

# Communication guide for IHI projects

## 1 About this guide

Communication is an important activity for all Innovative Health Initiative (IHI) projects, and the grant agreement makes it clear that targeted, strategic communications are expected of all projects. This guide sets out the rules that all IHI projects are expected to follow in their communication activities.

**Note for Innovative Medicines Initiative (IMI) projects:** IMI projects should keep acknowledging IMI (and the EU and EFPIA plus Associated Partners for projects that have them) in all project communications, as set out in the grant agreements. You should not use the IHI logo or refer to yourselves as IHI projects. See the [Communication guide for IMI projects](#) for more information.

## 2 Acknowledging IHI's support

All project communication activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant are expected to acknowledge IHI support as follows.

### Display the following logos:

- IHI JU logo;
- the EU emblem accompanied by the words Co-funded by the European Union;
- the logos of COCIR, EFPIA, EuropaBio, MedTech Europe, and Vaccines Europe (i.e. the members other than the Union of IHI JU);
- the logos of contributing partners participating in the project (if there are any).

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

### Include the funding acknowledgement:

*This project is supported by the Innovative Health Initiative Joint Undertaking (IHI JU) under grant agreement No [Number]. The JU receives support from the European Union's Horizon Europe research and innovation programme and [insert names of the JU members other than the EU] [and [insert name(s) of the contributing partner(s) participating in the project]].*

## Include the disclaimer:

*“Funded by the European Union, the private members, and those contributing partners of the IHI JU. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the aforementioned parties. Neither of the aforementioned parties can be held responsible for them.”*

## 3 Communication – a must for all projects

The Grant Agreement clearly states that beneficiaries must promote the project and its results by providing **targeted information to multiple audiences** (including the media and the public), in a **strategic, coherent and effective** manner. The annotated Grant Agreement elaborates on this, stating that communication activities must be:

- **effective** (suited to achieving the project's communication and dissemination goals);
- **proportionate to the scale of the action** (activities carried out by a large-scale project with beneficiaries coming from several different countries and a large budget must be more ambitious than smaller actions);
- **strategic** (ad hoc efforts are NOT sufficient);
- **coherent** (avoid contradictory messages);
- **address multiple audiences** (beyond the project's own community), including the media and the public, in a way that can be understood by non-specialists.

Communications should highlight the project's goals and results, and include the public policy perspective sought, e.g. by addressing aspects such as:

- contribution to competitiveness and to solving societal challenges;
- impact on everyday lives (e.g. creation of jobs, development of new technologies, better quality products, more convenience, improved life-style, etc);
- actual or likely exploitation of the results by policy-makers, industry and other communities;
- transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible).