



Communiquer efficacement sur son projet européen : obligations contractuelles et mise en œuvre



Que fait l'Europe?




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Chef d'unité adjoint
Commission européenne, DG Recherche

Communication in FP7

Grant agreement, Annex II, General conditions

II.12. Information and communication



The beneficiaries shall, throughout the duration of the project, take appropriate measures **to engage with the public and the media about the project aims and results** and to highlight the Community financial support.

...

FP6 model contract:

The beneficiaries shall, throughout the duration of the project, take appropriate measures to ensure suitable publicity for the project **in order to highlight** the Community financial support.

Communication in FP7

Grant agreement, Annex II, General conditions

II.12. Information and communication

Unless the Commission requests otherwise, any publicity, including at a conference or seminar **or any type of information or promotional material (brochure, leaflet, poster, presentation etc)**, must specify that the project has received **Community** research funding and display the European **emblem**. When displayed in association with a logo, the European emblem should be given appropriate prominence. This obligation to use the European emblem in respect of projects to which the European Community contributes implies no right of exclusive use.

[...]



Communication in FP7

Grant agreement, Annex II, General conditions

II.12. Information and communication

The Commission shall be authorised to **publish**, in whatever form and on or by whatever medium, the following information:

- ✓ the name of the beneficiaries;
- ✓ contact addresses of beneficiaries
- ✓ the general purpose of the grant in the form of the summary provided by the consortium;
- ✓ the amount granted and the rate of the Community financial contribution to the project;
- ✓ the geographic location of the activities carried out;
- ✓ the reports submitted to it in publishable format;
- ✓ any picture or any audiovisual or web material provided to the Commission in the framework of a the grant, subject to copyright issues.



Communication in FP7

Grant agreement, Annex II, General conditions

II.12. Information and communication

Upon a duly substantiated request by a beneficiary, the Commission may agree to **forego** such publicity if disclosure of the information indicated above would risk compromising the beneficiary's security or commercial interests.

« Que fait l'Europe ? »

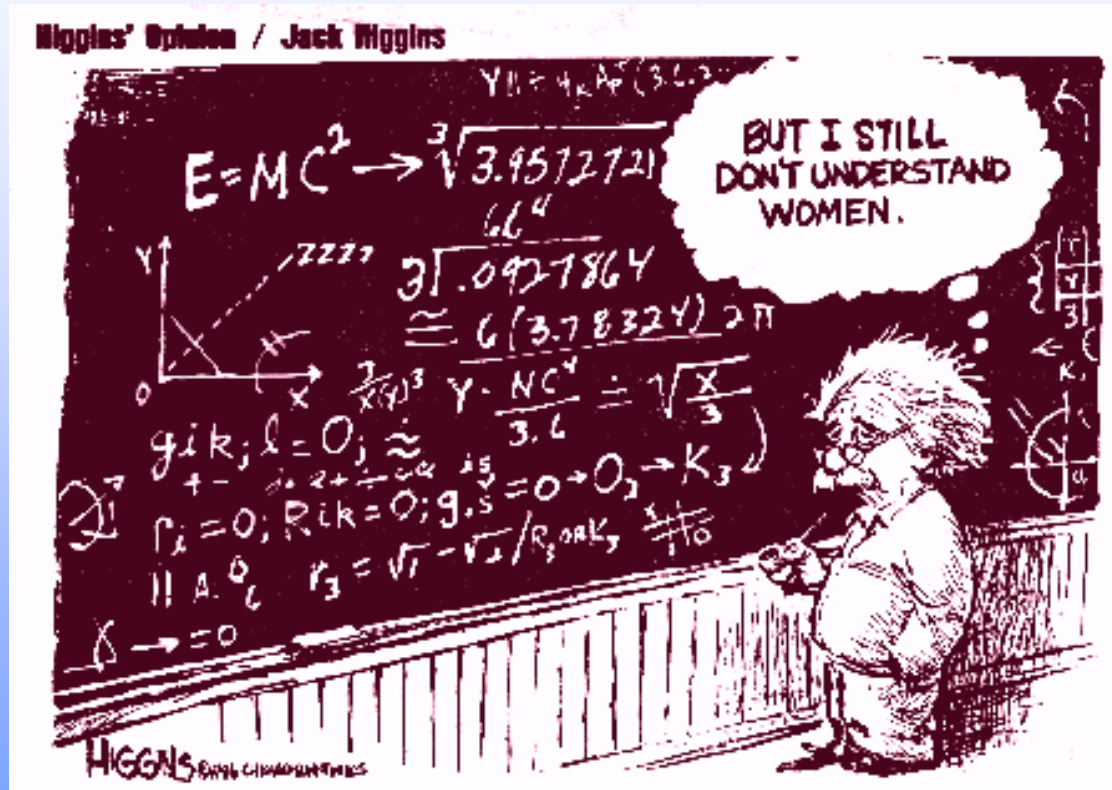
« La France arrache ITER au Japon ! »
(7 mai 2005)



« Que fait l'Europe ? »

- « Bricolage: Les règles de l'UE interdisent les "électriciens du dimanche »
- « Déchets électroniques: recyclage obligé des gadgets érotiques »
- « Pour Bruxelles, une île n'est plus une île »
- « L'UE réglemente les recettes de grand-mères »
- « La célèbre Waterloo Station s'appellera désormais *Europe Station* »
- « Pour l'UE, le bacon fumé sent le soufre »
- « **SIDA: L'UE néglige la recherche contre le VIH/SIDA** »
- « Une directive sur les tracteurs »
- « Vers une Interdiction du yaourt ? »
- « Balançoires: Trop hautes pour l'Europe ? »

Science - society: a major issue





EUROPEAN
COMMISSION

Community research

Out

Communication @ EC

- ◆ Calls for proposals
- ◆ CORDIS
- ◆ Reports etc

◆ “Communication” main activities:

- Web (EUROPA + CORDIS)
- Media events
- RTD info magazine
- FUTURIS on Euronews
- Publications (400 per year incl videos, DVDs, VNRs...)
- Public awareness (Science Week)
- Visitors
- Events

**Research
DG**

Communicating European research

1. Information \neq communication
2. Work at European level -> coordination
3. Media is not the end: diversify actions
4. Best practices / professionals
5. Communication 'built-in'



research*eu

Magazine on European Research



- 📊 126,000 copies
- 📡 Internet and printed
- 👥 1,000,000 readers in 140+ countries
- 🗣️ 4 languages: DE, EN, ES, FR
- 📅 Monthly
- 🎯 « Service to the citizens »

A new magazine

- Focus on ERA, successes, people
- Increased frequency: 10 issues / yr
- A real editorial policy, including CORDIS
- New layout, format, size
- Spanish version in print
- More interactive
- A real *online* version
- Promotion campaign



Research on the web: Europa and CORDIS

◆ CORDIS

- information for (potential) FP participants
- results and news

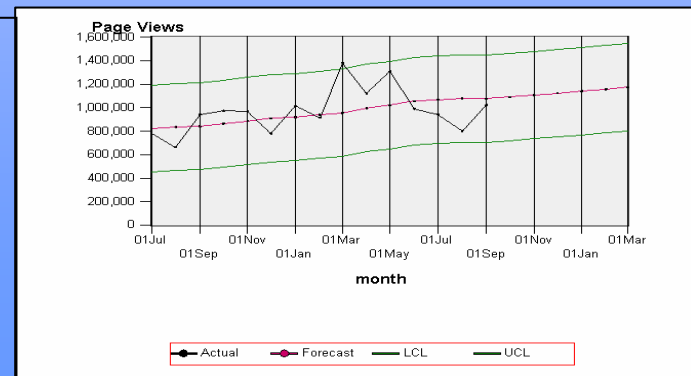


◆ Europa - the EU's 'portal site' - is aimed at

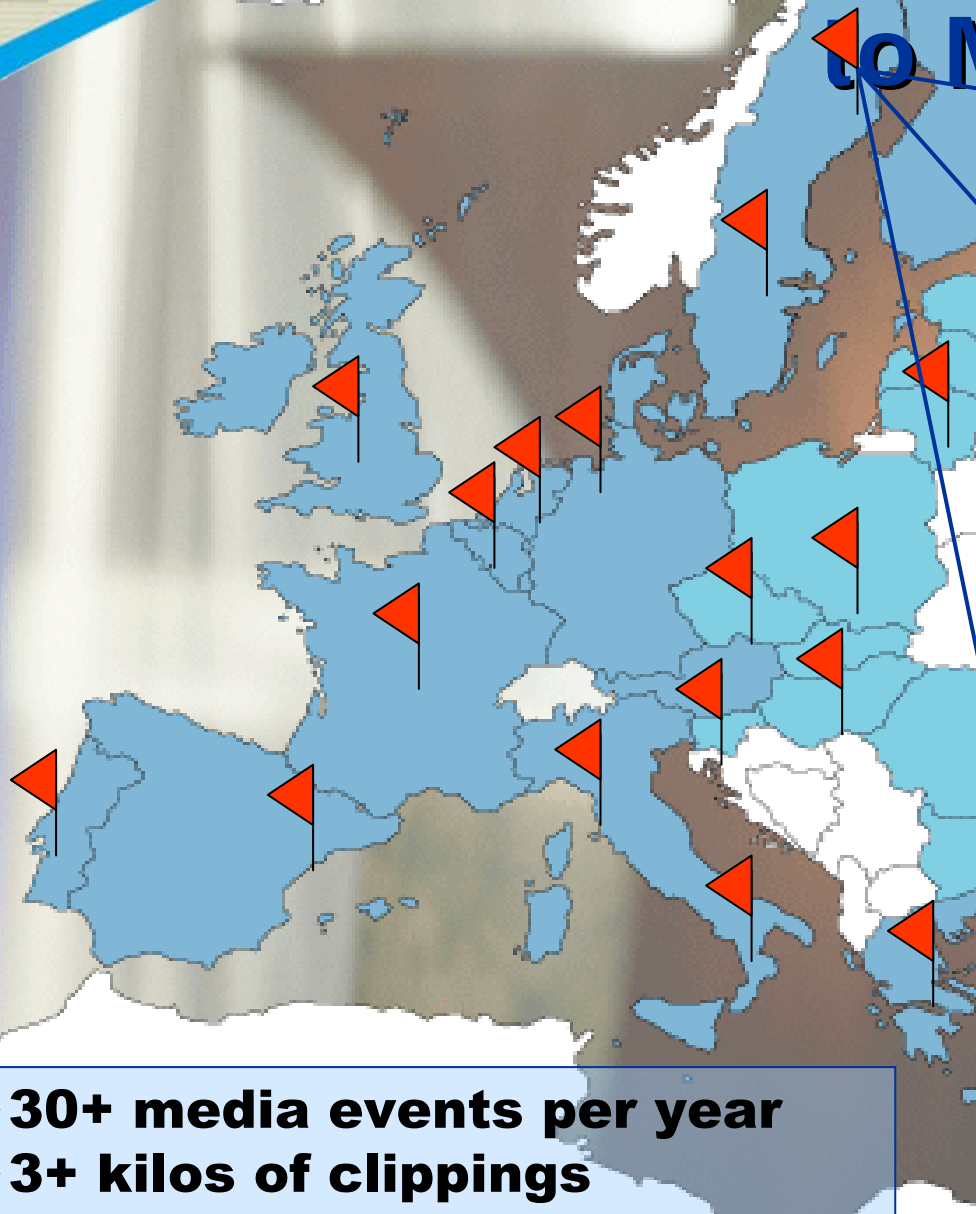
- all kinds of audiences
 - policy makers, students, researchers, industry, press, information multipliers, etc.
- general information
 - [articles](#), [briefings](#), [press releases](#), [events](#), [publications](#) etc.



- ◆ 1 million hits and ...
- ◆ 200k unique visitors per month
- ◆ Growing steadily



Bringing the good word to Member States



**Biggest campaign ever to
study the ozone layer and
ozone loss**

54 journalists

120+ press reports

- ▶ **30+ media events per year**
- ▶ **3+ kilos of clippings**

News alerts

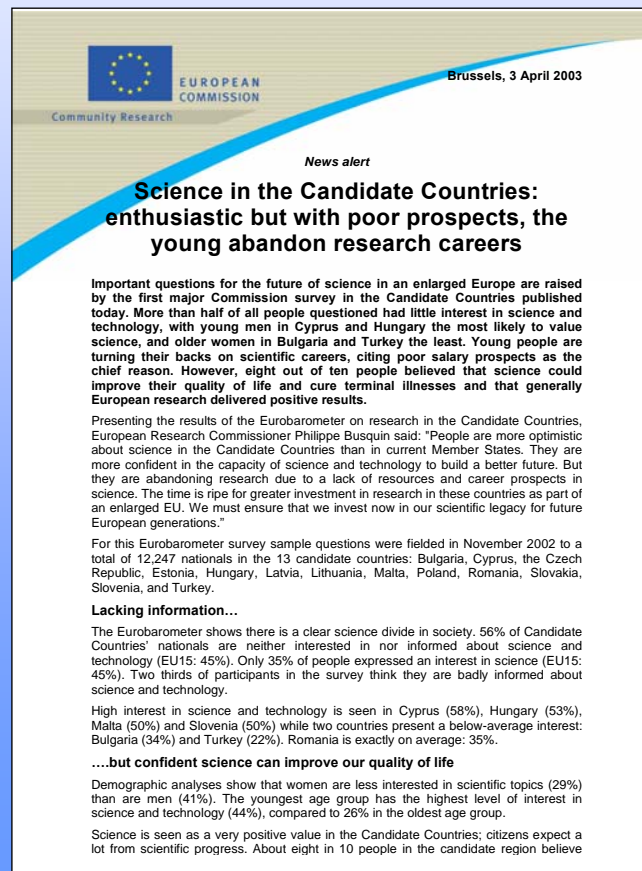
● BAD:

Commission launches European Round Table on GMO Safety Research, and publishes Review of Results of GMO research

● GOOD:

GMOs: are there any risks ?

**100+ news alerts
per year**



Brussels, 3 April 2003

Community Research

News alert

Science in the Candidate Countries: enthusiastic but with poor prospects, the young abandon research careers

Important questions for the future of science in an enlarged Europe are raised by the first major Commission survey in the Candidate Countries published today. More than half of all people questioned had little interest in science and technology, with young men in Cyprus and Hungary the most likely to value science, and older women in Bulgaria and Turkey the least. Young people are turning their backs on scientific careers, citing poor salary prospects as the chief reason. However, eight out of ten people believed that science could improve their quality of life and cure terminal illnesses and that generally European research delivered positive results.

Presenting the results of the Eurobarometer on research in the Candidate Countries, European Research Commissioner Philippe Busquin said: "People are more optimistic about science in the Candidate Countries than in current Member States. They are more confident in the capacity of science and technology to build a better future. But they are abandoning research due to a lack of resources and career prospects in science. The time is ripe for greater investment in research in these countries as part of an enlarged EU. We must ensure that we invest now in our scientific legacy for future European generations."

For this Eurobarometer survey sample questions were fielded in November 2002 to a total of 12,247 nationals in the 13 candidate countries: Bulgaria, Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia, and Turkey.

Lacking information...

The Eurobarometer shows there is a clear science divide in society. 56% of Candidate Countries' nationals are neither interested in nor informed about science and technology (EU15: 45%). Only 35% of people expressed an interest in science (EU15: 45%). Two thirds of participants in the survey think they are badly informed about science and technology.

High interest in science and technology is seen in Cyprus (58%), Hungary (53%), Malta (50%) and Slovenia (50%) while two countries present a below-average interest: Bulgaria (34%) and Turkey (22%). Romania is exactly on average: 35%.

...but confident science can improve our quality of life

Demographic analyses show that women are less interested in scientific topics (29%) than men (41%). The youngest age group has the highest level of interest in science and technology (44%), compared to 26% in the oldest age group.

Science is seen as a very positive value in the Candidate Countries; citizens expect a lot from scientific progress. About eight in 10 people in the candidate region believe

Guide to communication and media relations

- ◆ Establishing target audiences and selecting the appropriate media;
- ◆ Defining key messages;
- ◆ Preparing and supplying information to the press;
- ◆ Building good relationships with journalists;
- ◆ Evaluating results;
- ◆ Maximising the exposure of news stories and press articles, and
- ◆ Tapping useful Commission resources



CER 2005

- ◆ **14-15 November 2005**
- ◆ **2 500 participants**
- ◆ **Hands-on workshops and tutorials**
- ◆ **Exhibition**
- ◆ **Participants' forum**
- ◆ **Press programme**
- ◆ **FP7 presentation**
- ◆ **Plenary sessions**
 - *Communication successes and failures from European projects*
 - *New trends in science and technology communication*
 - *How do scientists see communication?*
 - *Television and science: 2 worlds apart?*
 - *Science on radio*
 - *Science journalists: allies or just journalists?*
 - *Science in schools*





communicating
european research



CER 2005
Brussels, 14-15 November 2005



The *Futuris* "Flagship"

15 M
viewers /
episode

Futuris

The television magazine on European Research

Issue no 1: Contents

Research on antibiotics resistance

ITER

"Smart" cars to help reduce road fatalities

Research to protect deep-sea corals

Biotech advances in wine production

Women in European research

Textiles of the future

Nanotechnology for health applications

A TV coproduction between EuroNews, DG Research
and DG Information Society, European Commission

For duplication and/or television transmission
of Futuris please contact

patrick.vittet-philippe@ec.europa.eu or guillot@euronews.net

• Futuris on EuroNews

Frequency: fortnightly

First broadcast: Thursday 18:45 (cet)

Rebroadcasts (cet):

- Thursday 01:45;
- Friday 09:45, 13:45;
- Saturday 06:45, 12:15, 17:45, 22:45;
- Sunday 10:45, 14:45, 20:45;
- Monday 09:15, 18:45, 01:45;
- Tuesday 13:15, 18:15, 01:45;
- Wednesday 10:15, 16:45, 01:45;

Additional rebroadcasts on European public TVs

• Futuris on the Web

<http://www.euronews.net>

<http://ec.europa.eu/research/star>

<http://www.tvnkr.org>

<http://www.athensweb.org>

• Futuris in 7 EuroNews Languages

Deutsch English Español Français Italiano Português Ρycocckий

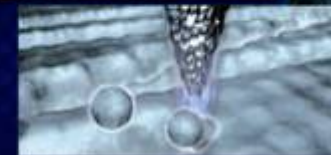


EUROPEAN
COMMISSION

Community research

The Best of Futuris

The television magazine on European Research



EuroNews

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Futuris: magazine on European research

EuroNews

Futuris



- ✓ *Quoi?*
 - ✓ *LE magazine TV sur la recherche Européenne*
 - ✓ *Lancé mai 2006 (initiative DG RTD)*
 - ✓ *Coproduit avec EuroNews + partenariat DG INFSO*
 - ✓ *8' news, qualité TV, palette de sujets, time sensitive*
- ✓ *Comment?*
 - ✓ *Diffusé 20x/semaine EuroNews + repris par TVs*
 - ✓ *7 langues EuroNews (JP + CN soon)*
 - ✓ *15 Millions de téléspectateurs/épisode (Mediamétrie)*
 - ✓ *Disponible en web streaming sur plusieurs sites*
 - ✓ *DVD "Best of" pour évènements, Délégations*
- ✓ *Futur?*
 - ✓ *Renforcer coopération (certains services plus actifs...)*
 - ✓ *Synergies avec autres activités AV (coprods, "tie ins"...)*

A platform for TV professionals: AthenaWeb

AthenaWeb

http://www.athenaweb.org/ Google

HELP SITEMAP Search OK

ATHENA WEB PROFESSIONAL PORTAL OF AUDIOVISUAL SCIENTIFIC INFORMATION IN EUROPE

LIBRARY NEWS MARKETPLACE FORUM EVENTS INFO CONTRIBUTORS MY ATHENAWEB

ATHENAWEB'S VIDEO LIBRARY IS FOCUSED ON RESEARCH AND SCIENCE IN EUROPE

NEWS HEADLINES

David Mellor to give open lecture at University of Kent
15-Nov-2006 Source : AlphaGalileo

Verheugen steps up efforts to cut red tape
15-Nov-2006 Source : EURACTIV

Wind energy research top priority for new technology platform
14-Nov-2006 Source : EUROPA

What's Wrong with the Kids?
13-Nov-2006 Source : EuroScience.net


Grid computing Mappa mundi unveiled in Florida
15-Nov-2006 Source : AlphaGalileo


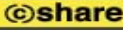
Moscow accuses Poland of blackmail
15-Nov-2006 Source : EURACTIV

Dispute on CO2 and Global Warming in Earth's Histo...
13-Nov-2006 Source : EuroScience.net

European young scientist awards supporting promising research
13-Nov-2006 Source : EUROPA

VIDEOS



 Get Quicktime


THE SUN ON EARTH

Research of thermonuclear synthesis is unique in Europe as well as worldwide. All labs in the 19 countries of the EU, which cooperate on this task, are associated in Euratom program. The final objective of a huge tokamak ITER is to produce enough energy for both fusion and production of power.

Length: 00:11:19
Producer: HERAFILM SCIENCE MEDIA
Country: CZ

HIGHLIGHTS




ATHENAWEB SCOOPS ARGOS PRIZE


The Images & Sciences Festival has awarded its 'Prix Argos - Denis Diderot' to AthenaWeb, citing the quality of our education and culture programming, the richness and diversity of our content and the elegance of our navigation.

Big names behind the Festival include France's 'Centre national de la recherche scientifique' (CNRS), 'Rencontres internationales de l'audiovisuel scientifique - Image et Science', lemonde.fr, and UNESCO's International Council for cinema and television.



AthenaWeb will be on hand to receive the prize during a ceremony in Paris on Friday, 20 October 2006.

LATEST UPLOADS










DIRECTORATE-GENERAL FOR RESEARCH

EU News Policy Platform & 30 Action online

AthenaWeb: showcase and key tool for professionals



AthenaWeb

- ✓ *Objectif?*
 - ✓ *LA plateforme de référence pour l'AV scientifique EU*
 - ✓ *Outil pour les professionnels: synergies orgs. science/media*
 - ✓ *Localiser/valoriser contenus existants, ET créer nouveaux*

- ✓ *Comment?*
 - ✓ *Plus importante base de données online de films scientifiques*
 - ✓ *Video streaming haute qualité + recherche/mots clés*
 - ✓ *Partenariats avec trentaine d'organismes et sociétés*

- ✓ *Succès?*
 - ✓ *740 titres disponibles (LA "vitrine" productions science TV EU)*
 - ✓ *7370 utilisateurs, 59.000 "visiteurs", 630.000 pages/vidéos*
 - ✓ *2 Prix internationaux du meilleur site scientifique (QuickTime Prix Argos, festival Images et Science, Paris)*
 - ✓ *Futur: Web TVs Universités, new tech (videopodcasting, blogs)*

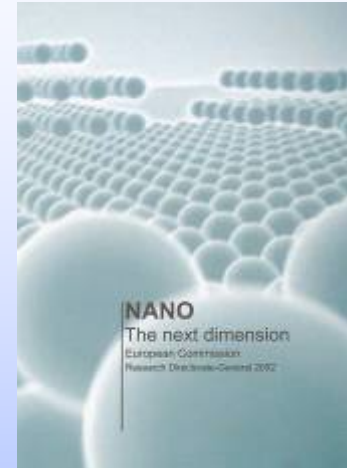


Creation/diffusion of content: productions and COprods



VNRs, Docs, DVDs

*Productions
propres
DG RTD*

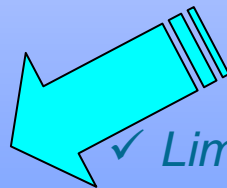


✓ Produits?

- ✓ 100% financés par DG RDT
- ✓ VNRs (7 minutes + rushes): 12/15 an
- ✓ Documentaires TV (26'/52'): 1/2 an

✓ Succès?

- ✓ 15/40 reprises par TVs
- ✓ Utile pour TVs (ex. nouveaux Etats Membres)
- ✓ Qualité reconnue Prix Internationaux (5 pour Nano)
- ✓ 10.000s DVDs et "tie ins" avec magazines



✓ Limites?

- ✓ Extrême méfiance vs "corporate vidéo"/"propaganda"
- ✓ Difficulté de mesurer impact, utilisation exacte



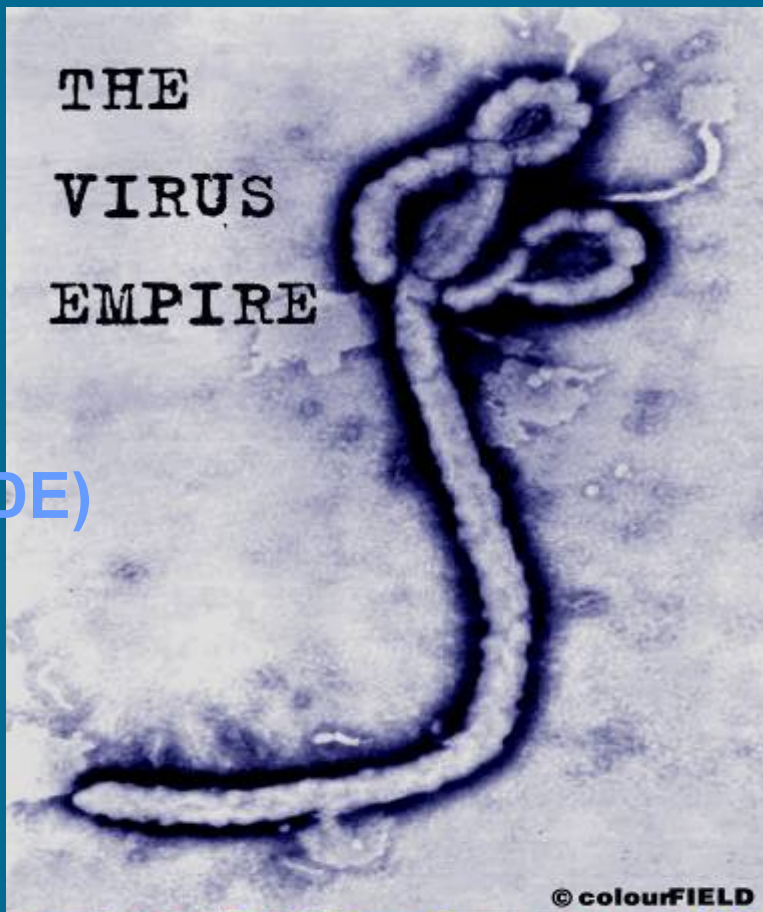
COproductions: partnerships with TV channels and industry

RAI

CHANNEL 5

ARTE (F & DE)

CZTV



ARD

YLE

ERT

RTE

MTV Hungary

SVT



Communication: European challenges

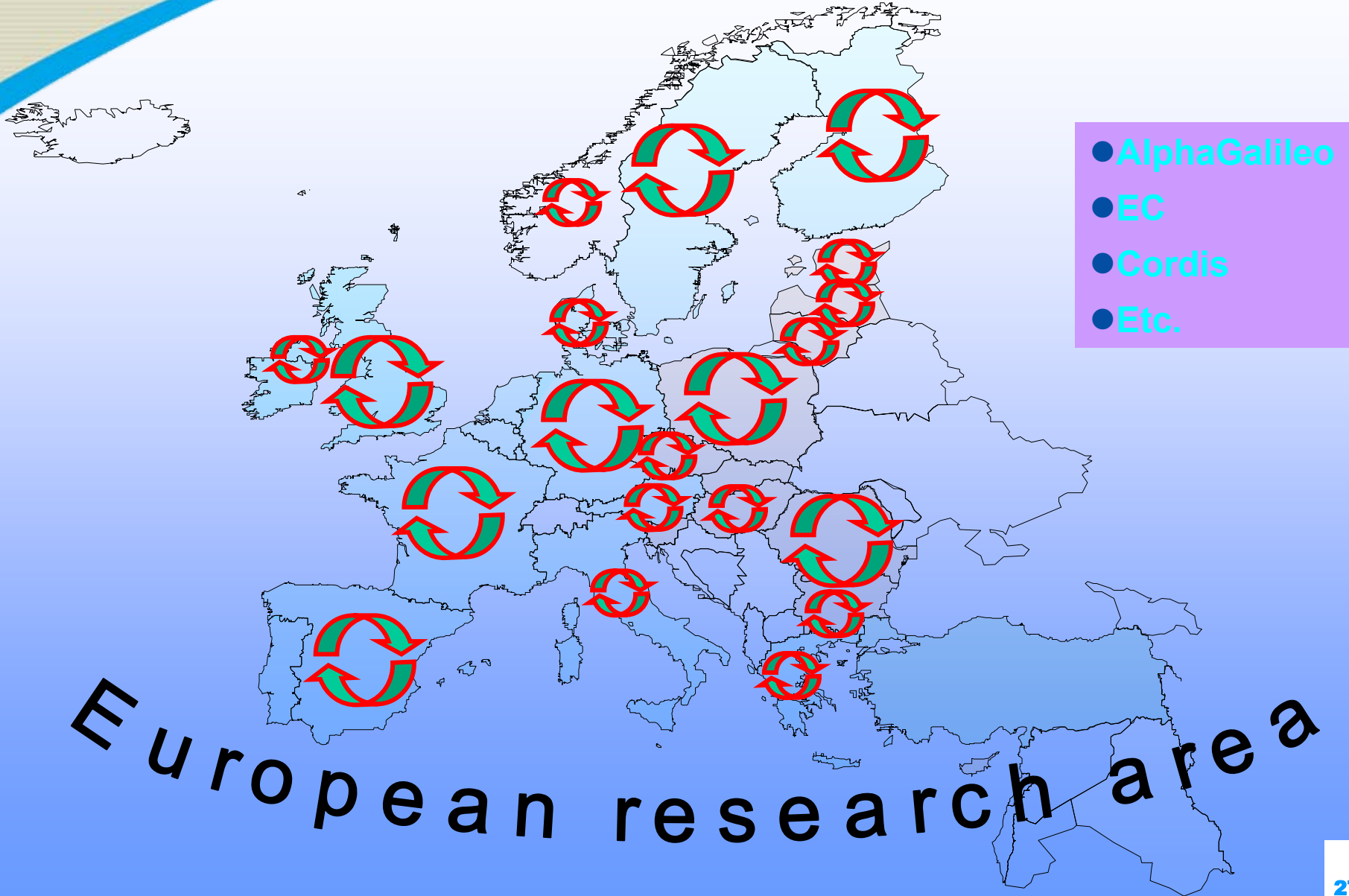
Weaknesses

- ◆ Fragmentation
- ◆ Communication culture
- ◆ Professional recognition

Strengths

- ◆ Diversity
- ◆ Good practices
- ◆ Science events

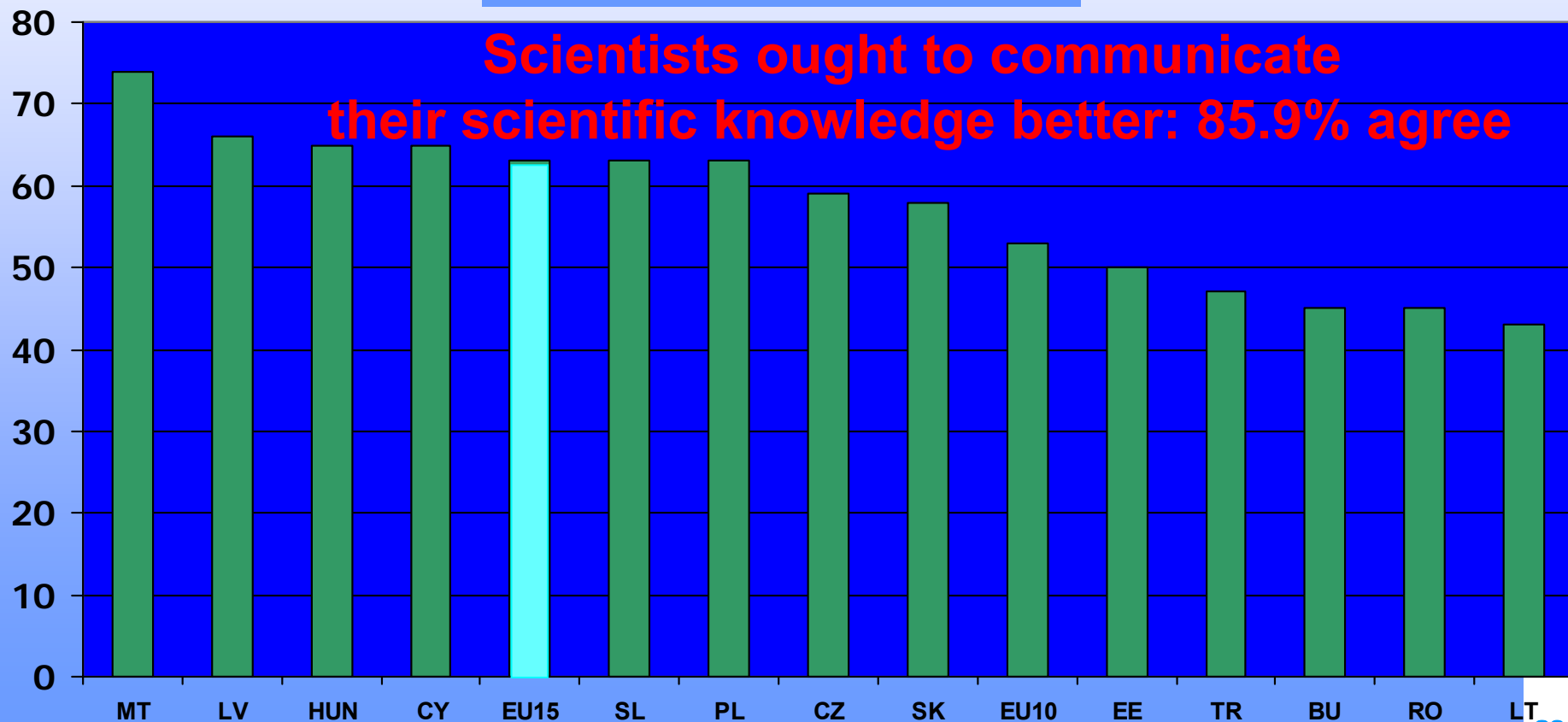
... Fragmentation



... Lack of communication culture

Scientists are dangerous!
"Because of their knowledge, scientists have a power that makes them dangerous"

Percentage of people who tend to agree



Unusual Venues/Places

- ◆ Demolition houses, garbage places
- ◆ Cafés
- ◆ Schools, universities
- ◆ Public places, public parks
- ◆ Museums, art galleries
- ◆ Shopping malls, department stores, banks
- ◆ Factories, companies
- ◆ Lighthouses
- ◆ In nature: wood, mountain, beaches
- ◆ Railway station
- ◆ Amusement/Theme parks
- ◆ Jazzhouse
- ◆ Theatres, Opera house
- ◆ Exhibition Ship
- ◆ Parliament
- ◆ Tents, containers



... Diversity

Practical examples (online/in printed guide):

- CHOPIN - childhood obesity
- MAR-ECO: communication is 'built-in' (Descartes Prize 2006)
- EPICA – ice coring in Antarctica
- ASSET - plastic bridge
- WAVE DRAGON – power from the sea
- Bridging the Gap – science webcasts
- Bringing the science & public spheres together – Natural History Museum



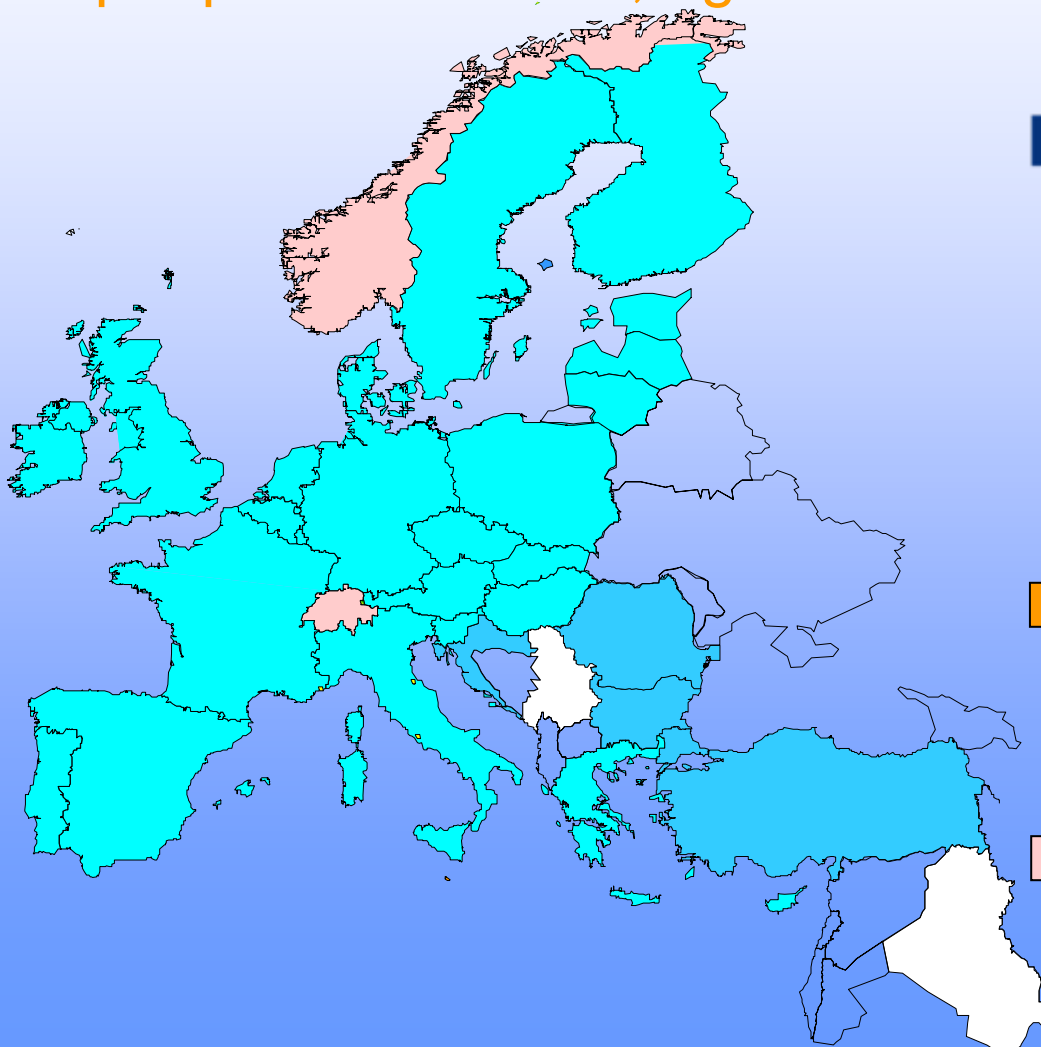
"Europeans S♥T" Eurobarometer, 2005

- ◆ *A première*: 32 European countries (570 million people)
- ◆ 31,389 people interviewed, aged 15+



EU

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Luxembourg
- The Netherlands
- Portugal
- Spain
- Sweden
- United Kingdom



Since 1 May 2004:

- Cyprus
- Estonia
- Hungary
- Latvia
- Lithuania
- Malta
- Poland
- Czech Republic
- Slovenia
- Slovakia



Candidate countries:

- Bulgaria
- Croatia
- Romania
- Turkey

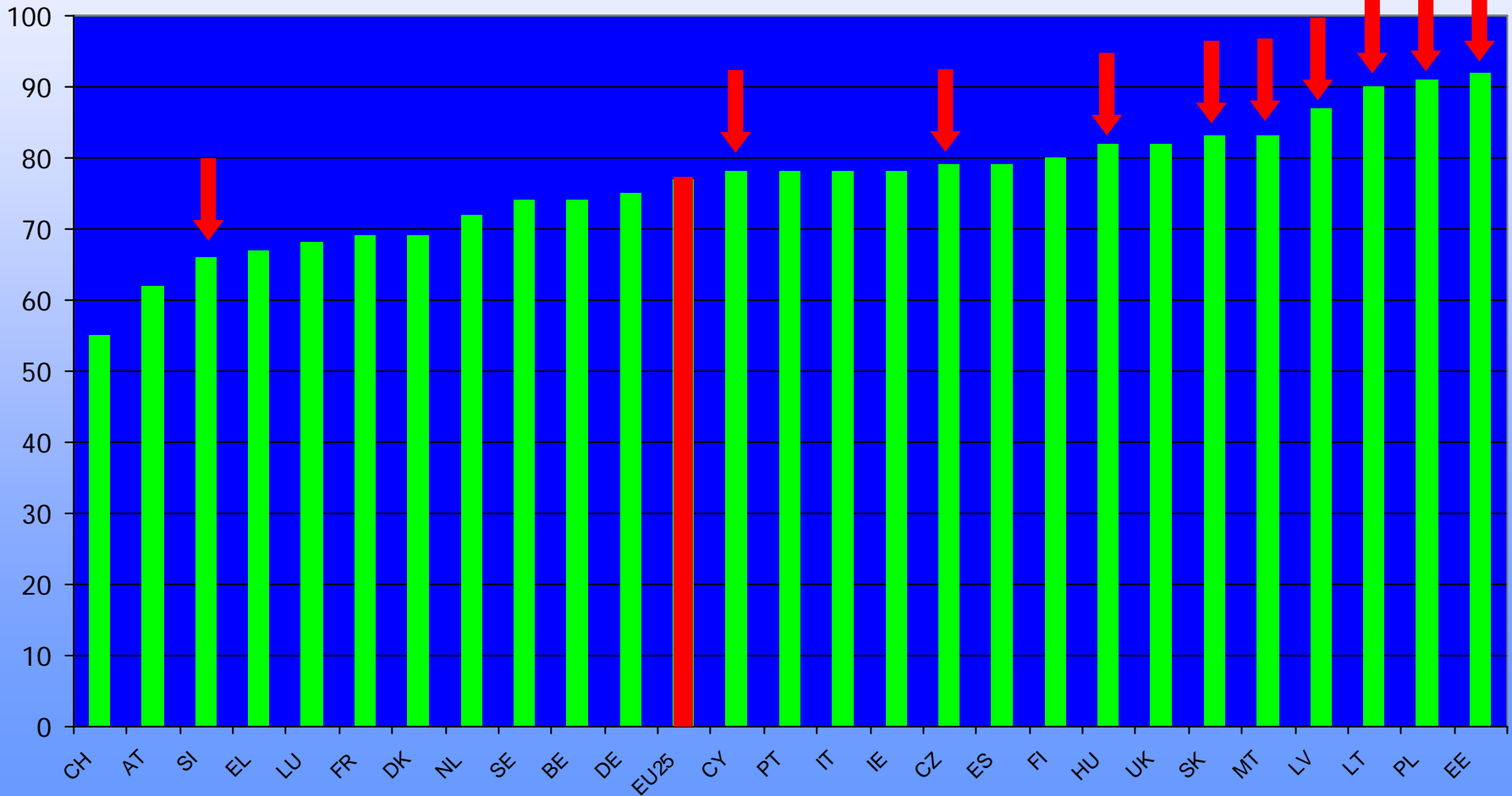


European Economic Area

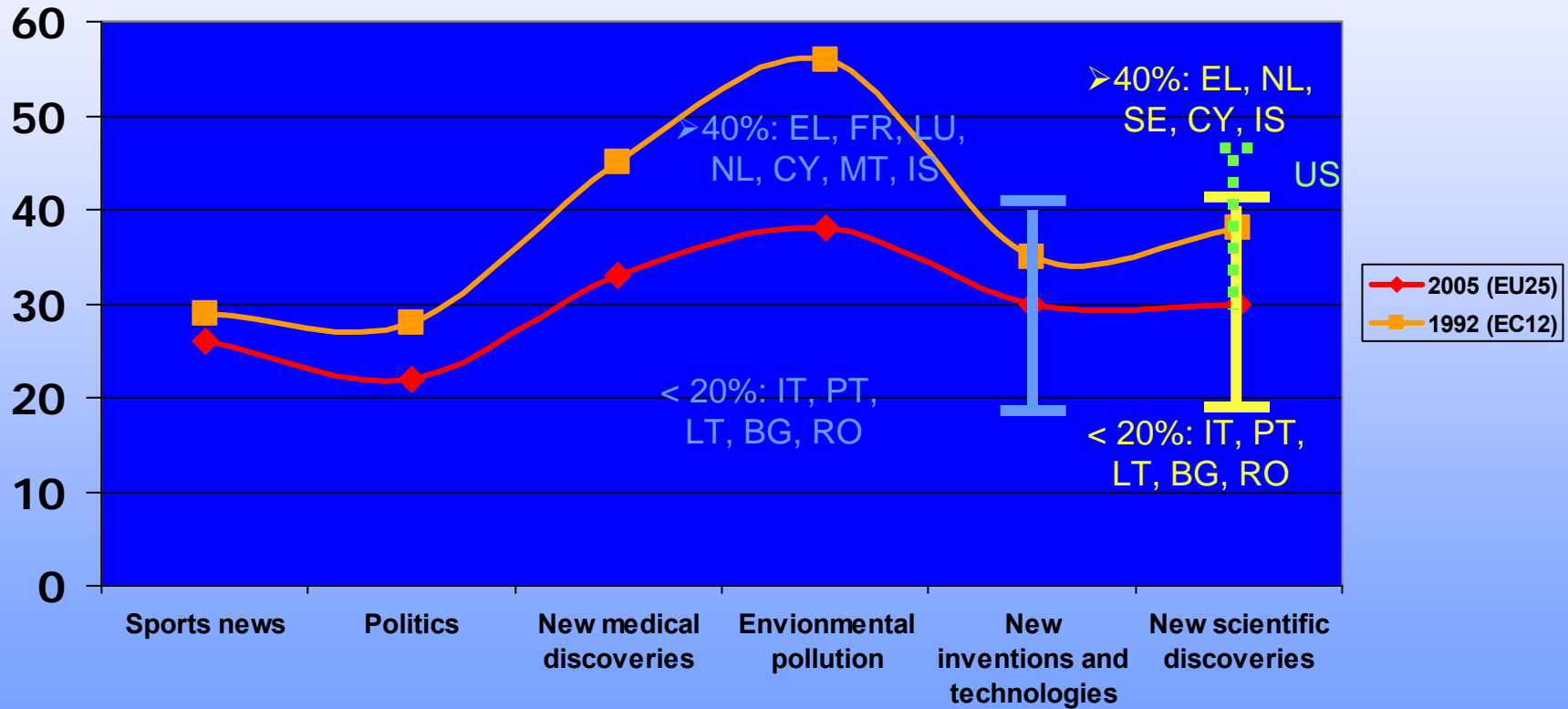
- Iceland
- Norway
- Switzerland

Optimism about science and technology

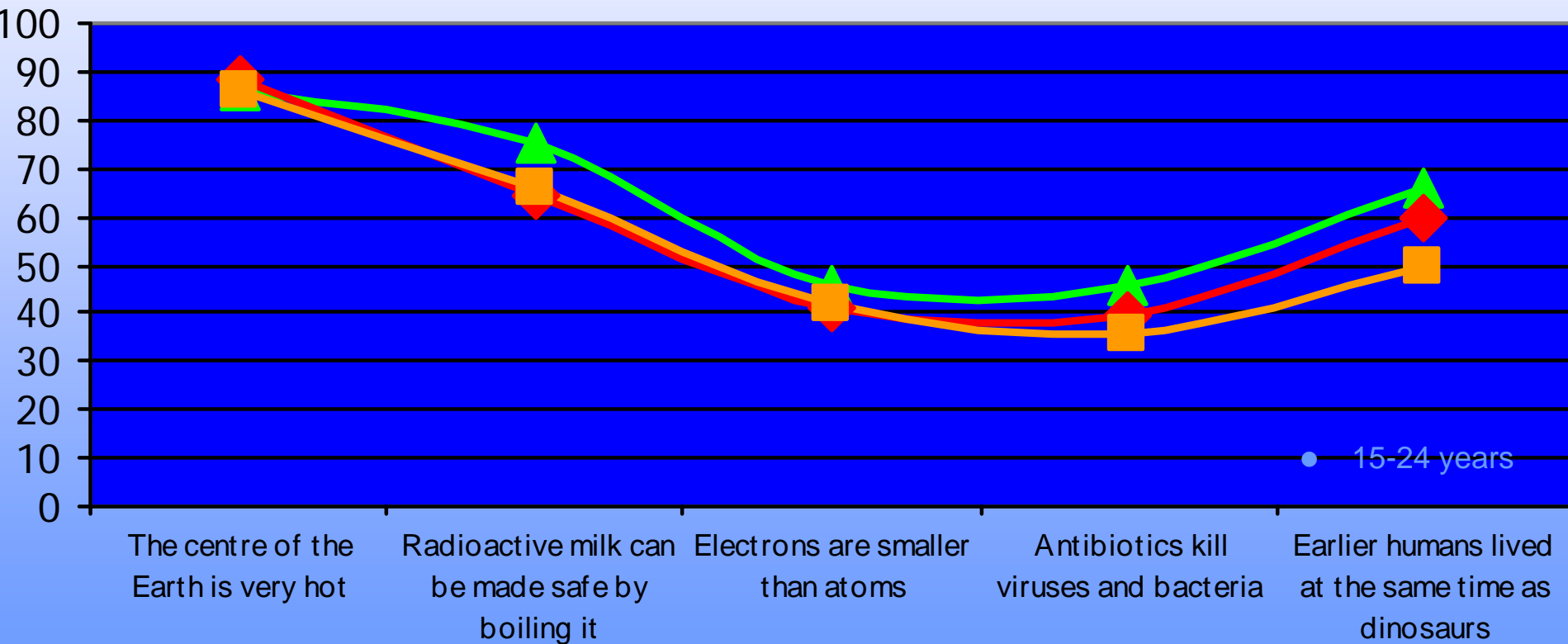
% of people agreeing that s&t will improve the quality of life of future generations



Are you very interested in ...

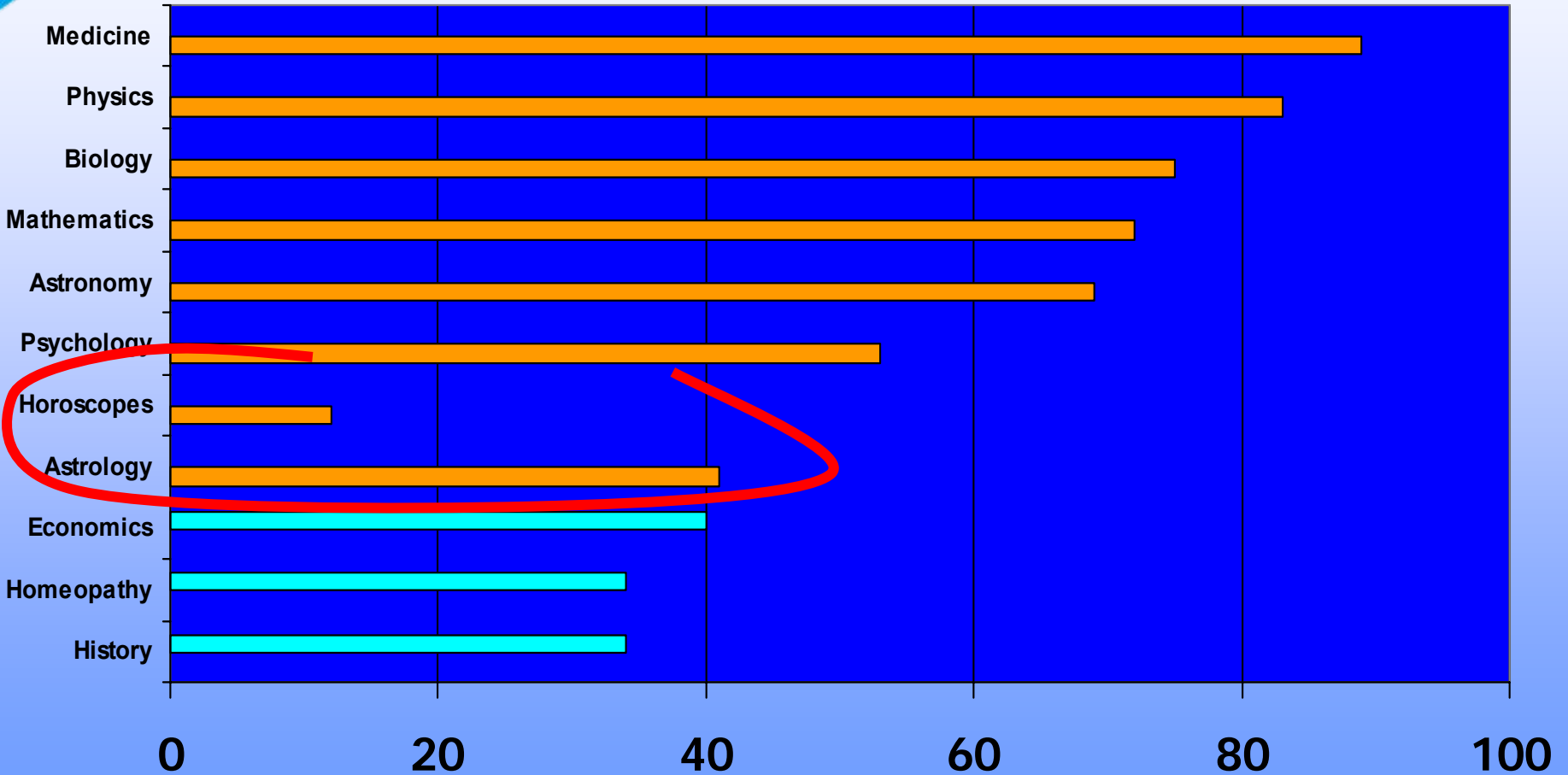


A scientific quiz ...



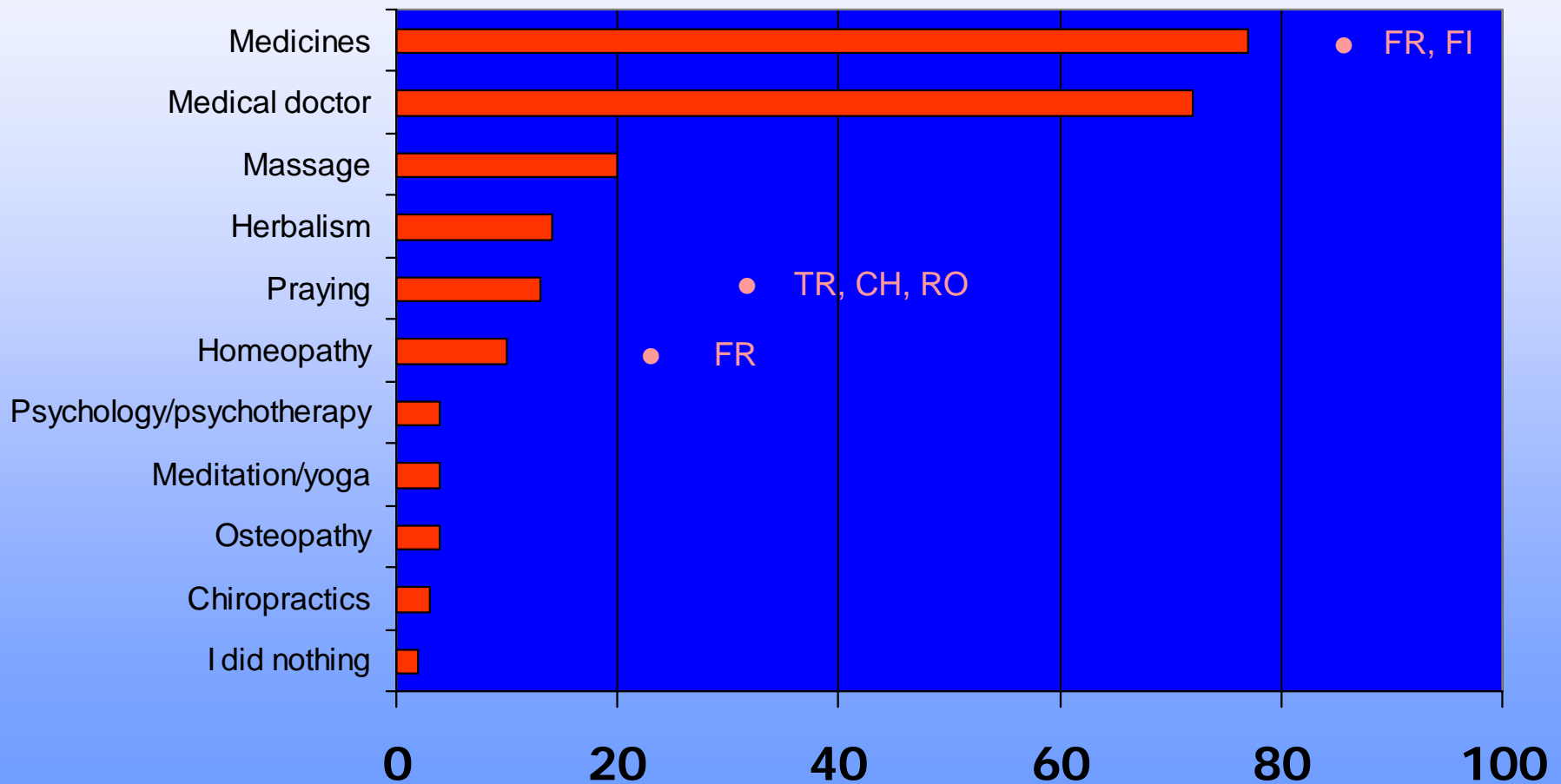
Percentage of good answers

The scientificness of sciences ...



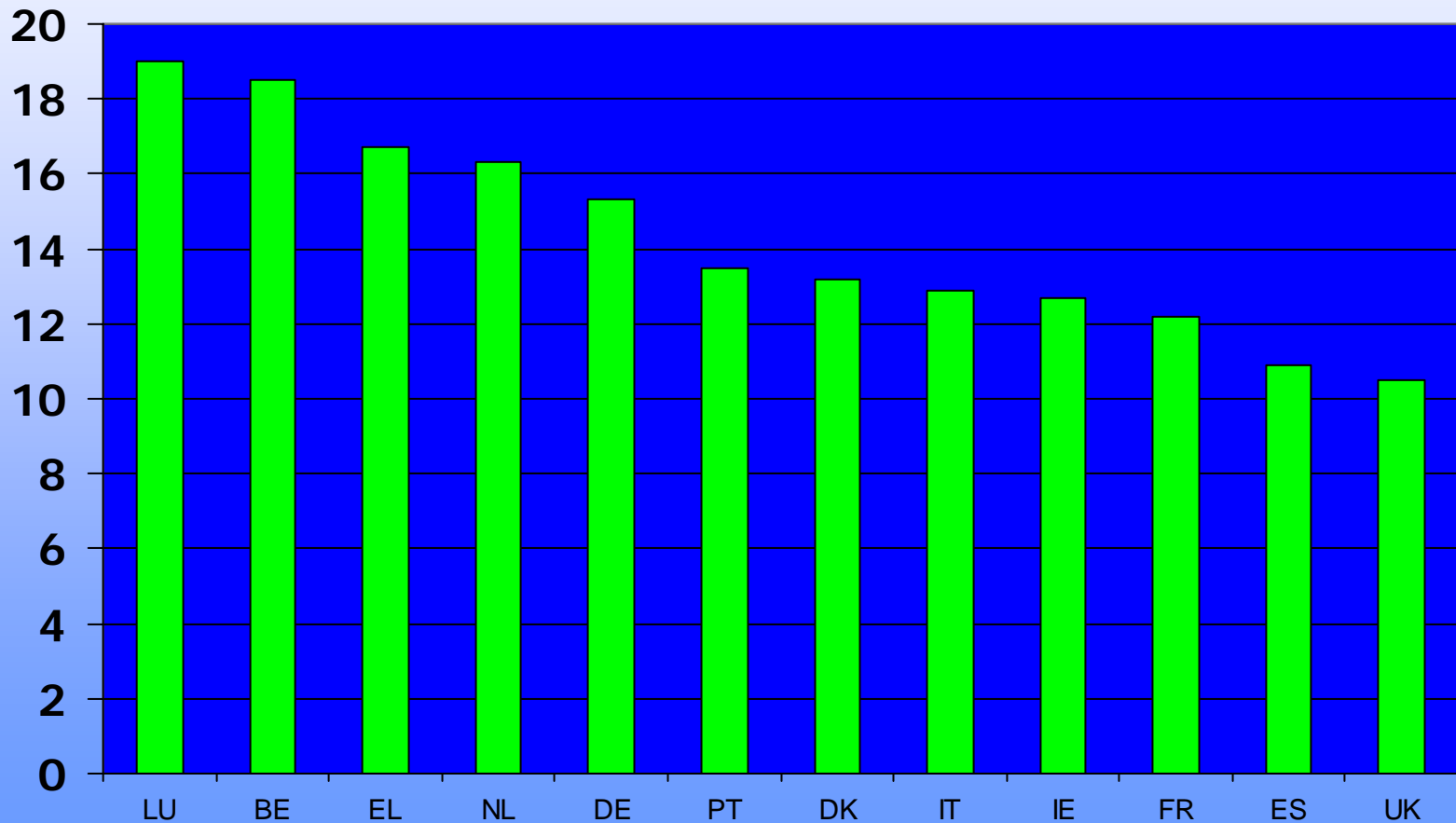
Percentage of respondents who agreed that these disciplines are fairly scientific

How do you cure a health problem?



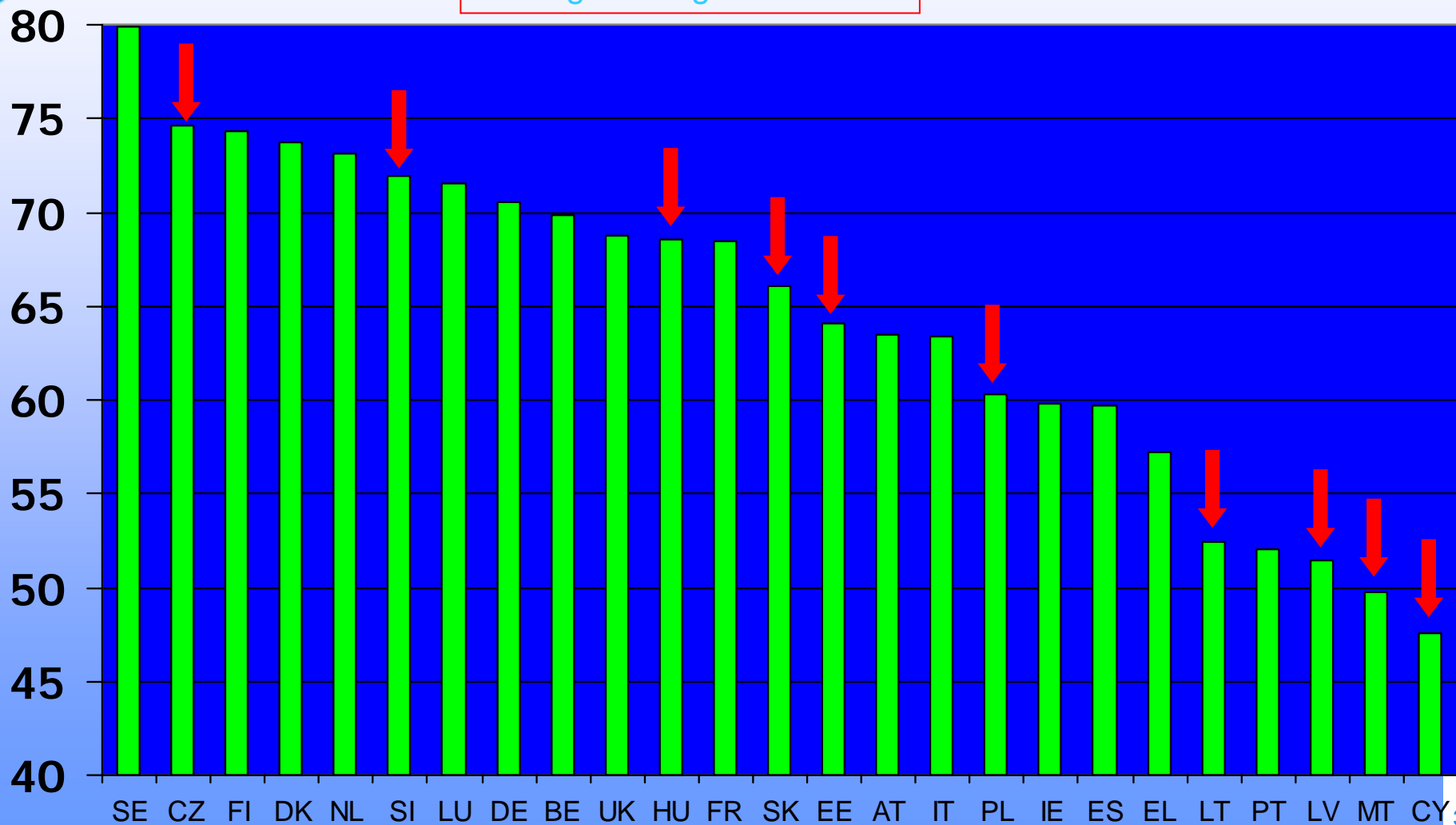
Improvement of scientific literacy (EC 12)

% of increase (2005 vs 1992) of the percentage of good answers

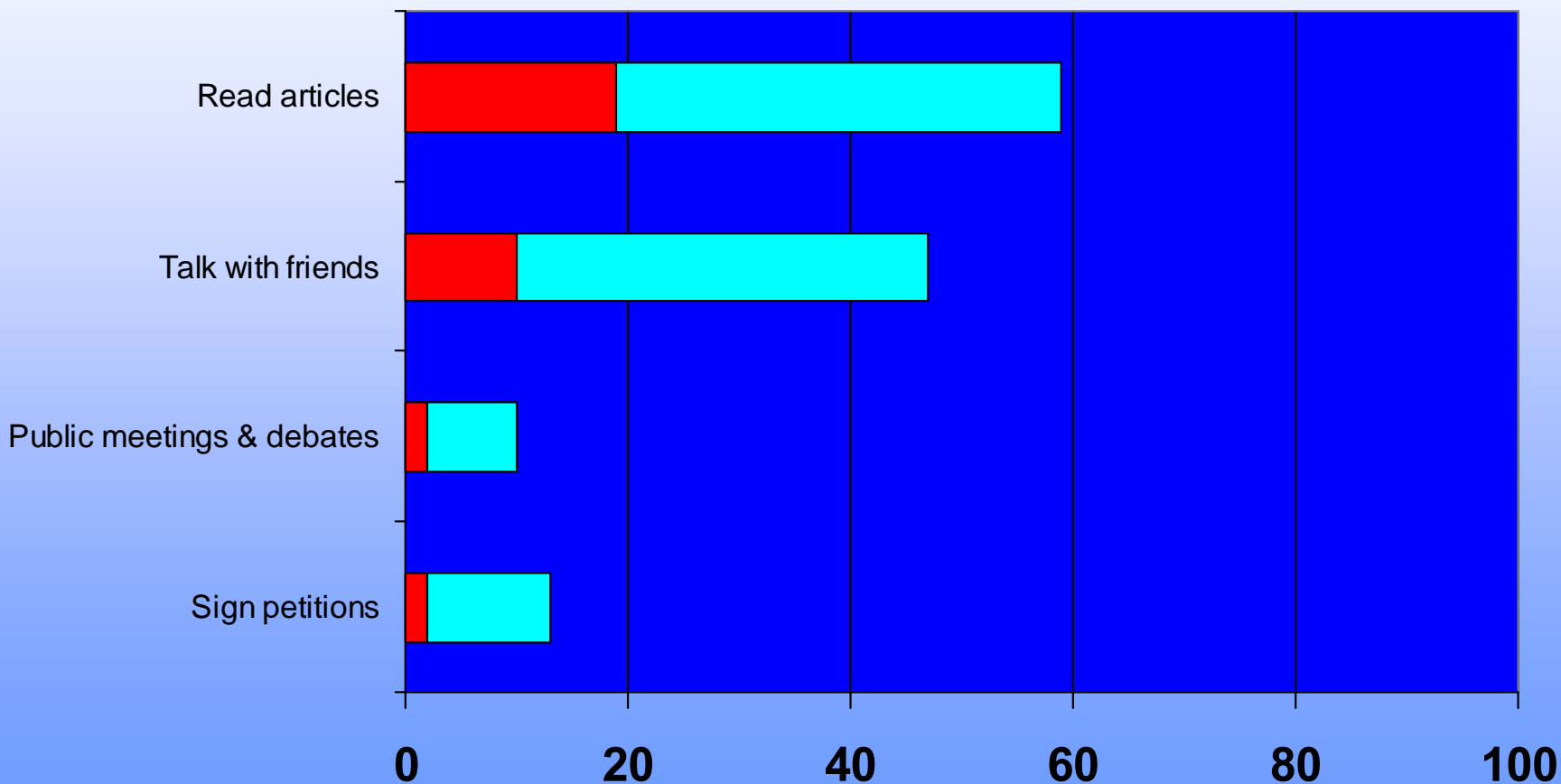


Scientific literacy in 2005 (EU25)

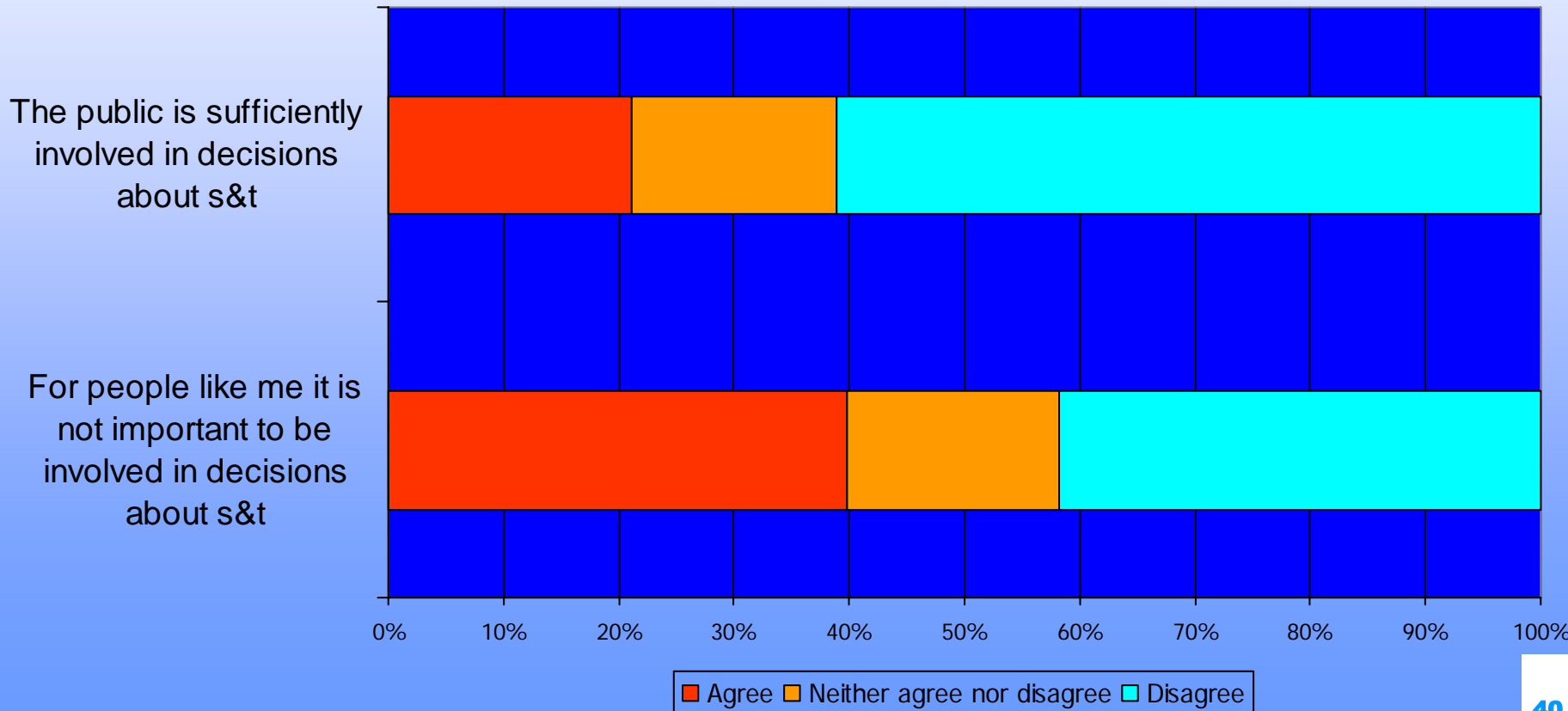
Average % of good answers



Low active involvement in science and technology issues



Public and decision-making in science and technology



Communication challenges

1. Beyond “popularisation”
2. “Incommunication” of science
3. European fragmentation ↔ US big machinery
4. Scientists to become communication-minded?
5. New technologies (digital TV, SMS alerts, e-zines, forums, podcasts, news feeds, clips, webcasts, weblogs)
6. No propaganda !



The End

Thank you for your attention!



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