



**CommHERE.**  
Communicating European Health Research

# The Matrix: Core messages, target groups and communication means

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BESTPRAC meeting – Hotel Lindner, Bratislava, 17 September 2014



# About CommHERE



- Communicating Health Research ([www.commhere.eu](http://www.commhere.eu))
- 9 partners in 7 EU countries
- FP7-Health project (until 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 ([www.horizonhealth.eu](http://www.horizonhealth.eu))
  - 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?
- Exercises



## 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-eu-  
research-innovation-  
pbKI3212366](http://bookshop.europa.eu/en/communicating-eu-research-innovation-pbKI3212366)





## 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

- Core message: 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).
- Communication means: chosen to deliver the messages to the audiences.



## Example project

- Core message: Training young researchers in basic research to contribute to fighting prostate cancer.
- Audiences: policy makers, students, school pupils, general public, elderly
- Messages: saving money for cure and care; adding quality of life, career perspective, basic research leads to practical benefits.
- Communication means: 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

Core message is leading

Target groups >	General public	Policy makers	Students	School pupils	Elderly	Etc.
Means <sup>v</sup>						
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.



## Exercise 1

### Defining a core message

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





## Exercise 2

### Defining target groups

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



## Exercise 3

### Defining messages

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



## Exercise 4

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!

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Media contacts for researchers

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