

FREQUENTLY ASKED QUESTIONS – FAQs



1. What is the difference between communication and dissemination?

The purpose of **communication** is to inform, promote and communicate project activities and results. It is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. Please also see annex 5 of the Grant Agreement (GA).

Audience: General public, including EU citizens, civil society and mass media.

Language: Non-specialised language.

Dissemination normally means to make the results of a project public (disclosure of the project results). For example, making the project results available to the people that can best make use of them e.g. scientific community, industry, other commercial players, policymakers, etc. Dissemination of the project results can be done by any appropriate mean e.g. scientific papers; conference papers, proceedings; databases, but also via the project website.

Audience: Target groups, such as scientific communities, industry stakeholders, policymakers.

Language: Scientific language.

See also the following links:

- [EU Funds – What is the Difference between Communication and Dissemination](#)
- [Funding and Tenders Portal – IT How To – Completing Dissemination Activities](#)

- [Funding and Tenders Portal – IT How To – Completing the Events and Trainings](#)

2. What are the visibility requirements that EU-funded projects need to follow?

The EU emblem (flag) is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding.

The EU emblem, together with the funding statement, must be correctly and prominently featured on all communication material.

For more info, see [Communicating and raising EU visibility](#).

In case there are scientific publications where the EU emblem cannot be displayed due to formatting issues, please use the following sentence in text:

- This study/publication is (co-)funded by the EU4Health programme under grant agreement [add number], as part of the project [add project acronym]

3. What about disclaimers?

We suggest the following for websites and publications:

- (Co-)Funded by the European Union. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them.

4. Is there any guidance for EU-funded projects?

Please consult annex I of the FAQ document.

5. Is there any guidance for ERNs specifically?

Please consult the [Communication toolkit for ERN Members, ERN BoMS, national focal points and Commission Representations](#) and annex II of the FAQ document.



European Health and
Digital Executive Agency
(HaDEA)



Effective communication online

For EU-funded
projects in the field of
health & food safety



European
Commission




Communication at HaDEA and the European Commission

01

HaDEA implements European programmes and initiatives on behalf of the European Commission, by managing projects that are related to health, digital, food, industry and space.

Communication channels

HaDEA

-  hadea.ec.europa.eu
-  [@EU_HaDEA](https://twitter.com/EU_HaDEA)
Our main Twitter/X channel
-  [European Health and Digital Executive Agency](https://www.linkedin.com/company/european-health-and-digital-executive-agency/)
Our main LinkedIn page



Directorate-General for Health and Food Safety (DG SANTE)

-  [@EU_Health](https://twitter.com/EU_Health)
Focused on health
-  [@Food_EU](https://twitter.com/Food_EU)
Focused on food
-  [EU Health and Food Safety](https://www.linkedin.com/company/eu-health-and-food-safety/)
Focused on health and food safety

European Commission

-  [@EU_Commission](https://twitter.com/EU_Commission)
-  [European Commission](https://www.linkedin.com/company/european-commission/)
-  [europeancommission](https://www.youtube.com/europeancommission)
-  [EUTube](https://www.youtube.com/EUTube)
-  [EuropeanCommission](https://www.facebook.com/EuropeanCommission)

Directorate-General for Research and Innovation (DG RTD)

-  [@EUScienceInnov](https://twitter.com/EUScienceInnov)
-  [@HorizonEU](https://twitter.com/HorizonEU)

Health Emergency Preparedness and Response Authority (HERA)

-  [@EU_HERA](https://twitter.com/EU_HERA)

Useful hashtags

#EUFunded, #HealthUnion, #EU4Health, #EUPharmaStrategy, #EUGlobalHealthStrategy, #HealthierTogether, #EUCancerPlan, #EUCancerMission, #StrongerTogether, #UnitedInProtection, #ResearchImpactEU, #MissionCancer



You can verify the [popularity of the hashtags](#) that you are using through a quick online search.

Get in touch with your Project Officer/Adviser at HaDEA when:

- Your project has just reached a **major milestone**, e.g. has published key deliverables and produced communication material.
- **We may:**
 - Repost your social media announcement on HaDEA's channels;
 - Include your project in an upcoming article on the topic that your project addresses, e.g. cancer, mental health, pandemic preparedness, health and environment.
- You are organising **events** that are open/of interest to a wider/specialised public, such as:
 - Kick-off meetings and final conferences;
 - Cluster events bringing together EU-funded projects and initiatives;
 - Networking events;
 - Public consultation (feedback) workshops.
- **We may:**
 - Repost your social media announcement on HaDEA's channels;
 - Include your event in the calendar on the HaDEA website.



NB! All EU-funded projects must respect the [EU communication and visibility rules](#). This includes using the EU emblem and funding statement on communication material.



PLANNING

Plan your content in advance to avoid last-minute posts

- International days are a very good way to attract attention to your project's actions and results
- If you are promoting an event, start at least a month in advance

AUDIENCE

Know your target audience and choose the most relevant platform to reach them

Different groups/audiences might be active on different social media platforms

Build your community

Look for accounts of other EU-funded projects, interact with them, monitor questions and comments made by your audience under your posts

CONTENT

Think of one clear message

Engage your audience directly with a call to action: 'Join our event', 'Did you know', 'Read more', 'Check out the video'.

Always verify that your content is correct to avoid sharing false or misleading information

If you make a mistake, correct it as soon as possible

Keep the language simple and concise

Avoid technical terms

Talk about the issue/topic that your project is addressing

Talk about your project's impact instead of specific project deliverables or work packages

Include only one (!) link to your website, article, press release, event

In case your event is open to the public, always add the link to registrations

VISUALS

Make your post visually attractive

Add a visual, photo, GIF, video (possibly with subtitles)

- If you are using an image bank, make sure to add the correct copyright/image source
- If you are using a photo featuring people, make sure to collect the consent of the photographed individuals and the photographer
- All visuals must include the EU emblem + funding statement and copyright/source



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the European Union**

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(HASH)TAGGING

Tag relevant accounts

Always tag HaDEA, so that we can follow your activities and help you to increase the visibility of your posts

Use hashtags related to your funding programme, your field of action/topic and/or an international day

You can also create a new hashtag with the name/acronym of your project in order to monitor the online conversation about it
Do not use more than 2-4 hashtags in one post.

Communication toolkit for European Reference Networks

European Reference Networks (ERNs) are one of the greatest achievements of the rare disease community in Europe. As one of the 24 ERNs, which benefit from EU support under the EU4Health programme, we would like to encourage and empower you to speak about your work on rare and low prevalence complex diseases, the EU and its policies.

As part of the dissemination and communication plans, most ERNs have set up social media accounts, webpages and newsletters. This toolkit aims to provide suggested messaging, products and visuals that can be used when communicating to the wider ERN network.

Communication and dissemination plan

As outlined in the General Model Grant Agreement, all beneficiaries must provide a detailed communication and dissemination plan. In addition to this, they must engage in the following activities:

- Present the project on their websites and/or social media accounts;
- Publications and public events: mention the action, the EU emblem and funding statement;
- Public events: display signs and posters mentioning the action, the EU emblem and funding statement;
- EU4Health Project Results platform: upload the public project results through the Funding & Tenders Portal.

[Article 17 of the General Model Grant Agreement](#) and [Communication and visibility rules](#).

Key messages

The 24 ERNs include more than 1400 health care units from more than 400 hospitals across all 27 EU Member States and Norway.

- **A European Health Union:** Half a million people in Europe are diagnosed with a rare disease every year. No country can meet this challenge alone. EU and national governments are committed to improving the recognition and treatment of rare and complex conditions by strengthening European-level cooperation and coordination and supporting national plans for rare diseases.
- **Share.Care.Cure:** European Reference Networks (ERNs) are virtual networks connecting healthcare providers, professionals and patients across the EU and Norway, with the aim of tackling complex or rare diseases and conditions by pooling knowledge and resources.

The power of storytelling

Any disease affecting fewer than five in 10,000 people in the EU is considered rare. Between 5,000 and 8,000 rare diseases affect the daily lives of 27-36 million people in the EU.

ERNs are first and foremost about patients. As such, there are many powerful stories of patients who have benefitted from ERNs. Testimonials can be powerful tools to raise awareness, in partnership with European and national patient organisations.

Visuals and copyright free images

Audiovisual material (still images, moving images and sound sequences) made available on the website of the Audiovisual Service of the European Commission is offered free of charge for EU-related information and education purposes, unless otherwise stated.

<https://audiovisual.ec.europa.eu/> © European Union, 2022

[Other communication material](#) (including factsheets and videos)

DG SANTE and HaDEA communication channels

DG SANTE can support the dissemination of material linked to the ERNs, including through the fortnightly Health and Food Safety newsletter, as well as on social media. DG SANTE has a health-focussed Twitter account (@EU_Health) and thanks to the European Commission's Directorate-General for Communication as well as the Representations, it is possible to pass messages across a [wide range of platforms](#), depending on the target audience.

DG SANTE's [ERNs Twitter List](#) is also a good way to monitor and be inspired by your fellow ERNs and to amplify relevant messaging for the community.

The European Health and Digital Executive Agency (HaDEA) is also available to multiply the messages of the ERNs. HaDEA also has a Twitter account (@EU_HaDEA) and is open to reposting content from ERNs.

Do not hesitate to tag both accounts in your posts so that your content can be retweeted, or to contact us for further information.

A quick guide to social media

Social media can be an excellent communication tool to help amplify messages, monitor discussions or reactions to news and to facilitate connections with new audiences.

Must haves for an engaging social media post

Messaging: conversational language with proper spelling, punctuation and grammar that shows your personality; facts and statistics often drive engagement.

Call to action: tell people what you want them to do next e.g. read more, share.

Links: most of your social media posts should link to articles, press releases or more information.

Assets: images, videos and GIFs are a good way to attract attention on social media, yet attention spans are short; keep visuals simple and readable on a mobile device; most videos are watched without sound so should be subtitled wherever possible.

Hashtags: place your post in wider conversations, e.g. around awareness days to facilitate interactions with others and attract new followers.

#ERNs: main hashtag for the European Reference Networks, although relevant content is also available under #ERNeu and #RareDiseases. Where possible, this hashtag and link to EU funding should also be in your bio.

#HealthUnion: hashtag used by the Commission and wider health community to talk about all proposals under the Health Union. ERNs are part of the Commission's vision of a [European Health Union](#), in which EU countries prepare and respond together to health crises, medical supplies are available, affordable and innovative, and countries work together to improve prevention, treatment and aftercare for diseases such as cancer.

#EU4Health: hashtag used for projects funded under the EU4Health programme, which is an unparalleled EU financial support in the health area. Funding opportunities under the EU4Health Programme are published by the HaDEA.

Related hashtags: #EHDS, #EUCancerPlan, #EUPharmaStrategy, #EUGlobalHealthStrategy, #HealthierTogether Initiative

General advice and guidelines for social media

- Maintain strong security of your accounts
- Be aware of privacy settings
- Respect privacy, copyright, and licensing
- If you make a mistake, correct it as soon as possible
- Beware of sharing false or misleading information

Communication hooks and awareness days

October	Breast + Liver Cancer Awareness Month
November	Movember - Men's Health Awareness Month
10 November	World Day for Neuroendocrine Tumour Awareness
14 November	World Diabetes Day
16 November	World Day against Broncho-Obstructive Pulmonary Diseases
18-24 November	World Antibiotic Awareness Week
1 December	World Aids Day
24 January	Moebius Syndrome Awareness Day
4 February	World Cancer Day
13 February	International Epilepsy Day
15 February	International Day of Child Cancer
28 February	Rare Disease Day
10 March	World Kidney Day
7 April	World Health Day

17 April	World Haemophilia Day
Last week of April	European Immunization Week
May	Brain Cancer Awareness Month + Skin Cancer Awareness Month
18 May	World AIDS Vaccine Day
20 May	World Autoimmune Arthritis Day
30 May	World Multiple Sclerosis Day
25-31 May	European Week Against Cancer
28 May	International Day of Action for Women's Health
22 July	World Brain Day
28 July	World Hepatitis Day
1 August	World Lung Cancer Day
September	Childhood Cancer Awareness Month
25 September	World Lung Day
29 September	World Heart Day

ERN Twitter Directory

Endo-ERN	endocrine conditions	@RareEndoERN
ERKNet	kidney diseases	@EuRefNetwork
ERN BOND	bone disorders	@ern_bond
ERN CRANIO	craniofacial anomalies and ENT disorders	@cranio_ern
ERN EpiCARE	rare and complex epilepsies	@EpiCARE_ERN
ERN EURACAN	adult cancers (solid tumours)	@ERN_EURACAN
ERN EuroBloodNet	haematological diseases	@ERNEuroBloodNet
ERN eUROGEN	uro-recto-genital diseases and conditions	@ERN_eUROGEN
ERN EURO-NMD	neuromuscular diseases	@euro_nmd
ERN EYE	eye diseases	@ErnEyeEU
ERN GENTURIS	genetic tumour risk syndromes	n/a
ERN GUARD-HEART	diseases of the heart	@ERNGuardHeart
ERNICA	inherited and congenital (digestive and gastroin- testinal) anomalies	@ernica_ern
ERN ITHACA	congenital malformations and rare neurodevel- opmental disabilities	@ERNIthaca
ERN LUNG	respiratory diseases	@ErnLung
ERN PaedCan	paediatric cancer	@SIOPEurope
ERN RARE-LIVER	hepatological diseases	@ERN_RARE_LIVER
ERN ReCONNET	connective tissue and musculoskeletal diseases	@ern_reconnet
ERN RITA	immunodeficiency, autoinflammatory and autoimmune diseases	@_ERNRITA
ERN-RND	rare neurological diseases	@ERN_RND
ERN Skin	skin disorders	n/a
ERN TRANSPLANT-CHILD	transplantation in children	@TransplantChild
MetabERN ERN	hereditary metabolic disorders	@Metab_ERN
VASCERN ERN	multisystemic vascular diseases	@vascern

Annex III Social media handles/websites shared in Slido during the webinar

Organisations managing EU-funded projects

APHF

[Africa Public Health Foundation: Overview | LinkedIn](#)

<https://x.com/AfricaPHF>

[Africa Public Health Foundation \(APHF\) - YouTube](#)

DiCE

https://x.com/dice_europe

<https://www.facebook.com/DiCEforPatients>

<https://www.linkedin.com/company/digestive-cancers-europe>

<https://www.youtube.com/channel/UCdM78H48-DNsoSa6Qo9BBjQ>

<https://www.instagram.com/dice.europe/>

<https://bsky.app/profile/digestivecancerseu.bsky.social>

<https://www.tiktok.com/@digestivecancers>,

<https://www.whatsapp.com/channel/0029VanzienFSA0dmuQ2U3F>

Projects

AIDA (Horizon)

<https://www.facebook.com/profile.php?id=100090460866495>

<https://twitter.com/AIDAeuproject>

<https://www.instagram.com/aidaeuproject/>

https://www.youtube.com/channel/UCG7jY-aS8t01V_pcV-NE-sQ

<https://www.linkedin.com/in/aida-eu-project-034585266/>

eCAN JA (EU4Health)

<https://www.linkedin.com/company/ecanjointactioneu/>

https://x.com/ecan_ja

<https://ecanja.eu/>

EU-JAMRAI 2 (EU4Health)

<https://www.linkedin.com/company/eu-jamrai/>

<https://www.facebook.com/EUjamrai>

<https://www.instagram.com/euiamrai>

<https://x.com/euiamrai/>

<https://www.youtube.com/@eu-jamrai>

EUnetCCC (EU4Health)

[EUnetCCC - European Network of Comprehensive Cancer Centres: Overview | LinkedIn](#)

EU-PROMENS (EU4Health)

<https://www.facebook.com/EUPROMENS>

<https://www.youtube.com/@EU-PROMENS>

European Health Forum Gastein (EU4Health)

<https://www.linkedin.com/company/2026375/>

European Network of Youth Cancer Survivors (EU4Health)

<https://www.linkedin.com/showcase/youthcancersurvivors/>

FinHITS (EU4Health)

<https://www.linkedin.com/company/findatafi>

<https://bsky.app/profile/findata.bsky.social>

<https://findata.fi/en/finhits/>

JA GHI (EU4Health)

<https://www.linkedin.com/in/ja-ghi/>

JA MENTOR (EU4Health)

<https://www.linkedin.com/in/ja-mentor/>

OrphaDev4Kids (EU4Health)

<https://www.linkedin.com/company/eptri/>

<https://eptri.eu/orpha-dev-4kids/>

<https://eptri.eu/>

PANDOMIC (EU4Health)

<https://www.linkedin.com/company/pandomic/>

https://x.com/pandomic_eu

www.pandomic.eu

PoDiaCar (EU4Health)

https://www.instagram.com/podiacar_eu?igsh=bWd4djY0ajFldzZ3&utm_source=qr

SAGITTARIUS (Horizon)

<https://www.linkedin.com/company/sagittarius-eu/>

https://twitter.com/sagittarius_eu

https://www.youtube.com/channel/UCuCc-CEy4o_belu_xyrTu4A

https://www.instagram.com/sagittarius_eu/

<https://www.facebook.com/sagittarius.eu>

Team-COACH (EU4Health)

<https://x.com/TEAMCOACHEU>

TOGAS (EU4Health)

<https://www.facebook.com/profile.php?id=100092469334490>

https://twitter.com/Togas_euproject

<https://www.youtube.com/channel/UC5sx-FqKkSmqva8IRurwZIA>

<https://www.linkedin.com/company/togas-eu-project/>

<https://www.youtube.com/channel/UC5sx-FqKkSmqva8IRurwZIA>

VAX-ACTION (EU4Health)

[Vax-Action Project | LinkedIn](#)