Communication guide for IMI projects

Communication is an important activity for all IMI projects, a fact that is recognised in the legislation creating IMI and the model Grant Agreements[1] for both IMI1 and IMI2 projects.

The IMI Communications Team created this guide to support IMI projects in their communications activities.

It highlights some **rules that all IMI projects must follow** when preparing communication products (with reference to the relevant articles of the Grant Agreement).

It also sets out ways in which we at the IMI Programme Office can help to **promote projects' achievements**, activities, events, etc. (and vice-versa).

Compulsory elements to be included in all IMI project communications

In line with the **IMI Grant Agreement**, all communication activities and products on IMI projects (articles, project websites, presentations, flyers, press releases, social media, videos etc.) **must include all of the following elements**[2], details of which are given below:

- A formal **acknowledgement** of IMI's support
- A link to the IMI **website**
- IMI, EU, EFPIA, Associated Partner **logos**
- A **disclaimer**

Formal acknowledgement of IMI support

Communications must include the following **phrase** referring to the **IMI/EU funding**, **EFPIA's contribution**, and (for certain IMI2 projects), the contributions of **Associated Partners**.

- **IMI2 projects – communication activities**
  This project has received funding from the Innovative Medicines Initiative 2 Joint Undertaking under grant agreement No [xxxxx]. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme and EFPIA [and [insert names of Associated Partners]].

- **IMI2 projects – infrastructure, equipment and major results**
  This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the Innovative Medicines Initiative 2 Joint Undertaking under grant agreement No [xxxxx]. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme and EFPIA [and [insert names of Associated Partners]].

- **IMI1 projects (all communications and products)**
  The research leading to these results has received support from the Innovative Medicines Initiative Joint Undertaking under grant agreement n° [xxxxxx], resources of which are composed of financial contribution

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from the European Union's Seventh Framework Programme (FP7/2007-2013) and EFPIA companies' in kind contribution.

This statement should be translated into the language of the communication product.

If the **character count** of the communications format does not allow the full acknowledgement to be used (e.g. for abstracts), the **following phrase** is permitted:

- This work has received support from the EU/EFPIA/[Associated Partner] Innovative Medicines Initiative [2] Joint Undertaking ([ProjectAcronym] grant n° [xxxxxx].

Link to the IMI website

Communications should include a link to the IMI website: **www.imi.europa.eu**

Logos

Communications should include the following logos:

- **IMI** logo
- **EU** emblem (not to be confused with the European Commission logo)
- **EFPIA** logo
- (For certain IMI2 projects), the logo(s) **of Associated Partner(s)**.

Logos should be displayed in their **entire and original forms**, and always separately from the IMI project logo. Rules for the use of the IMI logo can be found in the **IMI Visual Identity Manual**.

IMI, EU and EFPIA logos can be downloaded from the Project Communications page of the IMI website. If your project includes Associated Partners, you should ask them for their logos yourself.

The use of these logos should not create confusion between the user and IMI, the European Union institutions, EFPIA, or the Associated Partners. To this end, no other trademark, service mark, symbol, design or trade name should be used in conjunction with the logos.

Dealing with space constraints

Some communication formats (e.g. articles in peer reviewed scientific journals) may not allow the inclusion of logos and web addresses. In these cases, the acknowledgement phrase alone will suffice.

Disclaimer

It should be made clear in the text and layout that the **communication reflects the author's view** and that neither IMI nor the European Union, EFPIA, or any Associated Partners are responsible for any use that may be made of the information contained therein

Review of communication products by the IMI Programme Office

All project communication products should be **sent to the IMI Communications Team for review** before publication or release. At least **two working days** should be allowed for this.

- E-mail: **communications@imi.europa.eu**

The aim of this review is to provide us with the opportunity to verify that the communication rules have been applied correctly; prevent misunderstandings (e.g. IMI projects are sometimes confused with other FP7/Horizon 2020 projects); and provide useful input.

Project-specific rules

Projects may have their **own specific rules on communication** (e.g. specific things to mention, logos to include, people to consult). Project participants should also familiarise themselves with these rules and respect them accordingly.

Checklist

- **Acknowledgement phrase**
- **IMI logo**
- **EU emblem**
- **EFPIA logo**
- **Associated Partner logo(s)**
- **Link to IMI website**
- **Disclaimer**
- **Follows project's communication rules**
- **Sent to IMI Communications Team for review**

IMI communication resources and assistance

We can provide projects with the following resources and materials:

- The IMI logo can be downloaded in different formats from the IMI website. If you need a different format, please contact us.
- The EFPIA logo can be downloaded in different formats from the IMI website.
- The EU logo can be downloaded in various formats and resolutions at http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm.
- Texts explaining IMI and its activities for use in your communication materials.
- Speakers from IMI for your events.
- IMI communication materials for distribution at your events/in your offices and labs.

How we can help you – using IMI to promote your project

We are always keen to promote IMI projects' successes and activities, so **please inform us of your news**. **The earlier you inform us of your plans to communicate on something, the better**.

We are interested in:

- Project **results** (especially if published in a peer-reviewed journal / presented at a conference, etc.)
- Creation of new **tools** / **databases** for drug discovery
- Public project **events** (including symposia held during scientific and other conferences, exhibition booths at conferences, etc.)
- Major **press coverage** of your project
- The launch of a **new activity** in your project (e.g. a new clinical study)
- Any aspect of your project where you need **input** from the wider drug development community (e.g. a survey)
- **Anything else** you think might be interesting to the wider IMI stakeholder community – **if in doubt, ask!**

If you send us some news, we will decide when and how best to make use of it; an overview of the channels we use is provided in the table below.

Please also provide us with the following from your project:

- Your project **logo** (in print and web resolutions – jpg, png, eps, gif files)
- Your project **website address**
- Project **social media** links (e.g. Twitter, LinkedIn, Facebook, etc.)
- Any **changes** in your project, e.g. addition of new partners, changes in contact people
- Examples of **printed materials, videos**, etc.

Examples of how IMI promotes its projects and their activities	
IMI website	All IMI projects have a **dedicated project page** on the IMI website. The page provides an overview of the project, contact details, finance information, and links to the project's own website and any social media channels. If you have project leaflets, brochures, posters we can add these to your project's web page. We also have a **project success stories** page.
IMI newsletter	The **IMI newsletter** is sent out **monthly** and always includes a section on '**News from the projects**'. Articles are written by the IMI Communications Team and are sent to the projects for review before publication.
Social media	**Twitter @IMI_JU** We regularly tweet about news from IMI projects. If your project is on Twitter, please let us know so that we can follow you / mention you in tweets / retweet you. **LinkedIn** There is an **Innovative Medicines Initiative LinkedIn Group** (**www.linkedin.com/groups/Innovative-Medicines-Initiative-1126077**) – all projects are strongly encouraged to **join this group** and **post project news** here (the group's settings allow all members to post items). If your project is on LinkedIn, please let us know so that we can join your group or follow you. We also have a LinkedIn profile page (www.linkedin.com/company/innovative-medicine-initiative-joint-undertaking/) through which we can share project news. **YouTube** IMI has a YouTube channel (**www.youtube.com/user/imichannel**) where we can post videos from projects. IMI is currently not on other social media platforms such as **Facebook**. However, we can link to your pages/profiles on these platforms from your project's page on the IMI website.
Press	**Interviews** IMI often receives **interview requests from journalists**, and while most queries are dealt with in-house, sometimes we **may direct journalists to the projects**. In addition, we often **cite project success stories** in interviews.

	Press releases If your project has big news, **a joint IMI-project press release** could be an option. We can also provide you with a quote from an IMI staff member if appropriate. NB This requires a lot of planning and work, so if you are interested in doing this, you should get in touch with the IMI Communications Team as soon as possible.
Brochures, articles and other material	We regularly **write articles** and update our **brochures** and **promotional material**, and for that **we need stories from our projects**. New content used by IMI in brochures is sent to the projects for review.
Events	**IMI events** We often **invite project representatives** to **give presentations** at IMI events and invite projects to **send materials** for display/inclusion in participant packs. **Other events** IMI staff are often invited to **give presentations** at external events to a wide range of stakeholders. Their presentations usually **include a sample of IMI 'success stories'**.
Scientific publications	IMI staff occasionally write articles for scientific publications, and these usually cite IMI projects and their successes. Selected published articles from the IMI Programme Office are listed at www.imi.europa.eu/news-events/scientific-publications-imi.
European Commission channels	We promote IMI projects through the European Commission's communication channels, including Horizon Magazine, the EU Research Success Stories, and social media.

Advice and resources on communicating about your project

For projects that are just getting started, we would advise the following:

Start early! We strongly advise projects to start thinking about communication and working on their communication strategy as early as possible – i.e. before the Grant Agreement is signed.

Provide sufficient resources for communications. It is vital that you ensure that your communications work is allocated sufficient resources (both human and financial) to do a good job. Doing communications well takes time and, for many tasks (e.g. creating videos) can be quite expensive.

Use communications professionals. We also recommend you use experienced communications professionals to guide your communications work. At the start of the project, they will be well placed to help you put together a strong communications strategy with clearly defined goals, audiences, messages and channels. As the project evolves, they will help you to adapt the strategy accordingly.

Don't forget internal communications. Your project partners are key to the success of your external communications activities. Setting up good internal communications systems will ensure that all partners contribute to the project's communications efforts in a consistent way.

The European Commission's Horizon 2020 Participant Portal offers extensive guidance on communicating about projects, including:

- the brochure [Communicating EU research and innovation guidance for project participants](#) which offers an overview of best practices and a check list on how to build a communication strategy;
- tips on how to improve your communication efforts;
- a social media guide.

In addition, in April 2019, IMI organised a [special workshop](#) dedicated to IMI project communications. One session of the event featured case studies from IMI projects that have excelled at communicating – they offer good examples of what a project communications strategy looks like and how it evolves in step with the project. The event also included break-out groups focused on shared issues such as the challenge of motivating (often large) consortia to get involved in communications activities. Here, tips included:

- Engage project partners in decisions on communications – this will give them ownership of it.

- Make life easy for your project partners: prepare materials and templates (including key messages, logos, texts, powerpoint slides, and captioned images) that are easily accessible and ready for project partners to use with minimal effort.

- Call for volunteers, especially young researchers, to engage in the project communication activities. Give visibility to those who volunteer – this may motivate others to get involved!

- Set up and send out a regular internal project newsletter to share information and updates, and to remind partners of the importance of communications and dissemination activities.

- Don't rely on e-mails – the phone and face-to-face meetings are important channels as well!

- Lead the way! You are an expert in the communication field, make your voice heard and don't expect others to do the work for you.

Additional break-out groups discussed dealing with crisis communications and handling difficult subjects. Here, one clear recommendation was to set up a mitigation plan and involve the IMI Programme Office as soon as possible in case of problems.

All presentations plus notes from the workshops can be downloaded from the [event web page](#).

How you can help us – projects promoting IMI

The rules outlined above and in the Grant Agreement ensure that project communications also help to promote IMI. However, projects should also consider other ways they can promote IMI to their stakeholders (this will also help to put the project into its broader context).

- Include information on IMI on your **project website** and in **printed materials** (we can provide you with texts for this).

- Include IMI news in your **project newsletters**. As long as you acknowledge IMI as the source, you are free to copy texts from the IMI newsletter, website, and brochures in your own materials. NB texts on IMI in external publications and on other websites may be subject to copyright – you should contact the publisher/web manager for permission to reuse these materials.

- **Follow IMI on Twitter** and **retweet** our tweets.

- **Tag IMI on Twitter (@IMI_JU)** and support our communications campaigns by using relevant hashtags.

- Promote IMI's news and activities on your **other social media** platforms.

- Include information on IMI in your **presentations**.

- Distribute IMI materials at **your events** and in **your offices / laboratories**.

Questions?

We are always happy to hear from our projects, so if you have a question about IMI, project communications, or anything else, feel free to contact us at communications@imi.europa.eu.

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