

INTERNÍ ZÁPIS: IGLO ERC AERG

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External Communication strategy



The new External Communication Strategy 2025 should

- Explain the value of frontier research
- Provide information on ERC funding
- Promote public engagement

Context:

- Implementation of Horizon Europe – 2025-2027, 15,000th grantee
- Preparations of the 10th FP for R&I – Competitiveness Fund
- President Von der Leyen Political Guidelines – ‘expand the ERC’
- New Parliament, New Commission, Brussels stakeholders
- Draghi Report, Letta Report, Heitor report
- Geopolitical context
- Disinformation, misinformation + ‘knowledge resistance’

Audiences:

- Potential applicants for ERC grants and those who support them
- ERC grantees and their research teams
- Universities and research institutions that host grantees
- Policy-makers and research stakeholders (EU and national levels)
- Journalists and media
- Members of the public who take an interest in science
- ERCEA staff

Actions for 2025:

- Support to the Scientific Council – speaking engagements, media interviews etc.
- ERC website, science stories, social media, ERC magazine, email newsletter etc.
- Events with STOA, communication of F2P reports etc.; R&I days
- Widening events, international events, NCP events
- Science Journalism Initiative
- EU Researchers' Night, Science is Wonderful!
- PERA - new call foreseen in 2026 work programme



Annex – Key Communication Opportunities in 2025

January

- World Economic Forum, Davos, Switzerland
- Proof of Concept 2024 call results,

February

- ERC Annual Report 2024
- American Association for the Advancement of Science (AAAS), Boston, USA (remote attendance)
- Scientific Council plenary, Brussels
- "Exciting Minds" exhibition with the Estonian Research Council, Brussels

March

- MIT Career Fair, Boston, USA
- Science is Wonderful!, Brussels
- ERC National Contact Points meeting

April

- ERC Industry event, Brussels
- Scientific Council plenary, Brussels
- Launch of the Ambassadors for the ERC network, Brussels

May

- UN Multi-Stakeholder Forum on Science, Technology and Innovation for the Sustainable Development Goals (STI Forum), New York, USA
- Global Research Council 13th Annual Meeting, Riyadh, Saudi Arabia

June

- Scientific Council plenary, Durham, UK
- ERC National Contact Points meeting
- Ecsite Annual Conference, Warsaw (tbc)
- Advanced Grant call results
- HIRO meeting, Republic of Korea

July

- ERC 2026 work programme adoption
- Joint info session for researchers in Poland

September

- European Researchers' Night, Brussels
- Starting Grant call results
- Research and Innovation Days, Brussels
- All-Atlantic Ocean Research and Innovation Alliance event, Brussels (tbc)
- Webinar on ERC 2026 work programme

October

- Scientific Council plenary, Copenhagen, Denmark
- Science and Technology in Society Forum, Kyoto, Japan

November

- European Business Summit, Brussels
- Falling Walls Science Summit, Berlin, Germany
- Annual ERC Scientific Conference, Brussels
- National Contact Points meeting
- Synergy Grant call results
- Scientific Council plenary, Brussels
- Brain Innovation Days, Brussels (tbc)

December

- Consolidator Grant call results

AERG

- Joint initiative of ERCEA and AERG on the ERC Ambassadors. The selected 32 Ambassadors will in the future participate in information events. The initiative will be launched on 28 April after the Scientific Council meeting. An ERC news article regarding the launch of the network will be published on 29 April.
- AERG is on bluesky and linkedIn
- They currently have 250 paying members; the focus is on facilitating meetings and mentoring for ERC candidates



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