The European Commission’s science and knowledge service

Joint Research Centre
Step 10
Communication

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Dissemination vs communication
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Key “ingredients” for communication

- goal
- target audience
- message
- medium
WHY communicate?
Interest
[not only awareness]
“More facts” not the answer
TARGET AUDIENCE (non-experts)

- Policy makers
- Local authorities
- Private companies
- NGOs
- Academics
- Citizens
WHAT
do we communicate?
“Contrary to what one might expect, the population size of a city does not determine its performance in culture and creativity.”
“Cultural and Creative Cities have more jobs and a diverse work force”
“#Culture can help cities foster #innovation, Job creation & social cohesion”
What is your MESSAGE?

- Choose **hooks** for your audience;
What is your MESSAGE?

- Choose hooks for your audience;
- Catch the attention with something new;
What is your MESSAGE?

- Choose hooks for your audience;
- Catch the attention with something new;
- Tell a story;

Figure 4. Cultural Vibrancy: Ranked cities and related scores within EU Member States – 2017 edition

Note: Cities in Cyprus, Latvia, Luxembourg and Malta omitted due to poor data coverage.
What is your MESSAGE?

- Choose hooks for your audience;
- Catch the attention with something new;
- Tell a story;
- Say it **visually**
(What is your MESSAGE?)

- Don’t hide weaknesses
HOW communicate?
### MEDIA

- Publications
- Websites
- Media and blogs
- Social media
- Email/newsletter
- Events

### OUR PURPOSE

#### COMPLEXITY OF INFORMATION

#### LEVEL OF INTERACTIVITY

#### COVERAGE
Communication tips

- Identify your **target audience** (expert/non-expert) before choosing messages;
- Always answer **‘why’** and **‘what’** questions;
- Avoid scientific communication **style** (non-experts);
- Choose **messages** before media.
Thanks

Any questions?
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