

RESCOMM

- fruitful relations

RESEARCH COMMUNICATION

Get started

In order to achieve optimal quality and impact of project communication, it is important to address the communication aspects as soon as you possess an overview of your project goals and concept. Then you will decide at which stage a communication professional should be involved.

The procedure could be like this (in e.g. FP7, Horizon 2020):

- a. Idea development
- b. Preliminary project goals and plan
- c. Partner research**
- d. Constitution of consortium
- e. Composing application**
- f. The "Go" from the EC
- g. Implementation of project plan (DOW)**

c:

Depending on the size and concept of the project, you might want to involve a communication business as a SME partner, in order to ensure in-house competency. Alternatively, you could consult a communication expert to clarify the proportions of communicational needs.

e:

At this stage, involving a communication professional is mandatory. The application should include a comprehensive communication strategy, not only "we will buy a webdesigner and a journalist". On the basis of this, communication facilities and working hours for the entire project must be calculated and included in the budget.

g:

At this point, the coordinator and the communication manager can start implementing the communication strategy. To ensure optimal working conditions, the structure (don't forget this in the application) should be like this: The communication manager should be leader of the Work Package "communication and dissemination", the coordinator should be a member of this Work Package, and the communication manager should be a member of the management group.

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