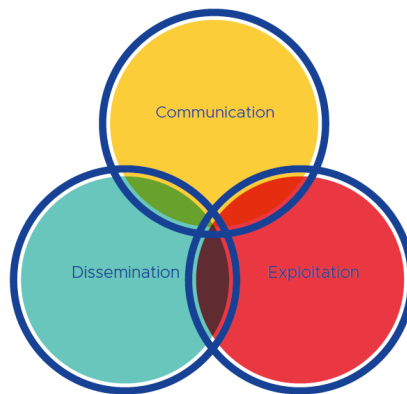


EIT Health Communication, Dissemination, and Exploitation Guidance

Welcome to the EIT Health Communication, Dissemination and Exploitation guide. It is mandatory for every activity to have a Communication, Dissemination and Exploitation Plan and to allocate budget towards this. Those are a key obligation and play a key role under the framework of Horizon 2020 as well as Horizon Europe. We want to make it easy for you to communicate your project's accomplishments and expand your horizons while also respecting our brand and legal requirements.



Communication, Dissemination and Exploitation Plan

Background, Definition and Information

Communication is reaching out to the society and showing the impact/benefits of your EU funded activity. Dissemination is transferring the knowledge and making results available to others within or outside the EIT Community. Exploitation is effectively using results for standardization and/or for the development of a new product, service, etc.

The Communication, Dissemination and Exploitation Plan in each activity contributes in driving competitiveness and growth in Europe by strengthening research and innovation. Moreover, it increases the profile and visibility of the EIT Community in Europe and the world. According to the H2020 Rules for Participants, this is a formal obligation (in the FPA).

	Communication	Dissemination	Exploitation
Definition	<p>“Strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>“Public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>“Utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>
Objective	<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes</p>
Focus	<p>Inform about and promote the project and its results/success</p>	<p>Describe and ensure results available for others to USE ->focus on results only!</p>	<p>Make concrete use of research results (not restricted to commercial use)</p>
Target Audience	<p>Multiple audiences beyond the project’s own community incl. media and the broad public</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific and education communities, industrial partners, business associations as community representatives and influencers, investors and other finance providers, policymakers)</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project</p>
Tools/ Channels/ Means	<ul style="list-style-type: none"> • Websites • Press releases • Social & print media • Events • Brochures • Infographics • Videos, interviews 	<ul style="list-style-type: none"> • Policy briefs, targeted e-mails, case studies, result/s fact sheets • Targeted events: workshops/trainings and learning exercises • Online repositories and portals • Scientific and industry publications (open access) • Guidance materials for users 	<ul style="list-style-type: none"> • Further R&D projects taking the results higher up the TRL • Further replication of education projects • New or improved products/services • New business models and processes implementation • Spin-offs and joint ventures • Licences • Patents • Copyrights • Standardisation • Consultancy
Formal Obligations	<ul style="list-style-type: none"> • H2020 Rules for Participants • Grant Agreement Art. 38.1 • FPA Art. 44 	<ul style="list-style-type: none"> • H2020 Rules for Participants • Grant Agreement Art. 29 • FPA Art. 35 	<ul style="list-style-type: none"> • H2020 Rules for Participants • Grant Agreement Art. 28 • FPA Art.34

Reference: Annex 1 of the Interview Guide: Dissemination of Results and Good Practices of EIT

How and Where to Make your Plan

Your Communication, Dissemination and Exploitation Plan must be included in your proposal and Plaza. Good practice is to create a dedicated **Work Package** for this plan with a Budget and relevant Deliverable(s), output(s), and KPI(s). In addition, you must include a **citizen/patient engagement and outreach** Deliverable(s) to show your reach and societal impact.

Your plan may include the following elements:

- Your communication aims
- Outcomes/impact you expect the project will have
- Primary targets and audiences to whom you are communicating
- Communication channels and materials you will create/use (ex. hashtags, etc.)
- Communication of Results and sharing of learnings
- Events or presentations of the project at other events (or webinars, etc.)
- Your methods and plan to reach EU citizens/patients

In addition, there are several indicators as part of the progress and final reporting that you can state to showcase the Communication, Dissemination and Exploitation Plan, such as:

- # website visitors if your activity / project has a unique website
- # social media following and engagement (followers and engaged users on channels)
- # of own events and # of participants
- # of others' external events where the activities were presented
- # articles in global / European / national / local press
- % difference compared to previous year for all (where applicable)

Concrete Examples of your Plan

First, we can start with defining a Work Package WP

- Type: Communication & Dissemination
- WP Title: Communication, Dissemination & Exploitation
- Start/End Date: 01-January till 31-December
- WP Description: The communication plan ensures that the EIT Health network is fully informed and collaborating to the development of the workshops. The team will focus on providing presentations, trainings, videos and taking part of events where the results could be advertised and disseminated. Social media as well as website posts will support the team to communicate the results achieved. The metrics collected will evaluate the effectiveness of the communication plan and special reports will be developed, summarizing the work done. Using the traffic and attention attracted, those will be exploited to investigate new potential reaches of the outcome of the activity.

Second, this may be linked to a deliverable DEL

- Title: Communication, Dissemination and Exploitation Report
- Description: A report containing the plan followed as well as the activities and actions implemented as part of the plan
- Expected Date: 31-December

And last but not least, in the final reporting you mention (example):

- 2 new markets explored and approached (Spain and Germany)
- 1450 active followers on Instagram
- Presented at 5 different events (the 7th IEEE conference in Lisbon, the Open Day at the University in Uppsala, Congress, etc.)

Branding Guidelines

EIT Health/EU co-branding must be used for all external communications of activities carried out with EIT Health funding or organised in collaboration between EIT Health and its partners. External communications relate to any promotional, marketing or informative content relating to the funded activity. This includes but is not limited to, websites, presentation materials, questionnaires, brochures, application forms, videos and articles.

Please note that due to the change to Horizon Europe some parts of the branding guidelines will have to be updated as soon as the new regulations have been communicated by the EIT. The following text is based on the current branding guidance under Horizon 2020:

All external communication materials related to the activity must include the 3 compulsory elements of EIT Health/EU branding which are:

- 1) The EIT Health logo
- 2) The EU emblem
- 3) The sentence 'EIT Health is supported by EIT, a body of the European Union'.

Example 1



Example 2



As an EU supported initiative, the EU flag and accompanying text must be clearly displayed. The European Union flag is always shown 1/3 of the height of the EIT Health logo and the supporting text can be aligned to either the left or the right-hand side of the EU flag. The minimum height of the flag to be used is 4.5mm. The minimum size of the EIT Health logo should be 13.5mm.

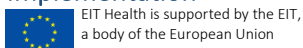
The above 'ready to use' logo combinations as well as other versions you may need (single colour, versions for dark backgrounds, individual logos etc.) are available for download here:

<https://connections.eithealth.eu/communication-and-brand>.

For more detailed information about communications and branding please see our [Brand Book](#) on Connections.

Timing: Implementation and Duration of Branding

Implementation



Funded activities are required to add co-branding to their websites/webpages as soon as possible and no later than 3 months after the beginning of funding. For example, if your activity begins on January 1st, 2021, you will have until the end of March 2021 to implement co-branding. For all other communications materials such as flyers, forms and videos, co-branding should be implemented before dissemination.

Duration

According to the Horizon 2020 regulations, funded activities should continue to display acknowledgement of support/co-branding for 3 years for less than €60,000 and 5 years for more than €60,000. When any new Horizon Europe regulations will come into force, these will be the the guiding principle.

Communications and Branding Guidance on Specific Communication Channels and Material

Websites

All websites or webpages relating to or communicating about a funded activity require EIT Health/EU co-branding.

For example, if a product has been created as a result of a funded activity, the company or start-up commercializing the product should use branding on their Communications materials and website just as a designated activity website would.

EIT Health/EU co-branding should be placed in context and in a visible location, in the header of your dedicated activity website or on your partnership/sponsorship page as seen in the examples below.

<http://www.croivalve.com/>

<https://imperialcollegehealthpartners.com/project/intrapreneur-programme-europe/>

Tip: When it is not possible to alter the header of a website, another method for including the EIT Health/EU logo at the top of a web page is to include it in a banner image. Please be sure to prevent images with embedded logos from being rendered in a way that makes the logos indecipherable, especially on mobile versions of the website.

Presentations/Videos

EIT Health/EU co-branding should be present on the first and last slides of presentations. It is not compulsory to have branding on every slide.

On all videos, EIT Health/EU co-branding should be clearly present in the first and last frames.

In both videos and presentations, please keep the branding elements together on the same page or slide as seen in the following example:

<https://eithealth.eu/our-network/alumni/>



Social Media

In the case where a funded activity has its own designated social media channel, EIT Health/EU co-branding must be displayed on the header banner of the social media page and bio description, as seen in the examples below.

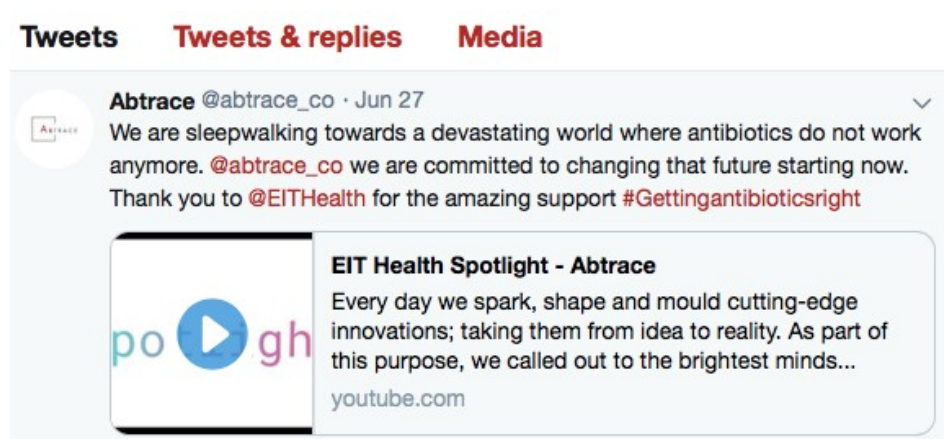
Facebook: <https://www.facebook.com/EITealthAlumni/>

Twitter: https://twitter.com/Wildcard_EITH

LinkedIn: <https://www.linkedin.com/showcase/eithealthspain/>

YouTube: https://www.youtube.com/watch?time_continue=174&v=GFT8XU6hj5A

EIT Health must be mentioned in posts relating to involvement in an EIT Health activity, or key milestones that have been reached with support received via a funded activity. As a minimum, EIT Health should be tagged in the post as seen in the following example:



Publications/Documents/Event material

Co-branding should be clearly featured **on the front page** of all print and digital documents as seen in the example below:

https://eithealth.eu/wp-content/uploads/2020/03/EIT-Health-and-McKinsey_Transforming-Healthcare-with-AI.pdf

Examples for digital and print material include brochures, call documents, flyers, banners, registration forms.

Scientific Publications/Research

When officially acknowledging EIT Health funding in publications or research results the following text from the Framework Partnership Agreement (p.42) should be used:



This (insert type of result, aka. research) is part of an activity (option to reference activity name here) that has received funding from EIT Health. EIT Health is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union receives support from the European Union's Horizon 2020 Research and innovation programme.

EIT Health/EU co-branding should be used in addition to this text whenever possible.

Press Materials/Media Activity

Any media related activity relating to projects supported by EIT Health should highlight EIT Health in the following ways.

1. The following line must be added within the first or second paragraph of the body content of all press releases, media statements, or other presentations to media – “[insert name of activity] is supported by EIT Health”.
2. The EIT Health logo, EU flag and corresponding sentence must be presented on any press materials
3. The following text must be added to the end of all press materials:

About EIT Health

Europe faces a turning point in health. An ageing population, the rising burden of chronic disease, and growing multi-morbidity are all placing pressure on health systems across Europe.

EIT Health is a vast, vibrant community of world leading health innovators backed by the European Union. Working across borders, our network connects approximately 150 world-class partner organisations, as well as entrepreneurs, start-ups and SMEs from the worlds of business, research, education and healthcare delivery. Our aim is to answer the biggest health challenges Europe faces and we believe that life changing innovation happens when these worlds meet and collaborate. That's why we call this the 'knowledge triangle'.

From our headquarters in Munich, six regional Innovation Hubs and InnoStars cluster, which brings together organisations from regions in which the overall pace of innovation is more moderate, we provide an ecosystem in which fresh thinking can thrive. Our Regional Innovation Scheme further expands our presence in 13 countries across Central, Eastern and Southern Europe. EIT Health also leads the development of the EIT Hub in Israel, which connects innovators across Europe to other key thriving ecosystems beyond the EU.

EIT Health is supported by the [European Institute of Innovation and Technology \(EIT\)](#), a body of the European Union. Our ambition is to enable people in Europe to live longer, healthier lives by transforming businesses and delivering new products and services that can progress healthcare in Europe and strengthen our economy.

EIT Health: Together for healthy lives in Europe.

For more information visit: www.eithealth.eu





Prior notice (five working days) of any upcoming milestone/event/launch of calls/announcements with media impact, and draft text and accompanying communications materials for all channels to be shared 48 hours before publication, with the Communications manager at your CLC/InnoStars.

We also encourage the inclusion of a quote by EIT Health in your press releases related to your EIT Health activities. For this purpose, please contact the Communications manager at your CLC/InnoStars.

Branding Guidance and Communications Resources

The following resources can be found on Connections under [Communication and Brand](#).

- Logos
- Branded Document Templates/Events Materials
- The EIT Health Brand Book
- Branding Guidance and Resources

We have guidelines and planning checklists for F2F and for online events. You can request them from the Communications managers at your CLC / InnoStars.

Other useful resources

Dissemination and Exploitation Activities in Horizon 2020

https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2018-09-21/9_dissemination-exploitation-activities_en.pdf

Making the most of your Horizon 2020 project - *Boosting the impact of your project through effective communication, dissemination and exploitation*

<https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf>

Your contact persons regarding Branding and Communications

If you are having questions on anything in this guide or you are unsure if your communication best represents the EIT Health/EU brand, please contact the communications manager in your local Co-Location Centre (CLC).

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