

HISTORY of European Urbanism in the 20th Century

Communication Guide

Bauhaus-
Universität
Weimar



What is communication and dissemination?

Communication	Dissemination
About the project and results	About results only
Multiple audiences – media, the public, beyond the project’s own community	Audiences that may use the results
Read Grant Agreement art. 38.1	Read Grant Agreement art. 29

Examples of communication activities:

- Two-way communication: conferences, school visits, tours, round tables, exhibitions, meetings, workshops, open days....
- One-way communication: website, social media, newspapers, magazines, newsletters, manuals, brochures, booklets, flyers, letters, radio, television, posters, stickers, banners, billboards

Include some of the following wording in your communication activities OR how urbanHIST contributes to:

- transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible)
- scientific excellence
- competitiveness and solving societal challenges (e.g. impact on everyday lives, better use of results and spill-over to policy-makers, industry and the scientific community)

What the Grant Agreement says (on communication)

Article 38.1.1 **38.1.1 Obligation to promote the action and its results**

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

This does not change the dissemination obligations in Article 29, the confidentiality obligations in Article 36 or the security obligations in Article 37, all of which still apply.

Before engaging in a communication activity expected to have a mainstream media coverage the beneficiaries must inform the Agency (see Article 52).

Article 38.1.2 **38.1.2 Information on EU funding — Obligation and right to use the EU emblem**

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- (a) display the EU emblem and
- (b) include the following text:

For communication activities:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 721933”.

For infrastructure, equipment and major results:

“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 721933”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Obligatory parts of each communication on the project

Within the consortium and towards the EC (instructions, guides, deliverables, minutes, reports etc.)	urbanHIST logo (based on the urbanHIST design manual) EU emblem and sentence
Outside the consortium, to the public (letters, media announcements, posters)	<ul style="list-style-type: none">• own institutional requirements urbanHIST logo (based on the urbanHIST design manual)• EU emblem and sentence In other words: we follow the style suggested in the design manual, but each beneficiary prepares its own letter head – institutional logo + project logo + EU logo and sentence.
Email signature	All LDs, LCs, ESRs – urbanHIST logo

EU emblem

http://europa.eu/european-union/sites/europaeu/files/docs/body/flag_yellow_high.jpg

Other downloadable formats:

http://europa.eu/european-union/about-eu/symbols/flag_en

EU sentence

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 721933”.

Steps within the consortium

- official communication comes first (www.urbanhist.eu, facebook), consulted with the PM
- the institutional communication follows, the official text may be adjusted, translated
- all information activities about the project (links or reports on events) must be collected via google doc format (links will be sent by the UPJŠ LC)
- everyone is invited to post relevant urbanHIST field-related articles, information etc. on fcb
- using photos (website, posters) – we only use royalty-free photos, three types of images:

(A) Pictures taken by all of us of our European cities (from our countries... or not necessarily)

(B) Historical Pictures of European cities in XX century

(C) Maps & plans, schemes etc from European History of Urbanism of XX century

Useful links (guidelines, templates)

European Commission: *Acknowledgement of EU funding*

(available online: http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm, 25.04.2017.)

European Commission: *Communicating Your Project*

(available online: http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm, 25.04.2017)

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