

Communication guidelines for Global Health EDCTP3-funded projects

About this guide

Communication and dissemination are important activities for all projects funded under Global Health EDCTP3 Joint Undertaking (Global Health EDCTP3). This guide sets out the rules that all Global Health EDCTP3 projects are expected to follow in their communication activities.

The importance of communication and dissemination

Making your project visible is crucial to reach out to relevant stakeholders and build new collaborations. **The beneficiaries must promote the project and its results by providing targeted information to multiple audiences** (including the media and the public), in a strategic, coherent and effective manner (Article 17.1 of the Grant Agreement).

Why communicate?

- **Showcase** the project's activities and results
- **Share best practices** with other Global Health EDCTP3-funded projects and relevant stakeholders
- **Attract talent** to your team
- **Raise awareness** about a particular issue (e.g. the disease you are aiming to tackle)
- **Show the success** of collaborating between Europe and Africa

Communication activities must be:

- **Effective** (suited to achieving the project's communication goals)
- **Proportionate to the scale of the action** (activities carried out by a large-scale project must be more ambitious than smaller actions)
- **Strategic** (ad hoc efforts are not sufficient)
- **Coherent** (avoid contradictory messages)
- **Address multiple audiences**, including the media and the public, in a way that can be understood by non-specialists.

Communicating about your project

A comprehensive communication strategy is crucial to promote your project and its results. The plan should include clear objectives and should be adapted to a range of audiences.

How to achieve visibility:

Project website: It is recommended that Global Health EDCTP3 projects should have a web presence (many projects have this as a deliverable in their grant agreements). The website should provide details about the project's activities, objectives, progress and results.

Social media: Sharing project news and activities via social media (either through a dedicated project account or through the coordinator's/beneficiaries' accounts) is crucial to reach out to different audiences. All projects are welcome to engage with Global Health EDCTP3 through relevant social media platforms ([X \(Twitter\)](#) and [LinkedIn](#)).

News items and other stories: If your project has carried out a particularly interesting activity or event, or achieved outstanding results, then this could merit highlighting it through a specific communication action. This can be published on the project's dedicated website or through other channels. Reach out to your Project Officer at Global Health EDCTP3 if you would like to pitch an idea for a news item.

Factsheets: These can be useful to display key information about the project and its work in a visual manner that is easy to understand by readers. Remember to include a way for readers to reach out for more information.

Newsletters: Newsletters are a good way to keep in touch with peers and stakeholders in a regular manner. They can serve to keep readers up-to-date with the project's activities and progress, as well as upcoming events or opportunities.

Events: An event is an excellent way to showcase the project's work and progress. Events can range from small workshops or webinars focusing on a particular aspect of the project (e.g. a particular Work Package), to bigger events to showcase the results of the project.

Visibility – Logos and funding statement

Unless otherwise agreed with Global Health EDCTP3, **communication and dissemination activities of the beneficiaries related to the project must acknowledge EU support and display the European flag (emblem) and funding statement** (translated into local languages, where appropriate) (Article 17.2 of the Grant Agreement). This includes activities in an electronic form, via traditional or social media, and any infrastructure, equipment or major result funded by the grant.

The emblem and funding statement to be used (*Co-funded by the European Union*) can be downloaded here:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

In addition to European Union emblem, **communication and dissemination activities as well as infrastructure, equipment or major results funded under Global Health EDCTP3 must also display its logo** (Article 17.4 and Annex 5 of the Grant Agreement).

The Global Health EDCTP3 logo can be downloaded here:

<https://globalhealth-edctp3.eu/resources/communication-guidelines-and-logo-material>

The following statement should also be included: “This project (→ *insert Grant Agreement No XXXXX*) is supported by the Global Health EDCTP3 Joint Undertaking and its members (*as well as [if any → insert names of contributing partners]*)”

The beneficiaries / projects do not need to consult Global Health EDCTP3 before using these logos and statements. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem, logo or any similar trademark, either by registration or by any other means.

In summary, projects must display the following:

- EU emblem (*Co-funded by the European Union*)
- Global Health EDCTP3 logo
- The following statement “This project (*Grant Agreement No XXXXX*) is supported by the Global Health EDCTP3 Joint Undertaking and its members (*as well as [if any → insert names of contributing partners]*)”

Quality of information - Disclaimer

Any communication or dissemination activity related to the project must use factually accurate information (Article 17.3 of the Grant Agreement). Moreover, any communication activity must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union under the Global Health EDCTP3 Joint Undertaking. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the Global Health EDCTP3 Joint Undertaking nor its members (*if relevant → and contributing partners that are not part of the consortium*). Neither of the aforementioned parties can be held responsible for them.”

Dissemination of results

The project and its beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate. Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

Liaising with Global Health EDCTP3

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the Global Health EDCTP3 Project and/or Legal Officer(s) in charge of the project.

Consequences of non-compliance

If a beneficiary breaches any of its aforementioned obligations under the grant agreement, the grant may be reduced (Articles 17.5 and Article 28 of Grant Agreement). Such breaches may also lead to other measures described in Chapter 5 of the Grant Agreement.

Got any questions?

Feel free to reach out to the Communications Officer, Julia MOLTO LOPEZ at Julia.MOLTO-LOPEZ@ext.ec.europa.eu, putting your Project and/or Legal Officer in copy.