


Communicating to grab the attention

The impact-based narrative

From theory to practice

Communication training
Online, 27 April 2022



Project language vs impact stories

What people think about EU projects



What actually happens (and really matters)



- Steering committee
- Specific objective
- Expected results
- Outputs
- Outcome

- Real people
- Ambition
- Impact, change
- New products/services
- Benefits for people

Communicate to raise interest not to bore

How would you tell what you do to a friend after a long day of work?

Members of the third framework coordinating committee held their second JCFHS meeting at the headquarters of the sub-regional joint action team and discussed ongoing progress in implementation of the project's strategy.



Our actions to clean up the local lake have been a spectacular success, and we're going to recommend it be opened up for public bathing for the first time in 20 years.



A simple story structure to efficiently tell your project

THE PROBLEM

WHAT is the issue the project is trying to address?

The Mediterranean Sea is one of the areas most affected by marine litter worldwide.

THE CONSEQUENCES

WHY the project is so important?

Marine litter gives rise to a wide range of negative impacts jeopardizing ecosystems, marine species and human activities (tourism, aquaculture).

THE SOLUTION

How the project is trying to address the problem?

XXX EU-funded project will develop a new remote-guided robot to automatically collect floating litter in ports and marinas.

THE PROOF

What is the achieved of the project?

Trash collecting robot was deployed in 16 ports of the Mediterranean, eventually collecting 1.3 tons of waste.

Attention-grabber headlines: write something 'normal' people would like to read

What picks up your attention when you open a newspaper or a news website? **Headline (+intro)** most important step to convince people to read further.

Don't write having in mind only the people with a direct involvement in your project.

Address **big issues** (health, jobs, environment, youth, etc.) that have an impact on people's life



Project news

07 April 2020

Microplastics: COMMON project puts marine species under observation

Mullet, sardines, mussels and bogues: these sentinel species will be placed under the lenses of the COMMON scientists to assess the presence of marine litter.

Environment Projects



Project news

18 June 2021

Palestine: DECOST implements first ever large-scale composting system in the region of Tulkarem

The new composting system allows to manage the organic waste of the municipalities of Anabta and Kafr Rumman.

Environment Innovation



Project news

24 January 2021

Jordan: the ancient city of Gadara is blooming again with MED GAIMS project

Gamification is exhibiting potential revolution in historic tourism. MED GAIMS is bringing this revolution to the ancient city of Gadara, Jordan.

Business Innovation Projects

Locate where you work - 1

XXX Pilot Area 6: Area of **Batroun**

XXX project launched from **Kilkis**

As part of the XXX project, the municipality of **Kfar Saba** is organising

Organic waste: XX project to implement community composting in the municipality of **Anabta**

The archeological site of **Gadara**

During the last months, COVID restrictions became the new reality all over the world and **Campolide** is no exception

Locate where you work - 2

XXX Pilot Area 6: Area of Batroun, **Lebanon**

XXX project launched from Kilkis, **Greece**

As part of the XXX project, the municipality of Kfar Saba (**Israel**) is organising

Organic waste: XXX project to implement community composting in the municipality of Anabta, **Palestine**

The archeological site of Gadara, **Jordan**

During the last months, COVID restrictions became the new reality all over the world and Campolide, **Portugal** is no exception

Explain your concepts

- The project will implement the **Quadruple-Helix** approach
- The project is developing the concept of **Public Procurement of Innovation**
- The project will create **6 living labs**
- The project **framework, model**

What is obvious to you **might not be the case for the outer world** – explain, give more details to engage readers

Avoid acronyms

- What do RWDS, ETIS, MoA, EE, RE, NoRKEC, EBM-ICZM, APOC, PP, WP, OMMP, SSE, DIH, EIP-SCC, CCIIs mean to you? **More than likely, nothing!**
- Acronyms are **relevant only** to those involved...but not to the average person
- Make an effort to explain the acronyms if you are going to use them in an article

Social and Solidarity Economy (SSE)
Ministry of Agriculture (MoA)
Cultural and Creative Industries (CCIs)

An engaging headline should be....

ACCESSIBLE: not too technical, avoid jargon and acronyms. Google-search free headlines

UNIVERSAL: a friend of yours, someone with little information should be able to understand it

UNIQUE: avoid generic, self-referential announcements and interchangeable effect. Put what matters most, the conclusions at the beginning

ACTION ORIENTED: show something is happening, not flat/still titles

IMPACTFUL: focus should be on *achievements, results, conclusions, findings* – what the project does, the benefits, knowledge, progress it brings - following an impact-based narrative and not on ‘processes’ (meetings, info days, publications, etc.)

SOMETHING YOU WOULD LIKE TO READ YOURSELF

An engaging headline should be....

ACCESSIBLE: not too technical, avoid jargon and acronyms. Google-search free headlines

MED4EBM: **JERDs Organizes a Second Data Handling / Database Management Workshop** in Aqaba – Jordan

TO

MED4EBM in Jordan organised a workshop to gather relevant environmental data on Red Sea coast



An engaging headline should be....

UNIVERSAL: a friend of yours, someone with little information should be able to understand it

SOLE: a **Memorandum of Understanding** as
first step towards the **Egyptian pilot implementation**

TO

SOLE in Egypt advances in implementing
energy efficiencies measures at **Alexandria university**



An engaging headline should be....

UNIVERSAL: a friend of yours, someone with little information should be able to understand it

The MEDISS partner **CRENoS** presents the results of the analysis carried out for the **Awareness Programme**

TO

MEDISS presents results of programme designed to increase **awareness on non-conventional water** in **the pilot area of Arborea, Italy**



An engaging headline should be....

UNIQUE: avoid generic, self-referential announcements and interchangeable effect.

Avoid generic:

Local Info day for INNOVMED

TO

Local infoday of INNOVMED **to promote opportunities for innovators in the Mediterranean**

An engaging headline should be....

UNIQUE: avoid generic, self-referential announcements and interchangeable effect.

Avoid generic:

All the cities of the Murcia Region

meet for the scope of the SME4SMARTCITIES project

TO

SME4SMARTCITIES in Spain

to tackle smart parking for people with disability



Project news

26 January 2022

SME4SMARTCITIES in Spain to tackle smart parking for people with disability

SME4SMARTCITIES lead beneficiary met with all relevant stakeholders from the Murcia region in Spain to move to the second phase of the selection of the sub-grants.

Events Projects

An engaging headline should be....

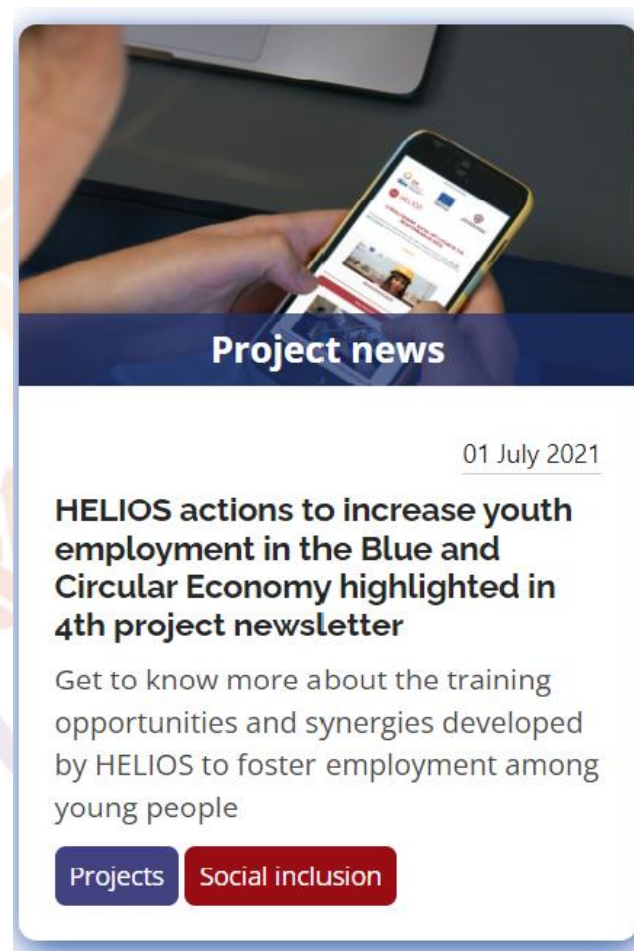
UNIQUE: avoid generic, self-referential announcements and interchangeable effect.

Avoid generic:

HELIOS newsletter: the fourth edition is now available!

TO

HELIOS actions **to increase youth employment in the Blue and Circular Economy** highlighted in 4th project newsletter



An engaging headline should be....

UNIQUE: avoid generic, self-referential announcements and interchangeable effect.

Avoid self-referential announcements

CITYMED in Jordan: **TV interview with Mrs. Rola Haddad**

TO

CITYMED **showcases urban issues in Al Balqa Governorate on Jordanian TV**

An engaging headline should be....

UNIQUE:

Avoid interchangeable effect

INTECMED presented at Cádiz, Spain
TO

INTECMED in Spain **promotes its call
for business ideas directed to the research community**



An engaging headline should be....

ACTION ORIENTED: show something is happening, not flat/still titles

A visit to FruitFlyNet-ii **experimental sites**

TO

Tunisia: FruitFlyNet-ii **assesses peach orchards** to implement its e-solutions against medfly

Videos



05 October 2021

FruitFlyNet-ii presents the experimental station of Taous in Tunisia for implementing its e-solutions



20 September 2021

Tunisia: FruitFlyNet-ii assesses peach orchards to implement its e-solutions against medfly

An engaging headline should be....

IMPACTFUL: focus should be on *achievements, results, conclusions, findings* – what the project does, the benefits, knowledge, progress it brings - following an impact-based narrative and not on ‘processes’ (meetings, info days, publications, etc.)

Presenting the project at an event

REUSEMED project **presented in Chiclana (Spain)**
at a technical conference organized by ANEPMA
TO
REUSEMED discussed the challenges and ways
to promote the culture of reuse in the Mediterranean



An engaging headline should be....

IMPACTFUL: focus should be on *achievements, results, conclusions, findings* – what the project does, the benefits, knowledge, progress it brings - following an impact-based narrative and not on 'processes' (meetings, info days, publications, etc.)

Put what matters most, the conclusions at the beginning

How to communicate about a partner meeting?

Plans for energy renovation of 9 heritage buildings discussed at BEEP latest meeting



Project news

16 November 2021

Plans for energy renovation of 9 heritage buildings discussed at BEEP latest meeting

Installing thermal insulation and shading systems, replacing lighting with LED lamps, as well as old heating and air conditioning equipment were among the measures discussed.

Environment

Projects

Please avoid titles such as :

“ELECTMED partners met for the mid-term conference in Marseille on 20th April 2022”



Exercise: writing an attention-grabbing headline

- **5 minutes** to read about **Skills4Sports** project:
<https://www.enicbcmmed.eu/projects/skills4sports> (Link in chat)
- Based on the information available on the webpage, please **draft a title** that would grab the attention of the reader.
- Add a **sticky note with your headline on Jamboard** (Link in chat)

RECOMMENDATIONS

The title should **not exceed 110 characters**.

It should give a **clear idea of what the project is about** and be understandable to **the largest audience possible**.



