young researchers in basic research to contribute to fighting prostate cancer.
- Audiences: policy makers, students, school pupils, general public, elderly
- <u>Messages</u>: saving money for cure and care; adding quality of life, career perspective, basic research leads to practical benefits.
- <u>Communication means</u>: press release, leaflet, website, social media, video, informative meetings, science café's, school lessons, science festivals.
- Strategy: feasible and effective use of communication means.

Communication matrix

CommHERE. Communicating European Health Research

Core message is leading

Target groups >	General public	Policy makers	Students	School pupils	Elderly	Etc.
Means ^v						
Press release	X	X			X	
Leaflet	X	X	X	X	X	
Website		X	X		X	
Social media			X	X	(X)	
Informative Meeting		X				
Video	X					
Science café	X		X		X	
Science festival			X	X		
School lessons				X		

Every X is a deliberate communication action consisting of a message and a means





I am a scientist! Who is going to do this for me?

- Make use of existing formats (these have proved to be working)
- Make use of existing series and platforms (these have audiences, and promotion)
- What advise and support can the Communication Dept. of your institute offer?
- Consider hiring a good communication consultant, ask around for experiences
- Be aware of opportunists!





BUT Don't forget!

- European citizens think scientists are the ones who should communicate about science (EUROBAROMETER).
- Communicators provide the stage, it is your show.
- It is fun!
- It opens your eyes for questions concerning your research from other perspectives.
- This is helpful for grant writing, media contacts and societal understanding.





Defining a core message

- 1. Work in couples
- 2. Select an imaginary research topic from the nanomap
- 3. Define the core message





Defining target groups

- 1. Work in groups of 4-5
- 2. For which audiences could this topic be relevant and why?





Defining messages

- 1. Work in groups of 4-5
- 2. Define a message for a particular target group





Developing communication means

- 1. Work in groups of 4-5
- 2. Use one of the messages and one of the target groups
- 3. Develop a communication action



Thanks for your participation!



Media contacts for researchers

Hard copy available on bol.com

Free download on facebook: 15secondsoffame





Take our survey !!