



EMIF Deliverable 16.4: Communication Plan

Executive summary

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Informing the scientific and general public about the progress and results of the EMIF project is one of the important tasks of every IMI project. Providing this information is one way of returning value to society for the investments made into the project.

To ensure relevant and targeted communication, a 10 step approach was followed to the development of a comprehensive communication plan. The stepwise approach was developed by combining the IMI communication plan template with a stepwise approach developed by Prof. Fauconnier (University of Louvain, Belgium) and Karl Wouters (Sensus Communications).

Communication is an ongoing obligation and opportunity to engage with the relevant stakeholders. As such, this deliverable should be seen as a first version and will be adapted as the project advances. The document suggests a way of tracking the communication impact on the different stakeholders by surveying the actual versus the desired image of the project.

Key deliverables at this point are the project vision and mission, the definition of stakeholders, the branding, the desired image and the first version of the communication matrix.

EMIF wants to be the trusted European hub for health care data intelligence, enabling new insights into diseases and treatments.

This vision will be realized via a phased approach, reflected by a multi-generation project plan whereby step 1 = Knowing step 2 = Accessing step 3 = Using. These phases align with the overall project plan and communication objectives will be aligned accordingly. The communication matrix lists the key messages for step 1 – Knowing.

Contacts

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