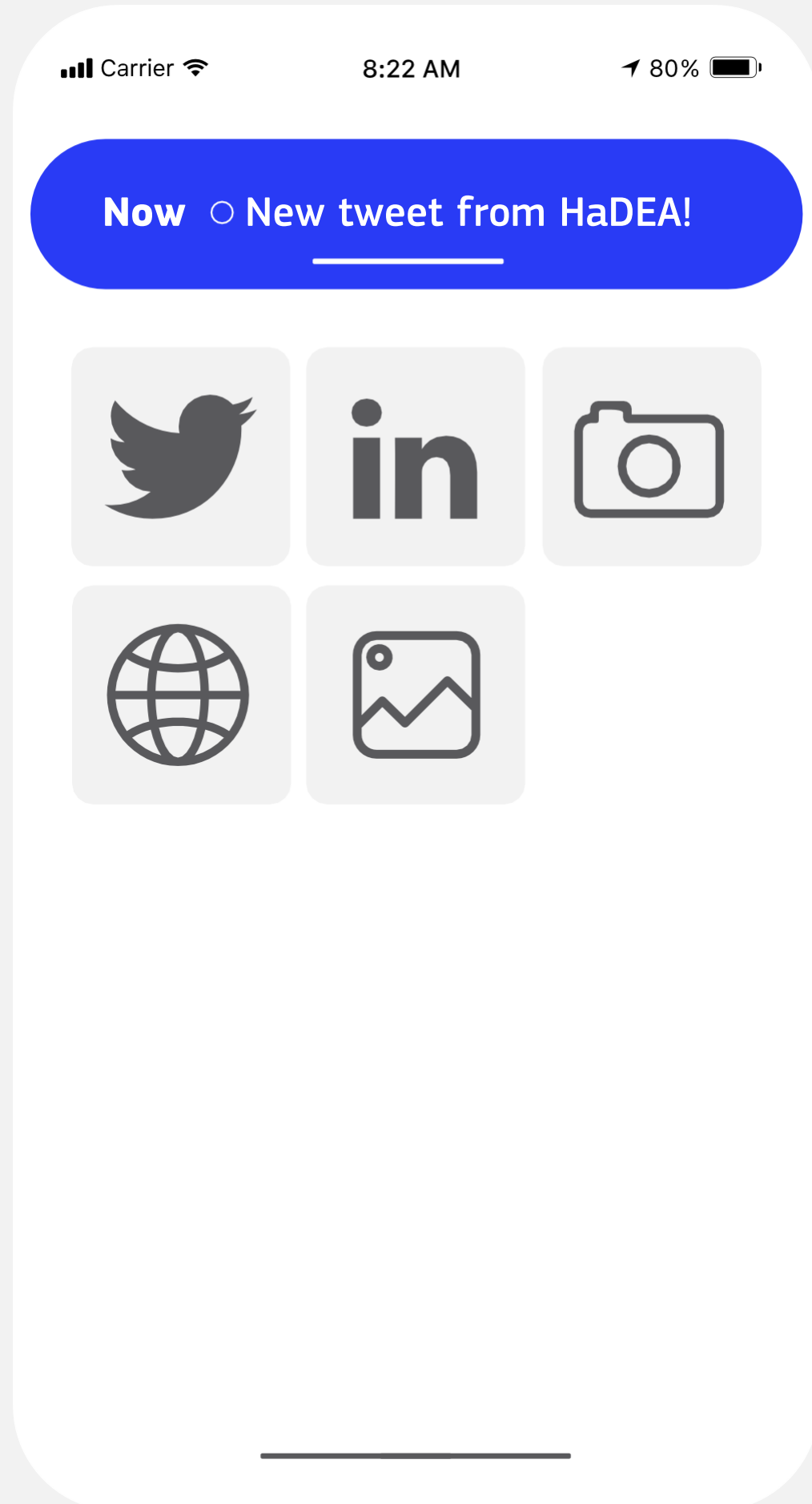# Communication at HaDEA

How to communicate efficiently

JA NFP4Health Training – 27 January 2023
Ester Bonadonna, Karin-Liis Lahtmäe

Health
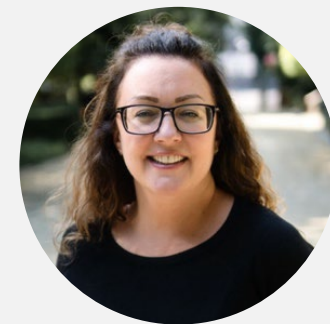and Digital
Executive
Agency

01 External communication at HaDEA and the European Commission

European Commission

Meet the team

SATTAF Hussein
Head of Sector

Corporate communication, planning and reporting

BENNETT Alexandra
Information & Communication Manager

Internal Communication
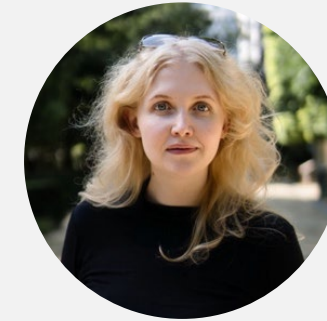
CAROLLE Cindy
Information & Communication Officer

LEUNG Derek
Information & Communication Officer

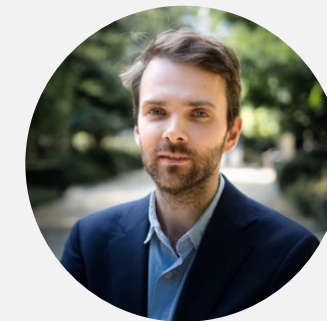## External Communication

Department A

BONADONNA Ester
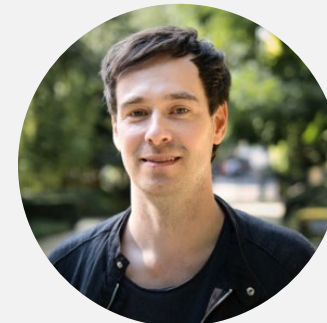Information & Communication Adviser

LAHTMÄE Karin-Liis
Information & Communication Adviser

Department B

VEROMEJUS Mindaugas
Information & Communication Adviser

REDDMANN Mathias
Information & Communication Adviser

MARTINEZ OLIVER Cecilia
Trainee

External Service Providers

Web/Programme communication support

MIZZI Michela

TARABLE Luca

Graphic design, audio-visual and webmaster

ALBERT PÉREZ Andrés

VERKERK Stéphane

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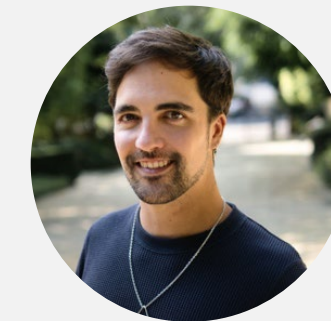
Web/Programme communication support

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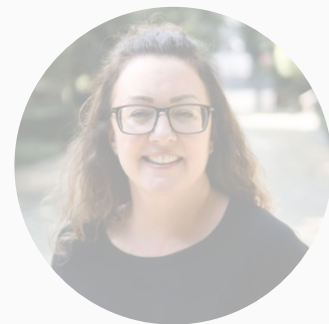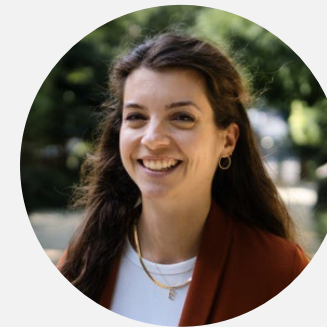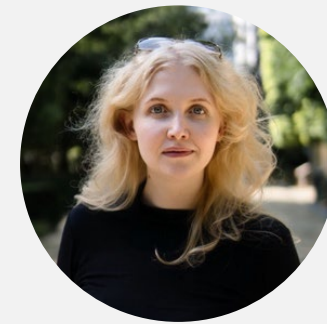Graphic design, audio-visual and webmaster

ALBERT PÉREZ Andrés

VERKERK Stéphane

European Commission

Communication strategy at large

Put digital first

Reaching our target audiences in the most effective and efficient way

Measure and value impact

Focusing on outcome (quality) rather than output (quantity)

Engage more

Empowering all to communicate and promote

European Commission

External communication at HaDEA

Priorities

– Promoting EU4Health as a whole

– Promoting calls & funding opportunities

– Promoting project achievements & successes

– Supporting beneficiaries to help maximise their communication impact

Activities

– Social media (Twitter, LinkedIn)

– HaDEA website: content updates & articles

– Events, e.g. info days, health conferences

– Meetings

– Trainings

Image fad1986 on iStock.com

European Commission
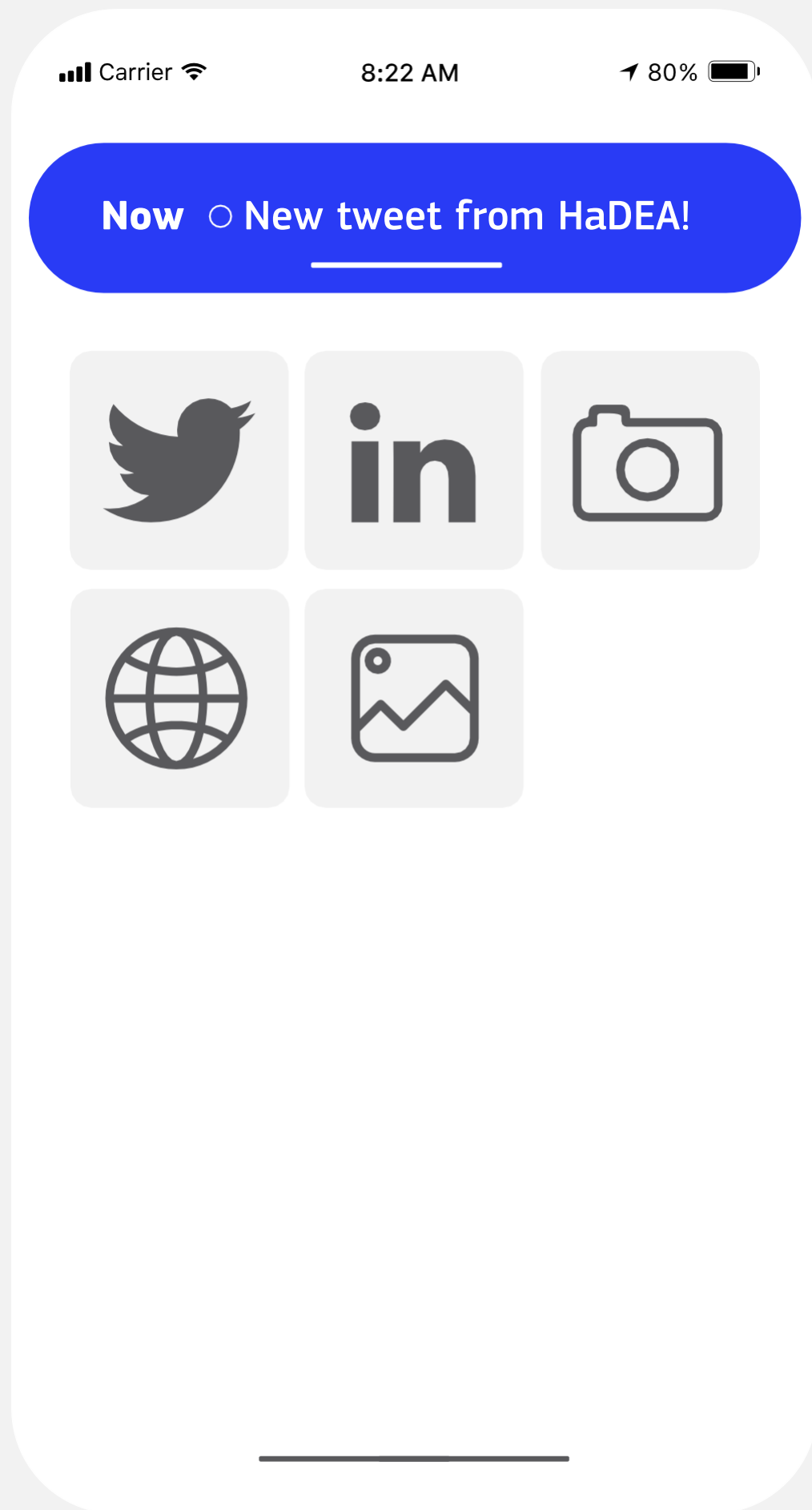
Social media channels and websites

HaDEA

📍 **hadea.ec.europa.eu**

🐦 **@EU_HaDEA**
Our main Twitter channel

💼 **European Health and Digital Executive Agency**
Our main LinkedIn page

Directorate-General for Health and Food Safety (DG SANTE)

🐦 **@EU_Health**
Focused on health

🐦 **@Food_EU**
Focused on food

European Commission

🐦 **@EU_Commission**

💼 **European Commission**

📷 **europeancommission**

▶️ **EUTube**

📘 **EuropeanCommission**

Directorate-General for Research and Innovation (DG RTD)

🐦 **@EUScienceInnov**

🐦 **@HorizonEU**
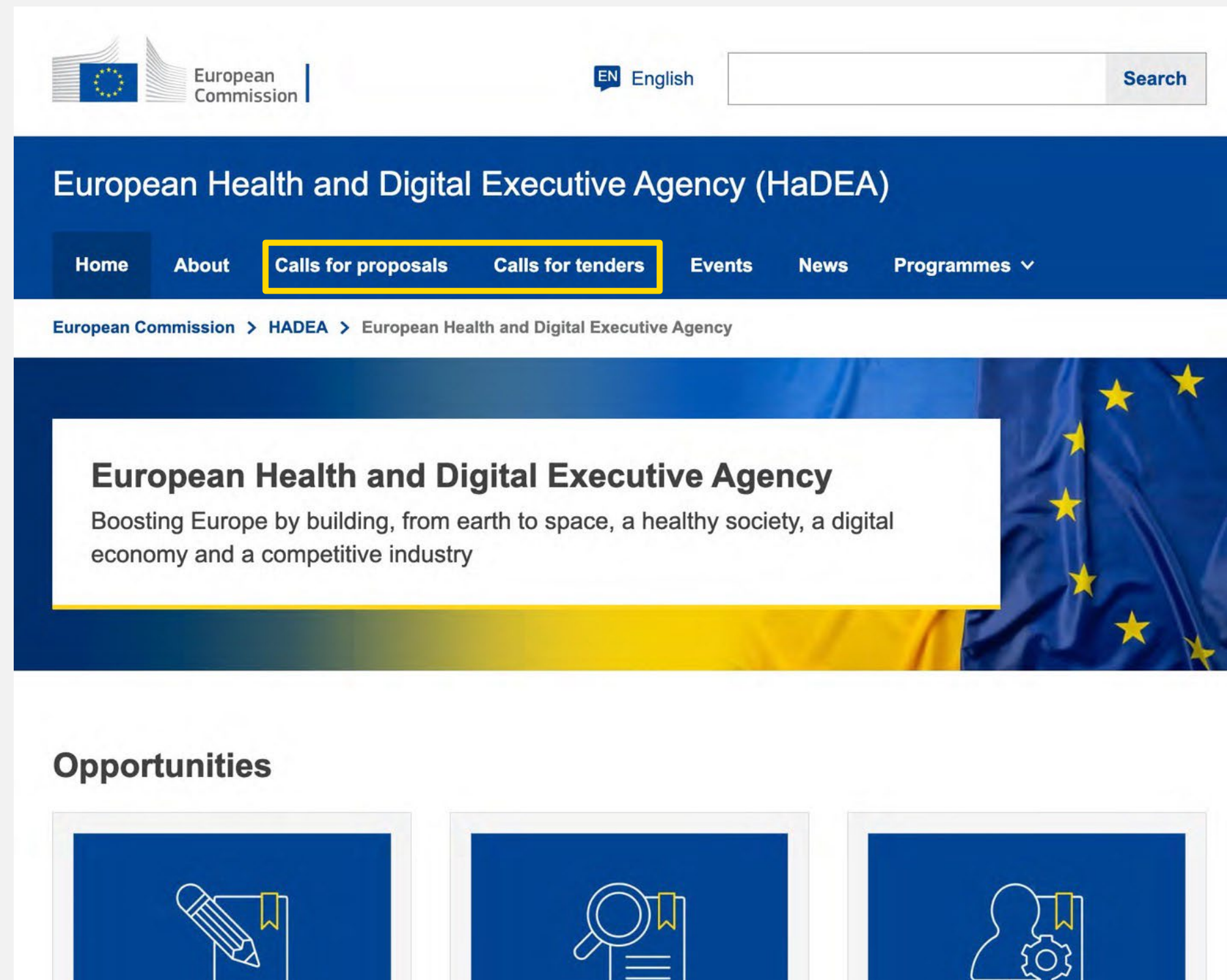
Health Emergency Preparedness and Response Authority (HERA)

🐦 **@EC_HERA**

Now ⭕ New tweet from HaDEA!

European Commission

Where to find funding opportunities

ALL OPEN CALLS
HaDEA website

GRANTS
Funding and Tenders Portal (FTP)

TENDERS
eTendering (eTed)

Networks & other channels

▶ **The EU Health Policy Platform (EUHPP)**

- Create an EU Login account
- Request access to the EUHPP
- Receive the automated newsletter twice a week

▶ **Electronic publications from DG SANTE**

- Health and food safety newsletter
- eNews (per topic)
- What's new on the DG SANTE websites
- ERN newsletter

▶ **European Union around me**

- Filter contacts by health

▶ **National Focal Points**

- Overview on the HaDEA website

01 External communication at HaDEA and the European Commission

European Commission

02 Communication prerequisites for projects and initiatives

Acknowledgment of EU funding

- Beneficiaries of EU funding must display the EU flag and funding statement ("Funded by the European Union" or "Co-funded by the European Union") in all their communication and dissemination activities and any infrastructure, equipment, vehicles, supplies or major results funded by the grant.

- The EU flag and funding statement must be displayed in a way that is easily visible for the public and with sufficient prominence.

- EU funding must moreover be acknowledged in all types of public outputs (including patent applications, EU standardisation of results), media contacts and other public statements.

- The EU flag and funding statement are available in the grant agreement and on the Europa website.

Communication and dissemination plan

As outlined in the Model Grant Agreement, all beneficiaries must provide a detailed communication and dissemination plan. In addition to this, they must engage in the following activities:
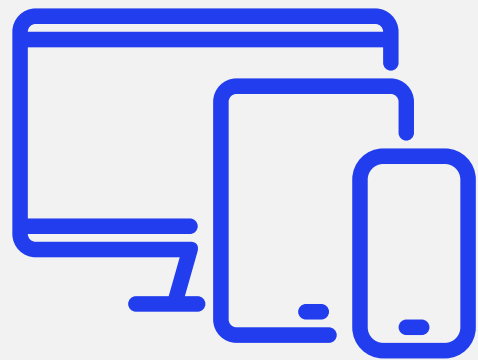
Present the project on their websites and/or social media accounts;

Publications: mention the action, the EU emblem and funding statement;

Public events: display signs and posters mentioning the action, the EU emblem and funding statement;

EU4Health project results: upload public project results to the "Projects & Results" section of the Funding & Tenders Portal.

European Commission

03 Getting projects and initiatives promoted on HaDEA's channels

Project communication on HaDEA's channels

'Cluster approach'

Timing:
– Topicality
– International days

04/02/23
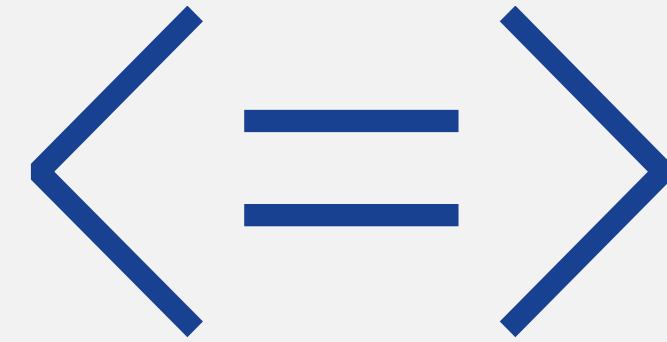
Internal cooperation between HaDEA Communication and Project Officers/Advisers

Web articles

NEWS ARTICLE | 31 January 2022 | European Health and Digital Executive Agency, Directorate-General for Health and Food Safety

EU-funded projects for a cancer-free Europe!

4 February
WORLD CANCER DAY
Discover how HaDEA is contributing to a cancer-free Europe

#EUCancerPlan #WorldCancerDay #HaDEA

EU4Health projects to provide mental health support to Ukrainian refugees

aDEA #EU4Health #HealthUnion

News article | 21 December 2022

EU4Health projects to provide mental support to Ukrainian refugees

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INTERNATIONAL EPIDEMIC PREPAREDNESS DAY

aDEA #EpidemicPreparednessDay

News article | 27 December 2022

EU4Health and Horizon 2020 projects preparing the Union for future health crises

European Commission

Social media

HaDEA ✓ @EU_HaDEA · Dec 23, 2022 ···
Russia's war of aggression against Ukraine has had and is still having an unprecedented impact on the #mentalhealth of #Ukrainian refugees

💡 Discover how #EU4Health projects funded by #HaDEA will provide mental health support

hadea.ec.europa.eu/news/eu4health...

#StandWithUkraine

EU4Health projects to provide mental health support to Ukrainian refugees

#HaDEA #EU4Health #HealthUnion

HaDEA ✓ @EU_HaDEA · Dec 27, 2022 ···
Today marks International #EpidemicPreparedness Day📅

#HaDEA implements #EU4Health and #H2020 projects that are supporting epidemic preparedness in the Union

Learn more about
@orchestracohort
@respondproject1
...and other initiatives and actions!
hadea.ec.europa.eu/news/eu4health...

INTERNATIONAL EPIDEMIC PREPAREDNESS DAY

#HaDEA #EpidemicPreparednessDay

EU HERA and 4 others

HaDEA ✓ @EU_HaDEA · Jan 24 ···
It's #CervicalCancerAwarenessMonth 📅
Screening saves lives!
Discover how #H2020 projects are developing screening devices and programmes in this thread↩️
#unitedinprotection

CERVICAL CANCER AWARENESS MONTH

#HaDEA

EU Health - #HealthUnion and 5 others

03 Getting projects and initiatives promoted on HaDEA's channels

Audio-visual

[EU4Health videos](#)
[AV Portal](#)

EU4Health Programme presentation

00:01:39

03 Getting projects and initiatives promoted on HaDEA's channels

Project communication on HaDEA's channels: acting as a multiplier

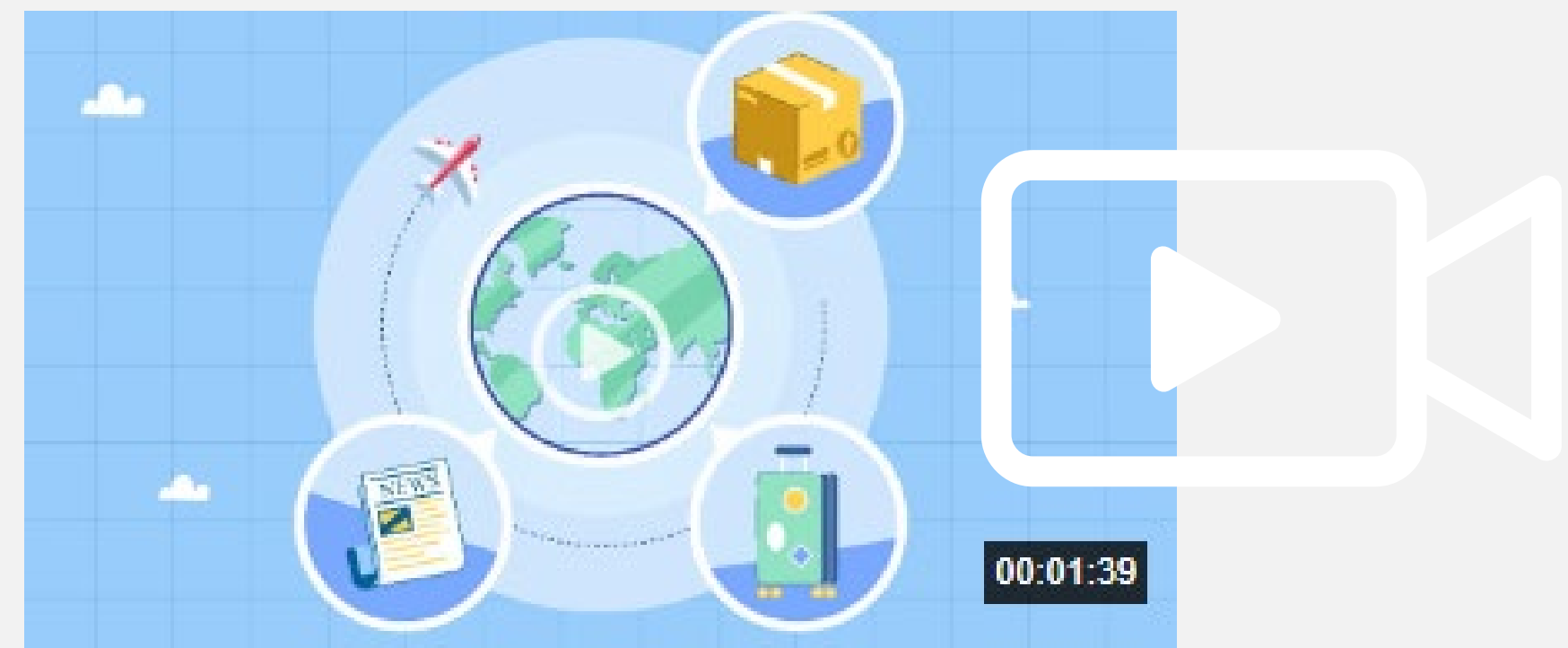- **Major milestones**, e.g. publications of key deliverables and produced communication material.

- **HaDEA Communication may:**
  - Repost social media announcements on HaDEA's channels;
  - Include projects in an upcoming article on the topic that these address, e.g. cancer, mental health, pandemic preparedness, health and environment.

- **Events** that are open/of interest to a wider/specialised public, such as:
  - Kick-off meetings and final conferences;
  - Cluster events bringing together EU-funded projects and initiatives;
  - Networking events;
  - Public consultation (feedback) workshops.

- **We may:**
  - Repost social media announcements on HaDEA's channels;
 - Include events in the calendar on the HaDEA website.

European Commission

HaDEA's communication on your channels: acting as a multiplier

– Annual work programmes of EU4Health

– EU4Health calls for proposals and calls for tenders

– Key events organised by HaDEA and the European Commission

– Large-scale Commission communication, such as public consultations to give feedback on the EU4Health programme or other policies/initiatives/programmes of the European Commission
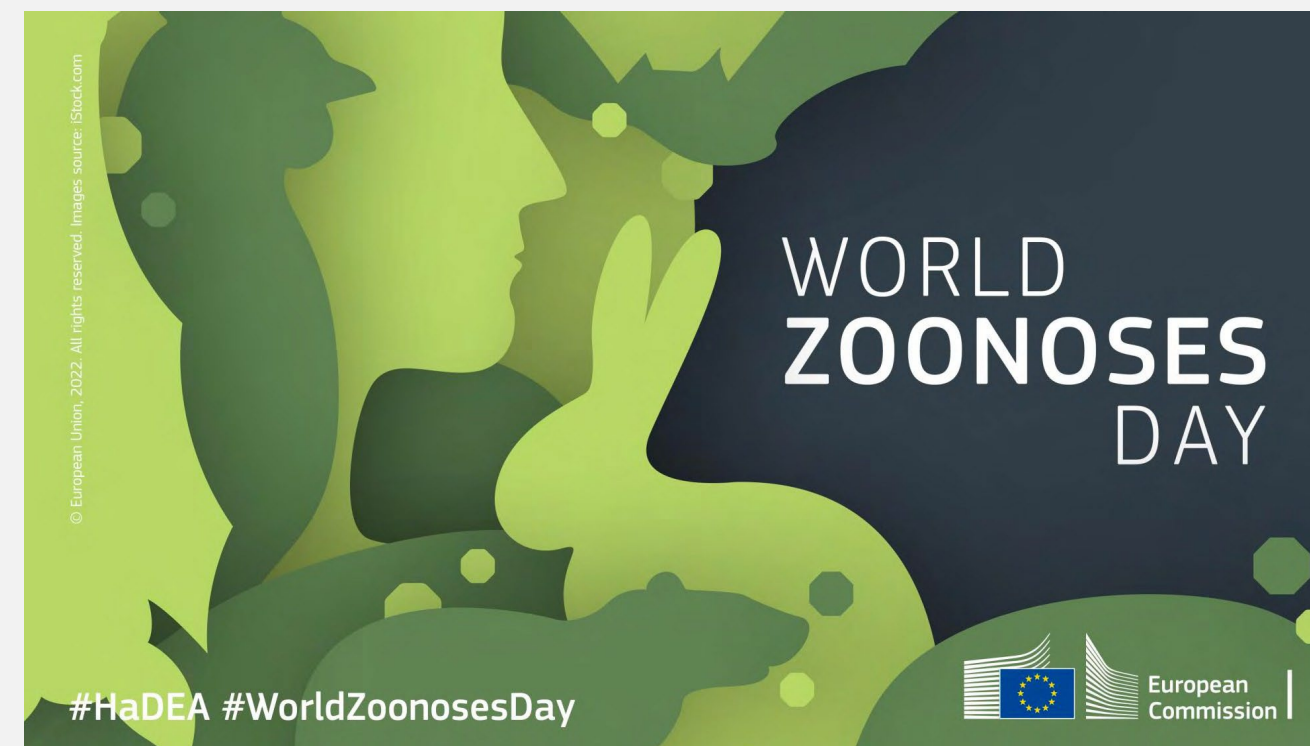
04 Social media tips
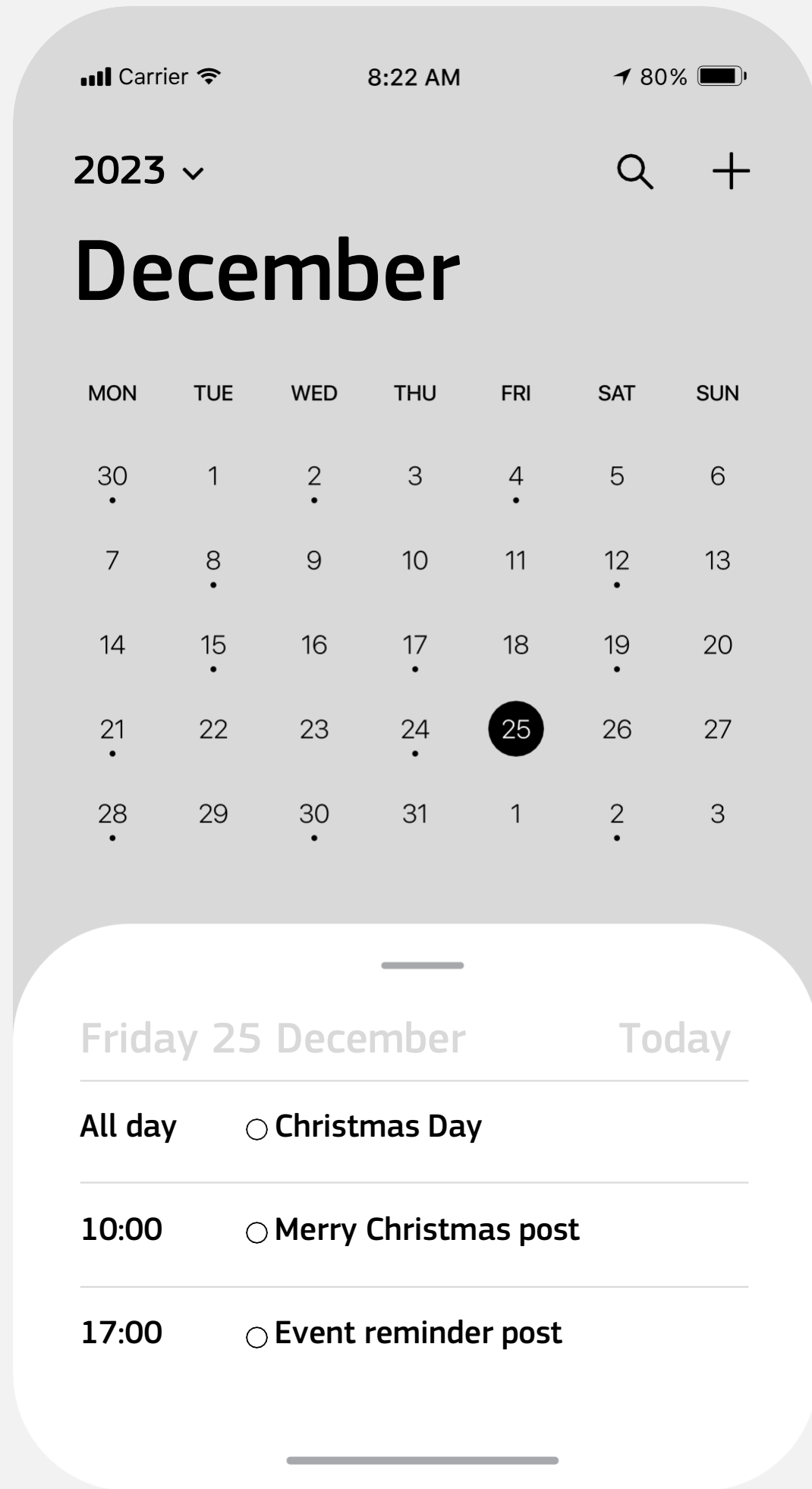
Planning

**Plan** your content in advance to avoid last-minute posts

- **International days** are a very good way to attract attention to your project's actions and results; look for a list of the most important ones and plan your content accordingly

- If you are promoting an **event**, start at least a month in advance
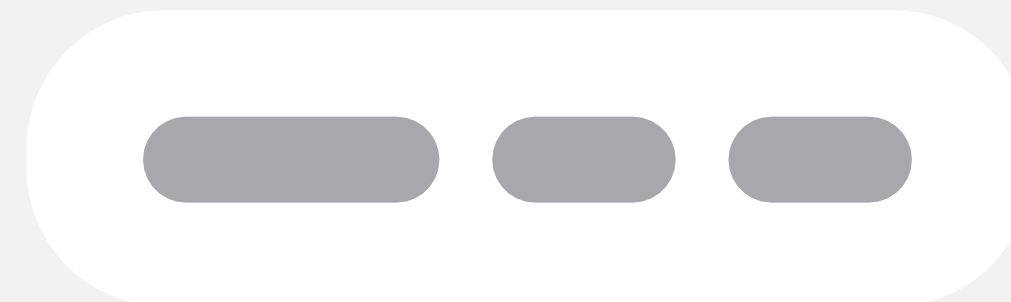
04 Social media tips

Content

Think of one clear **message** for your audience and include a call to action, e.g. read more, share, join, watch
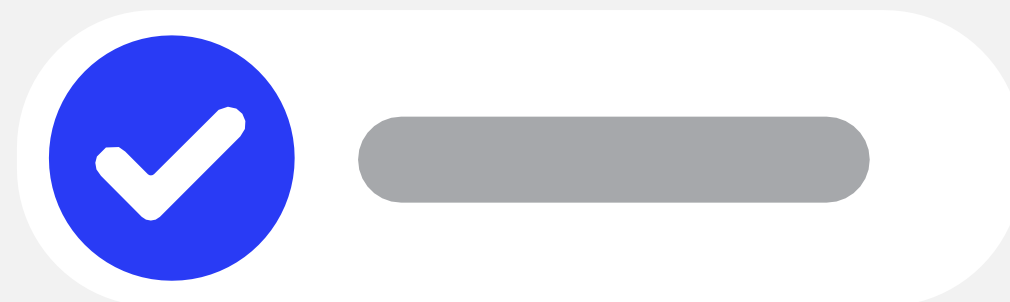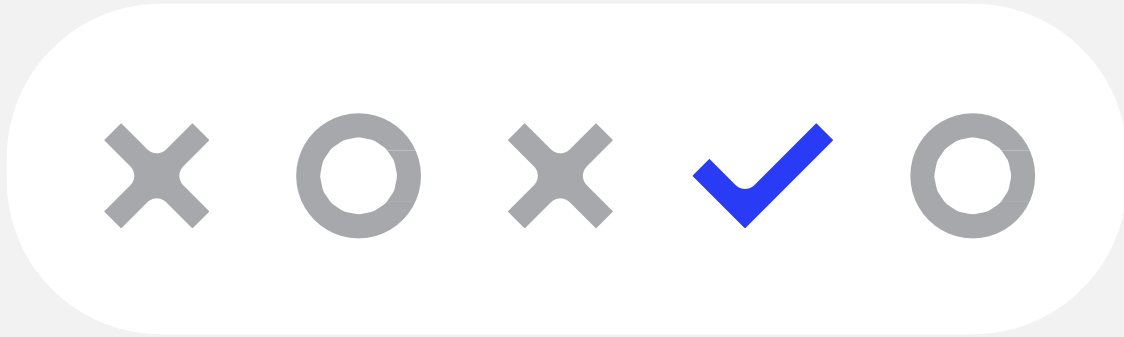
Always **verify** that your content is correct to avoid sharing false or misleading information

If you make a mistake, correct it as soon as possible

Keep the language **simple** and concise, avoid technical terms

European Commission

Content

× ○ × ✔ ○

https://

Talk about the **issue/topic** that your project is addressing instead of specific project deliverables (e.g. work packages)
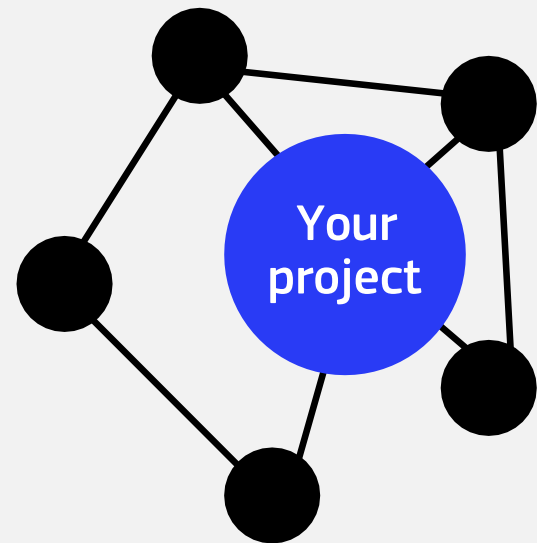
Include only one (!) **link** to your website, article, press release, event (in case your event is open to the public, always add the link to registrations)

European Commission

Audience

Choose your platform: different groups/ audiences might be active on different social media platforms. Know your target audience and choose the most relevant platform to reach them

Build your **community**: look for accounts of other EU-funded projects, interact with them, monitor questions and comments made by your audience under your posts

Your project

European Commission
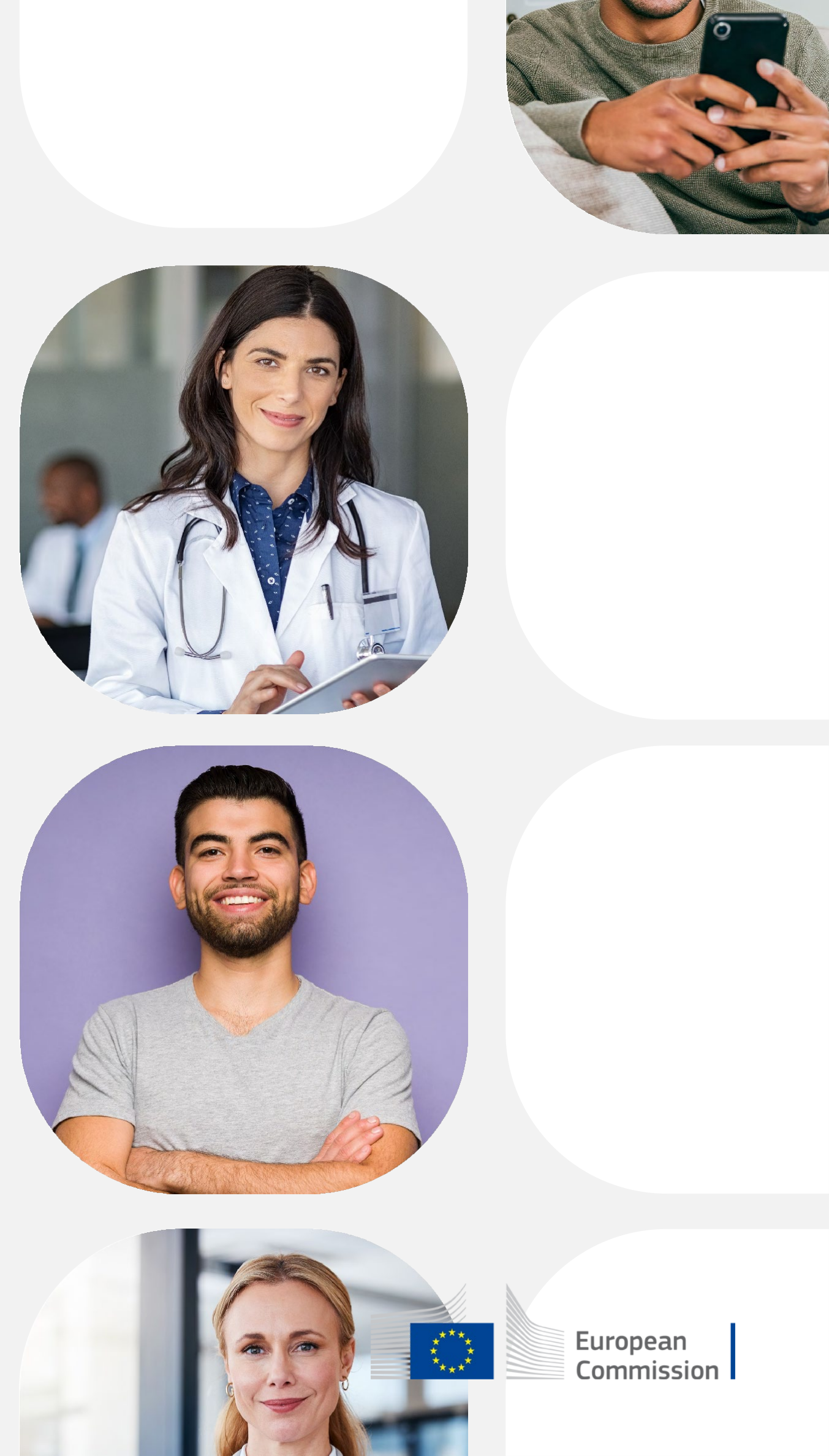
(Hash)tagging

@

Tag relevant accounts: always tag HaDEA, so that we can follow your activities and help you to increase the visibility of your posts

#

Use **hashtags** related to your funding programme, your field of action/topic and/or an international day

• You can also create a new hashtag with the name/ acronym of your project in order to monitor the online conversation about it

Useful hashtags

#EUfunded, #HealthUnion, #EU4Health, #EUPharmaStrategy, #EUGlobalHealthStrategy, #HealthierTogether, #SafeVaccines, #StrongerTogether, #EUCancerPlan, #EUCancerMission

European Commission

Visuals

Make your post **visually attractive**: add a visual, photo, GIF, video (possibly with subtitles)

- If you are using an image bank, make sure to add the correct copyright/image source
- If you are using a photo featuring people, make sure to collect the consent of the photographed individuals and the photographer

European Commission

05 Questions and answers

Stay in touch

HaDEA

- **hadea.ec.europa.eu**
- **@EU_HaDEA**
  Our main Twitter channel
- **European Health and Digital Executive Agency**
  Our main LinkedIn page

Enquiries

Calls: HaDEA-HP-CALLS@ec.europa.eu

NFPs: HADEA-HEALTH-NFP@ec.europa.eu

Contact form on the HaDEA website

European Commission

Thank you