



## **DECISION OF THE GOVERNING BOARD OF THE ECSEL JOINT UNDERTAKING**

### **Adopting the External Communication Policy and Strategy of the ECSEL Joint Undertaking for 2017-2020**

THE GOVERNING BOARD OF THE ECSEL JOINT UNDERTAKING,

Having regard to Council Regulation (EU) No 561/2014 of 6 May 2014 establishing the ECSEL Joint Undertaking, and in particular Article 5 thereof,

Having regard to the Statutes annexed to Council Regulation (EU) No 561/2014, and in particular Article 7(3)(1) thereof;

Having regard to the Governing Board decision ECSEL GB 2014.11 adopted on 3 July 2014;

WHEREAS:

- 1) The Executive Director shall recommend to the Governing Board a communication policy;
- 2) The Communication Policy adopted by the Governing Board in July 2014 (decision ECSEL GB 2014.11) should be replaced;
- 3) The Governing Board shall adopt the Joint Undertaking's communications policy upon recommendation by the Executive Director;

HAS DECIDED AS FOLLOWS:

#### *Article 1 – Background*

The aim of the external communication policy and strategy is to define high-level communication goals for each of the target audiences. The communication strategy and its implementation, including the specific tasks and responsibilities of the actors, will be laid out in an annual external communication implementation plan as a section of the yearly Work Plan.

This external communication policy and strategy complements the European Commission communication policy under Horizon 2020, in particular the Rules on Information,

Communication, Exploitation and Dissemination contained in Article 28 of the founding Regulation for Horizon 2020<sup>1</sup>.

The ECSEL Governing Board recognizes the importance of a comprehensive communication strategy with the aim of creating and executing an effective portfolio of projects in conjunction with a targeted dissemination of achievements of the ECSEL programme. Therefore, it has set up an **advisory group (Working Group on Communication)** in June 2016 to support and advise the Executive Director on the external communication policy and strategy.

The external communication policy aims to ensure that relevant target-audiences of the ECSEL Joint Undertaking are well and promptly informed, in accordance with their specific information needs, about the objectives, relevant activities, opportunities, achievements of the ECSEL JU and their impact on society. Special attention will be given to the justification of the public funding to the ECSEL JU and their selected projects.

### *Article 2 – Strategy and objectives*

Taking into account this policy and the general techno-economic-public context, the ECSEL JU external communication strategy needs to translate the ECSEL JU vision, mission, objectives and strategy (as described in the Council Regulation and the Multi Annual Strategic Plan (MASP)) as well as the achievements (as reported in the Annual Activity Report and by the projects) into concrete, understandable and targeted messages addressed to the relevant target-audiences.

The strategy involves **all actors of ECSEL JU**: the Governing Board, the Private Members Board, the Public Authorities Board, the JU office, the ECSEL-project partners and any other relevant bodies.

The aim of the external communication strategy is to be effective, timely and to use (to the extent possible) a single set of baseline material. This baseline material should be up to date, precise and comprehensive. It should draw on the progress made, the results obtained by the projects and on the overall implementation of the ECSEL JU programme. Providing and maintaining this material is a main responsibility of the JU office. This entails the responsibility to ensure that projects also deliver high quality information for public use.

The **Annual Activity Report** is a main source of information for the implementation of the ECSEL JU programme.

All **means of communication** may be used, including press releases, social media, newsletters, events, mailings, website, etc. To the extent possible, the external communication will take place by electronic means.

The JU should provide a “**communication toolbox**” to all actors involved in the implementation of the external communication policy. Interlocutors should act as multipliers to address a targeted audience and give feedback on the materials provided and actions undertaken. The project partners in particular should act as ambassadors for the ECSEL JU.

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<sup>1</sup> [Regulation \(EU\) No 1291/2013](#)

As the communication policy and strategy require extensive efforts over a longer period of time in order to have a lasting impact, the strategy needs to be selective and aim at developing a sustainable relation with target audiences, as identified in Article 4.

All members of the ECSEL JU are committed to contributing to the implementation of its external communication policy, especially with regard to their role of informing their constituencies. Updated information on the implementation of ECSEL will be provided by the ECSEL JU Office on a regular basis (at least twice a year) and/or at simple request by the members of the ECSEL JU.

The members of the ECSEL JU will inform the ECSEL JU Office well in advance of any planned events and will endeavour to coordinate their communication efforts, including in the organisation of public events.

Coordination of communication actions and/or events is necessary in order to be effective. This implies in particular a common agenda setting (to the extent possible) for year n, which should be set in autumn of year n – 1.

The JU office will develop KPI's to monitor the effectiveness of all communication actions.

### *Article 3– Concrete external communication objectives*

The concrete external communication objectives are to:

1. **Increase the public and political awareness** of Electronic Components and Systems (ECS) technologies and their applications in order to achieve wide support of European society;
2. **Facilitate access to support mechanisms at European, national and regional level** which are complementary to those offered by the ECSEL JU, including new and additional financial resources;
3. **Expand the outreach of the ECSEL JU** to new public and private audiences and potential partners with the objective of building bridges to other JU's, PPP's, EUREKA clusters and programmes;
4. Attract **appropriate and dedicated political support** in order to maintain an adequate and effective European regulatory framework for ECS technologies;
5. Ensure that the **communication policies of all ECSEL JU members are aligned** wherever possible;
6. Channel the information from the operational group in charge of the projects about the **programme successes** (which is mandatory);
7. Establish a **calendar of actions/events** in alignment with the member organisations.

These objectives can be addressed by delivering easy-to-understand technical information about:

- ECS,
- ECSEL JU (including the rationale about the tripartite model),
- the projects and their added value induced by the public funding as well as their impact on competitiveness, growth and quality of daily life.

## *Article 4– Target audiences and distinct messages*

### A. Peer groups and ECSEL(potential) stakeholders

#### Potential audiences:

- Active and potential participants in ECSEL projects and initiatives;
- Industrial associations, European Commission and ECSEL Participating States;
- Organisations with a specific interest in the activities and results of the ECSEL programme
- RD&I actors not (yet) participating in JU activities, specifically SMEs
- Other funding instruments or organisations (e.g. EUREKA, other JUs, H2020 including PPPs, etc.)
- National/regional ECSEL mirror organisations (e.g. ECSEL Austria, etc.).

#### Possible communication topics:

- Themes to be addressed in future calls;
- Brokerage opportunities for active and potential project participants;
- How to create or engage in a project consortium; dos and don'ts when drafting an ECSEL proposal;
- Creating support for ECSEL at relevant levels through dedicated events e.g. on “Lighthouse initiative(s)” etc.;
- Publication of results;
- Alignment of messages and coordinated actions between ECSEL public and private stakeholders in order to underline the ECSEL profile and strengthen important communication moments. Examples: joint press releases on call launches and funding decisions or sharing messages at national events.

#### Possible communication media:

- Website;
- Publications;
- Workshops, seminars, forum sessions, brokerage events;
- Events at national level;
- Press releases;
- Public appearances of ECSEL stakeholders.

### B. Decision makers relevant to ECSEL on European, national and regional level

#### Potential target audiences:

- European Parliament and national Parliaments;
- Policy makers and dedicated bodies (European, national and regional);
- Sister JUs and other programmes focused on application areas covered by ECSEL;
- Civil society organisations.

Possible communication topics:

- Demonstration of results of projects and, in particular, the societal relevance of the “communication toolbox” items, in terms of new solutions to problems or economic benefits etc.; The justification of the public funding of the project should be specifically highlighted;
- Underlining the unique *tripartite* nature of the ECSEL concept and the (pan-European) synergies it creates on various policy fields;
- The combination of European and national priorities and interests and ECSEL’s capability to mobilise and combine substantial European, national and regional funds;
- Interaction with relevant organisations on societal issues and possible technology solutions e.g. in the areas of health, automotive, energy, IoT, environment etc.;
- Opportunities for cooperation and for joint initiatives.
- (...)

Possible communication media:

- Website;
- Factsheets, Position documents;
- Active dissemination of project results by the consortium partners;
- Participation of ECSEL stakeholders at relevant events organised by user communities, public authorities or civil society organisations;
- (...)

C. Interested public and specific audiences not related to ECSEL

Potential target audiences:

- Interested public;
- Dedicated groups: students; technology adopters; special interest groups, NGO’s;

Possible communication topics:

- Key application areas: mobility, society, energy, health, security and the solutions that ECSEL-generated technology can offer;
- Why ECSEL, Success stories, The "Public Wisdom"
- (...)

Possible communication media:

- Website;
- Daily newspapers; technical Press, “Brussels-EC-press”;
- Television, notably programmes that address science and technology for a broader audience;
- Social media;
- Dedicated information packages e.g. for schools.

*Article 5– Entry into force and repeal*

For sake of legal consistency, decision ECSEL GB 2014.11 is repealed.

This Decision shall enter into force on the date of its signature and shall be published on the website of the Joint Undertaking.

Done in Brussels, on 26 September 2017,

Andrea Cuomo  
Chairperson of the Governing Board