



European Research Council
Established by the European Commission



Communication tips for ERC grantees



Why communicate?

- > Promote your research activities
- > Trigger new collaborations and opportunities
- > Communicate your passion for science
- > Make the case for EU investment in research
- > Inform public debate
- > Comply with the provisions of the grant

How?

Select the best tools to reach your audience. These can include:

- > Web content, videos, photos
- > Press releases
- > Social media (your account or your institution's)
- > Presentations at events; exhibitions



To address a lay audience, avoid jargon and explain the basics.



Where to start?

- > What do you want to achieve when you communicate?
- > What is your main message?
- > Who are you trying to reach?
- > What is the best channel to deliver your message?
- > When is the right moment?
- > Do you have good audiovisual/supporting material?

Inform the ERC

The ERC Communication team highlights funded research projects and can relay your news and results through its own and through the European Commission's channels. If you send us material, in consultation with your institution's Press and Communication Office, we will assess when and how best to make use of it.

Contact: erc-project-promotion@ec.europa.eu



Who can help?

You can find great support near you. Do not hesitate to ask the Press and Communication Office in your Host Institution for advice, giving as much notice as possible.

**We can relay
your news**

Provisions of the Grant Agreement

The ERC Grant Agreement (Art. 38) includes some provisions to promote your project e.g. you are expected to communicate on your research and

results, report back to the ERC on your outreach activities, acknowledge the ERC funding in all your communication materials and activities.

How to acknowledge the ERC funding?

> Display the European Union emblem and ERC logo together:



Always use the logo with “European Research Council – Established by the European Commission”

> Include the following text, e.g. for scientific publications, website, brochures, videos, equipment, available in all official EU languages:

“This [result/equipment/video is part of a] project [that] has received funding from the European Research Council (ERC) under the European Union’s [Seventh Framework Programme (FP7-2007-2013)] or [Horizon 2020 research and innovation programme] (Grant agreement No. [number])”

For any questions concerning the acknowledgement of funding, please contact your ERC Scientific Officer.

Media announcements

Contact the ERC, or make sure that your institution’s Press and Communication Office does, as soon as you are planning communication activities that could have a major media impact (compulsory for Horizon 2020 beneficiaries).

Contact: erc-press@ec.europa.eu



The logos, written acknowledgement and a short description of the ERC for your press releases are available on the ERC website

> Short description of the ERC for press releases
The European Research Council, set up by the EU in 2007, is the premiere European funding organisation for excellent frontier research. Every year, it selects and funds the very best, creative researchers of any nationality and age, to run projects based in Europe. The ERC offers four core grant schemes: Starting, Consolidator, Advanced and Synergy Grants. With its additional Proof of Concept grant scheme, the ERC helps grantees to bridge the gap between grantees’ pioneering research and early phases of its commercialisation.

<https://erc.europa.eu/comm>



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