Communication guidelines Moonshot projects

This document lays out binding communication guidelines with respect to Moonshot projects. These guidelines are limited and by no means onerous. They are the absolute minimum to ensure clear and consistent communication about the Moonshot initiative. These guidelines are an integral part of the acceptance procedure for Moonshot project funding and inseparably linked to the project allowance.

Most importantly, the Moonshot operational team is ultimately responsible for the external communication about the Moonshot initiative and the projects under its umbrella. This implies that, if a consortium or project partner wishes to publicly communicate about a Moonshot project, i.e. to an audience outside of the consortium, the format, medium and timing of the communication action should always be presented to and discussed with the MOT representative and/or Moonshot's communication manager Merten De Kinderen (mdekinderen@catalisti.be; +32 475 58 32 72) in advance.

This approach is not intended to interfere with the integrity of the content or message, but to ensure phrasing and wording are fit for purpose with respect to the target audience and consistent with the broader Moonshot communication strategy. Moreover, this approach also allows for the notification of relevant stakeholders, and consequently for the amplification and broader distribution of the communication action.

External communication

In every external communication about Moonshot projects, be it online on web pages, in press releases, in printed articles and brochures, in presentations, during events, in video testimonials, in interviews, or through any other communication channel, project partners are required to provide the necessary framework so Moonshot projects are identified as such.

In concrete terms, every communication action should include the information listed below as a bare minimum. The precise wording and phrasing of this information can of course be adapted to the communication medium and aligned with the specific target audience.

> Template 1: *The [project acronym] project is part of Moonshot, an industry-driven innovation programme of the Flemish Government that supports companies in reducing their CO_2 emissions.*

This information can be of course complemented further by other elements, depending on the context, for instance:

> Template 2: *The project/research/breakthrough/product/process/technology fits within/was developed as part of Moonshot. This ambitious industrial innovation programme supports Flemish industries in reducing their CO_2 emissions. It is funded by the Flemish Government, supported by VLAIO, and hosted by Catalisti, spearhead cluster for chemistry and plastics.*

Preferably, the consortium partners are also mentioned by name.

> Example: *The P2C project fits within Moonshot. This industry-driven innovation programme of the Flemish Government supports companies in reducing their CO_2 emissions. The project is a collaboration between KU Leuven, the University of Antwerp, and VITO.*

If a communication action occurs ad hoc, i.e. on the spot, in an unplanned fashion and without any opportunity for advance alignment with the Moonshot operational team, please take the aforementioned frameworks into account and immediately inform Merten De Kinderen (mdekinderen@catalisti.be; +32 475 58 32 72).

Hyperlinks

Online communication about Moonshot projects (e.g. on web pages) should always include a hyperlink to redirect visitors to a) the Moonshot website (https://moonshotflanders.be/) or b) a dedicated project page on the Moonshot website, which is available for each Moonshot project upon request.

Project Communication

Social media
On social media, and especially Twitter, it is of course not possible to provide the aforementioned frameworks. Therefore, social media communication about Moonshot projects should include the hashtag #Moonshot.

To ensure social media posts about Moonshot projects are swiftly picked up and amplified by the Moonshot operational team (Catalisti) and other relevant stakeholders, please inform Merten De Kinderen (mdekinderen@catalisti.be; +32 475 58 32 72) when posting.

Please note that in future, dedicated social media accounts for Moonshot might be set up. All project consortia will of course be notified if this is the case, so proper tagging can take place.

Moonshot logo
The Moonshot logo gives visibility and identity to Moonshot and its projects. If possible and appropriate, communication about Moonshot projects should therefore include either the Moonshot logo or the combination logo Moonshot-VLAIO. This logo should be sufficiently large so as to be legible.

Both the Moonshot logo (png) and the combination logo Moonshot-VLAIO can be downloaded via https://moonshotflanders.be/downloads/.

Other file types (e.g. eps) and logo variations are available upon request.

Scientific publications
In scientific publications related to the project, the organizational support by Moonshot as well as the financial support by the Flemish Government and Flanders Innovation & Entrepreneurship (VLAIO) should be acknowledged.

> Template: *We gratefully acknowledge the financial support of the Flemish Government and Flanders Innovation & Entrepreneurship (VLAIO) through the Moonshot project [project acronym] ([HBC reference number]).*

> Example: *We gratefully acknowledge the financial support of the Flemish Government and Flanders Innovation & Entrepreneurship (VLAIO) through the Moonshot project P2C (HBC.2019.0108).*

Questions?
For questions about these guidelines, or for general communication questions related to Moonshot, please contact:

Merten De Kinderen
Communication & Management Assistant
mdekinderen@catalisti.be
+32 475 58 32 72