



Communication and Dissemination

WHAT is expected and HOW to reach your audience effectively

LIFE15 Soil Kick-off meeting

October 2016, Brussels

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Role of the NEEMO Communications Team

- **Assisting the EC/EASME with LIFE communications**
 - to facilitate transfer of project results and know-how
 - to promote the LIFE programme to the general public

... based on information provided by NEEMO Technical Monitors and LIFE projects
- **Providing communication assistance to project beneficiaries**





LIFE Communication tools

1. [Website](http://ec.europa.eu/life) (ec.europa.eu/life)
2. [LIFEnews](#) (> 22 000 subscribers)
3. [Thematic brochures](#)
4. [Best projects brochures](#)
5. [Project database](#)
6. [Compilation of new projects](#)
7. [Other publications](#)
8. [Communication toolkit](#)
9. [Project publications database](#)
10. Increased visibility through social media





Why communicate?

- Promote your **organisation** --> corporate image
- Share the project **results** --> technologies, findings, etc.
- Create **synergies** with other stakeholders and initiatives





Communication requirements

as specified in the articles (Art. II.7.1) of the [General conditions of the Grant Agreement](#) and [Application Guidelines](#)



LIFE project beneficiaries have a number of [obligatory](#) **O** and [recommended](#) **R** communication requirements.





O Visibility (Article II.7.1)

- Make sure to use the **LIFE logo** on publications and other dissemination material related to the project;
- Acknowledge the **EU support** in your publications, audio-visual material, project website, etc.





O

LIFE Logo

- Should appear on **all documents, media, and durable goods**
- **LIFE Nature projects** shall also use the **Natura 2000 logo**
- **However**
 - The LIFE logo may not be referred to as a certified quality label or eco-label
 - Use of the LIFE logo is restricted to dissemination activities

Please note: the costs of products not bearing the logos are considered ineligible!



Logos





O

Website

- Must be a **dedicated new website, or part of an existing one**
 - should be online within six months of the start of the project and maintained for at least five years after the project ends
 - shall be regularly updated
- **Disseminate project activities, progress and results**
- **Web address** must be indicated in the reports

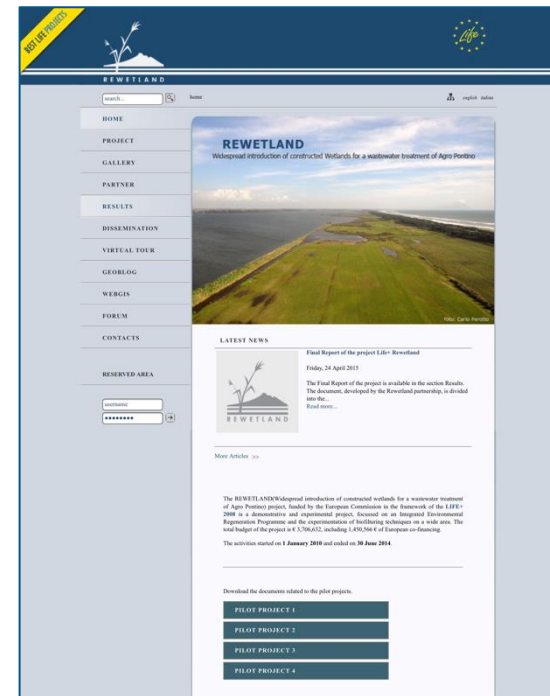
[Examples of effective LIFE websites](#)





Website – good example

- Clean and 'easy' format
- Regularly updated!
- Accessible information
 - Description of the project
 - Results
 - Documents / deliverables
 - News
 - Contact



[10 golden rules for accessible web design](#)





O Layman's report

Contractual obligation:

- To present the project, its **objectives**, its **actions** and its **results** to the general public
- For decision-makers and a non-technical audience
- In **electronic and paper format**, submitted with the Final Report
- **5-10 pages**
- In **English** and in the beneficiary's language

[Examples of effective layman's reports](#)





Layman's report – good example

Content-wise...

- **Clear structure**
 - Environmental problem (background)
 - Project objectives
 - Results --> What have we achieved?
--> Were the objectives attained?
- **Direct messages --> get to the point**
- **Simple language --> explain concepts**



[LASER FIRING \(LIFE09 ENV/ES/000435\)](https://ec.europa.eu/environment/life/project/index.cfm?id=12345)





O Noticeboards

- The beneficiaries shall **erect and maintain** noticeboards describing the project at the locations where it is implemented, at strategic places accessible and visible to the public.
- **LIFE Nature projects** noticeboards shall carry LIFE and Natura 2000 logos.

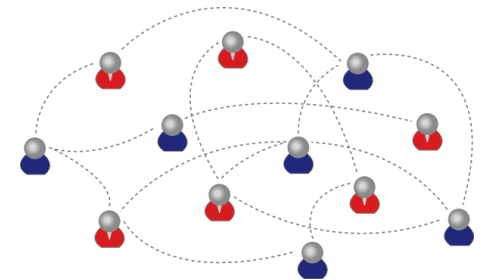
[Examples of effective noticeboards](#)





O Networking with other projects

- Consult the **LIFE project database** for projects that are similar or might be of interest
- **Sharing of know-how** and experience - **fostering replication** and sustainability of project results
- Networking **activities** can include:
 - project visits, meetings
 - exchange of information with other projects
 - participation in events related to the project objectives



[Seven tips for successful networking](#)



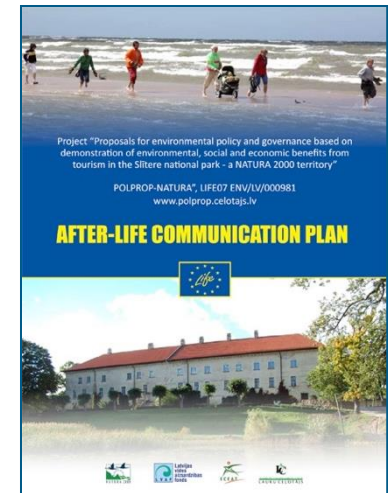


O

After-LIFE Plan

Contractual obligation:

- Sets out plans for **continued dissemination** and communication of results after the project's end
- As a **separate chapter** of the final report
- In **paper and electronic** format
- In the project's language and (optionally) in English (recommended)



[Tips for producing effective After-LIFE Plans](#)





R

Communication tips (I)

- **Analyse the type of result you have produced**
(scientific findings, process improvement, best practices guidelines, etc.)
- **Identify the stakeholder/s you want to reach**
- **Choose the most appropriate communication action/s**
 - policymaker --> call and meet them!
 - companies --> fairs, EU/national/local federations, lobbies
 - civil society --> conferences, social media
 - academia --> conferences, scientific journals

**Target your means of communication to
your audience!**





R Communication tips (II)

- **Adapt message to the audience**
- **Expert engagement** (conferences, online seminars, guidelines)
- **Produce communication material** (videos, posters, leaflets)
- **Public relations**



[Good examples](#)





Communication tips (III) – good examples

From **apps** to **art exhibitions**, previous LIFE projects have developed **novel and effective** ways of communicating their messages. Here are some examples...

IT'S TIME TO GO SOCIAL



- **Expand your audience**
- Use **data** and **facts**
- Social media can lead to real relationship building (remember to connect to LIFE's social media accounts)

The PIP GB - Pearls in peril project ([LIFE11 NAT/UK/000383](https://lifelife11.nat.uk/000383)).
Created character '**Mo the Mussel**' as a base for the project's outreach activities





Communication tips (IV) – good examples

CONFERENCES AND EVENTS

- **Plan ahead!**
- **Publicise!** (Newsletter, social media, the LIFE CoT, etc)
- Increase **visibility** --> e.g. involve high-level actors:
Vindel River LIFE ([LIFE08 NAT/S/000266](#))
- **Optimise** your resources
 - . Use web streaming, etc.: LIFE Albufera project ([LIFE12 ENV/ES/000685](#))
 - . Harness **larger events**: NEWsolutions4OLDHousing ([LIFE10 ENV/ES/000439](#))



[Good examples](#)





Communication tips (V) – good examples

CONTACTING POLICYMAKERS

- E-mail or phone them --> **don't be shy!**
 - . **EC** (European Commission) --> via your monitor
 - . **EP** (European Parliament) --> MEPs of the project's country can be a good starting point
 - . at **national level**: Ministries, Regions, local authorities, etc.
- **LIFE AgriClimateChange** ([LIFE09 ENV/ES/000441](#)) drafted **policy proposals** based on the project's findings to contribute to EU policy goals in agriculture and rural development:
 - . met with MEPs in the EP
 - . briefed officials in the EC
 - . lobbied national and regional govts. in the four participating countries.





LIFE Communication toolkit

The [Communication tools](#) section of the LIFE website includes **advice** on obligatory and recommended comm. activities and **practical examples** from ongoing and completed LIFE projects.

Why you should use the toolkit:

- Includes a **summary of obligatory and recommended activities**
- Gives **examples** of good practices by other projects, including unusual, imaginative and effective promotional activities (e.g. songs, nest cams).
- Links to **key resources** such as LIFE logos and Powerpoints
- Features a **recommended reading list** (to help with presentation, effective communication and social media)





Contact NEEMO Communications Team

Provide the NEEMO Communications Team with:

- News --> milestones: preliminary results, awards, etc.
- Events --> workshops, conferences... at least six weeks notice!
- Products (in e-format):
 - Photos (Hi-resolution (300 dpi) with captions and credits)
 - DVDs or mpg/VOB, MP4 files, etc.
 - Guidelines and recommendations
 - Technical reports, manuals, etc.

**To be uploaded on the LIFE website
or LIFE projects database and e-library**





Contact details

Please do not hesitate to contact the NEEMO Communications Team (.... and as always, with **your** NEEMO Technical Monitor in copy), directly at:

life-comm@neemo.eu

Tel.: +32 (0)2 736.56.43

Upload documents to the LIFE ftp server:

<ftp://ftp2.aeidl.eu>

login: lifebenefic

password: Gr33n4us!

LIFE is also on:

Facebook (<https://www.facebook.com/LIFE.programme>),

Twitter (https://twitter.com/LIFE_Programme),

Flickr (https://www.flickr.com/people/life_programme/)





Thank you for your attention!

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