



DECISION OF THE GOVERNING BOARD OF THE ECSEL JOINT UNDERTAKING

Adopting the ECSEL Joint Undertaking Communication Policy

THE GOVERNING BOARD OF THE ECSEL JOINT UNDERTAKING ,

Having regard to Council Regulation (EU) No 561/2014 of 6 May 2014 establishing the ECSEL Joint Undertaking, and in particular Article 5 thereof,

Having regard to the Statutes annexed to Council Regulation (EU) No 561/2014, and in particular Article 7(3)(1) thereof;

WHEREAS:

- (1) the Executive Director shall recommend to the Governing Board a communication policy,
- (2) the Governing Board shall adopt the Joint Undertaking's communications policy upon recommendation by the executive Director,

HAS DECIDED AS FOLLOWS:

Article 1 – Objective

The general objective of the communication policy is to comply with the H2020 rules and regulations ensuring that all ECSEL Joint Undertaking publics are informed with respect to its progress towards the objectives in order to engage all stakeholders, putting them in the position to bring their contribution to the success of the programme

Article 2 – Purpose and scope

The ECSEL Joint Undertaking's communication policy shall address five target audiences. It shall define specific goals for each of the target audiences and require appropriate actions.

Target audience 1 - Internal Communication

The objectives are:

- To define clear targets known and embraced by the whole staff in executing the operational activities and in ensuring compliance with rules and regulations,
- To generate personal motivation and commitment in task execution
- To ensure involvement in measuring progress towards the targets
- To establish an interactive continuous improvement process to evolve procedures

The primary responsibility is with the Executive Director. The secondary responsibility is with the Head of Administration.

Actions: SMART target definition, Monthly Operations Reviews on targets, progress, issues, improvements.

Target audience 2 - Communication to ECSEL JU Bodies

ECSEL JU Bodies: Governing Board; Public Authorities Board; Private Members Board

The objectives are:

- Key performance Indicators measuring progress towards strategic goals
- Establish an atmosphere of trust and collaboration, crisp roles definition

The primary responsibility is with the Executive Director. The secondary responsibility is with the Head of Dissemination, with participation of the Head of Programmes and the Head of Finance.

The actions:

- Issue a quarterly news brief showing status versus plan: achievements, issues, actions planned
- Organize a yearly Public Authorities day
- Executive Director reporting at the planned meeting
- Invited speeches at national events
- Periodic consultation with representatives of each Body

Target audience 3 - Communication to EU Bodies

European Union Bodies: Commission, Council, Parliament, European Court of Auditors

The objectives are to:

- Comply with H2020 rules of participation and dissemination
- Satisfy the obligations, especially the Annual Activity Report and the financing reporting
- Provide information required by the Court of Auditors
- Keep the Union Bodies sensitized to the strategic importance of nanoelectronics, to the issues facing the industry and to the possible lines of action

The primary responsibility is with the Executive Director. The secondary responsibility is with the Head of Finance, with participation of the Head of Dissemination.

The actions: Prepare and submit substantive, yet concise reports

Target audience 4 - Communication to R&D actors

The objectives are:

- Ensure clarity of procedures, technical reporting, financial mechanisms
- Prepare R&D&I topics for the future calls
- Assure results dissemination

The primary responsibility is with the Head of Dissemination with participation of Head of Programmes. The secondary responsibility is with the Executive Director.

The actions:

- Generate the content of the Call for Proposal including the Multi Annual Strategic Plan, the Work Plan and all related documents
- Assure collection and publication of relevant data on projects selected for funding
- Assure the public exposure of the main results obtained in the projects supported through the programme
- Execute a yearly communication day for the Project Coordinators and other groups, as needed

Target audience 5 - Communication to the public at large

The objectives are to:

- Establish ECSEL Joint Undertaking corporate identity
- Maintain and enhance the Internet presence of ECSEL Joint Undertaking

- Ensure presence in public media reflecting achievements and sparking further investments

The primary responsibility is with the Executive Director. The secondary responsibility is with the Head of Dissemination.

The actions are to:

- Enrol resources (establish SLA with the Private Members)
- Contribute to the H2020 call publication and dissemination instruments
- Prepare at least 2 press releases per year
- Organize an yearly event
- Provide support/sponsorship for yearly events of the Private Members
- Execute publications, participate in public events
- Define actions to enhance international visibility

Article 3 – adoption and entry into force

The Governing Board hereby approves the communication policy as presented by the Executive Director.

This decision shall take effect on the date of its adoption.

Done at Brussels, on 3 July 2014,

For the Governing Board

(signed)

Heinrich Daembkes
Chairperson of the Governing Board