



Brussels, - 2 OCT. 2017
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Subject: Showcase your project!

Dear Project Coordinator,

Research and innovation projects supported by the EU through Horizon 2020 and previous framework programmes are having a real impact on the life of Europe's citizens and our society as a whole. The projects often have compelling stories to tell. But reaching out to a large non-specialist audience is not always that easy. So we are opening a communication channel based on our network of social media followers to complement your own outreach activities.

We want to build up a portfolio of project videos to showcase the impact of EU funded research and innovation projects on our daily lives, and we invite you to upload a short video featuring your project highlighting its impact and relevance for society. Your video will be promoted via our social media channels (@EUScienceInnov - Twitter, Facebook, YouTube) - and could also be shown at events giving your work even more exposure.

Please visit our [website](#) for further information on how you can get involved:

Free travel and accommodation to attend the next [ESOF](#) conference in Toulouse in July 2018 will be offered to the Project Coordinator whose video receives the most likes!

You can find additional support and information on how best to communicate your projects on our [webpage](#) under 'The EU guide to communication'. There are links to short videos about science communication in general, and specific tips on how to get the media on board.

I would really like to encourage you to get involved and I look forward to watching your video.

With best regards,



Robert-Jan Smits