

# REMINDER PROJECT

## ADMINISTRATION AND COMMUNICATIONS ISSUES

Mikal Mast & Rob McNeil



# ADMINISTRATION

Mikal Mast

# Monitoring Project Implementation

- Beneficiaries implement the project as described
- Eligibility of costs claimed

# Reporting

- Deliverables
- Periodic reports (technical and financial) for each reporting periods (18 months)
- Final report (technical and financial) – automatically generated

# Reviews

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- End of each reporting period
- Done by REA, usually requires meeting with (part of) consortium
- Covers work carried out, achievements, use of resources

# Amendments

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- Submitted by coordinator
- Request include reason and supporting docs
- 45 days to agree or disagree

# Payments

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- Pre-financing
- Interim – 90 days after periodic reports submitted
- Payment of balance – 90 days after final report submitted

# Audits

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- During project or any time up to 2 year after final payment
- Direct audit (Commission staff) or indirect audit (external auditors)



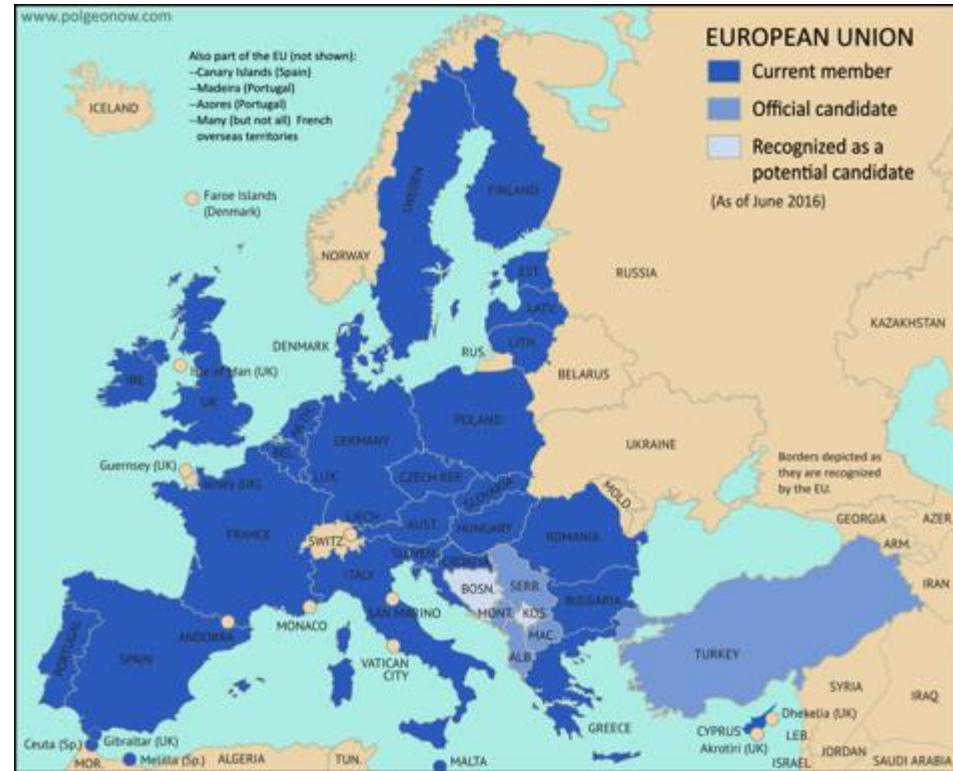


# COMMUNICATIONS

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# The fundamental objective?

- Understanding and communicating how to create better outcomes for communities from intra-EU mobility.



# Communications requirements

- Website/branding
- Internal communications
- Social media
- Media work
- Blogging
- Policy outreach
- Civil society outreach



# Why we need to get it right...

- Because we are likely to face media attacks:

Daily Mail - January 2 2017:

*“British taxpayers are subsidising university propaganda projects to promote EU free movement. The latest EU research grants gave £47million to UK universities – including £7.9million to Oxford.”*

- Broader issues of reputation management
- 13 institutions, large number of staff, different political and media environments

# Issues and challenges

## 1 - Internal

- Coordination with semi-autonomous groups – full list of participating researchers & other staff
- Regular updates critical
- Early sharing of materials essential
- Branding (EU emblem and project branding)



TNS opinion



UPPSALA  
UNIVERSITET



# Issues and challenges

## 2 - external

- ❑ Multiple comms teams but clear voice needed: Oxford to manage PR - full list of communications officers needed.
- ❑ Risk management important – protocol.
- ❑ Social media management – we need to see all public outputs related to the project.
- ❑ English language version of press releases



# Key communications outputs

## Promised:

- Communications strategy by month 2
- Blogs – loose expectations. critical: one intro blog, one final blog – otherwise, as necessary

## General:

- Press releases
- Social media outputs
- Newsletter?

# The website and team responsibilities

- Blogs – English. Introducing each work package (submit by February 17<sup>th</sup> ) then updates as required and final blog.
- Public deliverables (academic papers etc.)
- Workshop/event write-ups
- Press materials and relevant coverage
- FAQs
- Staff list and contacts



# Communications protocol:

## Safety first!

- Publications related to the project must be published on the REMINDER website before or simultaneously with those of partner institutions.
- Social media outputs from participants relating to the project must be cautious and should be cleared with the REMINDER communications team.



# Wrap-up:

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- What we are doing
- Why it matters
- What you need to do
- What you need to avoid