

Clean Energy Transition Partnership
COMMUNICATION GUIDELINES
To support CETP Calls beneficiaries



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I. WHY THIS HANDBOOK?

The CETPartnership is committed to facilitating the shift to clean energy and supporting the EU's ambition to be the inaugural climate-neutral continent by 2050.

This is achieved by consolidating national and regional RDTI funds to support a diverse range of technologies and system approaches essential for the transition.

However, for these groundbreaking projects to materialize and make a real impact, they need more than just vision; they require the right financial backing.

But what happens when an idea, no matter how brilliant, is not adequately communicated?

It's not enough to have data and figures; it's essential to be able to tell a story that connects, inspires, and most importantly, convinces of the project's importance and feasibility.

At CETPartnership, we are fully aware of this challenge.

We know that communication is the bridge between an idea and its realization, and that a well-communicated project has a much higher chance of obtaining the financial support it needs.

Highlighting your CETP-funded project is essential to connect with pertinent stakeholders and establish new partnerships.

At CETPartnership, we are committed to the future, and we want you, the innovators, and visionaries, to be a part of it.

II. REGULATIONS

The rules from 2021 to 2027 concerning the visibility, transparency, and communication of EU Funds are detailed in Articles 46 – 50 and Annex IX of the Common Provisions Regulation (CPR) 2021/1060. Every entity participating in the execution of EU funding holds communication-related duties.

This stipulation is relevant to all programs, encompassing Horizon Europe (Article 17).

III. Acknowledgement of CETPartnership and the funding Organizations of your funded research projects

CONTEXT:

The Clean Energy Transition Partnership (CETPartnership) is a transnational initiative on joint RTDI programming to boost and accelerate the energy transition, building upon regional and national RTDI funding programs.

It aims to empower the energy transition and contribute to the EU's goal of becoming the first climate-neutral continent by 2050, by pooling national and regional RDTI funding for a broad variety of technologies and system solutions required to make the transition. It will foster transnational innovation ecosystems from the very local and regional level, up to the transnational European level, thus overcoming a fragmented European landscape. The CETPARTNERSHIP enables 70 national and regional RDTI program owners and managers from 32 countries to align their priorities and implement annual joint calls from 2022 to 2027. They also organize joint accompanying activities to enable a dynamic learning process, extract strategic knowledge ("Knowledge Community") and maximize the impact ("Impact Network") to accelerate the upscaling, replication, and market diffusion of innovative solutions. This will foster the uptake of cost-effective clean energy technologies.

REQUIREMENTS:

To acknowledge CETP, the European Commission, and the funding organizations that funded your research project, please follow the following rules:

- **FOR ALL WRITTEN MATERIALS**, including papers published in scientific journals and policy briefs, indicate the following sentence: **"This research was funded by CETP, the Clean Energy Transition Partnership under the 20XX CETP joint call for research proposals, co-funded by the European Commission (GA N°101069750) and with the funding organizations detailed on <https://cetpartnership.eu/funding-agencies-and-call-modules>."**

N.B.: Please check with the relevant funding organizations if you need to indicate further details (e.g. ID number, acronym, etc.)

- **In addition, IN ANY VISUAL** (PowerPoint, poster, social media visual, video, project's website...) **use the CETP logo (see below the guidelines) & EU emblem**, as well as the logos of the relevant funding organizations.

Situations where you must acknowledge CETP, the European Commission, and the funding organizations:

- When writing articles, book chapters or reports totally or partly based on results from a project fully or partly funded through the CETPartnership.
- When preparing a visual totally or partly based on results from a project fully or partly funded through the CETPartnership.

IMPORTANT:

- When signing a document, please note that **you have to acknowledge the funding organizations of all the research partners involved in the concerned work** (and e.g. not only the funding organization of the team who is leading the publication).
- Please make sure to mention only funding organizations that fund a research Partner in your project; this needs particular attention for countries where there is more than one involved funding organization.

REMINDER: You should act as a transnational project and not as a mosaic of national projects. A real collaboration between research teams and integration of research carried out is expected, and **this should lead to co-publications between the different research teams of the different countries involved in the project.**

IV. WEBSITE (MANDATORY)

Having a website for your project is of paramount importance for several reasons:

CENTRAL REPOSITORY

A website could serve as a central hub where all information about the project is hosted. From objectives and milestones to team members and updates, everything is available in one place.

PROFESSIONALISM

A dedicated website lends credibility and professionalism to your project. It shows stakeholders, partners, and the public that you are committed and serious about your initiative.

ACCESSIBILITY

In today's digital age, the first-place people go to seek information is the internet. Having a website ensures that anyone, anywhere, can access details about your project at any time. Take care of complying with The Web Content Accessibility Guidelines (WCAG), which is an internationally recognized standard created by the World Wide Web Consortium (W3C). The purpose of the WCAG standard is to define how to "... make Web content more accessible to people with disabilities.

ENGAGEMENT

Websites can be interactive. They can host forums, Q&A sessions, blogs, and feedback sections, allowing for two-way communication with your audience.

INTEGRATION WITH OTHER PLATFORMS

A website can seamlessly integrate with other communication tools like newsletters, social media, and multimedia platforms, providing a holistic communication experience.

CONTROL OVER CONTENT

Unlike third-party platforms where you have limited control, a website allows you to present your project in the way you deem best, without any restrictions.

ANALYTICS

With tools like Google Analytics, you can track visitor behavior on your website, gaining insights into what interests your audience, which pages are most visited, and where traffic is coming from. This data is invaluable for refining your communication strategy.

LONGEVITY

Social media posts or newsletters might get lost in the shuffle, but the content on a website remains accessible for as long as you want it to be.

SPECIFICATIONS TO CONSIDER

When a funded project has a website, it should feature a brief overview of the project, detailing its objectives and outcomes.

This overview should highlight the CETP's financial support, using the suggested phrasing. The CETP logo should be prominently displayed on the website, visible immediately upon accessing the site on any digital device without needing to scroll.

Websites solely dedicated to one or multiple projects should prominently display the logos and references on the main page. Additionally, a link to the CETP website (www.cetpartnership.eu) should be integrated into your site.

V. KNOWLEDGE COMMUNITY (MANDATORY)

All projects are also expected to set up a webpage and to actively utilize the CETPartnership Knowledge Community.

VI. BUILD YOUR COMMUNICATION PLAN (RECOMMENDED)

It's time to communicate your project:

- **Craft your value proposition, mission, vision, and objectives:** what will you bring to the table with your project. Provide compelling reasons for them to choose you.
- **Develop a content plan** that effectively communicates the inputs of your project: don't just stick to the facts, tell stories that help you connect with your audience and make your main message understandable.
- Determine which **communication channels** you'll use (those where your audience is present).
- Engage in **active networking** to attract your stakeholders (talent, collaborators, partners, investors...).
- Analyze the **outcomes:** areas to improve and to enhance.

A well-rounded communication plan is essential for showcasing your project and its outcomes.

Your strategy should set distinct goals tailored to various target groups and should align with the size of your project.

EMBRACE THE DIGITAL REALM

- Establish a **website (mandatory)**
- Engage on **social media** (both personal and institutional accounts) **(recommended)**
- Distribute **newsletters (recommended)**
- Produce **factsheets (recommended)**

EXPAND YOUR CONNECTIONS

- Organize **events** such as conferences and symposiums **(recommended)**
- Hold **meetings** with project teams and experts **(recommended)**
- Engage with the **press. (recommended)**
- CETPartnership Matchmaking Platform **(recommended)**

BRANDING (RECOMMENDED)

About the logos

- The logos should be presented in color on websites. Whenever feasible, color should be utilized for all other logo applications. If using the logo in grayscale is necessary, prior consent from the appropriate program authority is mandatory.

Communication Material

- Any documents and communication materials meant for the public or participants should prominently display the CETP's support on the front page, including the logos and the suggested statement emphasizing the EU's contribution.
- "Printed materials" encompasses a range of items with project information, from larger publications like brochures, annual reports, and booklets to smaller pieces like informational pamphlets, direct mail content, letters, certificates, and invitations, among others.

SOCIAL MEDIA (RECOMMENDED)

Establishing a social media profile for your project is an efficient and affordable method to showcase your project's activities.

Social media enables you to:

- ✓ Quickly convey messages from the beginning of your project without incurring high costs
- ✓ Establish relationships, expand your network, and identify potential collaborators
- ✓ Engage directly with the public, keeping them informed and involved

- ✓ Respond in real-time to developments in research and other areas
- ✓ Oversee and maintain your reputation consistently
- ✓ Spread your research findings broadly to facilitate the adoption and application of results
- ✓ Fulfill your Horizon Europe grant agreement's communication and dissemination requirements.

SPECIFICATIONS TO CONSIDER

If there's a social media account, the CETP's support should be clearly indicated in the bio or profile description for constant visibility.

Regular update posts about the project's activities and outcomes should tag the EU Funds' social media profiles.

NEWSLETTERS (RECOMMENDED)

In the digital age, newsletters stand out as one of the most effective tools for maintaining consistent communication with your audience. Here's why they are pivotal when it comes to communicating your project.

Regular Updates

Newsletters provide a structured platform to regularly update your audience about the project's progress, milestones achieved, and upcoming events or initiatives.

Engagement

They serve as a direct line of communication to your stakeholders, allowing for a two-way interaction. Readers can respond, provide feedback, or ask questions, fostering a sense of community and involvement.

Segmented Content

With newsletters, you can tailor content to different segments of your audience. Whether it's a deep dive into technical aspects for experts or a broad overview for the public, newsletters can cater to varied interests.

Building Trust

Consistent communication through newsletters helps in building trust. When stakeholders are regularly informed about where the project stands, it instills confidence and credibility.

Integrated Media

Newsletters can seamlessly integrate various forms of media – from videos and infographics to podcasts and interviews, offering a rich and varied experience to the reader.

Archivable & Shareable

Every edition of a newsletter can be archived for future reference. They can also be easily shared, expanding the reach of your project beyond the immediate subscriber list.

Call to Action

Newsletters can effectively drive actions, be it attending a webinar, participating in a survey, or collaborating on a particular aspect of the project.

In essence, a well-crafted newsletter not only informs but also engages, educates, and inspires its readers. It bridges the gap between the project team and its audience, ensuring that the project's goals, achievements, and values are consistently communicated and understood.

FACTSHEETS (RECOMMENDED)

Produce factsheets that provide concise and clear information about your project.

These should highlight key objectives, achievements, and relevant statistics in an easily digestible format, allowing stakeholders and the public to quickly grasp the essence and impact of your initiative.

Ensure they are visually appealing, using relevant graphics and images, and make them accessible both in print and digital formats for wider distribution.

VII. CETPARTNERSHIP JOINT CALL PROJECTS

CETPartnership will help to communicate your projects through the website.

Dive into the details of the [Projects | CETPartnership](#) here.

We will regularly ask you for updates.

VIII. CONTACT US

- CommunicationOffice@CETPartnership.eu
- [CETPartnership web](#)
- [CETPartnership on LinkedIn](#)
- [CETPartnership on Twitter](#)
- [CETPartnership on YouTube](#)

IX. MORE INFO ABOUT COMMUNICATION

- [Funding and tender opportunities](#)
- [Communicating about your EU funded project](#)
- [The Social media guide for EU funded R&I projects](#)

- [The EU Guide to Science Communication](#)
- [Era Learn](#)